

## **Spray Lake Sawmills**

### **C5/Crowsnest Pass – Communication Plan**

It is Spray Lake Sawmills' intent and objective to become an important, integral and accepted part of the communities in and around the Crowsnest Pass. To achieve this, a plan or strategy is required to help chart a pathway for success. A key component to this overall plan will be how we communicate with the various sectors of the community.

Spray Lake Sawmills believes that many of the concerns the public has with respect to the forest industry is based on a lack of, or misunderstanding of, who we are and how we conduct our business. Likewise, Spray Lake Sawmills needs to be aware of community specific values for incorporation into its forest management planning processes. In other words, there is a need for an increase in both company and community awareness. In combination we believe this will result in a greater level of acceptance within the community.

Critical to this assumption is that the company operate in an exemplary fashion in delivery of its field operations. The intent is to operate in a manner of goodwill with the community. This plan is not being designed as a tool to buy acceptance through high gloss add campaigns.

This communication or awareness program will be focused at the local community level where the company is the most visible and will have the greatest impact on residents. This program also includes communication with known stakeholders who may be affected by our woodlands operations.

There are four important elements required for this communication plan to be a success:

1. It requires strategies for disseminating forestry and company specific information as part of a public education/awareness program,
2. It requires a means for reciprocal information sharing back from the community,
3. It requires company plans to be transparent and available for those wish to access it,
4. It requires a reciprocal openness to understand and incorporate information/feedback in a spirit of cooperation.

**Tools:** People are not all alike. Different people will have different preferred methods of gathering and communicating information. As a consequence, a variety of communication options or tools have been outlined.

**Public Advisory Committee (PAC):** The PAC is intended to be the primary vehicle for the company to gauge the pulse of the community. It provides an opportunity for face-to-face discussion between Spray Lake Sawmills and a cross section of stakeholder interests throughout the community. Refer to the PAC Terms-of-Reference for further details on the composition, mandate and function of this group.

**Spray Lake Sawmills' website ([www.spraylakesawmills.com](http://www.spraylakesawmills.com)):** In today's world most people have quick and easy access to the internet. Spray Lake maintains a webpage for generalized information about the company and its woodlands operations. In addition, specific information will be posted on the webpage with respect to PAC activities (minutes of meetings, terms-of-reference, committee composition, etc), the company's General Development Plan (GDP), links to the company's Detailed Forest Management Plan (DFMP) and Operating Ground Rules, and a listing of upcoming events. The webpage also contains a place for providing feedback or comments.

**Open Houses:** Spray Lake Sawmills will host an annual open house to provide an opportunity for members of the community to have a face-to-face meet and greet with company staff. Display material will include all of the company's planned field operations for the upcoming season. These will generally be held during the first week of May each year.

**Newspaper articles:** A series of information articles will be prepared for inclusion in local newspapers. The intent of the articles will be to provide generalized information about the forest industry as a whole as well as company specific activities and operating practices.

**Brochures:** A series of informational brochures will be made available through various community events/venues and the Spray Lake Sawmills office in Blairmore.

**Ad Hoc Talks and Presentations:** Meetings, talks or presentations to various stakeholder groups may be made on request through the Blairmore office. This may also include such things as an invitation for Municipal or MD Council tours after each civic election.

**Community Involvement:** The Company will look for avenues for increasing levels of community involvement. This may include such things as memberships or community events.

**Requests for Information:** Requests for information can come in a variety of forms ranging from casual inquiries from the general public to the media looking for an official statement. The general philosophy of Spray Lake Sawmills is to have an open door policy in dealing with the public. We will be open, honest and forthright in all of our statements, although the manner in which information is shared will vary depending on the circumstances.

**Accommodating Feedback:** We will give due consideration of all comments/feedback received although this does not necessarily mean that all feedback will always be able to be accommodated. The company is still bound to follow higher order government planning documents, ground rules, policy or legislative requirements. Operational logistics and financial implications also form part of the ongoing balancing act. The PAC will be used as a sounding board to vet balancing requirements where conflicting comments may have been received.