



# Snowy 2.0 Digital Strategy



Revision: A

Date: 11 June 2024

## Approval

**Title:** Snowy 2.0 Digital Strategy

**Revision:** Rev A

**Date of issue:** 11 June 2024

### Approval Record

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<b>Reviewed By:</b>	Heather Quinlan	Media and Communications Manager Snowy Hydro Pty Ltd
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### Document Revision Table

Rev.	Date	Description of modifications

Emily Martin  
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25/06/2024

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Subject: Snowy 2.0 - Main Works – Digital Strategy

Dear Ms. Martin

I refer to your submission of the Digital Strategy in accordance with Schedule 3 Condition 2 of the Infrastructure Approval for Snowy 2.0 Main Works (SSI-9687).

I note the Digital Strategy has been prepared in ongoing consultation with NPWS and contains the information required by the conditions of the Infrastructure Approval.

Accordingly, as nominee of the Planning Secretary, I approve the Digital Strategy (Version A, dated 11 June 2024).

Please ensure you make the document publicly available on the project website at the earliest convenience.

If you wish to discuss the matter further, please contact Wayne Jones on (02) 6575 3406.

Yours sincerely



Nicole Brewer  
Director  
Energy Assessments

As nominee of the Planning Secretary

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# 1. Introduction

The document presented herein is known as the Digital Strategy (the Strategy) for Snowy 2.0 Main Works.

It has been prepared to meet the requirements of Schedule 3 Conditions 1 to 3 of the Infrastructure Approval (CSSI 9687) for Snowy 2.0 Main Works issued under Section 5.19 of the *Environmental Planning and Assessment Act 1979* (EP&A Act) (the NSW Approval).

This purpose of the Strategy is to increase the knowledge and enjoyment of Kosciuszko National Park (KNP) by bringing the natural and cultural information identified through the Snowy 2.0 project to the public.

This is to be done via two phases: the accessibility phase (correlates to Condition 1), and the innovation phase (correlates to Condition 2):

- For condition 1 - (i) establishing a digital platform (or platforms) that hosts natural and cultural information relating to the Snowy 2.0 project (this will be on or linked to the Snowy Hydro website, with some components also proposed for the SEED database); (ii) preparing a detailed archival record of the development (on or linked to the Snowy Hydro website); and (iii) providing public access to the documents prepared for the Exploratory Works and Main Works (on or linked to the Snowy Hydro website)
- For condition 2 - delivering digital experiences online on the NPWS website and app, and integrating tools and activities into venues such as the NPWS visitor centres, the NPWS Kosciuszko Education Centre and the Snowy Hydro Discovery Centre

Snowy Hydro Limited (Snowy Hydro) has a variety of measures already in place to ensure that the public are aware of Snowy 2.0, Snowy Hydro and its context within Kosciuszko National Park (KNP). These measures are not contained in this strategy, with the focus of the strategy instead being on sharing with the public new information about KNP, identified as a result of Snowy 2.0 related studies and works (previous and ongoing).

## 1.1 Project Overview

Snowy Hydro owns, manages, and maintains the Snowy Mountains Hydroelectric Scheme (the Scheme), which is principally located within the Kosciuszko National Park.

The Scheme is one of the largest and most complex hydroelectric schemes in the world, consisting of 16 major dams, eight power stations, one pumping station, 145 kilometres of interconnected tunnels and pipelines, and 80 kilometres of aqueducts.

The pumped hydroelectric expansion of the Scheme (Snowy 2.0) will link the existing Tantangara and Talbingo reservoirs via a new underground tunnel and a pumped hydroelectric energy storage. Snowy 2.0 will provide an additional 2,200 megawatts of dispatchable generating capacity, along with approximately 350,000 megawatt hours of large-scale energy storage providing on-demand, quick-start electricity generation at critical times of peak demand.

## 1.2 Approvals

Snowy 2.0 was designated Critical State Significant Infrastructure (CSSI 9687) and assessed under Part 5 sections 5.23 and 5.24 of the *Environmental Planning and Assessment Act 1979* (EP&A Act). The project was approved by the NSW Minister for Planning and Public Spaces under Section 5.19 of the EP&A Act on 20 May 2020.

A referral was also prepared and lodged with the Commonwealth Minister for the Environment (DAWE) under the *Environment and Biodiversity Conservation Act 1999* (EPBC Act), and the project was subsequently determined to be a controlled action under that Act. The project was approved by DAWE under sections 130(1) and 133(1) of the EPBC Act on 29 June 2020.



### 1.3 Scope of Digital Strategy

The Digital Strategy addresses the relevant conditions associated with Snowy 2.0. The structure of the Digital Strategy reflects the conditions and requirements.

**Table 1: Relevant Conditions of Approval for Snowy 2.0 Main Works**

Condition	Requirement	Where addressed
Schedule 3 Condition 1	The Proponent must:	Section 5.1 and 6.1
	(a) consolidate all the information presented in the documents prepared for the Exploratory Works and Main Works (see definitions) in a single, open source database;	Section 5.1 and 6.1
	(b) supplement this information over time with the information that must be gathered and made public under the conditions of this approval;	Section 5.1 and 6.1
	(c) prepare a detailed archival record of all phases of the development; and	Section 5.1 and 6.1
	(d) make this information publicly available.	Section 5.1 and 6.1
Schedule 3 Condition 2	Within 6 months of the commencement of construction, the Proponent must prepare a Digital Strategy for the development to the satisfaction of the Planning Secretary. This strategy must:	Section 1.4
	(a) be prepared in consultation with the NPWS;	Section 5.2 and 6.1
	(b) identify innovative ways to give effect to the requirements in condition 1 above; and	Section 5.2 and 6.1
	(c) include a program to develop a digital application for users of the Kosciuszko National Park to bring key information to life in an interactive way and enhance the enjoyment of the park.	Section 5.2 and 6.1
Schedule 3 Condition 3	The Proponent must implement the approved Digital Strategy for the development.	Section 6

### 1.4 Consultation

In accordance with Schedule 3 Condition 2(a), the Digital Strategy must be prepared to the satisfaction of the Department of Planning, Housing and Infrastructure (DPHI) and in consultation with NPWS. Snowy Hydro has consulted regularly with NPWS with comments summarised in Table 1-2.

**Table 2: Consultation summary**

Date	Consultation	Outcomes
30 June 2021	NPWS – Response provided on strategy (initial draft) following an online meeting between NPWS & Snowy Hydro on 26 May 2021.	NPWS raised general comments about the intent of the document. Staging was discussed.
1 November 2021	DPHI – Response provided on the strategy (revision dated 21 July 2021).	DPHI requested that feedback and outcomes of consultation with NPWS regarding delivery of the Digital Strategy need to be included. This has been addressed through this table. DPHI requested that firmer timeframes are provided with respect to delivery of

Date	Consultation	Outcomes
		commitments as per the conditions. This has been provided in section 6.
13 July 2023	Online meeting between NPWS, Snowy Hydro and communications consultant Supercurious to provide NPWS with an overview of the strategy (revision dated 12 July 2023).	The meeting involved discussion around interpretation of the planning conditions in terms of messaging about Snowy 2.0. NPWS raised that involvement from NPWS communication teams would be important for this strategy and a workshop was organised to occur in August 2023.
24 August 2023	Online meeting between NPWS, Snowy Hydro and communications consultant Supercurious to workshop the commitments contained in the strategy (revision dated 12 July 2023).	NPWS raised idea to utilise the Sawpit Creek Education Centre to showcase this information. NPWS also raised the opportunity for Snowy Hydro to enhance the Education Centre education platforms by providing additional technological resources. These commitments are included in section 6.
19 September 2023	NPWS – Response provided on the strategy (revision dated 12 September 2023).	NPWS raised that the strategy still focused too much on the Snowy 2.0 project itself rather than bringing to the public the natural and cultural learnings from Snowy 2.0. The purpose of this strategy has been updated. NPWS raised that more specific outcomes are required in the strategy. This has been provided in section 6.
26 March 2024	Online meeting between NPWS and Snowy Hydro to discuss the strategy (revision dated 27 September 2023) and clarify previous comments made on rev C.	NPWS raised that the messaging of the strategy and its structure were over complicated and therefore not clear. In the meeting, it was discussed which sections would be rewritten or taken out to simplify the messaging and ensure deliverables were clear. Rev E was restructured and simplified to reflect.
10 May 2024	NPWS – Response provided on the strategy (revision dated 29 April 2024)	NPWS noted that plan had improved however still required some refinement to be clear on purpose and how conditions of approval are being met. Specific actions required further refinement with the NPWS communications team through a workshop. This revision includes minor changes to reflect comments and the workshop was organised to occur in June 2024.

Date	Consultation	Outcomes
5 June 2024	Online meeting between NPWS and Snowy Hydro to discuss section 5 and 6 of revision dated 15 May 2024.	NPWS provided feedback on section 5 and 6 resulting in refined commitments.
6 June 2024	Online meeting between NPWS and Snowy Hydro to discuss and resolve comments on revision dated 15 May 2024.	Resolution of outstanding comments.

## 2. Strategy overview

This Strategy provides a comprehensive framework for increasing the public’s knowledge and enjoyment of KNP by making public and widely accessible the learnings from the Snowy 2.0 project.

These learning are primarily the biodiversity baselines surveys and ongoing monitoring; extensive archaeological and geological investigations; and groundwater and surface water monitoring.

This is to be achieved in two phases: the accessibility phase (correlate to Condition 1), and the innovation phase (correlates to Condition 2):

- For condition 1 - (i) establishing a digital platform (or platforms) that hosts natural and cultural information relating to the Snowy 2.0 project (this will be on or linked to the Snowy Hydro website, with some components also proposed for the SEED database); (ii) preparing a detailed archival record of the development; and (iii) providing public access to the documents prepared for the Exploratory Works and Main Works (on or linked to the Snowy Hydro website)
- For condition 2 - delivering digital experiences online on the NPWS website and app and integrating tools and activities into venues such as the NPWS visitor centres, the NPWS Kosciuszko Education Centre and the Snowy Hydro Discovery Centre.

To support enhanced **knowledge** and **enjoyment** of KNP, this strategy outlines actions to make this new Snowy 2.0 project related information accessible to the public via Snowy Hydro and NSW Government channels, as well as innovative digital outcomes in visitor centres, educations centres and potentially future recreation areas at current Snowy 2.0 construction sites. A collaborative approach between Snowy Hydro and NPWS will effectively realise these objectives – starting now with the Strategy and extending over the next 4-5 years as detailed actions are planned and implemented.

## 3. What has been done to date?

Snowy Hydro and its predecessor authority have operated in the Snowy Mountains and KNP since 1949, with the Snowy Scheme assets - the lakes, dams and power stations - becoming some of the many attractions for visitors to the park. Snowy Hydro has maintained public facilities and interpretative signage in key locations and promoted the Scheme and KNP through a range of channels including:

- the Snowy Hydro Discovery Centre in Cooma (supported by displays in Cabramurra, Talbingo and Khancoban townships),
- printed and digital materials,
- via social media, videos, media releases, newsletters/e-news, articles in specialist publications,
- presentations and briefings to industry, community and other stakeholder groups,
- online and in-person delivery of education curriculum to school students,



- and participation in special interest groups/organisations including Tourism Snowy Mountains, progress associations and chambers of commerce.

Since Snowy 2.0 was proposed in 2017, this external engagement has also expanded to include regular community information sessions in locations across the Snowy Mountains, in-person stakeholder site tours, development of project-specific materials such as information booklets, fact sheets, monthly project videos, an online virtual site tour, 'pop-up' book for young people and website content, education curriculum material, and use of Snowy Hydro Discovery Centre's state-of-the-art immersive theatre for Snowy Scheme flyovers, virtual reality and 3D animations.

As per Schedule 3, Condition 1(b), Snowy Hydro has been making public the relevant information that is required by the approval on the Snowy Hydro website. This includes biodiversity monitoring data, traffic monitoring data and Environmental Protection Licence monitoring data.

Following comprehensive engagement with the NPWS team in the formulation of this Strategy, we are excited to build on the success to date by expanding and enhancing the way Snowy Hydro supports content production and community engagement around the KNP and Snowy 2.0 (not in the scope of this strategy).

## 4. Audiences

This list of audiences gives a broad overview of the stakeholders with interests in this strategy and the effective, innovative promotion of the learnings about KNP due to the Snowy 2.0 project.

- **Kosciuszko National Park visitor** – these are visitors who may be curious, invested or concerned about Snowy 2.0 and its relationship with the KNP and its future. As a new or repeat visitor to KNP, this audience is likely to be highly invested.
- **Community (local, regional and national)** are directly or indirectly impacted by Snowy 2.0 and will be invested in this strategy.
- **Industry stakeholder** – these are not for profit organisations, professionals, peak bodies and sectors involved in the natural and cultural heritage information being identified by the Snowy 2.0 project and/or industries directly linked to the outcomes, development and construction of Snowy 2.0.
- **Research/education stakeholder** – these are schools or universities requesting information from Snowy Hydro to contribute to environmental studies.
- **Government (NSW and Federal)**

## 5. Implementation phases

To ensure the objectives of this strategy are achieved, and each component of the Snowy 2.0 and KNP story is told effectively, the implementation has been split into two phases: the accessibility phase, and the innovation phase. This two-phase implementation will help us provide audiences with a meaningful understanding of the natural and cultural information identified through Snowy 2.0 in a variety of different ways.

### 5.1. Phase 1: Accessibility phase

The **Accessibility Phase** focuses on providing access to key information and documentation (essentially the raw data and reports related to Snowy 2.0). This includes (i) establishing a digital platform (or platforms) that hosts a consolidation of the relevant information relating to the Snowy 2.0 project; (ii) preparing a detailed archival record of the development; and (iii) providing public access to the documents prepared for the Exploratory Works and Main Works.

This digital home will be on or linked to the Snowy Hydro website with select content also available on the NSW Government website named Sharing and Enabling Environmental Data ([SEED](#)) portal. Both will be accessible, easy to find, and provide an effective pathway for all stakeholders to access the information they need.

This phase will focus predominantly on meeting the requirements of Schedule 3 Condition 1. Further detail on commitments and timing is provided in section 6-1, Table 3.

### 5.2. Phase 2: Innovation phase

The **Innovation Phase** is where Snowy Hydro will use innovative ways to provide community members and interested stakeholders with information on KNP gained through the Snowy 2.0 project.

The phase includes engaging digital experiences delivered online and integrating tools and activities into venues such as visitor centres (including those managed by NPWS), the Kosciuszko Education Centre and the Snowy Hydro Discovery Centre.

This phase is predominantly focused on meeting the requirements of Schedule 3 Condition 2. Further detail on commitments and timing is provided in section 6-1, Table 3. To ensure that ideas continue to flourish, and new innovative methods are put in place, this strategy will be reviewed every three years by Snowy Hydro and NPWS, with the opportunity to make revisions when required in between three yearly reviews.

## 6. Key deliverables

### 6.1. Key deliverables with timing for each phase

As noted in section 5, there are two key phases that will be implemented. The key deliverables and their associated timing is provided in table 3. These initiatives will be managed and funded by Snowy Hydro, however the NPWS team will be consulted during planning phases and will help to facilitate the execution of these deliverables, particularly for work conducted at NPWS education and visitor centres. Further detail on this process will be refined through the working group established between Snowy Hydro and NPWS, as noted in below table.

**Table 3: Key deliverables with timing for each phase**

Phase	Deliverable	Timing for commencement
Accessibility	<p><b>Establish and maintain an open website</b> – This will involve several sub tasks:</p> <ul style="list-style-type: none"> <li>• Conduct a document and asset audit of the existing relevant Snowy 2.0 environmental information on the Snowy Hydro website</li> <li>• Design a new website interface/page to ensure it is easy to navigate, can be used as an education platform and enables feedback</li> <li>• Build the new website interface/page using existing environmental information gathered throughout the Exploratory Works and Main Works</li> <li>• Update the new website interface/page with available information and data that was identified as missing from the original website during the audit</li> <li>• Regularly update the website interface/page with content created through the innovative initiatives (outlined below)</li> <li>• Undertake annual content audits to ensure all information is captured and relevant</li> <li>• Undertake an accessibility and usability assessment to ensure compliance to NSW government standards, multilingual support and enhanced user experience.</li> </ul>	2024
	<p><b>Timeline</b> - The Snowy 2.0 project timeline currently available on the Snowy Hydro website will be updated to ensure that it tells the story of the Snowy 2.0 project construction.</p>	2025
	<p><b>Establish process for provision of content to NSW Government channel SEED</b></p>	2026

Phase	Deliverable	Timing for commencement
Innovation	<b>Establish working group between Snowy Hydro and NPWS to deliver the initiatives</b>	9 months from approval of this strategy
	<b>Initiative 1.</b> Provide a digital presence to the Sawpit Creek Education Centre	Timing dependent on completion of new education centre
	<b>Initiative 2.</b> Provide projector and screen for Jindabyne Visitor Centre theatre	2025
	<b>Initiative 3.</b> Develop interactive content / tools for visitor centres, education centres, NPWS website and social media	To be determined through the working group
	<b>Initiative 4.</b> Develop Recreation Precinct audio tours for the NPWS application in accordance with the Recreation Management Plan Interpretation Plan	Prior to the opening of each Recreation Precinct

## 7. Future Revisions

In accordance with Schedule 4 Condition 4 of the Main Works Infrastructure Approval, and unless the Planning Secretary agrees otherwise, within three months of the below, strategies, plans and programs will be reviewed and if necessary revised after:

- the submission of an incident report under condition 6;
- the submission of an independent environmental audit report under condition 10; and
- any modification to the conditions of the Infrastructure Approval; or
- a direction of the Planning Secretary under condition 4 of schedule 2.

Where any revisions to the management plans, strategies or programs are made, the revised document will be issued to NPWS for consultation prior to submission to the Department.

To ensure that ideas continue to flourish, and new innovative methods are put in place, this strategy will be reviewed every three years by Snowy Hydro and NPWS, with the opportunity to make revisions when required. Further, feedback received from website and/or visitor/education centre users can be used if necessary to review and update the strategy. The strategy will also be reviewed and updated 5 years following approval of this strategy to ensure it is relevant for the operational stage of Snowy 2.0.

If any revision is made, this will be provided to NPWS for consultation and to DPHI for approval.

## 8. Conclusion

The Digital Strategy outlines the ways that the Snowy 2.0 project is supporting increased knowledge and enjoyment of KNP. Through high quality content, collaborative publishing arrangements between Snowy Hydro and NPWS, digital communication technologies, immersive experiences and interactive tools, the Strategy will enable the natural and cultural information learned from the project to be brought to the public.

Within the Accessibility Phase, stakeholders will gain access to key project information through a dedicated digital platform, fostering transparency and education opportunities. The Innovation Phase will ensure that key information about KNP is brought to the public through the development of interactive content and contribution to digital facilities at Sawpit Creek Education Centre and Jindabyne Visitor Centre.

With periodic revisions and continuous evaluation, the plan will adapt and improve to meet the evolving needs of stakeholders, ensuring an inclusive, informative, and engaging digital experience throughout the Snowy 2.0 project.