

THE  
LKB.  
AGENCY

---

COMPLEXITY IS OUR SPECIALITY.

# LKB UNDERSTANDS THE ENERGY SECTOR.

---

Australia's energy sector is undergoing rapid transformation, with new transmission and renewable projects reshaping regional and metropolitan communities.

Delivered in complex and highly visible environments, these projects demand clear, strategic communication to balance competing priorities and support confident delivery.



# THE CHALLENGE

---

THE ENERGY SECTOR IS NAVIGATING A PERIOD OF SIGNIFICANT TRANSITION, BRINGING DISTINCT COMMUNICATION AND ENGAGEMENT CHALLENGES, INCLUDING:

- Engaging regional and metropolitan communities with timely, accessible information about transmission, renewable generation and storage projects.
- Low awareness of how large-scale energy infrastructure contributes to system reliability and long-term energy needs.
- Landholder concerns where infrastructure directly impacts private property, agricultural operations and long-standing family land.
- ‘One size fits all’ engagement approaches that do not reflect the priorities of specific communities, including First Nations and Culturally and Linguistically Diverse (CALD) groups.
- Complex planning pathways, environmental assessments and approvals processes that require tailored and carefully sequenced communication.
- Consultation fatigue in regions experiencing multiple concurrent energy projects.





# THE OPPORTUNITY

---

Strategic, transparent and community-focused engagement strengthens delivery and long-term confidence. Effective energy communication requires:



## **EARLY, TRANSPARENT ENGAGEMENT**

that removes ambiguity and manages expectations as projects progress.



## **PLAIN ENGLISH COMMUNICATION**

that makes complex technical detail accessible without compromising accuracy.



## **DEDICATED ENGAGEMENT**

with landholders and directly affected stakeholders, recognising the importance of trust and continuity.



## **STRONG ALIGNMENT ACROSS DELIVERY PARTNERS**

to ensure projects speak with clarity and consistency.



## **HONEST COMMUNICATION**

about project timelines, impacts and mitigation measures to maintain credibility.



## **CULTURALLY INFORMED APPROACHES**

that reflect local context and lived experience, rather than relying solely on translation.

# OUR EXPERIENCE



## **TRANSGRID** POWERING SYDNEY'S FUTURE

### **CHALLENGE**

Establish early industry and stakeholder confidence for a new underground cable route from Potts Hill to Alexandria in Sydney.

### **STRATEGY**

Led early engagement and delivered an industry forum to introduce the project, seek feedback and build support. Developed the initial communication and engagement framework, establishing objectives, tools and measurement for ongoing delivery.



## **TRANSGRID** HUMELINK

### **CHALLENGE**

Delivery of a major 500kV transmission upgrade in regional NSW, connecting Renewable Energy Zones to the grid in a highly visible and sensitive environment.

### **STRATEGY**

Developed and executed strategic community engagement plans across regional communities, including in-person and digital consultations, awareness campaigns and stakeholder communications. Provided senior engagement support in high-sensitivity environments, including direct landholder engagement and collateral development.



## **TRANSGRID** CENTRAL-WEST ORANA RENEWABLE ENERGY ZONE (CWOREZ)

### **CHALLENGE**

Support network upgrades and Critical State Significant Infrastructure approvals as part of the state's Renewable Energy Zone rollout.

### **STRATEGY**

Led the communication and stakeholder engagement work stream, including strategic communications, reputation management, Environmental Impact Statement engagement and support for property acquisition processes.



## **ACCIONA COBRA JOINT VENTURE (ACJV)**

CENTRAL-WEST ORANA RENEWABLE ENERGY  
ZONE (CWOREZ)

### **CHALLENGE**

Prepare for delivery of the transmission network and associated certification and approval processes.

### **STRATEGY**

Developed certified management plans and technical documentation across community, environment, sustainability and engineering streams. Supported approval processes with EnergyCo and independent certifiers and established templates to ensure documentation consistency.



## **ACT GOVERNMENT** EMBEDDED NETWORKS REVIEW

### **CHALLENGE**

Lead stakeholder engagement for the review of private Embedded Networks in the ACT.

### **STRATEGY**

Delivered community workshops and senior stakeholder meetings with energy retailers and industry representatives. The final report was provided to ACT Parliament as part of the review process.

# OUR EXPERIENCE

---

# ABOUT US

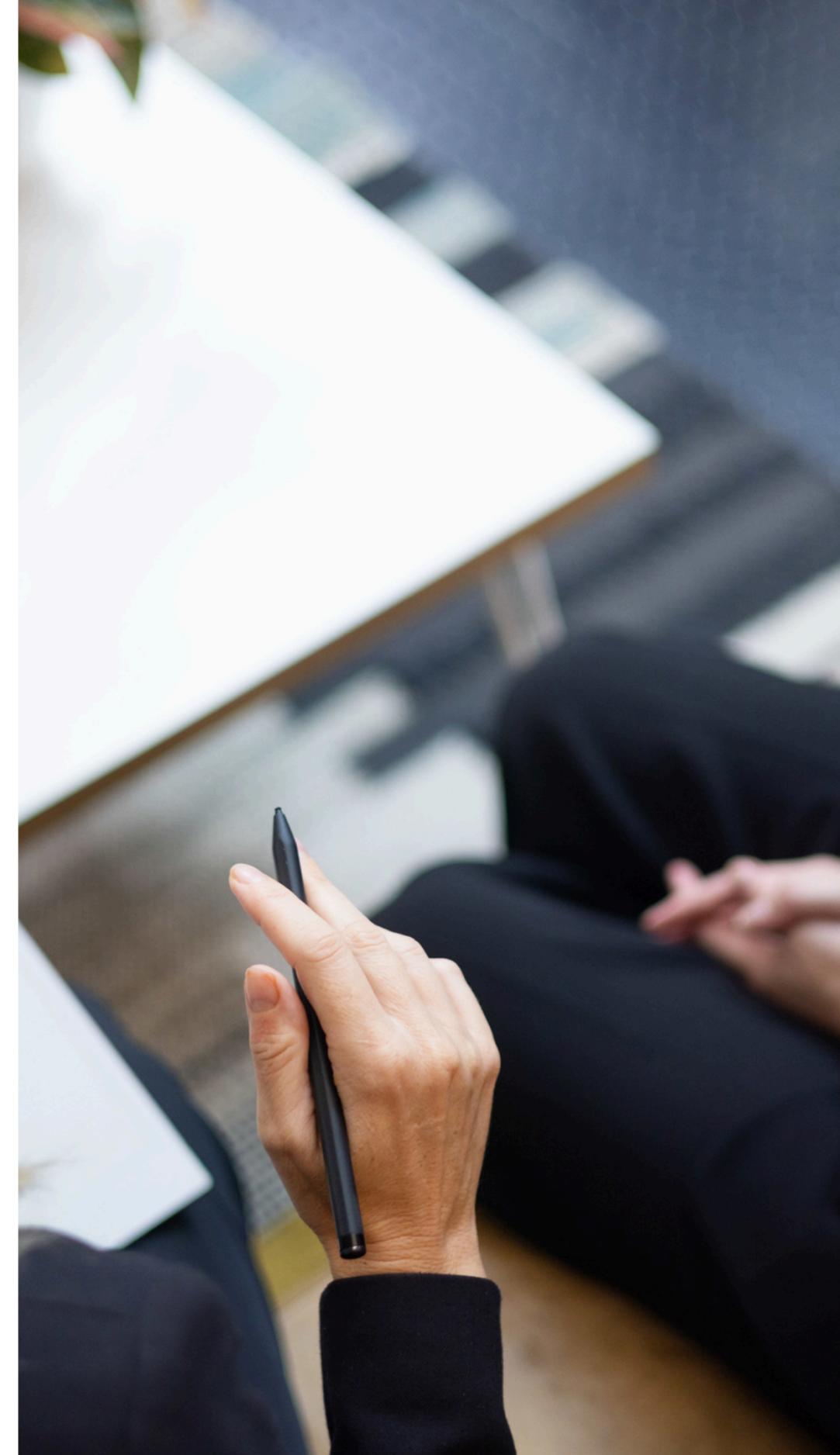
At The LKB Agency (LKB) we offer calm and considered communication, engagement, and events to help you navigate complex projects.

We specialise in communicating complex and technical information, delivering projects in challenging operating environments and building trust with your stakeholders and communities.

Our approach delivers problem solving that goes beyond the surface to understand your challenges and opportunities. We deliver advice and solutions that are informed, innovative and outcome focused.

Our experienced team of qualified communication and engagement specialists has worked globally on large and complex infrastructure, transport, water, health, sport, technology and education projects.

LKB is an award winning company with offices in Sydney and Brisbane.



# OUR VALUES



LOYALTY

---

Being **loyal** to yourself - knowing your strengths and weaknesses and being loyal to the team and to our clients.



SERVICE

---

We are in **service** - giving and sharing knowledge, creativity and skills with each other and with our clients.



TRUST

---

We **trust** each other and we build and maintain trustworthy relationships with our clients.



CARE

---

We have an attitude of **care** in all that we do - towards ourselves, the team, our clients and the people we meet.



CREATIVITY

---

We are **creative** people and we bring creativity to all that we do.

## OUR SERVICES

---



COMMUNICATION



ENGAGEMENT



EVENTS



FACILITATION



GRAPHIC DESIGN

# THE LKB. AGENCY

## WHO WE ARE

---

At The LKB Agency (LKB) we offer calm and considered **communication, engagement, and events** to help you navigate complex projects.

COMPLEXITY IS OUR SPECIALITY.

---