# SOPHIE LE MAUFF

*Principal, Social Strategy and Outcomes*

*Strategy Advisory at WSP*

**4 years with ELTON/WSP**

**10 years of experience**

## EXPERTISE

- Social infrastructure, public and open space
- Social impact assessment
- Strategy and policy
- Research and qualitative research
- Stakeholder and community engagement

***2022- early 2023***

*Senior Associate, Social Strategy & Outcomes*

***2019 – 2021***

*Associate/Project Manager, Social Sustainability*

***2018 – 2019***

*Social Research and Policy Officer, Institute for Public Policy and Governance (UTS)*

***February – June 2018***

*Senior Land Use Planning Officer, City of Parramatta*

***2014 – 2018***

*Senior Planner, Fyfe*

***January – February 2014***

*Planning Officer, SA Planning, Transport and Infrastructure*

***February - October 2013***

*Tourism Planning Consultant, Horwath HTL*

***2011-2013***

*Tourism Promotion Manager, Abu Dhabi Tourism Authority c/Interface Tourism*

## PROFILE

Sophie is a Principal in WSP's Social Strategy and Outcomes team. Her expertise is in social planning, SIA and social infrastructure. She has a keen interest in public and open spaces, social infrastructure, leisure and recreation. She is passionate about projects that support community wellbeing and active and healthy living, and about interrelationships between wellbeing and the built, social and natural environments. Sophie has undertaken community needs assessments, social infrastructure and open space planning, community benefits studies and social impact assessments, and research projects. She has strong skills in project management, social research, data collection and analysis, literature reviews, reporting, community and stakeholder engagement.

Sophie has also studied and worked in the fields of statutory, strategic and policy planning and has been involved in a range of urban and infrastructure developments, master planning, planning proposals and development applications in NSW and interstate. With this varied set of skills, she brings an expert social lens and perspective through an evidence-based and strategic approach.

## EDUCATION

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| Certificate in Engagement Essentials, IAP2 Australasia | 2019 |
| MA Territorial Tourism Development and Planning, Sorbonne University, Institute of Advanced Research and Studies on Tourism | 2011 |
| MA International Architectural Regeneration and Development, Oxford Brookes University | 2010 |
| BA Geography/ Urban Planning, Sorbonne University | 2009 |

## PROFESSIONAL EXPERIENCE

### Social impact assessment

- **Social housing redevelopment - SIA and social infrastructure studies - DPE**

  Technical lead for SIA and social infrastructure assessment to inform the redevelopment of a social housing estate in Inner Sydney (2023-ongoing)

- **SIA for the development of Bank Street Park – Infrastructure NSW**

  Lead author of SIA to inform SSDA for future new park part of the Blackwattle Bay precinct (2023-ongoing)

- **Western Sydney Airport Flight Paths - DITRDCA**

  Involved in SIA for the Western Sydney Airport Flight Paths, including development of study area and social baseline, stakeholder engagement (face to face and online), and draft social impact identification and assessment in line with the Ministerial Guidelines and the DPE NSW SIA Guideline (2022-2023)

- **SIA for the development of a new school in Nowra – School Infrastructure NSW**

  Lead author of SIA to inform SSDA for new school (2023-on hold)

- **Peer review - City of Ryde Council**

  Review student housing development application including SIA report and proposal information, and provide social advice (2023)

- **Bomaderry High School Market Sounding – School Infrastructure NSW**

  Embedding social impact assessment methodologies into engagement activities, evidence-based research to support future schools planning processes. (2022-2023)

- **Peer review - Department of Planning and Environment**

Review of SIA report to ensure consistency with NSW SIA Guideline. Also conduct additional research including sample of community submissions received in relation to a recycling facility in Southern Sydney (2022-ongoing)

- **Barangaroo Cutaway fitouts project - Infrastructure NSW**

  Lead author of SIA for a cultural venue in central Sydney (2022-2023)

- **Rapid buses in Western Sydney - Transport for NSW**

  Technical lead to prepare baseline, impact identification and assessment, and mitigation measures in relation to new bus stops and new bus fleet (2022-ongoing)

- **Central Coast Highway Upgrade Socio-Economic Assessment – Transport for NSW**

  Project manager/lead author of Socio-Economic Assessment using Transport for NSW's EIA-N05 Environmental Impact Assessment Practice Note (moderate assessment) (2021-2023)

- **Social and Economic Impact Assessment (SEIA) - Mulpha**

  Project manager and lead author of SEIA for the redevelopment of Marketown in the Hills Shire (2022-ongoing)

- **Social outcomes advisory: SIA, social infrastructure, open space and community needs study - Hunter and Central Coast Development**

  Lead social infrastructure and community needs report to identify opportunities to inform the divestment of land in the Honeysuckle precinct of Newcastle, adjacent the new Newcastle Interchange (2020). Revision to inform the sale and development of the site. Prepare social outcomes criteria to assist HCCDC with Registration of Interest and Call for Proposals (CFP) for a future development. This work will involve reviewing proposals and preparing a social outcomes evaluation report for the evaluation committee. (2021-22)

- **Social impact assessments for new or upgraded schools – School Infrastructure NSW**

  Preparation of several SIA reports to accompany SSDA packages, in relation to new or upgraded schools throughout NSW (since 2019): Tweed Shire Council, Blacktown Council, Camden Council, Queanbeyan-Palerang, North Sydney Council

- **Inland Rail / Illabo to Stockinbingal section SIA - Australian Rail Track Corporation**

  Technical reviewer of SIA to respond to DPE's Test of Adequacy comments (2022)

- **Social impact assessment - Mulpha**

  Managing the SIA component of a broader community needs report to accompany a planning proposal in Menangle (2021-2022)

- **Peer review of social impact and social infrastructure assessments - Canterbury-Bankstown Council**

  Peer reviewer of SIA report comprising social infrastructure assessment to assist Council with the assessment of a planning proposal for medium density (2021)

- **Social housing redevelopment - SIA and social infrastructure studies - LAHC**

  Involved in teams working on two studies informing the redevelopment of social housing estates in Inner Sydney (2020)

- **Glebe Park Study, Social Impact Assessment and Social Infrastructure Study - NSW Land and Housing Corporation**

Project management, co-author of reports and engagement for the redevelopment of social housing, to accompany a planning proposal. (2019-2020)

- **Murwillumbah Education Campus SIA - NSW School Infrastructure**

  Project manager and lead author of SIA in two parts: 1. Pre-SEARs and 2. EIS phase for inclusion in the SSDA package (2021-ongoing)

- **Social and Economic Impact Assessment (SEIA) -Greater Bendigo City Council**

  Project manager and lead author of SEIA for Maiden Gully, to understand the impacts of future growth (2019-2020)

- **Social Impact Evaluation for Health Precinct - City of Gold Coast**

  Part of the team working on the development of a Social Impact Evaluation Report in relation to the Coomera Health Precinct (2020)

- **Social needs and impact study - Landcom**

  Project manager and lead author to inform the rezoning of Fennell Bay in Lake Macquarie Council (2020-ongoing)