DRAFT

BYRON SHIRE COUNCIL

POLICY 17/XXX

COMMUNITY ENGAGEMENT

Please print double-sided

INFORMATION ABOUT THIS DOCUMENT

Date Adopted by Council		**Resolution No.**	
Policy Responsibility	General Manager		
Review Timeframe			
Last Review Date:		**Next Scheduled Review Date**	

Document History

Doc No.	Date Amended	Details Comments eg Resolution No.
#DM630640	24 November 1998	Policy 3.38 Community Consultation and Participation in Council's Decision Making
#E2015/13070	28 August 2015	As per resolution 15-395

Further Document Information and Relationships

Related Legislation*	Local Government Act 1993 Environmental Planning and Assessment Act 1979 Privacy and Personal Information Protection Act 1998 Government Information (Public Access) Act 2009
Related Policies	Communication Policy 2013 (E2013/72429) Social Impact Assessment Policy 2009 (DM906183)
Related Procedures/ Protocols, Statements, documents	Byron Shire Council's Community Strategic Plan 2022

Note: Any reference to Legislation will be updated in the Policy as required. See website http://www.legislation.nsw.gov.au/ for current Acts, Regulations and Environmental Planning Instruments.

DRAFT

TABLE OF CONTENTS

1. PURPOSE 4
2. AIMS 4
3. OBJECTIVES 4
4. POLICY STATEMENT 5
5. DEFINITIONS 6
6. PRINCIPLES 6
7. BENEFITS OF ENGAGEMENT 7
8. PRIOR TO CONSULTATION 7
9. LEGISLATIVE REQUIREMENTS 8
10. WHAT DETERMINES THE LEVEL OF PUBLIC PARTICIPATION? 8
11. PUBLIC PARTICIPATION SPECTRUM 10
12. REPORTING REQUIREMENTS 11
13. COMMUNITY, BUSINESS AND SPECIAL INTEREST GROUPS 11
14. COMMUNITY REFERENCE GROUP 11
15. INDICATORS OF SUCCESS 11
16. ACCESSING COUNCIL INFORMATION 11
17. PRIVACY IN COMMUNITY CONSULTATION 12

APPENDIX 1. Byron Shire Council Engagement Matrix 14

APPENDIX 2. Planning for People Community Charters 15

APPENDIX 3. Byron Shire Council Template 17

DRAFT

POLICY TITLE COMMUNITY ENAGEMENT

1. PURPOSE

The purpose of the Community Engagement Policy is to articulate Byron Shire Council's whole-of-organisational commitment to healthy, rigorous and well evaluated community engagement processes. This policy will promote good governance and guide effective community engagement practices to support decision making in the public interest. It will provide community (civil society) members with a clear understanding of Council's role and the avenues for meaningful public participation.

This policy supports Byron Shire Council's Community Strategic Plan 2022 community outcome CM2: "*Informed and engaged community" along* with the following community strategies:

CM2.1 *Use a range of effective communication tools to engage the community to support transparent and accountable Council decision making.*

CM2.2 *Provide education, engagement and feedback initiative for meaningful community participation*

2. AIMS

2.1 Improve understanding of local government responsibilities, structure, functions and decision-making processes.

2.2 Improve the quality of Council's decision-making process.

2.3 Enable the community and residents to express their views and participate in Council's decision-making.

2.4 Enhance the relationship between Council and the general community and support effective partnerships.

2.5 Keep elected representatives well informed about local concerns and of the possible impact of their decisions on the community.

2.6 Support Council and community in working together in a mutually supporting relationship and securing outcomes that ensure the sustainable future of the Shire.

2.7 Achieve outcomes through consensus rather than adversarial processes.

2.9 Ensure that community consultation in Council decision-making is conducted within the principles of honesty, fair dealing and openness.

3. OBJECTIVES

3.1 To actively involve, at the earliest possible stage of the decision-making process, those community members likely to be affected by Council decision.

3.2 Confirm Council's commitment to conducting quality consultation and willingness to actively engage the community in decision making processes.

DRAFT

3.3 Clarify the role Council will take to engage residents in decision making.

3.4 Provide a defined timeline system within which the consultation process occurs.

3.5 Provide an online access system to enable participants' adequate preparation time within the defined timeline.

3.6 Provide clarity for staff undertaking consultation and increase their capacity to effectively engage with residents.

3.7 Provide opportunities for public participation in Council activities and processes that are transparent, accountable, inclusive and accessible to the community.

3.8 Define opportunities for public participants to seek published answers to questions directed to Council staff.

3.9 Strengthen trust between Council and the community and build confidence in Council's ability to plan and make decisions that will respond to present and future needs.

3.10 Support and encourage a network of community based residents groups throughout the shire who hold scheduled open meetings and who are supportive of Council's Community Engagement Policy.

3.11 Create an organisational culture in which community engagement processes are delivered in a context of best practice and good governance.

3.12 Facilitate community members with specialist experience to engage, where there is no conflict of interest, in issues that affect Council and the community.

3.13 Define a framework that ensures a consistent approach is undertaken across all service areas of Council in relation to proposals and projects requiring community consultation.

3.14 Ensure that Council meets its statutory obligations concerning community engagement.

4. POLICY STATEMENT

Byron Shire Council is committed to engaging the community and involving them in decision making processes. This policy recognises the value of engaging the community and involving them in a dialogue which shapes and influences community supported outcomes and the development of partnerships.

Community engagement can take many forms and requires flexibility to respond to the nature, complexity and impact of the issue/s involved. This policy emphasises that the community should be kept informed throughout consultation processes and receive feedback that demonstrates how their input has influenced decisions. Council also recognises that the range of methodologies utilised may be dependent on the resources that are available.

Council recognises that under various legislation, for example the *Local Government Act 1993,* it has obligations in relation to participation, consultation and engagement. To facilitate this commitment to the community/civil society, Council will aim to continually improve its capacity and performance in community engagement through resource development, review and evaluation of its community engagement practices.

Council also supports the *Planning for People, a Community Charter for Good Planning in NSW, (adopted on 11 December 2014, Res. 14-624)* and endorsed the five key principles within the Charter. A copy can be found at *www.thecommunity/civil societycharter.org and at* Appendix 2. This policy reflects the key principle of effective and genuine public participation in strategic planning and development decisions.

DRAFT

5. DEFINITIONS

Community engagement

"*Any process that involves the community in problem-solving or decision making and uses the community input to make better decisions"* - International Association for Public Participation (IAP2).

Consultation

The act of discussing something with somebody or with a group of people before making a decision about it.

Community

A term used to define civil society that is a group of people who are linked by common interests and collective activity; whether they are stakeholders, interest groups or residents. The group may be a geographic location, of similar interest or of affiliation or identity (such as business or sporting clubs).

Level of impact

The degree to which a community is affected by a decision.

Participation

The degree to which a community is involved in decision making.

6. PRINCIPLES UNDERPINNING COUNCIL'S APPROACH TO COMMUNITY ENGAGEMENT

The following principles will underpin Council's approach tol community engagement activities:

6.1 Commitment

Council demonstrates a genuine commitment to quality consultation, partnerships and a desire to hear the community's views and aspirations.

6.2 Coordinated

Community engagement strategies will be well planned and directed towards achieving a better understanding of the community/civil society's views on issues of importance to them.

6.3 Timely

Community engagement will engage stakeholders at the earliest stage possible and continue to keep them informed and involved throughout the process.

6.4 Inclusive

Community engagement will be designed so that the broadest cross-section of the community is involved, especially those that are hardest to reach. Particular strategies may be required to gain involvement when barriers may limit participation (e.g. young people, older people, Aboriginal and Torres Strait Islander people, people from a culturally and linguistically diverse background or people with a disability).

Consultation will be conducted in a way that is consistent with social justice and broad engagement principles such as equity, access, participation and rights.

6.5 Clear

DRAFT

Consultation objectives should be well defined from the outset. The role of the community in the decision making process will be made clear and recognise the decision making responsibilities of elected representatives.

6.6 Transparent

Information provided will be comprehensive and provide objective, professional content about the issue/s involved with any particular project.

6.7 Engaging

Differing innovative methodologies will be used to encourage inclusive participation and engagement of the whole community.

6.8 Meaningful

Consultation activities will provide opportunities for meaningful dialogue and development of meaningful partnerships and input from key stakeholders.

6.9 Accountable

Strategies will be incorporated into community engagement plans to ensure that feedback is provided about the progress of the project or plan and demonstrating how input has influenced the decision-making process.

6.10 Conflicts of Interest

In line with the Local Government Act, community members on Council committees and reference groups must divulge possible conflicts of interest and must not take part in any formal or informal votes on the matter being discussed.

Council's principles are consistent with the social justice principles of equity, access, participation and rights as prescribed by the Local Government Act 1993.

7. BENEFITS OF ENGAGEMENT

There are numerous benefits that result from engaging the community to shape Council decisions. These include:

- a broader quality discussion and better understanding of the community needs, wants and concerns
- a strengthening of the relationship between Council and community transparency in decision making
- outcomes which match community aspirations
- developing a culture of gaining expertise from local specialists
- increased trust in public administration
- increased trust in community input
- a valued and proactive community that builds partnerships and greater sense of ownership.

8. PRIOR TO CONSULTATION

In the development of key strategic issues and policies, community and stakeholders must have time to participate; therefore, consultation should be planned in advance and include the purpose, process and appropriate terms of reference.

DRAFT

Council will:

- Identify the stakeholders, interested parties and their issues of concern.
- Identify an internal Council project leader as a 'go to' person for community contact.
- Notify the relevant groups and stakeholders using digital and traditional communication.
- Invite the relevant groups and stakeholders to assist in the development process and decide on the appropriate consultation mechanisms. Including:
    - Address language, literacy, culture and inclusiveness.
    - Identify the resources, people and funding required.
    - Allow sufficient time for the consultation, with consideration for time constraints.
    - Decide how the input from participants will be used in the decision-making process.
    - Determine the evaluation and indicators of consultation success.
- Respond and consider requests for additional consultation from community groups and stakeholders.
- Provide a rolling twelve month engagement program with estimated consultation start dates.

9. LEGISLATIVE REQUIREMENTS

There will be occasions when engagement practices must comply with statutory requirements within legislation. In these cases Council will adhere to the legislative requirement as the minimum standard. For example, engagement for particular types of projects is required under the following New South Wales legislation:

- Local Government Act 1993
- Environmental Planning and Assessment Act 1979
- Public Health Act 2010
- Road Act 1993

Legislation requirements may include community members taking part in defining:

- Minimum periods of time for public exhibition
- Methodologies for communication (eg newspaper advertisements as mandatory requirement)
- Specification about who should be consulted
- Methodologies for how consultation has to be undertaken.

While Council must comply with legislative requirements, Council is not prevented from carrying out further engagement where community expectations, local sensitivities or project complexities merit additional consultation.

10. WHAT DETERMINES THE LEVEL OF PUBLIC PARTICIPATION?

The communities' involvement in decision making will vary greatly according to the nature of the project or issue. For most matters, the final decision will be made by Council's elected representatives or by the Executive under delegation.

Community members and key stakeholders have a vital role in voicing concerns and shaping ideas and concepts within projects/issues to help inform final decisions. Council will be open to community based groups requesting and initiating consultation and partnering with them to achieve positive outcomes.

The potential level of impact from new, or changes to, strategic planning, issues, projects and services can be classified as:

- **Level 1 – high impact on local government area**

  For example:

  1. NSW State Government key planning documents:

DRAFT

- Local Environmental Plan and Development Control Plan
- Coastal Zone Management Plan
- Community Strategic Plan

2. Council initiated key strategic plans that encompasses the Shire:

   - Residential Strategy
   - Rural Land Use
   - Industrial or Employment Strategy

3. It sets a precedent for the Shire

4. Festivals defined as 'major'

5. Major environmental impact – eg. coastal inundation

- **Level 2 – lower impact on local government area**

  For example:

  1. Extension of a facility's opening times

  2. Street sign strategy

  3. Open space maintenance plan

- **Level 3 – high impact on local area or group**

  For example:

  1. Council initiated key strategic plans that impact Shire:

     - Changes to a service located in a specific area eg childcare
     - Traffic management strategies
     - Redevelopment of a facility

- **Level 4 – lower impact on local area or group**

  For example:

  1. Street furniture renewal

  2. Local minor traffic proposals

  3. Changes to a local event

The methodology/action for inclusion within Council engagement plans can be found at Appendix 1. Byron Shire Council Engagement Matrix.

In addition, Council will help facilitate engagement and raise local awareness on matters that are decided by the state. For example, state significant develop and major festivals.

In helping to recognise and meet community needs, Council will use the 'Public Participation Spectrum', as outlined below, to clearly set out the communities' role.

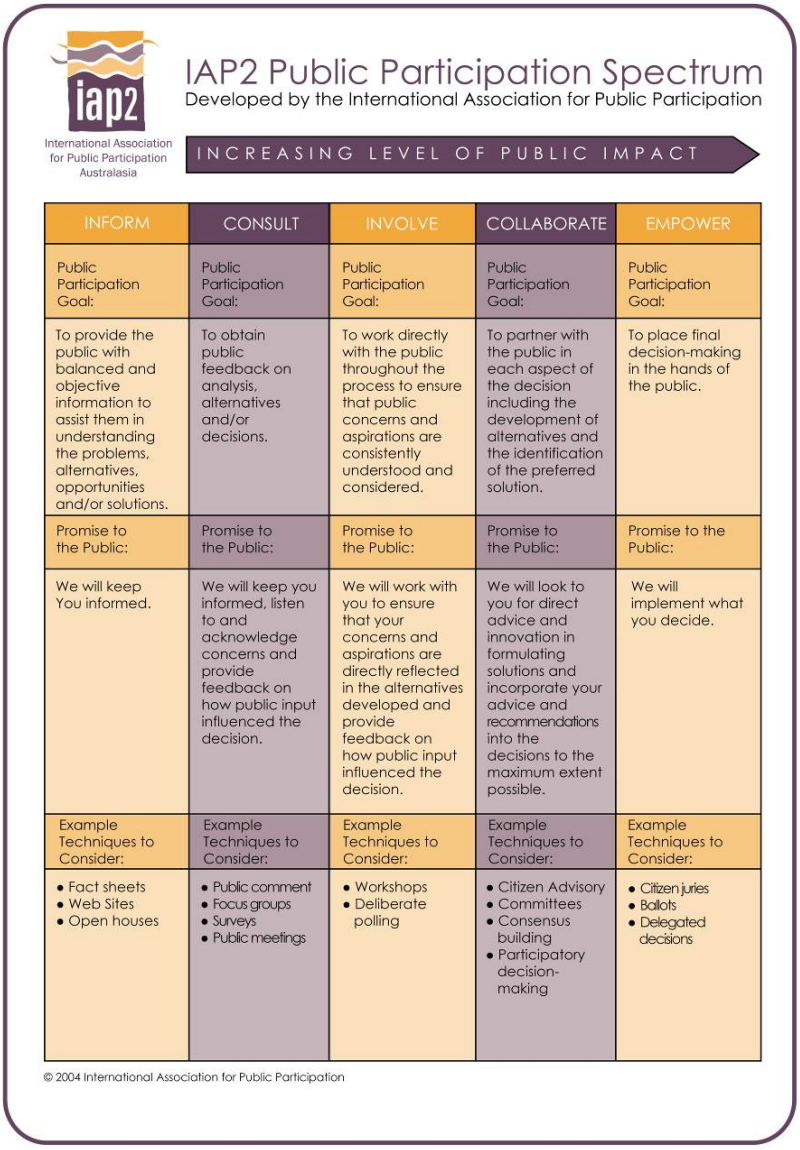
DRAFT

11. PUBLIC PARTICIPATION SPECTRUM

Byron Shire Council's approach to engagement is informed by the internationally recognised "Public Participation Spectrum" developed by the International Association for Public Participation (IAP2) which outlines five levels of public participation. The IAP2 Spectrum acknowledges that all levels of engagement are appropriate and legitimate, and no level is necessarily 'better' than another. ~~When planning for engagement, Council staff or Councillors, as determined by the meeting, which in the event of this not being resolved by a majority vote of the community members present will be referred to Councillors, will need to determine the most appropriate level of participation depending on the nature and complexity of the project/activity/issue, timeframe and available resources.~~

The Public Participation Spectrum provides a description of the entire public participation model but it is recognised that Council performs a specific role. Many decisions will be informed by community input and may require professional or expertise contribution; however, ultimately the decision will be made by Council. Accordingly, Council will most commonly conduct engagement at the Inform, Consult and Involve levels of participation.

In addition, Council will choose differing engagement techniques that are appropriate to the circumstances and desired outcomes of the specific engagement. Where the project/activity/issue is significant, Council will formulate a Community Engagement Plan, identifying the specific engagement techniques to be employed and assigning responsibilities for the various tasks.



IAP2 Public Participation Spectrum

Developed by the International Association for Public Participation

International Association for Public Participation Australasia

INCREASING LEVEL OF PUBLIC IMPACT

INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
Public Participation Goal:	Public Participation Goal:	Public Participation Goal:	Public Participation Goal:	Public Participation Goal:
To provide the public with balanced and objective information to assist them in understanding the problems, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision-making in the hands of the public.
Promise to the Public:	Promise to the Public:	Promise to the Public:	Promise to the Public:	Promise to the Public:
We will keep You informed.	We will keep you informed, listen to and acknowledge concerns and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for direct advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.
Example Techniques to Consider:	Example Techniques to Consider:	Example Techniques to Consider:	Example Techniques to Consider:	Example Techniques to Consider:
• Fact sheets • Web Sites • Open houses	• Public comment • Focus groups • Surveys • Public meetings	• Workshops • Deliberate polling	• Citizen Advisory Committees • Consensus building • Participatory decision-making	• Citizen juries • Ballots • Delegated decisions

© 2004 International Association for Public Participation

12. REPORTING REQUIREMENTS

Reports to Council where consultation is a desired outcome must incorporate detail about the intended methods of engagement. Details about plans for engagement must be included in any briefing to Council's Executive Team where community consultation is intended.

13. COMMUNITY, BUSINESS AND SPECIAL INTEREST GROUPS

Council will collate a register of community groups for the purpose of consultation. Any group can apply to Council to be registered via Council's website at http://www.byron.nsw.gov.au/community-groups.

Registered community groups categories include:

- Local areas groups, general community groups and special interest groups, whose adopted charter embrace aims that relate to a specific area and or the whole of the Shire and its community.
- Chambers of Commerce and business groups whose adopted charter embraces aims that relate to a specific area within Byron Shire and or the whole of the Shire and its community.
- groups or individuals with a specialist professional experience in their specialist area within the public consultation process.

Council welcomes and encourages invitations from registered groups for Councillors and staff to attend their local meetings and update on matters that are important to the group.

14. COMMUNITY REFERENCE GROUP

Council will coordinate a Community Reference Group that will be convened for consultation that has a Level 1 impact. The group will be drawn from a pool of residents and ratepayers that have agreed to participate in engagement programs.

Council will endeavour to ensure that when convened, the Community Reference Group members are representative and where ever possible, includes professional experience and/or shire-wide knowledge.

15. INDICATORS OF SUCCESS

15.1 Community acceptance.
15.2 Conflict resolved/reduced/understood.
15.3 Emerging collaborative approach between the Council and the rest of the community/civil society.
15.4 Community sense of ownership of decisions.
15.5 Community understand and actively seeks out consultation.
15.6 Minority and disadvantaged groups are adequately represented in decision-making processes.
15.7 Processes are transparent and all parties are accountable.
15.8 Effective and balanced decisions, policies and plans.

16. ACCESSING COUNCIL INFORMATION

Under the *Government Information (Public Access) Act 2009*, Council is required to disclose a range of government information unless there is an overriding public interest against disclosure.

Council publishes this information on its website www.byron.nsw.gov.au. A Publication Guide is available and outlines Council's structure, functions, the information it holds and how this can be accessed by the community/civil society. The Guide also sets out how members of the community can participate in the formulation of Council policy and the exercise of Council's functions.

DRAFT

17. PRIVACY IN COMMUNITY CONSULTATION

Council will regularly receive personal information during the course of consultation efforts; for example people's names, addresses and contact details within submissions.

Council must ensure it complies with the requirements of the *Privacy and Personal Information Protection Act 1998 (2000)* when undertaking consultation.

DRAFT

APPENDIX 1. Byron Shire Council Engagement Matrix

It is noted that not all issues may fit into one of the impact levels and the methods may need to be adapted in order to reach stakeholders. The matrix acts as a guide for the minimum level of engagement.

Essential | Desirable | Optional | NA Not Applicable

	Method/Action	Level 1 – high impact on Byron Shire	Level 2 – lower impact on Byron Shire	Level 3 – high impact on local area or group	Level 4 – lower impact on local area or group
INFORM	Letter/email to specific parties				NA
	SMS	NA	NA		NA
	Website notice				
	Letter box drop				
	Phone call		NA		NA
	Phone HOTLINE				
	Message on hold		NA		NA
	Public notice advert (BSN)		NA		NA
	Echo advert		NA		NA
	Northern Star		NA		NA
	Bay FM		NA		NA
	ZZZ2LM		NA		NA
	Television advert		NA	NA	NA
	E-news general				
	Street signage				
	Variable Message Signage (VMS)		NA		NA
	Rates notice		NA		NA
	Media release				
	Brochure/flyer		NA		NA
	Posters		NA		NA
	Display		NA		NA
	Community Access Point		NA		NA
	Fact Sheet		NA		NA
	FAQs		NA		NA
CONSULT	Council report				
	Social Media				
	E-news group (specific)				NA
	Drop in session		NA		
	One-on-one briefing				
	Shop front display		NA		NA
	Farmers Market stand		NA		NA
	Survey - online		NA		NA
	Survey - paper		NA		NA
	Public meeting (open)		NA		NA
	Stakeholder meeting - (by invitation)		NA		NA
	Focus Group				
	Public Exhibition		NA		NA
	Site meeting/tour				
INVOLVE	Online discussion forum		NA		NA
	Project Reference Group		NA		NA
	Roundtable		NA		NA
COLLABORATE	Charette		NA		NA
	Deliberative Forum		NA		NA
	World Cafe		NA	NA	NA
	Summit		NA	NA	NA
	Community Reference Group / Bounce Group		NA		
EMPOWER	Independent Advisory Committee		NA	NA	NA
	Ballot		NA	NA	NA
	Citizen jury/panel		NA		NA

DRAFT

APPENDIX 2. PLANNING FOR PEOPLE COMMUNITY CHARTER

thecommunitycharter.org

PLANNING FOR PEOPLE

A COMMUNITY CHARTER FOR GOOD PLANNING IN NSW

Our Vision

A planning system that thinks of both today and tomorrow; is built on fairness, equity and the concept of Ecologically Sustainable Development; guides quality development to the right places; ensures poorly designed developments and those in the wrong place don't get built; and protects the things that matter, from open spaces, bushland and productive agricultural land to much-loved historic town centres and buildings.

Principles

Good planning is governed by the following principles:

- The well-being of the whole community, the environment and future generations across regional, rural and urban NSW.
- Effective and genuine public participation in strategic planning and development decisions.
- An open, accessible, transparent and accountable, corruption-free planning system.
- The integration of land use planning with the provision of infrastructure and the conservation of our natural, built and cultural environment.
- Objective, evidence-based assessment of strategic planning and development proposals.

These principles will guide a planning system that:

- Respects, values and conserves our natural environment and the services it provides.
- Facilitates world-class urban environments with well-designed, resource-efficient housing, public spaces and solar access that meet the needs of residents, workers and pedestrians.
- Provides housing choice, including affordable housing and sufficient housing for the disadvantaged, in a diversity of locations.
- Celebrates, respects and conserves our cultural (including Aboriginal) and built heritage.
- Protects and sustainably manages our natural resources, including our water resources, fragile coastlines and irreplaceable agricultural land for the benefit of present and future generations while maintaining or enhancing ecological processes and biological diversity.
- Retains and protects our crown lands, natural areas, landscapes and flora and fauna for the benefit of the people of NSW.
- Gives local and regional communities a genuine and meaningful voice in shaping their local area and region, its character and the location, height and density of housing. Provides certainty and fairness to communities.

I support the Charter:

Signed: …… Date: ……

Name: ……

Address: ……

Email: …… *The principles are interpreted overleaf:*

☐ Please tick this box if you do not want your name published as having endorsed the Charter.

When signing this Charter you acknowledge that an email message will be sent on your behalf to: the Hon. Pru Goward, MP, Minister for Planning, the Hon. Luke Foley, MLC, Shadow Minister for Planning, Mr David Shoebridge, MLC, The Greens NSW Spokesperson for Planning, the Hon. Robert Borsak, MLC, Shooters and Fishers Party, Reverend the Hon. Fred Nile, MLC, Christian Democratic Party and the Hon. Rob Stokes, MP, Assistant Minister for Planning and Minister for the Environment and Heritage.

Individuals can fill in the Charter and return it to us at thecommunitycharter@gmail.com or endorse the Charter online at thecommunitycharter.org. Organisations can only endorse the Charter via email.

The well-being of the whole community, the environment and future generations across regional, rural and urban NSW

We call for a planning system that integrates short and long term social, environmental and economic considerations to create lasting benefits for communities, now and in the future. This is the concept of Ecologically Sustainable Development (ESD) as currently defined in the *Protection of the Environment Administration Act 1991*. ESD must be the overarching objective of the planning system. *For more information about ESD refer to the Charter Companion document.*

Effective and genuine public participation in strategic planning and development decisions

Everyone has the right to participate in decisions that affect their lives. People affected by a planning or development proposal have the right, knowledge and experience to contribute to the final decision. The role of planning authorities includes facilitating community input into the preparation of strategic plans prior to public exhibition and genuine, open dialogue between stakeholders. The role of consent authorities is to consider public comments on development proposals and ensure compliance by developers.

An open, accessible, transparent and accountable and corruption-free planning system

Decision processes must be transparent and accountable. Decisions must be made in public, respond objectively to issues raised in submissions, provide reasons and be subject to the rules of procedural fairness.

The community's ability to seek review of a decision is important in preventing corruption and poor decision-making. All information considered when assessing a proposal must be publicly available and accessible prior to the decision being made. So called 'fast-tracking'of development does not benefit the public interest. Anti-corruption measures must be effective and enforceable.

Disproportionate influence from vested financial interests has no place in planning decisions. The ability to lobby decision makers is a democratic right. However, it is inappropriate to allow companies, wealthy individuals or lobbyists a greater level of access than is available to the public.

The integration of land use planning with the provision of infrastructure and the conservation of our natural, built and cultural environment

An integrated approach is the key to achieving the kind of sustainable settlement patterns that are needed now and into the future. This type of approach will allow future planning to maintain the integrity of natural areas, take into account natural hazards and constraints, locate employment and key social infrastructure in accessible locations, and ensure the provision of sustainable infrastructure systems that use less energy and resources.

Objective, evidence-based assessment of strategic planning and development proposals

The foundation stone of a good planning system is a sound knowledge base that is publicly accessible and is updated and maintained by government in the public interest. The current system in which the developer pays for reports, such as environmental impact statements, creates conflicts of interests. Whilst it is equitable for developers to pay for reports, the objectivity of reports must be ensured by requiring professional standards and keeping the appointment of consultants at arm's length from developers.

This Charter is accompanied by a Companion document that details how this Charter could be implemented.

©August 2014 **Planning for People: A Community Charter for Good Planning in NSW** has been prepared by a working group of community organisations in consultation with the Better Planning Network, Community Councillors Network, Inner Sydney Regional Council for Social Development, National Parks Association of NSW, National Trust of Australia (NSW), Nature Conservation Council of NSW, NSW Heritage Network, Shelter NSW and the Total Environment Centre.

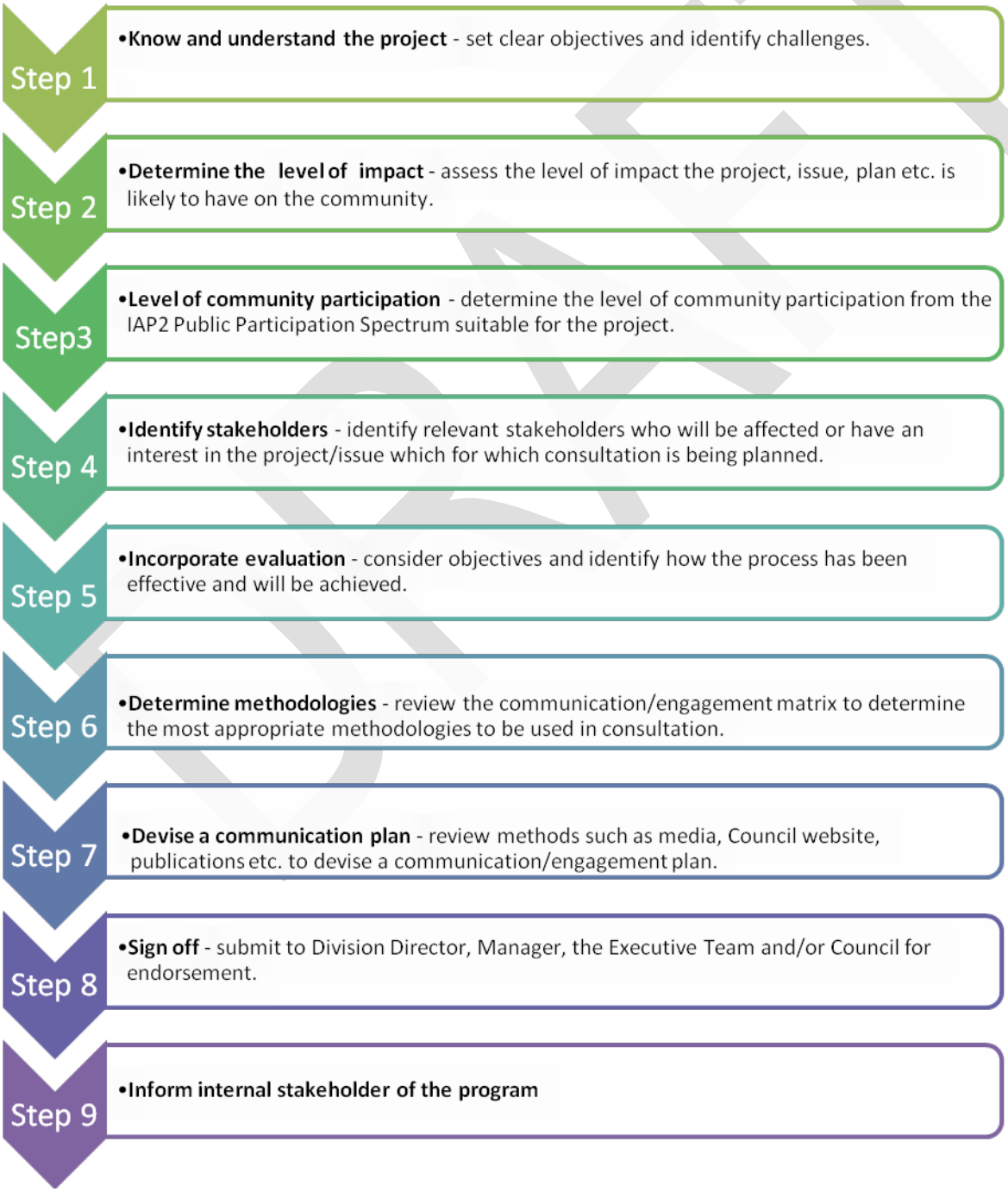
APPENDIX 3. BYRON SHIRE COUNCIL TEMPLATE (INTERNAL)

Communication and Engagement Plan

#E2014/11898

How to complete …

The following template will help you identify and plan your needs for your upcoming project/issue. Please remove all parts that are not relevant, including the following (once you've read it, of course):



Project name	XXXXX			
When	**XXX to XX 20xx**			
Background	Brief description of the issue and why the plan is needed.			
Governance	List relevant Act or regulation that stipulates minimum communication and/or engagement.			
Objectives [list the objectives – why are you doing this]	1.			
Challenges [list]	1.			
Key messages [list]	1.			
Media spokesperson	[name and contact details]			
Work contact	[name and contact details]			
Emergency Services Do they need to be notified?	YES	NO	Tasked to whom?	When?
Potential level of impact [delete levels not applicable]	☐ Level 1 – high impact on local government area ☐ Level 2 – lower impact on local government area ☐ Level 3 – high impact on local area or group ☐ Level 4 – lower impact on local area or group			
IAP2 Public Participation Spectrum [delete levels not applicable]	☐ Inform ☐ Consult ☐ Involve			

DRAFT

	☐ Collaborate ☐ Empower	
Stakeholders [remove or add as appropriate]	**Internal** ☐ Staff ☐ Customer service ☐ Councillors ☐ Committee ☐ PRG	**External** ☐ Ratepayers ☐ Residents ☐ Commercial businesses ☐ Urban and rural properties ☐ Emergency Services ☐ Business organisations (eg Chambers) ☐ Progress Associations ☐ Local Indigenous groups ☐ State government ☐ Federal government ☐ Neighbouring LGAs ☐ Local media ☐ National media
Our promise [remove those that are not applicable]	**INFORM** *We will keep you informed.*	
	INVOLVE *We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.*	
	CONSULT *We will work with you to ensure that your concerns and aspirations are considered d in the alternative developed and provide feedback on how public input influenced the decision.*	
	COLLABORATE *We will look to you for advice and innovation in formulating solutions and where possible incorporate your advice and recommendation into the decision.*	
	EMPOWER *We will implement what you decide.*	

DRAFT

Evaluation [how will this project be measured – examples provided	1.			
Internal staff Do they need to be notified?	YES	NO	Tasked to whom?	When?
Submitted to Director or Manager	YES	NO	Approved	When?
Reported to ET	YES	NO	Endorsed	When?
Reported to Council	YES	NO	Endorsed	When?

DRAFT

Communication/engagement action plan							
Action (Method) [Remove actions that are not applicable]		**Objective** [list number]	**Stakeholders** [list]	**Note** [additional info if required]	**When** [date]	**Tasked to** [Division/area]	**Cost $**
1	**Letter/email to specific parties**						
2	**SMS**						
3	**Website notice**						
4	**Letter box drop**						
5	**Phone call**						
6	**Phone HOTLINE**						
7	**Message on hold**						
8	**Public notice advert (BSN)**						
9	**Echo advert**						
10	**Northern Star**						
11	**Bay FM**						
12	**ZZZ2LM**						
13	**Television advert**						
14	**E-news general**						
15	**Street signage**						
16	**Variable Message Signage (VMS)**						
17	**Rates notice**						

DRAFT

Communication/engagement action plan							
Action (Method) [Remove actions that are not applicable]		**Objective** [list number]	**Stakeholders** [list]	**Note** [additional info if required]	**When** [date]	**Tasked to** [Division/area]	**Cost $**
18	**Media release**						
19	**Brochure/flyer**						
20	**Posters**						
21	**Display**						
22	**Community Access Point**						
23	**Fact Sheet**						
24	**FAQs**						
25	**Council report**						
26	**Social Media**						
27	**E-news group (specific)**						
28	**Drop in session**						
29	**One-on-one briefing**						
30	**Shop front display**						
31	**Farmers Market stand**						
32	**Survey - online**						
33	**Survey - paper**						
34	**Public meeting (open)**						

DRAFT

Communication/engagement action plan							
Action (Method) [Remove actions that are not applicable]		**Objective** [list number]	**Stakeholders** [list]	**Note** [additional info if required]	**When** [date]	**Tasked to** [Division/area]	**Cost $**
35	**Stakeholder meeting (by invitation)**						
36	**Focus Group**						
37	**Public Exhibition**						
38	**Site meeting/tour**						
39	**Online discussion forum**						
40	**Project Reference Group**						
41	**Roundtable**						
42	**Charette**						
43	**Deliberative Forum**						
44	**World Cafe**						
45	**Summit**						
46	**Independent Advisory Committee**						
47	**Ballot**						
48	**Citizen jury/panel**						
	TOTAL	**$**					

DRAFT

Please note that implementation of the above actions/tasks dependent upon approved budgets and resourcing. Cost is estimated based on previous similar projects.