

NOTICE OF MEETING



COMMUNICATIONS PANEL MEETING

A Communications Panel Meeting of Byron Shire Council will be held as follows:

Venue	Conference Room, Station Street, Mullumbimby
Date	Tuesday, 8 May 2018
Time	4.30pm

Mark Arnold
Acting General Manager

CONFLICT OF INTERESTS

What is a “Conflict of Interests” - A conflict of interests can be of two types:

Pecuniary - an interest that a person has in a matter because of a reasonable likelihood or expectation of appreciable financial gain or loss to the person or another person with whom the person is associated.

Non-pecuniary – a private or personal interest that a Council official has that does not amount to a pecuniary interest as defined in the Local Government Act (eg. A friendship, membership of an association, society or trade union or involvement or interest in an activity and may include an interest of a financial nature).

Remoteness – a person does not have a pecuniary interest in a matter if the interest is so remote or insignificant that it could not reasonably be regarded as likely to influence any decision the person might make in relation to a matter or if the interest is of a kind specified in Section 448 of the Local Government Act.

Who has a Pecuniary Interest? - a person has a pecuniary interest in a matter if the pecuniary interest is the interest of the person, or another person with whom the person is associated (see below).

Relatives, Partners - a person is taken to have a pecuniary interest in a matter if:

- The person’s spouse or de facto partner or a relative of the person has a pecuniary interest in the matter, or
- The person, or a nominee, partners or employer of the person, is a member of a company or other body that has a pecuniary interest in the matter.

N.B. “Relative”, in relation to a person means any of the following:

(a) the parent, grandparent, brother, sister, uncle, aunt, nephew, niece, lineal descends or adopted child of the person or of the person’s spouse;

(b) the spouse or de facto partners of the person or of a person referred to in paragraph (a)

No Interest in the Matter - however, a person is not taken to have a pecuniary interest in a matter:

- If the person is unaware of the relevant pecuniary interest of the spouse, de facto partner, relative or company or other body, or
- Just because the person is a member of, or is employed by, the Council.
- Just because the person is a member of, or a delegate of the Council to, a company or other body that has a pecuniary interest in the matter provided that the person has no beneficial interest in any shares of the company or body.

Disclosure and participation in meetings

- A Councillor or a member of a Council Committee who has a pecuniary interest in any matter with which the Council is concerned and who is present at a meeting of the Council or Committee at which the matter is being considered must disclose the nature of the interest to the meeting as soon as practicable.
- The Councillor or member must not be present at, or in sight of, the meeting of the Council or Committee:
 - (a) at any time during which the matter is being considered or discussed by the Council or Committee, or
 - (b) at any time during which the Council or Committee is voting on any question in relation to the matter.

No Knowledge - a person does not breach this Clause if the person did not know and could not reasonably be expected to have known that the matter under consideration at the meeting was a matter in which he or she had a pecuniary interest.

Participation in Meetings Despite Pecuniary Interest (S 452 Act)

A Councillor is not prevented from taking part in the consideration or discussion of, or from voting on, any of the matters/questions detailed in Section 452 of the Local Government Act.

Non-pecuniary Interests - Must be disclosed in meetings.

There are a broad range of options available for managing conflicts & the option chosen will depend on an assessment of the circumstances of the matter, the nature of the interest and the significance of the issue being dealt with. Non-pecuniary conflicts of interests must be dealt with in at least one of the following ways:

- It may be appropriate that no action be taken where the potential for conflict is minimal. However, Councillors should consider providing an explanation of why they consider a conflict does not exist.
- Limit involvement if practical (eg. Participate in discussion but not in decision making or vice-versa). Care needs to be taken when exercising this option.
- Remove the source of the conflict (eg. Relinquishing or divesting the personal interest that creates the conflict)
- Have no involvement by absenting yourself from and not taking part in any debate or voting on the issue as if the provisions in S451 of the Local Government Act apply (particularly if you have a significant non-pecuniary interest)

RECORDING OF VOTING ON PLANNING MATTERS

Clause 375A of the Local Government Act 1993 – Recording of voting on planning matters

- (1) In this section, **planning decision** means a decision made in the exercise of a function of a council under the Environmental Planning and Assessment Act 1979:
 - (a) including a decision relating to a development application, an environmental planning instrument, a development control plan or a development contribution plan under that Act, but
 - (b) not including the making of an order under Division 2A of Part 6 of that Act.
- (2) The general manager is required to keep a register containing, for each planning decision made at a meeting of the council or a council committee, the names of the councillors who supported the decision and the names of any councillors who opposed (or are taken to have opposed) the decision.
- (3) For the purpose of maintaining the register, a division is required to be called whenever a motion for a planning decision is put at a meeting of the council or a council committee.
- (4) Each decision recorded in the register is to be described in the register or identified in a manner that enables the description to be obtained from another publicly available document, and is to include the information required by the regulations.
- (5) This section extends to a meeting that is closed to the public.

BYRON SHIRE COUNCIL
COMMUNICATIONS PANEL MEETING

BUSINESS OF MEETING

1. APOLOGIES

2. DECLARATIONS OF INTEREST – PECUNIARY AND NON-PECUNIARY

3. ADOPTION OF MINUTES FROM PREVIOUS MEETINGS

- 3.1 Communications Panel Meeting held on 14 September 2017
- 3.2 Extraordinary Communications Panel Meeting held on 13 February 2018

4. STAFF REPORTS

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STAFF REPORTS - GENERAL MANAGER

Report No. 4.1 **Community Engagement Policy**
Directorate: General Manager
5 **Report Author:** Annie Lewis, Media and Communications Coordinator
File No: I2018/212
Theme: Corporate Management
 Organisation Development

10 **Summary:**

15 In 2016/17 the Community Roundtable began working on an updated Community Engagement Policy to replace the existing policy which was amended on 28 August 2015.

Donna Johnston, former Media and Communications Officer, was working with the Mayor and the Community Roundtable on this policy which had undergone several revisions. At Donna's last meeting with the Communications Panel (6 July 2017) it was recommended:

20 *That the Communications Panel recommends to Council that the revised Community Engagement Policy is put on public exhibition and if no non-supportive submissions are received then it is adopted.*

25 The Revised Draft Community Engagement Policy had not been approved by ET and it was to be the subject of a Strategic Planning Workshop for Councillors prior to Christmas but this did not occur because of a large number of items on the SPW agenda.

30 Since then Council has done a significant amount of work based on improving community engagement and building trust between the organisation and community. This includes the Community Strategic Plan Our Byron Our Future and the Community Solutions Panel and the resolution from the March meeting (18-176 Future of Local Government – 21st Century Community Governance). Taking into account the time that has passed since the Community Roundtable developed the Community Engagement Policy, I believe the landscape has changed since then and this presents an opportunity to develop a policy that reflects these changes.

RECOMMENDATION:

1. **That the Communications Panel notes this report.**
2. **That the revised Draft Community Engagement Policy be placed on the agenda for the June Community Roundtable for discussion.**

Attachments:

40 1 Confidential - Community Engagment Policy (A Lewis), E2018/10445

Report

At the end of 2017 the feedback from the community via the consultation undertaken for the development of Council's new Community Strategic Plan was that there was a lack of trust in Council's decision making and that people felt their voices were not being heard. Additionally stakeholders told Council they want more opportunities and support for increased levels of community-led involvement and to be more empowered in local decision making.

At this time poor communication was the excuse given for a wide range of problems and issues which were widely reported in local media.

Prior to the consultation for the CSP, the Community Roundtable had developed a revised Community Engagement Policy that, from what I understand, had undergone several edits. At the meeting of the Communications Panel on 6 July 2017 it was recommended that this policy be put on public exhibition. This did not happen because it had not been endorsed by ET.

After discussions with ET and the Mayor about the revised Community Engagement Policy it was suggested it be the subject of a Strategic Planning Workshop but the large number of items on the agenda prior to Christmas this did not happen and it was held over until the new year.

This coincided with the Council's work with newDemocracy Foundation on the Community Solutions Panel, and the finalisation of the Community Strategic Plan. Both these projects placed a strong emphasis on community engagement and the outcomes of this work, in my opinion, should be reflected in the Community Engagement Policy.

I believe a clearer, more succinct document that incorporates the intentions of the Community Roundtable should also reflect the reality of what staff are able to do in the engagement space.

In rewriting the Revised Draft Community Engagement Policy I have kept core parts of the Community Roundtable's document but have also looked at what other councils are also doing. The Revised Draft Community Engagement Policy will exist alongside a standard, clear engagement framework/toolkit/template for staff that is currently being developed and should be a document that is valued by the community and used by staff.

Following on from the successful Community Solutions Panel, options for a 'Byron Model' for future participatory projects is being prepared and will be workshopped with Councillors soon. To not hold up the draft Strategy, it simply notes that this work is currently underway and when it is completed the Strategy can be updated if needed.

In addition, the last section of the revised policy needs to be amended to take into account changes to the EP&A Act that requires new community participation plans (CPPs) to be developed to detail how a council will engage its community in the planning decisions it makes.

In preparing these plans councils will have to take into consideration new community participation principles, which set the standard for how the community should be engaged.

Councils may choose to incorporate it into the broader community engagement strategies they prepare under local government legislation but need to ensure the document meets the requirements of the updated EP&A Act.

The CPP will set out when and how planning authorities will engage with their communities across all the planning functions they perform. While the plans must meet the minimum requirements for community participation that are set out in Schedule 1 to the Act, they can go beyond the minimum requirements if they decide it is appropriate.

The CPP requirements will override the application of this policy.
Attached is the Revised Draft Community Engagement Policy.

Financial Implications

5

NIL

Statutory and Policy Compliance Implications

10

NIL

Report No. 4.2 **Media and Communcations update**
Directorate: General Manager
Report Author: Annie Lewis, Media and Communications Coordinator
File No: I2018/830
5 **Theme:** Corporate Management
 Organisation Development

Summary:

10

This report provides the Panel members with an overview of the activities of the Media and Communications team in April 2018.

RECOMMENDATION:

That the Communications Panel notes this report.

15

20

Report

Media statements

During April Council provided statements on:

- 5
 - GIPA Mercato
 - DA 10.2018.127.1
 - Tourist accommodation and camping at Mullumbimby
 - Parkway Drive
 - Splendour
- 10
 - Belongil DAs
 - Recycling x 3
 - Bike path
 - DA 10.2018.110
 - Brunswick Valley STP overflow
- 15
 - Disabled parking
 - Recycling bins in Bangalow
 - West Byron DAs x 8
 - 1 Broken Hd Road
 - 4hr parking
- 20
 - Floods
 - Sth Byron STP
 - Bus stop kiosk

Media releases

25 10 media releases were distributed in April:

- Bringing back the Bruns
- Damage to columbarium wall
- CZMP Cape Byron – Main Beach
- 30
 - BSN editorial
 - Pest animal trapping
 - Public art in Byron Bay
 - \$100,000 EPA grant
 - Reverse vending machines
- 35
 - Prescribed burning
 - Overfull bin program

Social Media/Digital Communications

The statistics for April are:

- 40
 - 1605 page views
 - 131 page likes
 - 60,041 people reached (up 53%)
 - 141 new page followers
- 45
 - 11,131 video views
 - 23,414 post engagements

Digital Engagement

Bang the table – Have your Say Byron Shire

50 (Stronger Country Communities Fund, Pest animal management, CZMP):

- 8,189 site visits
- 1,352 site registrations

- 1,247 active participants

Other projects

Other projects involving the COMMs team:

5

- Bayshore Drive roundabout
- Bangalow Bridges project
- Stronger Country Communities Fund
- Waterlily Park

10

- Community Engagement Policy

Financial Implications

NA

15

Statutory and Policy Compliance Implications

NA

20

Report No. 4.3 **Bangalow Bridges Replacement Project**
Directorate: General Manager
Report Author: Annie Lewis, Media and Communications Coordinator
File No: I2018/831
5 **Theme:** Corporate Management
 Organisation Development

Summary:

10 The Bangalow Bridges Replacement project is valued at \$5.2million and involves the replacement of five bridges in the Bangalow Agricultural area. A Communication and Engagement plan has been written for this project and is being implemented.

RECOMMENDATION:

That the Communications Panel notes this report.

Attachments:

- 20 1 Confidential - Communication & Engagement Plan - Bangalow Bridges, E2018/34247

Report

Byron Shire Council is replacing five timber bridges in the Bangalow area with steel bridges. This project is co-funded by the Australian and NSW Governments to the tune of \$2.59 million each.

5

The bridges being replaced are:

- Booyong Bridge
- Parkers Bridge
- 10 • James Bridge
- O'Meara's Bridge
- Scarabelottis Bridge

15

SEE Civil Pty Ltd has been awarded the contract to do this project and has advised it will take approximately 11-12 months to complete, weather permitting. The work schedule involves the rolling replacement of the bridges during this timeframe with all but one closed to traffic whilst the new bridge is being installed. Scarabelotti's Bridge will remain open during construction.

20

Due to their age and condition these bridges currently have load limits in place (three-15-tonnes) and this has created a range of constraints for residents and nearby businesses. When completed, each bridge will have a load limit of 44-tonnes, thus allowing access for emergency services, water carriers, and general heavy traffic common in rural areas.

There is history with some residents in this area, due to lack of access as a result of the load limits or prior bridge work.

25

This is a complex project that spans a considerable time and involves a number of different communities. The communication and engagement plan has been developed to be personalised with the focus on communicating the progress of the bridge replacements via email every two-three weeks.

30

The project will cause disruption to the daily activities of residents but the aim of the plan is to make sure people have ample warning to be able make alternative travel arrangements.

Financial Implications

35

NA

Statutory and Policy Compliance Implications

40

NA

STAFF REPORTS - SUSTAINABLE ENVIRONMENT AND ECONOMY

Report No. 4.4 Employment Lands Strategy Communications Plan for Public Exhibition

5 **Directorate:** Sustainable Environment and Economy
Report Author: Natalie Hancock, Senior Planner
File No: I2018/497
Theme: Ecology
10 Planning Policy and Natural Environment

Summary:

15 The Employment Lands Strategy (ELS) will provide a strategic planning framework to facilitate and accommodate future employment growth within the Byron Shire. Employment land is land that is predominantly used for retail, commercial or industrial activities resulting in employment. The Strategy will guide Council's decision making to ensure there is an adequate and appropriate supply of employment lands to 2036 — to provide for sustainable growth into the future.

20 The ELS preparation process has reached a stage where a strategy and supporting documentation will be ready for public exhibition, subject to Council adoption. It is proposed to present the draft ELS to Council for adoption at the June 2018 Council meeting.

25 An Engagement Plan (the Plan) has been developed based on 'Level 1 – high impact on local government area project'. The Plan outlines a considered engagement approach that provides genuine and meaningful opportunities for stakeholder input. The Plan states:

- **key messages** to be conveyed through engagement around the importance of employment lands and community's feedback on priorities to inform the finalisation of the ELS prior to reporting back to Council for adoption.
- 30 • **measures to evaluate** the Plan's implementation including effectiveness, appropriateness, flexibility, community satisfaction and impact on finalising the ELS.

Some initial components of engagement have already commenced in order to prepare the draft ELS, as outlined in the Plan (Attachment 1 #2018/35765).


35 **NOTE TO COUNCILLORS:**

In accordance with the provisions of S375A of the Local Government Act 1993, a Division is to be called whenever a motion for a planning decision is put to the meeting, for the purpose of recording voting on planning matters. Pursuant to clause 2(a) under the heading Matters to be Included in Minutes of Council Meetings of Council's adopted Code of Meeting Practice (as amended) a Division will be deemed to have been called by the mover and seconder of all motions relating to this report.

RECOMMENDATION:

That the Communication Panel note the Draft Engagement Plan (Attachment 1 #E2018/31401).

45 **Attachments:**

- 1 Confidential - Employment Lands Strategy Communication and Engagement Plan May 2018, E2018/35765
- 2 Special Disclosure of Pecuniary Interest Annexure, E2012/2815 , page 14 

Report

5 The Employment Lands Strategy (ELS) will provide a strategic planning framework to facilitate and accommodate future employment growth within the Byron Shire. Employment land is land that is predominantly used for retail, commercial or industrial activities resulting in employment. The Strategy will guide Council's decision making to ensure there is an adequate and appropriate supply of employment lands to 2036 — to provide for sustainable growth into the future.

10 The ELS preparation process has reached a stage where a strategy and supporting documentation will be ready for public exhibition, subject to Council endorsement. It is proposed to present the draft ELS to Council at the June 2018 Council meeting.

15 An Engagement Plan (the Plan) has been developed based on 'Level 1 – high impact on local government area project'. The Plan outlines a considered engagement approach that provides genuine and meaningful opportunities for stakeholder input. The key messages for the Plan are:

- Planning for employment lands is an important part of managing the Shire's future growth.
- Council is keen to hear your thoughts about the ELS and where our priorities should sit.
- 20 • Feedback from this round of engagement will result in an updated draft Strategy being reported to Council for adoption later this year.

The evaluation of the Plan will be measured against:

- Effectiveness in conveying information and gaining feedback
- Appropriateness of the information for different target audiences
- 25 • Flexibility to respond to information needs and requests
- Community satisfaction
- Impact on decision making in finalising the ELS

30 Some initial components of engagement have already commenced in order to prepare the draft ELS, as outlined in the Plan (Attachment 1 #2018/31401).

Financial Implications

35 The timeframe for this project will extend beyond financial 2017-18 financial year and hence its successful completion will require additional budget allocation in the 2018/19 financial year. A \$15,000 budget bid has been submitted for consideration in the 2018/19 Council Budget. It is anticipated that the expenditure for implementing the Plan will require approximately \$3,800.00 out of this budgetary amount.

40 Statutory and Policy Compliance Implications

The Engagement Plan is consistent with Council's past practice of consultation for local growth management strategies.

45

BYRON SHIRE COUNCIL

Local Government (General) Regulation 2005

Schedule 3A Form of special disclosure of pecuniary interest

(Clause 195A)

5 Section 451 of the Local Government Act 1993

Form of Special Disclosure of Pecuniary Interest

- 1 The particulars of this form are to be written in block letters or typed.
- 2 If any space is insufficient in this form for all the particulars required to complete it, an appendix is to be attached for that purpose which is properly identified and signed by you.

10 **Important information**

This information is being collected for the purpose of making a special disclosure of pecuniary interests under sections 451 (4) and (5) of the *Local Government Act 1993*. The special disclosure must relate to a pecuniary interest that arises only because of an interest of the councillor in the councillor's principal place of residence or an interest of another person (whose interests are relevant under section 443 of the Act) in that person's principal place of residence. You must not make a special disclosure that you know or ought reasonably to know is false or misleading in a material particular. Complaints made about contraventions of these requirements may be referred by the Director-General to the Local Government Civil and Administrative Tribunal.

20 This form must be completed by you before the commencement of the council or council committee meeting in respect of which the special disclosure is being made. The completed form must be tabled at the meeting. Everyone is entitled to inspect it. The special disclosure must be recorded in the minutes of the meeting.

Special disclosure of pecuniary interests

25 by _____
[full name of councillor]

in the matter of _____
[insert name of environmental planning instrument]

30 which is to be considered at a meeting of the

[name of council or council committee (as the case requires)]

35 Report No. _____ to be held on the _____ day of _____ 201

Pecuniary interest	
Address of land in which councillor or an associated person, company or body has a proprietary interest (<i>the identified land</i>) ¹	

BYRON SHIRE COUNCIL

Relationship of identified land to councillor <i>[Tick or cross one box.]</i>	<input type="checkbox"/> Councillor has interest in the land (e.g. is owner or has other interest arising out of a mortgage, lease, trust, option or contract, or otherwise). <input type="checkbox"/> Associated person of councillor has interest in the land. <input type="checkbox"/> Associated company or body of councillor has interest in the land.
Matter giving rise to pecuniary interest	
Nature of land that is subject to a change in zone/planning control by proposed LEP (<i>the subject land</i>) ² <i>[Tick or cross one box]</i>	<input type="checkbox"/> The identified land. <input type="checkbox"/> Land that adjoins or is adjacent to or is in proximity to the identified land.
Current zone/planning control <i>[Insert name of current planning instrument and identify relevant zone/planning control applying to the subject land]</i>	
Proposed change of zone/planning control <i>[Insert name of proposed LEP and identify proposed change of zone/planning control applying to the subject land]</i>	
Effect of proposed change of zone/planning control on councillor <i>[Insert one of the following: "Appreciable financial gain" or "Appreciable financial loss"]</i>	

[If more than one pecuniary interest is to be declared, reprint the above box and fill in for each additional interest.]

5 _____
Councillor's signature

10 _____
Date

15 (This form is to be retained by the Council's general manager and included in full in the minutes of the meeting.)

- 20 1 Section 443 (1) of the [Local Government Act 1993](#) provides that you may have a pecuniary interest in a matter because of the pecuniary interest of your spouse or your de facto partner or your relative 4 or because your business partner or employer has a pecuniary interest. You may also have a pecuniary interest in a matter because you, your nominee, your business partner or your employer is a member of a company or other body that has a pecuniary interest in the matter.
- 25 Section 442 of the [Local Government Act 1993](#) provides that a "**pecuniary interest**" is an interest that a person has in a matter because of a reasonable likelihood or expectation of appreciable financial gain or loss to the person. A person does not have a pecuniary interest in a matter if the interest is so remote or insignificant that it could not reasonably be regarded as likely to influence any decision the person might make in relation to the matter or if the interest is of a kind specified in section 448 of that Act (for example, an interest as an elector or as a ratepayer or person liable to pay a charge).
- 30 2 A pecuniary interest may arise by way of a change of permissible use of land adjoining, adjacent to or in proximity to land in which a councillor or a person, company or body referred to in section 443 (1) (b) or (c) of the [Local Government Act 1993](#) has a proprietary interest-see section 448 (g) (ii) of the [Local Government Act 1993](#) .
- 3 "**Relative**" is defined by the [Local Government Act 1993](#) as meaning your, your spouse's or your de facto partner's parent, grandparent, brother, sister, uncle, aunt, nephew, niece, lineal descendant or adopted child and the spouse or de facto partner of any of those persons.

Report No. 4.5 **Communication Plan for the Pest Animal Management Plan**
Directorate: Sustainable Environment and Economy
Report Author: Clare Manning, Biodiversity Officer
File No: I2018/445
5 **Theme:** Ecology
 Planning Policy and Natural Environment

Summary:

10

Council has received a one-off grant from the NSW government, part of which will be applied towards preparation of a Pest Animal Management Plan (PAMP).

15

It is important that Council's PAMP is aligned and integrated with the North Coast Regional Strategic Pest Animal Plan, which is currently on public exhibition. It also needs to consider the actions of private landowners to manage pest animals, to optimise combined efforts.

20

The Biosecurity Act and the Local Land Services Act establish responsibility for all landholders to manage pests.

Council staff wish to consult with the community regarding the impacts of pest animals on the community, which animals are generating the greatest impacts, the community's views of Council's role in the management of pest animals and values relating to pest management options.

25

Council has engaged Ecosure to assist it with preparation of the PAMP and the Centre for Local Government to facilitate the community and key stakeholder engagement process, the outcomes of which will guide the preparation of the PAMP.

30

RECOMMENDATION:

That the Communications Panel consider the following projects Communication Plans

Attachments:

35

1 Confidential - Byron Shire Pest Animal Management Community Engagement Plan, E2018/17255

Report

Council resolved at the 4 August 2016 meeting (Resolution 16-435) to adopt the Byron Coast Koala Plan of Management.

5 Under section 9 Key Threats the Byron Coast Koala Plan of Management identifies a review the Byron Shire Feral Animal Management Plan.

10 Council resolved at the 30 October 2017 meeting (Resolution 17-500) to reinstates the Feral Animal Management Programme after consultation between Council and landholders, Landcare, Local Land Services, NPWS and other relevant agencies and that this consultation be completed prior to March 2018.

15 The Communications and Engagement plan (Attachment 1) is necessary to ensure, that thorough engagement, Council will get a robust and well considered PAMP that's had community buy-in and thus a greater level of acceptance from key stakeholders.

Financial Implications

20 NSW Government Saving our Species grant provides funds of \$40,000 of which \$23,000 is towards preparation of the PAMP by Council staff and Ecosure consultancy.

25 The 2017/18 budget provides \$2,000 towards community consultation including the engagement of the Centre for Local Government to assist with independent facilitation of World Café workshops to be held on Tuesday 27 and Wednesday 28 March 2018 in Mullumbimby.

Statutory and Policy Compliance Implications

30 The NSW Biosecurity Act 2015 is a new piece of legislation that allows improved management of biosecurity risks in NSW to enable landholders, community, industry and Government effectively manage and respond to biosecurity incursions and risks.

35 A fundamental principle of the NSW Biosecurity Act 2015 is that biosecurity is everyone's responsibility. All land managers, regardless of whether on private or public land, have the same responsibilities.

STAFF REPORTS - INFRASTRUCTURE SERVICES

Report No. 4.6 Bayshore Drive Roundabout Project - Communications Plan

Directorate: Infrastructure Services

5 **Report Author:** Joshua Winter, Civil Engineer
Annie Lewis, Media and Communications Coordinator

File No: I2018/362

10 **Theme:** Community Infrastructure
Local Roads and Drainage

Summary:

15 The purpose of this report is to present the proposed Communications Plan to the Communications Panel for the upcoming Bayshore Drive Roundabout Project and to seek endorsement of the plan for implementation.

RECOMMENDATION:

That the Communications Panel endorse the attached Bayshore Drive Roundabout project Communications & Engagement Plan (E2018/12974).

Attachments:

20 1 Confidential - 24.2015.48.1 - Bayshore Drive RAB - Comms & Engagement Plan, E2018/12974

25 **Report**

In 2017 Byron Shire Council received a \$2.6M grant for the construction of a roundabout at the intersection of Bayshore Drive and Ewingsdale Road. The construction of this roundabout will not only improve general connectivity to Byron Bay but importantly it will allow for businesses in the Byron Arts and Industrial Estate to continue to expand and grow, enabling them to better access markets both in Byron Bay and via the Pacific Highway to areas including Queensland. The security of connectivity from the new roundabout at Bayshore Drive could also deliver more jobs to the region through the growth of local businesses.

35 At the time of writing this report, the following communications from the attached plan had been implemented or planned to be implemented prior to the Communications Panel meeting, in order to provide timely information to the community;

- Report to Local Traffic Committee
- Briefing of emergency services
- 1st Letter to residents, businesses and stakeholders (announcing project)
- Website page created with relevant information and FAQ added
- Media Releases 1 and 2 with inclusion in e-news where relevant
- Internal staff notifications and promotion of project

45 **Financial Implications**

The cost of implementing this communications plan is included in the overall cost of the project that was reported to Council at the 22 March Ordinary meeting to award the tender.

50

Statutory and Policy Compliance Implications

As part of the Australian Government Building Better Regions Fund (BBRF) all communications must be approved by the representative of the Australian Government that will be managing this grant.

5