



Communication and Engagement Plan

E2018/80380

Mullumbimby Hospital site remediation

| Project name | |
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| When | September 2018 – April 2019 |
| Background | <p>In 2017 Council purchased the Mullumbimby Hospital site, from NSW Health, for \$1. The site has a long history of contamination, including asbestos, and this is publicly known. The site needs to be remediated before it is redeveloped.</p> <p>In late 2017 Council formed the Mullumbimby Hospital Site Project Reference Group (PRG) which is made up of individuals and representatives of community groups. The PRG has the job of coming up with a plan for the future use of the site, after remediation has been carried out.</p> <p>A report providing an overview of the project will go to Council in October 2018. A more specific report containing the Mullumbimby Hospital Site PRG recommendations for future use of the site will go to Council in November 2018.</p> <p>Recognising that the remediation of the site is expected to cost more than \$3 million, the PRG must ensure that future development of the site will generate income to pay for remediation costs and its ongoing maintenance and upkeep.</p> |
| Governance | Executive team and Communications Panel |
| Objectives | To ensure the community is aware of the scope of the remediation of the Mullumbimby Hospital site and the impact it will have on neighbours, stakeholders and the community. |
| Sensitivities and challenges | <ol style="list-style-type: none"> 1. Asbestos contamination and effects on people is a very sensitive subject. 2. The final settlement/contract exchange date between Byron Shire Council and NSW Health is still to be decided. 3. Noise during the demolition will upset some people. 4. Waste removal and the safety of this process and where it is being processed. 5. Impacts on essential and emergency services to be considered. 6. Public perception that the project is costing too much and we should have negotiated a better and less expensive outcome with NSW Health. |

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| | <ol style="list-style-type: none"> 7. The cost of remediation (\$3 million +) is too much and should not be borne by Council because NSW Health was going to have to do it. 8. Partial clarity on future use of the site, however full details not yet known. 9. People may want to move out of their homes while the remediation process is underway and could try to seek financial compensation from Council. 10. Development of the site – what it will look like, scale etc, is unknown. 11. Community mistrust of Council to manage this project. |
| Key messages | <ol style="list-style-type: none"> 1. There is asbestos on this site, we know this is a cause for community concern. 2. Council will undertake significant communication with the community to make sure people know what is happening on the site. 3. The contractor is on one of the best in Australia and has a lot of experience in cleaning up contaminated sites. 4. There will be no threat to community health during the remediation on the site. 5. There will be heavy equipment and temporary structures on the site to contain asbestos and other contaminants. 6. The PRG is working separately to come up with a proposal for the future use/s of the site with one of the requirements being that the cost of the remediation is recouped and will report to Council in November 2018. 7. The remediation will satisfy best practice, NSW legislation and the requirements of the EPA. 8. An independent auditor of the removal will review all processes and monitor the site daily. 9. There will be some impact on the community while the remediation is being done i.e. noise etc. |
| Media spokesperson | <p>Mark Arnold - General Manager Anna Vinfield – Manager Corporate Services Simon Richardson - Mayor</p> |
| Work contact | <p>Annie Lewis: 6626 7320 / 0419 609 189 Mick Crosbie – Project Officer: 6626 7279 Anna Vinfield – Manager Corporate Services: 6626 7178</p> |
| Potential level of impact | Level 1 – local area but high impact |
| IAP2 Public Participation Spectrum | Inform – We will keep you informed |

| Task | Audience | Details | Who is doing it? | Cost | Date to start/finish |
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| Stakeholders | | Internal <ul style="list-style-type: none"> • All staff • Customer service • Councillors • Major Projects Group • Council Committees, panels, Roundtables, Guidance Groups | External <ul style="list-style-type: none"> • Ratepayers • Aged Care home • Mullumbimby High School • Mullum Rural Co-Op • Residents • Arakwal (?) • Local media • Emergency services – police, ambulance, SES. fire etc. • Mullumbimby Progress Association • Mullumbimby Chamber of Commerce • Local businesses | | |
| Our promise | | INFORM | <i>We will keep you informed</i> | | |
| Evaluation | | Success will be measured by: <ul style="list-style-type: none"> • General community understanding of the project. • Confidence that there will be no health impacts or dangers to the community relating to the removal of contaminants. | | | |
| Internal staff | | Staff are to be made aware of the project and its timeframes. | | | |
| Submitted to Director or Manager | | Phil Holloway / James Brickley / Mark Arnold | | | |
| Reported to ET | | __ October 2018 | | | |
| Reported to Comms Panel | | __ XXXXXXXX 2018 | | | |

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| Notify Arakwal (if necessary) | Arakwal | Notify Arakwal Corporation of the project. | Mick Crosbie Annie Lewis | Staff Time | Arakwal Corporation will be advised of the remediation project via email and phone. |
| Briefing of Communications Panel (Crs Richardson, Coorey, Ndiaye, Martin) | Internal | The Communication Plan will be shared with Council's Communications Panel to ensure they are aware of the plan, and the methods being used to promote the plan to the community and to staff. | Mick Crosbie Annie Lewis | Staff time | October 2018 |
| Briefing of Emergency Services | Police, Ambulance, Byron District Hospital, SES, Fire and other emergency services | Emergency services to be briefed. | Mick Crosbie | Staff time | October 2018 |
| Letters to Residents, Businesses and Stakeholders | External | <p>Letter 1 Initial letter, including FAQs, to be delivered to residents in vicinity of old hospital with details of:</p> <ul style="list-style-type: none"> • Confirmation of sale/exchange • Brief rundown on what will be happening on the site and when. • Contact number for more information. • Email address to subscribe to newsletter updates. • Advice that an information session will be held in November and that this will be advertised via the newsletter, in public notices in the Echo, on our website. • Hotline for people to ring if they have questions or want more information. | Mick Crosbie Contractor | Staff time | Letter 1 - October 2018 |

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| | | <p>Letter 2 When dates are firm a second letter, including updated FAQs, will be delivered providing:</p> <ul style="list-style-type: none"> • Dates for work to start • Reassurance that there will be no health impacts/contamination as a result of the remediation. • Comprehensive information about the timeline and process for the remediation of the site including what people can expect to see on the site. • Information about the security to be in place to stop trespassers. • Hotline for people to ring if they have questions or want more information. • The details for another community information session. | | | Letter 2 – when dates are known. |
| Meeting with Mullumbimby High School staff and P&C | External | Meeting to brief Mullumbimby High School Executive and P&C about project | Mick Crosbie Contractor | Staff time Contractor time | Meeting 1 - October 2018 (advising of plans) Meeting 2 – when dates for the start of the process are known. |
| Meeting with aged care home | External | Meeting to brief aged care home about project | Mick Crosbie Contractor | Staff time Contractor time | Meeting 1 - October 2018 (advising of plans) Meeting 2 – when dates for the start of the process are known. |
| Meeting with owner and staff of Mullumbimby Rural Co-op | External | Meeting to brief Co-op owner and staff about project | Mick Crosbie Contractor | Staff time Contractor time | Meeting 1 - October 2018 (advising of plans) Meeting 2 – when dates for the start of the process are known. |

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| Meeting with Mullumbimby Residents Association and Mullumbimby Chamber of Commerce | External | Staff to attend meeting of Mullumbimby Residents Association and Mullumbimby Chamber of Commerce to provide information about the project. | Anna Vinfield Mick Crosbie | Staff time | To confirm as an agenda item for both organisations in early October. |
| Information Sessions | Residents and community | Staff to hold an information session for all. Where & what forum???? | Mick Crosbie Anna Vinfield, Sarah Ford, Deb Stafford, Annie Lewis, Phil's Holloway &Warner Tweed Coast Demolition and Excavation, including specialist subcontractors | Staff time | Meeting 1 - October 2018 – to advise of the project Meeting 2 – XXXXXX – to give information and details of the start of the project, timeframe, security, etc. |
| Community Roundtable briefing | External | Briefing to be provided to Community Roundtable on 24 October | Anna Vinfield Mick Crosbie | Staff time | 24 October 2018 |
| Website | All | Website to provide information, FAQs, contact details | COMMs Mick Crosbie??? | Staff time | From October and throughout project. Mick Crosbie to supply information to COMMS for website. |
| Media releases as required | All | Media release 1 <ul style="list-style-type: none"> To alert people and businesses to the remediation plan, major issues etc. Media release 2 <ul style="list-style-type: none"> To alert people to the start of work | COMMS | Staff time | Media releases to go out as per the timeframes for the project. |

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| | | <p>Media release 3</p> <ul style="list-style-type: none"> To advise of completion of work <p>Others as required.</p> | | | |
| Subscriber E-News | External | Weekly or fortnightly to provide updates on the project. | COMMS | Staff time | From October |
| General E-News | External | Regular posts in general E-News to advise of project. | COMMS | Staff time | From October |
| BSC Facebook posts | External | Promoting media releases and other messages as required. | COMMS | Staff time | To start in October |
| Display advertising (print) | External | <p>Advertisements in local print media to advise of start of remediation.</p> <p>Deadlines for advertisements are Wednesday the week prior to advertising in newspapers.</p> | Mick Crosbie | <p>Staff time</p> <p>Advertising Costs - \$700</p> | 2 x ¼ page ads (Byron Shire News and Byron Shire Echo) for two editions starting two weeks prior to demolition. |
| Staff update and promotion of project | Internal | Promotion and explanation of project to all staff. | Mick Crosbie COMMS | Staff time | Internal media release and flush media. |
| External FAQ's | External | FAQs on website | Mick Crosbie Comms Team | Staff time | From October |
| Email to community groups | | Email community groups to let them know about the project and time line | Mick Crosbie | Staff time | October |
| Customer Service updates | Internal | Customer Service to be briefed on Demolition to ensure they can respond to public inquiries. | Mick Crosbie | Staff time | From October |

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