



Communication and Engagement Plan

Rural Event Sites (Wedding Venues)

#E2018/77909

Project name Rural Event Sites (Wedding Venues) – post gateway determination community consultation	
When	From October to December 2018
Background	<p>As the wedding and events industry has grown, there have been some examples of unauthorised and poorly managed event sites causing significant impacts on rural residents. Through a clause in the Byron Local Environment Plan two properties within the RU2 zone have been approved for temporary use as a function centre (no more than 14 days per year). Council is aware, however, that weddings have been regularly occurring on a number of sites in rural areas without consent.</p> <p>The wedding and events industry generates positive economic and tourism benefits for the Shire, including the provision of local jobs. Council would like to work with both the rural community and the industry stakeholders to ensure that weddings and events in rural areas can operate in appropriate locations, with proper management in a way that respects the rural amenity of the neighbours.</p> <p>Council has resolved (Resolution 17-594) to prepare a draft Planning Proposal to amend Byron Local Environmental Plan 2014 to insert a clause permitting function centres with consent in zones RU1, RU2 and R5 subject to a range of controls which will manage impacts on existing residents.</p> <p>Council’s resolution requires consultation on the draft planning proposal to be undertaken before it is formally lodged with the Department of Planning for Gateway Determination. This was carried out in March and April 2018.</p> <p>An overview of the feedback captured during that community engagement was reported to Council in June 2018. Council resolved (18-404) to proceed with the project, seeking gateway determination from the Department of Planning and carrying out a second round of community engagement.</p> <p>Gateway has now been received. The aim of the community engagement is to test the draft clause that will be added in to the Byron Local Environment Plan 2014. This will be done through:</p> <ul style="list-style-type: none"> • Structured workshops • An online platform

	The two-step process has been designed to enable access to the exhibition.
Governance	Public exhibition of 28 days is required under section 3.34(2)(c) and schedule 1 clause 4 of the Environmental Planning and Assessment Act.
Objective 1	To obtain community input on the draft clause that will be added to the Byron Local Environmental Plan 2014.
Challenges	<ol style="list-style-type: none"> 1. Entrenched views of residents previously impacted by uncontrolled activities, and lack of trust – could mean some community members view this process with scepticism. Some community members will be unwilling to contribute to the drafting of a new clause as they do not believe a clause should be added. A petition to one side of the workshop space will be set up for these people to let them have their say and feel heard. 2. Understanding and valuing the benefits the events industry brings to the Shire – some community members may not engage in the process with a holistic viewpoint and open mind. 3. Not supported or acknowledged by local media (Byron Shire Echo) thereby opening up the process to criticism and questioning the credibility of the project/process. 4. Concerns over the zone the draft clause will apply to that may then prevent the discussion on the contents of the draft clause. 5. Lack of understanding of the Planning Laws and the LEP template.
Key messages	<ul style="list-style-type: none"> • Council knows rural events are causing problems in some areas, but believe a well written robust clause could allow weddings and events to occur without detrimental disruption to the rural amenity. • Help us define how weddings and events should be controlled in the rural areas. • Help us select which rural zones the new clause should apply to. • Currently, rural event sites (function centres) are unauthorised and uncontrolled. • Current Planning controls provide only very limited opportunity to approve such a land use in the rural area. • Strong demand persists, particularly for wedding sites, creating significant enforcement issues. • Lack of action will not alter the current situation. • <i>What does the future look like when events are regulated in rural areas?</i>
Media spokesperson	<p>Mark Arnold (Acting General Manager)</p> <p>Simon Richardson (Mayor)</p> <p>Shannon Burt (Director, Sustainable Environment and Economy)</p> <p>Annie Lewis (Communications Manager)</p> <p>Rob van Iersel (Major Projects Planner)</p>

Work contact	Jamie van Iersel Planner T: (02) 66 267 283 E:Jamie.vaniersel@byron.nsw.gov.au	
Potential level of impact	Level 3 – High impact on local area or group	
IAP2 Public Participation Spectrum	1) Consult 2) Involve 3) Inform	
Stakeholders	Internal All staff Customer service Enforcement Councillors DSOs	External Residents (Rural area) Local Commercial businesses (Wedding/event industry) Potential proponent businesses and organisations (Byron wedding and events industry association) Consultant Developers and Planners (newsletter)
Our promise	INFORM <i>We will keep you informed.</i>	
	INVOLVE <i>We will work with you to ensure that your concerns and aspirations are considered in the alternatives developed and provide feedback on how public input influenced the decision.</i>	
	CONSULT <i>We will work with you to ensure that your concerns and aspirations are considered and provide feedback on how public input influenced the decision.</i>	
Evaluation	Success will be measured by: <ul style="list-style-type: none"> • Recommended LEP control finalised and reported to council. 	

	<ul style="list-style-type: none"> Substantial input from rural landholders and good attendance at public workshops and online forums etc. 	
Internal staff	<p>Yes</p> <ul style="list-style-type: none"> Development Services Staff, DSO's and Customer Service, Enforcement team <p>Jamie van Iersel to notify at the start of the consultation period.</p>	
Submitted to Director		Approved.
Reported to ET	17 October	Date:
Reported to Communications Panel		Date:

Task/ Objective		Target Audience	Description	Tasked to	Cost	Date to start/finish
Email to database complied during stage 1	1	Community	Email to invite community to workshops and advertise exhibition dates.	Jamie van Iersel	Staff time	Oct 29
E-news	1	Community	Advertise exhibition	COMMS	Staff time	Oct 29
Media Release	1	Community	media releases to: <ul style="list-style-type: none"> Notify of start of process with info about Workshops Remind community of closing date and online platform Notify post-exhibition the date for which a summary is expected to be reported to Council 		Staff time	Oct 29 and Nov 8
Video	1	Community	Short snappy video to promote exhibition	Jamie van Iersel/Amy Phillips	Staff time	Filmed Oct 19, finalised Oct 26
Social Media	1	Community	Advertise workshops and online platform	COMMS	Staff time	Oct 29 Plus additional days throughout exhibition
Internal Communications Could use E2018/11095 for flush media?	1	Enforcement team Customer Service Staff All staff	Briefing session with Andrew Hill and Community Enforcement Team Briefing session with Customer Service Staff (including info for screen in Customer Service area) Flush media – information on toilet doors Kylie Graine – info for Industry Newsletter	Rob van Iersel Jamie van Iersel COMMS	Staff time	Oct 19-29
Website Notice	1	Wider community	To inform community of the project and invite feedback	Jamie van Iersel	Staff time	Oct 29 to be published
Online Engagement	1	Wider community	Have your say Byron Shire – online survey, pinpoint map and quick poll.	Jamie van Iersel / Sam	Staff time	Oct 29 to be published
Staff phone line for contact	1	Wider community	To inform community of the project and invite feedback	Jamie van Iersel/ Customer Service	Staff time	October 26

Task/ Objective		Target Audience	Description	Tasked to	Cost	Date to start/finish
Public notice advert (BSN)	1	Wider community	To inform community of the project and invite feedback	Jamie van Iersel/ Customer Service	Staff time	Oct 29
Media Briefing	1	Echo Bay FM ABC Far North Coast	Briefing on the project objectives etc	Annie Lewis/ Jamie van Iersel	Staff time	As available – Annie and Jamie organising
Newspapers advertisements Byron Shire News Byron Shire Echo (stage 1 E2018/11094)	1	Wider community	In addition to the public notice for BSN, the ad will alert people who may not read the council notices.	Jamie van Iersel / Michelle Chapman	Staff time BSN \$350 Echo \$735	Oct 31 and Nov 1 (deadline Oct 26 for INDD)
Workshops	1	Rural Residents Byron Wedding and Events Industry Association M(BWEIA)	<p>To facilitate discussion of the project and inform and discuss further detail of the council's recommended approach to manage rural events through the LEP approvals process.</p> <p>To 'test' the development controls to determine whether they will be effective in managing potential impacts of the events.</p> <p>To listen to feedback and take on board suggestions from the community in regards to better controlling the events.</p>	Rob van Iersel Jamie van Iersel Sarah Nagel (or delegate)	<p>Staff Time Approximate hall rental -</p> <p><u>Bangalow</u> A&I hall: \$165 + \$100 booking fee</p> <p><u>Byron</u> Community Centre Verandah Room: \$105 (half day)</p> <p><u>Mullum</u> Civic Memorial Hall: \$130</p> <p><u>Federal:</u></p>	<p>Sessions to be scheduled early November; Bangalow, Byron Bay, Mullumbimby and Federal. 3pm – 7:30pm.</p> <p>Bookings based on 4 hour hire.</p>

Task/ Objective		Target Audience	Description	Tasked to	Cost	Date to start/finish
					Jasper Corner Hall: Free of charge 😊 Refreshments: \$50 per session Total: \$642 Plus food \$400	
Stakeholder meeting (by invitation)	1	Byron Wedding and Events Industry Association (BWEIA)	To gain an understanding and agreement with the association on the suggested development controls. To set in place a format and protocol for the monitoring and reviewing of events.	Jamie van Iersel	Staff Time	
Advertisement in School Newsletters	1	Wider Community	To inform community of the workshops and online platform Coorabell – Mondays PDF Pocket – Mondays PDF Bangalow – Thursdays JPG	Jamie van Iersel	Staff Time	
Facebook Live Forum	1	Wider community, community with limited resources/time to attend meetings	To engage community members that otherwise cannot attend community meetings. A separate 'meeting' will be held on Facebook Live whereby viewers can ask questions of the presenter. The 'meeting' can work as a two way stream, questions can be responded to and feedback can be submitted and recorded.	Jamie van Iersel/Amy Phillips	Staff Time – likely out of hours	
Budget					\$2127	