

# NOTICE OF MEETING



## COMMUNICATIONS PANEL MEETING

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

Venue	<b>Conference Room, Station Street, Mullumbimby</b>
Date	<b>Thursday, 30 May 2019</b>
Time	<b>4:30pm</b>

Mark Arnold  
General Manager

I2019/802  
Distributed 23/05/19

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## 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)

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## 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 March 2019

**4. STAFF REPORTS**

**General Manager**

4.1 Media & Communications Activity March 2019 - April 2019.....4

**Sustainable Environment and Economy**

4.2 Communications Plan for the Design Investigation of the Jonson Street Protection Works.....7

4.3 Mullumbimby Administration Building Solar Carpark - Communication and Engagement Plan.....14

STAFF REPORTS - GENERAL MANAGER

**Report No. 4.1**                      **Media & Communications Activity March 2019 - April 2019**

**Directorate:**                      General Manager

5    **Report Author:**                Annie Lewis, Media and Communications Coordinator

**File No:**                            I2019/779

10    **Summary:**

This report provides details on the work being done by the Media and Communications team from March – April 2019.

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**RECOMMENDATION:**

**That the Communications Panel notes this report.**

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### Report

Following is an update and information relating to media, communication and engagement from March – April 2019.

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#### Media Releases

- Watering grass
- STP remediation
- STP vision
- 10 • Water leakage in pipes
- Illegal dwellings
- Byron Bay bypass
- Butler St Reserve access
- Building assets
- 15 • Seaside scavenge
- Beach litter
- Housing code exemptions
- BB SLSC refurbishments
- Swim between the flags
- 20 • Salvinia weevils
- DA tracker
- Leg rope campaign
- Sustainable Visitation
- Railway Park upgrade
- 25 • Council budget
- Grants workshop

#### **Media statements**

- Bruns camping
- 30 • Parking Byron Bay Public School
- Manor houses
- Bypass
- Tree poisoning
- Abestos Mullumbimby hospital
- 35 • Byron Bay hospital
- Waltons Rd
- Byron Bay bypass & markets
- Compliance
- Byron Bay bypass
- 40 • Tallowood trees
- Belongil estuary
- STHL
- GM delegation & tendres
- ACA – chest cameras
- 45 • New Economy
- BB rec ground PoM
- Bypass x3
- Bluesfest parking
- Linnaeus
- 50 • Bluesfest
- Tree clearing Middle Pocket Rd
- Mayor
- Federal budget wishlist

- Policy Code of Conduct
- Tallow cliff accident

Bang the Table ([yoursaybyronshire.com.au](http://yoursaybyronshire.com.au))

- 5
- 2356 site visits

**Social Media**

**March**

- 10
- 1702 page views
  - 42,800 post reach
  - 83 new page followers
  - 15,380 video views
  - 16,196 post engagements

15 **April**

- 1,466 page views
- 36,806 post reach
- 84 new page followers
- 9,310 video views

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**Financial Implications**

NA

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**Statutory and Policy Compliance Implications**

NA

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STAFF REPORTS - SUSTAINABLE ENVIRONMENT AND ECONOMY

**Report No. 4.2      Communications Plan for the Design Investigation of the Jonson Street Protection Works**

**Directorate:** Sustainable Environment and Economy  
**Report Author:** Chloe Dowsett, Coastal and Biodiversity Coordinator  
**File No:** I2019/642

**Summary:**

This report presents the draft Communications Plan (the Plan) for the 'Design Investigation for the Modification of the Jonson Street Protection Works' project, to the Communications Panel for feedback and input.

The Plan has been developed by the project manager (Coastal and Biodiversity Coordinator) in collaboration with the Communications Team.

The Plan outlines the key engagement activities proposed to be undertaken throughout the delivery of the project. Please note that this Plan may change due at the discretion of the project team and/or the consultant.

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**RECOMMENDATION:**

**That the Communications Panel note the proposed engagement plan for the Design Investigation for the Modification of the Jonson Street Protection Works and provide feedback.**

**REPORT*****Background***

At the interface between the sea and the land at Main Beach, Byron Bay are the coastal protection works, known as the 'Jonson Street Protections Works' or JSPW. The area within the Main Beach Precinct adjacent the JSPW comprises the length of foreshore approximately between the Main Beach Surf Club and the First Sun Caravan Park and incorporates public parklands, playgrounds, the Memorial Pool and the carpark with direct ocean outlook.

The JSPW are a public asset that provide a significant role in affording some protection to the Byron Bay town centre from coastal erosion and underlying long-term recession impacts. The works have been identified in previous studies as being degraded and non-compliant with contemporary coastal engineering standards. Various options for modification of the JSPW have previously been investigated and assessed and a preliminary concept design for the modification of the works exists. Council now requires a more contemporary and detailed assessment of feasible options for the modification of the JSPW to achieve the nominal project objectives (as outlined below). Building on previous work and current values and issues, the assessment will consider a range of modification options, including realignment options. It is imperative that the assessment and project is rigorous and transparent having a clear line of sight between the project objectives and the recommended solution.

The project is underpinned by the following objectives:

1. To provide adequate protection to the Byron Bay town centre against current and future coastal hazards.
2. To mitigate adverse current and future risks from coastal hazards, taking into account the effects of climate change.
3. To mitigate impacts on coastal processes (e.g. down-drift effects) through reduction of the project footprint.
4. To improve the structural integrity of the JSPW.
5. To improve public safety around the JSPW.
6. To enhance recreational amenity, public access and use of the foreshore around the JSPW.

A consultant is soon to be engaged through a Tender process with the project anticipated to kick-off in June 2019. The project will take up to 2 years may be contentious due to the history associated with the works and the central location at Main Beach. .

The project will require consultation and collaboration with key stakeholders and the broader Byron Shire community throughout its development.

***Project tasks***

Key project tasks broadly include:

1. Baseline assessment of JSPW of history, values, issues, and structural integrity
2. Investigate JSPW modification options to identify concept designs (that meet the project objectives)
3. Desktop physical processes modelling and geomorphological assessment of endorsed concept designs to understand the possible impacts (positive and negative) to physical



coastal processes as compared to the status quo

4. Evaluation of concept designs and key stakeholder engagement. Determine the recommended concept designs for progression to detailed concept designs
5. Prepare detailed concept designs
- 5      6. Evaluation of detailed concept designs and engagement with the broader community. Determine the recommended detailed concept design for progression to detailed design
7. Physical wave tank modelling (if required) to test the nominal detailed design
8. Finalise detailed design and costing

10      **Key objectives**

The project aims to INVOLVE internal and external stakeholders at various stages of the delivery. As such various engagement activities are planned including internal and external stakeholder workshops, community survey and face to face market stalls.

15      **INVOLVE:** *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*

The key objectives of the Communication Plan are to:

1. Ensure that Council consistently resolves at each key stage of the project and endorses progression to the next stage of the investigation.
- 20      2. To provide a robust reporting framework and transparent process during the design investigation.
3. To inform and involve the community and key stakeholders at key stages and on key components of the project.

25      **Key issues**

The key issues that are foreseen at this early stage of project execution include those outlined in the table below.

#	Issue	Comment
1	Lack of engagement with the broader community	It is imperative that the community is involved and informed throughout all stages of the project and that there are no 'surprises'.
2	Lack of consensus on a suitable design which satisfies the project objectives	It is important that a design achieves consensus from a large number and/or broad cross-section of the community, not just one sub-group/association. The project needs community buy-in and ownership of the design modification in order to progress to the construction phase.
3	Complex nature of coastal hazards	The project will be challenging due to the complex nature of coastal hazards and uncertainty around sea level rise. It will be important to base all decisions and input parameters into modelling and design on best practice coastal knowledge and current information/data.

3	Potential legal challenges	There is the potential for legal challenge to any re-design of the structure and informing key stakeholders of each task will be important.
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**Key messages**

The key messages the Communications Plan aims to achieve are:

*“The JSPW are degraded and Council is committed to an open and transparent process for investigating a new design that meets the project objectives”.*

*“Council respects community values and interest in the process”.*

*“Managing the coastline is complex and multifaceted, and requires support and commitment from all involved”.*

**Evaluation**

The Communications Plan will be evaluated based on some of the criteria outlined below:

1. Project delivery and milestones achieved.
2. Council consensus on preferred concept design that meets the project objectives.
3. Increased community understanding as to the reasons / necessity to undertake design investigation.
4. Support / endorsement of a concept design via positive feedback from the community on the process during the public exhibition period.
5. Positive feedback on Social Media.
6. Good feedback at engagement events.

**Communications Plan**

Action (Method)	Stakeholders	Note (incl. Phase of the Project)	When
<b>Email to specific parties</b>	Public agencies Key businesses Interest Groups Associations	Prior to Commencement and All Phases of the Project - Informative email sent to key stakeholders advising of Councils resolution to undertake a Design Investigation and project kick-off. Information throughout the delivery of the project will be uploaded and updated regularly on Council's website.	1. Project Kick-Off  2. Website updated throughout delivery of the project
<b>Councillor Bulletins</b>	Councillors	Prior to Commencement and All Phases of the Project - Provide regular bulletin updates throughout delivery.  #1 'Request for Tender' now live, with next update once Consultant engaged.  #2 Week ending XXXX – once Consultant engaged	#1 – Week ending 12/04/19  #2 – Week ending 24 May 2019  #3 – Week ending XXX 2019
<b>Website</b>	General	Prior to Commencement and All Phases of the	1. Project Kick-

# BYRON SHIRE COUNCIL

## STAFF REPORTS - SUSTAINABLE ENVIRONMENT AND ECONOMY

4.2

Action (Method)	Stakeholders	Note (incl. Phase of the Project)	When
<b>notice</b>	Community	Project - Update of Coastal Management page on the Website: <a href="https://www.byron.nsw.gov.au/Services/Environment/Coast-and-Waterways/Coastal-Management/Jonson-Street-protection-works-upgrade">https://www.byron.nsw.gov.au/Services/Environment/Coast-and-Waterways/Coastal-Management/Jonson-Street-protection-works-upgrade</a>  Brief information on why, where and what regarding the project. To be updated regularly and to inform community of progress of the design investigation. All Final Reports to be uploaded after Council resolutions.	Off  2. Website updated throughout delivery of the project
<b>Project Kick-Off Presentation and Discussion</b>	Key Stakeholders and Council (invitation only)	Project Kick-Off Key Stakeholder Presentation  The aim of this presentation is to present to the Key-Stakeholder the aims and objectives of the project and when / how they will be informed during project delivery.	Project Kick-Off
<b>Key Stakeholder Workshops (by invitation)</b>	Key Stakeholders	Phase 2 – Concept Designs – Invitation Only Key Stakeholder Workshop – 1-2 Representatives of the key stakeholder groups that attended the Kick-Off Key Stakeholder Presentation.  Community interest Groups between OEH, council staff, public agencies and other key stakeholders to complete the Multi-criteria Assessments (invite only).  MCA #1 – first-pass assessment of all options.  MCA #2 – second-pass assessment and more detailed review, evaluation and ranking of options.	Yet to be determined.
<b>Councillor Workshop (SPW)</b>	Councillors	Phase 2 – Concept Designs - Present the findings to councillors on the outcomes of the work completed so far and gain feedback on the recommended options.	To be confirmed in the Project Kick-Off meeting.
<b>Community Survey</b>	General Community	Phase 2 – Concept Designs – broader community consultation exercise (yet to be determined) most likely to comprise an on-line survey through Council's website and 'Have Your Say' platform.	Yet to be determined.
<b>Public notice advert (BSN &amp; Echo Advert)</b>	General Community	Phase 4 – Evaluation and Determination for Detailed Design - Advert to notify and inform the community when Design Investigation Report (Issue #5) goes to Public Exhibition	2 weeks prior to Public Exhibition
<b>Public Exhibition</b>	General Community	Phase 4 – Evaluation and Determination for Detailed Design - 6 weeks Public Exhibition period.	Yet to be determined.
<b>Community Events/Activities</b>	General Community	Phase 4 – Evaluation and Determination for Detailed Design - Marque at the local Farmers Market:	Yet to be determined.  During Public

# BYRON SHIRE COUNCIL

## STAFF REPORTS - SUSTAINABLE ENVIRONMENT AND ECONOMY

4.2

Action (Method)	Stakeholders	Note (incl. Phase of the Project)	When
		#1 Byron Bay (Thurs AM)  #2 Byron Bay (Thurs AM)	Exhibition period.
<b>Report Council Meeting</b>	Councillors	<p>All Phases of the Project - Regular reports to Council at the finalisation of each major stage or task/s throughout the delivery of the project. Reports to Council aim for endorsement of council to the next stage so every step of the project is transparent with robust decision making, i.e. Council owned and responsible.</p> <p>Report (Issue #1) - endorsement of the recommended concept options for modelling and progression into the next stage of the project.</p> <p>Report (Issue #2) – endorsement of the results of modelling and progression into the next stage of the project.</p> <p>Report (Issue #3) – endorsement of the concept designs for progression to detailed concept design.</p> <p>Report (Issue #5) – endorsement of the recommended detailed concept designs for public exhibition.</p> <p>Report (Issue #5) – endorsement of a detailed concept design to progress to detailed design and costing.</p> <p>Report (Issue #6) – endorsement of the final engineering plan report on project outcomes.</p>	Yet to be determined.
<b>Educational Material</b>	General Community	Educational Material - Educational magazine or similar on coastal processes within the Shire, sand transport in general, Byron's coastline. Similar to 'Sand' magazine printed for the Tweed Sand By-Passing Project	TBC – only if budget allows
<b>E-news general</b>	General Community	All Phases of the Project - Update on the project during the delivery of the key stages and prior to public exhibition.	As required
<b>Media release</b>	Local Media  General Community	All Phases of the Project - Inform the local media and community of the project commencement and details.	Project Kick-off. Media Release to point people to council's website for more information.
<b>Social Media</b>	General Community	All Phases of the Project - Update on the project during the delivery of the key stages and prior to public exhibition.	As required
<b>Enquiries</b>	General	All Phases of the Project - Staff available to	As required.

Action (Method)	Stakeholders	Note (incl. Phase of the Project)	When
	Community	respond to public enquiries.	
<b>Phone Interviews</b>	General Community	All Phases of the Project - Phone Interviews with local news stations.	As required.

***Next steps***

Engage Tenderer for the project.

**5 STRATEGIC CONSIDERATIONS**

***Community Strategic Plan and Operational Plan***

CSP Objective	L2	CSP Strategy	L3	DP Action	L4	OP Activity
<b>Community Objective 3: We protect and enhance our natural environment</b>	3.3	Partner to protect and enhance the health of the Shire's coastlines, estuaries, waterways and catchments	3.3.1	Implement Coastal Management Program	3.3.1.3	Commence pre-construction phase of Jonson Street protection works

**10 *Legal/Statutory/Policy Considerations***

The design of the works will be required to accord with the following pieces of legislation:

- Coastal Management Act 2016
- Crown Land Management Act 2018
- 15 • Marine Estate Management Act 2014
- Roads Act 1993

***Financial Considerations***

- 20 A budget has been approved for \$150,000 with another \$150,000 in grant funding through the Coastal and Estuary Grants Program (OEH). The entire project is estimated to cost approx. \$300,000 which includes other tasks (Financial Appraisal – Cost benefit Analysis) which will be delivered separately to this particular scope of work.

**25 *Consultation and Engagement***

Council's Communications Team

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**Report No. 4.3      Mullumbimby Administration Building Solar Carpark - Communication and Engagement Plan**

**Directorate:** Sustainable Environment and Economy

**Report Author:** Hayley Briggs, Sustainability and Emissions Reduction Officer

Coral Latella, Sustainability Officer

**File No:** I2019/206

**Summary:**

This report outlines for the Panel's consideration the proposed Communication and Engagement Plan for the Mullumbimby Administration Building Solar Carpark project.

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**RECOMMENDATION:**

**That the Communications Panel endorse in principle the attached Communication and Engagement Plan for the Mullumbimby Administration Building Solar Carpark project (Attachment 1 E2019/13547).**

**Attachments:**

- 1      Communication and Engagement Plan - Mullumbimby Administration Building Solar Carpark (MABSC), E2019/13547 , page 16 [↓](#)

**REPORT**

Byron Shire Council is committed to being net zero emissions by 2025 and to using 100% renewable energy by 2027 (**resolution 17-086**). As one of the means to achieving these goals, Council resolved to support the installation of an approximately 99 kW solar panelled structure at Council's Mullumbimby Administration Building carpark (**CONFIDENTIAL resolution 18-393**).

The Request for Tender to deliver the solar structure closed on 29 January 2019 and at the Planning Meeting of 21 February 2019 Council awarded the tender (**CONFIDENTIAL resolution 19-010**). The current project timeline has a completion date between 30 June and 30 September 2019, depending on the final structure design and weather considerations during the construction phase.

A Communication and Engagement Plan has been developed to assist Council staff to effectively engage with relevant internal and external stakeholders and is attached to this report for consideration by the Panel (Attachment 1). Given that the final structure design and construction timeline are not yet confirmed, there may be minor changes to the Communication and Engagement Plan to ensure effective engagement once this occurs.

The objectives of the Communication and Engagement Plan are to:

1. Provide clear information to stakeholders (Council staff, Mullumbimby Library staff & patrons, Mullumbimby Community Preschool staff & patrons, local residents, local business owners and the general community) about the project (project aim, timeframes etc.). A key message to stakeholders will be that the structure will be a cost effective, highly visible way help Council fulfil its net zero emissions and renewable energy goals, as well as provide a free sheltered area for Council staff and community members to park.
2. Ensure that internal and external stakeholders are aware of and satisfied with the alternative parking arrangements provided during the time of construction, and are not negatively affected by the installation either during construction or after completion.

**STRATEGIC CONSIDERATIONS**

***Community Strategic Plan and Operational Plan***

CSP Objective	L2	CSP Strategy	L3	DP Action	L4	OP Activity
<b>Community Objective 3: We protect and enhance our natural environment</b>	3.2	Strive to become a sustainable community	3.2.1	Work towards Council's zero-emissions target	3.2.1.4	Implement actions to achieve zero emissions by 2025

***Legal/Statutory/Policy Considerations***

*Net Zero Emissions Strategy for Council Operations 2025* (draft version on public exhibition from 27 February – 10 April 2019. Final version will go to Council in June 2019 for endorsement).

***Financial Considerations***

Funding has been allocated in the 2018/19 budget.

***Consultation and Engagement***

Media Communications Coordinator, Corporate and Community Services  
Research Officer, Corporate and Community Services



## Communication and Engagement Plan

#E2019/13547

Project name Mullumbimby Administration Building Solar Carpark	
<b>When</b>	<b>01 March 2019 to 30 August 2019 (pending timeline from winning tenderer)</b>
<b>Background</b>	<p>On 21 June 2018, Council passed resolution 18-393, committing to support the installation of an approximately 99kW solar panelled structure at Council's Mullumbimby Administration Building car park.</p> <p>This structure will be a cost effective, highly visible way help Council fulfil its goal of net zero emissions for Council operations by 2025 and 100% renewable energy by 2027 (Council Resolution 17-086), as well as provide a sheltered area for Council staff and community members to park.</p> <p>This communications plan is necessary to ensure that internal and external stakeholders are aware of Council's plans, are satisfied with the alternative parking arrangements provided during the time of construction and are not negatively affected by the installation either during construction or after completion.</p>
<b>Governance</b>	No relevant legislative requirements.
<b>Objectives</b>	<ol style="list-style-type: none"> <li>1. Provide clear information to stakeholders (Council staff, library staff &amp; patrons, local residents, business owners and the general community) about the project (project aim, timeframe etc.).</li> <li>2. Keep our external and internal stakeholders satisfied by providing acceptable alternative parking arrangements during the construction phase (including garbage and delivery companies, if alternative arrangements need to be made – this will be decided in the coming months).</li> </ol>
<b>Challenges</b>	<ol style="list-style-type: none"> <li>1. Access to parking will be restricted during the construction phase (approximately 4-6 weeks somewhere between 01 May and 30 September 2019 depending on several factors including project timelines, weather, contractor schedule etc.). This will affect Council staff being able to park for work, as well as people trying to park and visit local businesses (including the Mullumbimby Library, which is located in the Administration Building).</li> <li>2. Staff and community members may be affected by the noise of the construction.</li> <li>3. Garbage and delivery vehicles may have difficulty accessing the building during construction – we need to ensure they have</li> </ol>



## BYRON SHIRE COUNCIL

### STAFF REPORTS - SUSTAINABLE ENVIRONMENT AND ECONOMY

### 4.3 - ATTACHMENT 1

	<p>unrestricted access as normal, or make alternative arrangements and communicate that to them.</p> <ol style="list-style-type: none"> <li>Local residents (living in houses directly across the road) may be affected by (a) construction noise and vehicles during the construction phase and (b) glare from the solar panels once installation is complete.</li> <li>Local residents may be upset by the removal of trees from the parking lot.</li> <li>Constituents may be disgruntled by the fact that Electric Vehicle Charging Stations will not be available at the site in 2019, given that Council's Electric Vehicle Strategy is to encourage the growth of the EV network in the region.</li> </ol>
<b>Key Messages</b>	<ol style="list-style-type: none"> <li>In order to deliver on its goals of net zero emissions by 2025 and 100% renewable energy by 2027, Council will install an approximately 99kw solar panelled structure at Council's Mullumbimby Administration Building car park, which will aim to reduce the building's daily grid energy consumption by around 25% as well as reduce overall community emissions. The structure will be a public display of Council's of commitment to renewable energy.</li> <li>In addition to reducing emissions, the carpark structure will provide a sheltered area for approximately 40 carparks in a free, all day parking area that is open to the community.</li> <li>While the trees in the centre of the carpark will be removed to make room for the structure, Council will plant a corresponding number of trees in a different location to make up for their removal.</li> <li>Electric Vehicle charging stations are not included the project budget. However, cabling and infrastructure to install them at a point in the future when funding becomes available has been included in the construction costs.</li> </ol>
<b>Media spokesperson</b>	<ul style="list-style-type: none"> <li>Simon Richardson – Mayor</li> <li>Mark Arnold – General Manager</li> <li>Shannon Burt – Director Sustainable Environment and Economy</li> </ul>
<b>Work contact</b>	<ul style="list-style-type: none"> <li>Dominic Cavanough – Project Engineer Phone: 02 6684 3018 Email: d.cavanough@byron.nsw.gov.au</li> <li>Hayley Briggs - Sustainability and Emissions Reduction Officer Phone: 02 6626 7294 Email: Hayley.Briggs@byron.nsw.gov.au</li> </ul>

# BYRON SHIRE COUNCIL

## STAFF REPORTS - SUSTAINABLE ENVIRONMENT AND ECONOMY

4.3 - ATTACHMENT 1

<b>Emergency Services</b>		NO		
<b>Potential level of impact</b>	<input type="checkbox"/> Level 3 – high impact on local area or group			
<b>IAP2 Public Participation Spectrum</b>	<input type="checkbox"/> Inform			
<b>Stakeholders</b>	<b>Internal</b> <input type="checkbox"/> Staff <input type="checkbox"/> Executive Team <input type="checkbox"/> Councillors (their parking will be affected on Council Meeting Days) <input type="checkbox"/> Solar Working Group		<b>External</b> <input type="checkbox"/> Ratepayers <input type="checkbox"/> Residents <input type="checkbox"/> Mullumbimby Library staff and patrons <input type="checkbox"/> Mullumbimby Community Preschool staff and students <input type="checkbox"/> Kiva Spa (must ensure to speak directly with owner) <input type="checkbox"/> Chamber of Commerce <input type="checkbox"/> Residents Association <input type="checkbox"/> Visitors / Tourists <input type="checkbox"/> Local commercial businesses in the area <input type="checkbox"/> Local media	
<b>Our promise</b>	<b>INFORM</b> <i>We will keep you informed.</i>			
<b>Evaluation</b>	Level of awareness of the project via: 1. Volume of phone calls to helpdesk – i.e. complaints. 2. Anecdotal on-street feedback via Staff. 3. Volume of social media– i.e. complaints.			
<b>Internal staff</b>	<b>YES</b>	NO	Tasked to whom? Hayley Briggs.	When? February 2019.
<b>Submitted to Director or Manager</b>	<b>YES</b>	NO	Approved	When 26 February 2019
<b>Reported to ET</b>	YES	<b>NO</b>	Endorsed	When? n/a
<b>Reported to Council</b>	<b>YES – Comms Panel</b>	NO	Endorsed	When? 14 March 2019

# BYRON SHIRE COUNCIL

STAFF REPORTS - SUSTAINABLE ENVIRONMENT AND ECONOMY

4.3 - ATTACHMENT 1

Communication/engagement action plan							
Action (Method)		Objective	Stakeholders	Note	When	Tasked to	Cost \$
1.	<b>Solar Working Group (internal)</b>	1 & 2	Internal staff	Ongoing meetings of Solar Working Group, comprising: SEE - Sustainability team – Tania Crosbie, Hayley Briggs, Coral Latella IS – Dominic Cavanough (Project Manager)	ongoing	Meeting invites will be sent by Hayley Briggs.	Staff time
2.	<b>Consultation with Executive Team</b>	1 & 2	Internal staff	Ongoing reporting to ET on project timelines, Tender Evaluation and Project Approvals Package.	On an as-needs basis.	Hayley Briggs and Dominic Cavanough	Staff time
3.	<b>Consultation with Council</b>	1	Councillors	Report to Council seeking approval for the final structure design.	February 2019	Tania Crosbie, Hayley Briggs and Dominic Cavanough	Staff time
4.	<b>Councillor email</b>	1 & 2	Councillors	To advise Councillors of the project (objectives, timelines etc.), how it will affect their parking arrangements for Council Meeting Days and what alternative arrangements have been made to ensure they are inconvenienced as little as possible. Factsheet including map of alternative parking will be attached to email.	As needed commencing April / May / June 2019 (depending on when construction is scheduled to commence).	Hayley Briggs / Communications Team.	Staff time
5.	<b>All staff email</b>	1 & 2	Internal staff	To advise Council staff of the project (objectives, timelines etc.), how it will affect their parking arrangements for work and what alternative arrangements have been made to ensure they are inconvenienced as little as possible. Suggest that staff ride share or park and ride for the duration of the construction time. Factsheet including map of	As needed commencing April / May / June 2019 (depending on when construction is scheduled to commence).	Hayley Briggs / Communications Team.	Staff time

# BYRON SHIRE COUNCIL

STAFF REPORTS - SUSTAINABLE ENVIRONMENT AND ECONOMY

4.3 - ATTACHMENT 1

Communication/engagement action plan							
Action (Method)		Objective	Stakeholders	Note	When	Tasked to	Cost \$
				alternative parking will be attached to email.			
6.	Letter/email to specific parties	1 & 2	Local residents who live across the road from the car park; Mullumbimby Library; local business owners.	Advise those in the community who might be directly affected of the project plan, how it might affect them and what actions will be taken to mitigate any negative outcomes (include factsheet with map of alternative parking). Letters will be hand delivered.	March – May2019 (depending on when construction is scheduled to commence).	Sustainability Team	Est. \$100
7.	Website notice	1 & 2	Ratepayers, local residents, Mullumbimby Library staff and patrons, Visitors / tourists, Commercial businesses.	To inform the community of the project and alternative parking arrangements (include fact sheet and map of alternative parking).	March – September 2019	Hayley Briggs and Stephanie Marchant (Communications Team)	Staff time
8.	Letter box drop	1 & 2	Local residents throughout Mullumbimby.	To inform the community of the project and alternative parking arrangements (include fact sheet and map of alternative parking). Ensure that Kiva Spa receives a number of copies of the map to provide to their customers.	March – June 2019 (depending on when construction is scheduled to commence).	Sustainability Team	Staff time
9.	Message on hold	1 & 2	All	To inform people waiting on hold of the project and of alternative parking arrangements.	March – September 2019 (depending on when construction is scheduled to	Customer service team.	Staff time

# BYRON SHIRE COUNCIL

STAFF REPORTS - SUSTAINABLE ENVIRONMENT AND ECONOMY

4.3 - ATTACHMENT 1

Communication/engagement action plan							
Action (Method)		Objective	Stakeholders	Note	When	Tasked to	Cost \$
					commence).		
10	Public notice advert (BSN)	1 & 2	Wider community	To inform the community of the project and alternative parking arrangements (include map of alternative parking).	April – June 2019 (depending on when construction is scheduled to commence).	Hayley Briggs and Michelle Chapman	Est. \$250
11	Echo advert (desirable but not essential – pending budget)	1 & 2	Wider community.	The ad will alert people who may not read the Council notices (include map of alternative parking).	April – June 2019 (depending on when construction is scheduled to commence).	Sustainability Team to work with Communications Team	Est. \$750
12	E-news general	1 & 2	Wider community.	To inform the community of the project and alternative parking arrangements (include map of alternative parking).	March – September 2019 (depending on when construction is scheduled to commence).	Communications Team.	Staff time
13	Street signage	2	Wider community.	To inform the community of the project and alternative parking arrangements and advise of safety issues. The Sustainability Team will arrange a sign counting down to the change in parking arrangements.	Commencing two weeks before the construction phase begins.	Contractor and Sustainability Team	Est. \$1,000
14	Media release	1 & 2	Wider community	To inform the community of the project and alternative parking arrangements (include map of alternative parking).	May or June or July 2019 (depending on when construction is scheduled to commence).	Communications team	Staff time
15	Posters	1 & 2	Staff & wider	Placed in and around the Administration building and any other willing local	April, May or June 2019 (depending on	Hayley Briggs / Communications	Staff time

# BYRON SHIRE COUNCIL

STAFF REPORTS - SUSTAINABLE ENVIRONMENT AND ECONOMY

4.3 - ATTACHMENT 1

Communication/engagement action plan							
Action (Method)		Objective	Stakeholders	Note	When	Tasked to	Cost \$
			community	businesses to inform the staff and the community of the project and alternative parking arrangements (include map of alternative parking).	when construction is scheduled to commence).	Team	
16	Social Media	1 & 2	Wider community	To inform the community of the project and alternative parking arrangement and to gauge feedback and reception of the project (include map of alternative parking).	April – September 2019 (depending on when construction is scheduled to commence).	Hayley Briggs / Communications Team	Staff time
17	Internal actions	1 & 2	Council staff	Internal actions to take in relation to staff: <ul style="list-style-type: none"> <li>• Flush Media</li> <li>• Intranet if operational</li> <li>• Ensure Depot staff know about alternative parking arrangements</li> </ul>			Staff time
18	Install plaque on carpark structure	1	Councillors & wider community	To inform the community of which Council installed the carpark & the date etc.			\$250
	TOTAL	Est. \$2,350					

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