

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	Thursday, 30 July 2020
Time	2.00pm

Mark Arnold
General Manager

I2020/1104
Distributed 23/07/20

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 Code of Conduct for Councillors (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 the Code of Conduct for Councillors.

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.

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 of the provisions in the Code of Conduct (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 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 9 April 2020

4. STAFF REPORTS

General Manager

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STAFF REPORTS - GENERAL MANAGER

Report No. 4.1 Communications Report

Directorate: General Manager

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

File No: I2020/1036

10 **Summary:**

This report provides the Panel members with an overview of the activities of the Media and Communications team from April 2020 – June 2020.

15

RECOMMENDATION:

That the Communications Panel notes the report (#TRIM doc number).

20

Report

Media releases distributed in April – June 2020

- Smart meters
- Unauthorised residential accommodation
- 5 • Access tags
- Flying foxes
- Caravan parks and Cav opening
- Bypass – Stage 4
- 10 • Bird survey
- Skateparks
- North Byron Floodplain Risk Mgt Plan
- Ewingsdale Rd
- Toilet rebuilds
- 15 • Community survey
- Water contamination response
- Community halls reopening
- Coolamon Scenic Dr safety works
- 3 PPPs
- Homelessness webinar
- 20 • SVS update
- Repentance Ck Rd causeway
- Council services
- Main Arm roadworks
- Bruns Bridge
- 25 • Gateway totem
- Caparks opening
- Tallow Creek
- Nat Rec Week
- LED lights
- 30 • Carparks re-open
- Volunteers Week
- Linda Sparrow
- Playgrounds & Skateparks opening
- Pet rego fees
- 35 • COVID & businesses
- Echidnas
- Dingo Lane solar farm short list
- National compost week
- Koala habitat
- 40 • Myocum Rd works
- Byron A&I Estate palm
- Social distancing
- Mitchell's Rainforest Snail
- Rates relief
- 45 • Online initiatives – COVID
- Thank you – COVID
- Byron Bay bypass stages 2 & 3
- Keeping the wheels turning
- #ByronStayHome
- 50 • Small change grants
- Grant Guru
- Mullum Hospital

- Celebrities - #ByronStayHome
- Local Strategic Planning Statement
- COVID Clinic
- Visitors Stay Away

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Media Responses April – June 2020

- Residential building approvals x 2
- 13.8 Planning meeting
- Bruns chamber and PP data
- 10 • Water tanks
- Eureka development
- Floodplain Risk Mgt Plan
- Bypass project
- Affordable Housing contribution policy
- 15 • BSN words for last edition
- Biodiversity strategy
- Mullumbimby skatepark
- Snail relocation
- Community survey
- 20 • Compliance – Broken Head
- West Byron subdivision
- Rent relief
- Planning meeting minutes
- Carpark closures
- 25 • Cape Bryon fence
- Residential building approvals
- Planning meeting minutes
- Bypass work stopped
- 5G water tower contamination
- 30 • Australian Geographic magazine
- Biodiversity Strategy
- West Byron x 3
- Affordable housing contributions
- Bypass midden
- 35 • Confidential attachments
- DAs 2020
- Bushfire funding
- Beach car park
- Byron jobs data
- 40 • Shark smart
- Byron bus interchange
- 5G x 4
- COVID – public gatherings
- John Anderson Public Access
- 45 • COVID – media release follow
- Barking dogs
- Scarrabelotti's lookout
- COVID – business support
- Backpacker jobs
- 50 • Mullumbimby Hospital
- West Byron Shire Council
- Rail link

- COVID – Health order

Social Media/Digital Communications April – June 2020

The statistics for April were:

- 5
- Page views – 2,277
 - Post reach – 67,517
 - Videos – 23,844
 - New followers – 156
 - Engagements – 23,376
- 10

The statistics for May were:

- 15
- Page views – 1,807
 - Post reach – 46,070
 - Videos – 8,552
 - New followers – 97
 - Engagements – 18,465

The statistics for June were:

- 20
- Page views – 1,354
 - Post reach – 25,154
 - Videos – 6,341
 - New followers – 60
 - Engagements – 11,824

25 Best performing posts April:

- Asphaltting on Bangalow Rd (Hanks works for Suffolk Cycleway) 7,991 reach
- Mullum Tincogan Street resurfacing - 5,815 reach
- Council's Ordinary Meeting Livestream: 6,665 reach. 1.3k people viewed.

30 Best performing posts May:

- COVID-19 - Carparks reopening – 21 May 2020. 11,200 reach
 - Echidna train – 9,200 reach
 - Council's Planning Meeting - 21 May 2020 livestream: 1.8k viewer in the morning and 1.4k in the afternoon. Top audience – men 65+
 - Council's Ordinary Meeting – 28 May 2020 livestream: 1.8k viewers in the morning and 1.2k in the afternoon. Top audience – women 25-34.
- 35

Best performing posts June:

- 40
- Bypass stage 4 starting soon – 8,598 reach
 - SGB toilets – 3,500 reach
 - Bruns Skatepark – 3,200 reach
 - Railway Park award – 2,300 reach
 - Byron Creek Bridge – 2,300 reach

45 **E News (13,000 people)**

- April - 4,575 people opened it which is about a 35% open rate. A good hit is between 10-25%
 - May - open rates of 37.7%, 36%.
 - June – open rate , 35.8%, 31.3%
- 50

Digital Engagement April – June 2020

Bang the Table – Your Say Byron Shire (April – June 2020)

- 4,100 site visits

Website April – June 2020

April - website page views – 85,863

- 5 Most popular content:
 - COVID-19 – 8,663 page views
 - COVID-19-Latest-news 3,422 page views
 - DA-Tracker 2,024 page views
 - Apply-for-parking-permits 1,651 page views
- 10
 - Your-bin-collection-days 1,557
- Top 5 traffic sources
 - Google 58,419 page views
 - (direct) 11,890 page views (example of direct sources are, users typed URL into browser, bookmarked the site or clicked on a link in an email)
 - byron.admin.opencities.com 3,406 page views
 - Facebook 2,908 page views
 - Bing 2,175 page views
- 15
- 20 Top search terms (no of searches)
 - Rates 39
 - Forms 30
 - Covid rates 25
 - DCP 23
- 25
 - Fees and charges 20
- Technology
 - 50% of users accessed the site via a mobile.
 - 45% of users accessed via a Desktop.
- 30
- May - website page views - 81,218
- Most popular content:
 - DA-Tracker 2,558
 - Current-vacancies 2,332
 - COVID-19 2,125
 - Apply-for-parking-permit 1,861
 - DA-10.2017.661.1-Exhibition-of-amended-plans-and-submission-form 1,664
- 35
- Note: the popularity of DA Tracker is attributed to people searching for the West Byron DA.
- 40
- Technology:
 - 53% of users accessed the site via Desktop (11,673 users)
 - 35% of users accessed via a Mobile (9,338)
- 45
- Search
 - 69% of traffic came to the site via a search engine result
 - 6.59% of visits used site search
- 50
- Top five search terms
 - DCP 66
 - forms 33
 - fees and charges 23
 - rates 21

- jobs 20

June website page views – 86,528

Most popular content:

- 5 • Apply-for-parking-permits - 2787
- Current-vacancies - 2531
- DA-Tracker - 2452
- COVID-19 - 1645
- 10 • Your-bin-collection-days - 1564

Technology

52% of users accessed the site via Desktop (12,165 users)

43% of users accessed via a Mobile (10,241 users)

15 Search

- 69% of traffic came to the site via a search engine result
- 6.85% of visits used site search

Top five search terms

- 20 • Dcp - 54
- Fees - 30
- Forms - 27
- Fees and charges - 26
- 25 • Mapping - 25

Financial Implications

NA

30 **Statutory and Policy Compliance Implications**

NA

Report No. 4.2 **Draft North Byron Floodplain Risk Management Plan**
Directorate: General Manager
Report Author: Annie Lewis, Media and Communications Coordinator
File No: I2020/1038

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Summary:

10 This report provides the Panel members with the results of the communication and engagement activities around the recent exhibition of the Draft North Byron Floodplain Risk Management Plan.

RECOMMENDATION:

That the Communications Panel notes the report.

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Report

The draft North Byron Floodplain Risk Management Plan went on public exhibition from 17 June – 24 July 2020.

- 5 Recognising the importance of this document to flood-affected communities, a comprehensive communication and engagement plan was drafted, incorporating social media, newspaper and radio advertising, media release and three drop-in sessions at Mullumbimby, Billinudgel and South Golden Beach. The plan was distributed to the Communications Panel via email, out of session.
- 10 While there was opportunity to comment, the number of submissions received is low, in line with expectations from staff, given this was the end of a two year process and there had been opportunity for community input leading up to the development of the draft plan.
- 15 Attendance at the drop-in sessions was good with approximately 30 people attending the session at Mullumbimby, 15 at Billinudgel and 30 at South Golden Beach.
- Scott Moffett, Flood and Drainage Engineer, also spoke to more than 30 people on the telephone and attended approximately 15 one-on one meetings.
- 20 There were 734 visitors to the www.yoursaybyronshire.com.au with 523 clicking through for more information. 4,359 people were reached via Facebook.

Financial Implications

NA

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Statutory and Policy Compliance Implications

NA

Report No. 4.3 **VMS Boards in Byron Shire**
Directorate: General Manager
Report Author: Amy Phillips, Digital Communications Officer
File No: I2020/1075

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Summary:

10 To provide an update to the Communications Panel on how key messages are created and
programmed across our hired VMS boards in Byron Shire. To acknowledge the challenges
involved and the actions taken to date by the Communications Team to ensure more consistent
and effective messages are published across Shire wide VMS boards.

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RECOMMENDATION:

That the Communications panel note the report.

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Report

Historically Byron Shire Council's Depot Administration team have managed the booking and programming of the messages displayed across shire-wide VMS boards which are currently hired from Kennards Byron Bay.

5 Council currently does not have access to the programming systems used by Kennards to make quick edits and changes to our VMS boards.

10 All messages that are programmed on our boards rely on accurate input of data by staff at Kennards. It also relies on the accuracy of messaging provided by project officers who are responsible for directly hiring their boards.

15 Recent incidents including errors in grammar and spelling have prompted the communications team to investigate how this process could be improved.

One of the key actions that have come out of a recent meeting with Kennards is the opportunity to access the backend software to our hired VMS boards.

20 Kennards has advised their boards use software from two separate companies, BARTCO and Datasign. Council, in the future, will be required to purchase a licence to both operating systems to view all signs we have active in the Shire and this will allow for quality control over the display messages.

25 Kennards have also advised they have access to a style guide that allows us to create pixelated emojis. The Communications team will be encouraging the use of these emojis where appropriate, and the use of more colour on the VMS boards.

30 The intention is that the Depot Admin Team Leader and Digital Communications Officer would be able to access these systems.

In the interim, Kennards has committed to providing Council with a weekly manual report with information on the messages displayed on each board.

35 It must be noted that some projects are being managed by contractors who own their own boards and systems, or use hire companies to acquire boards. Managing these boards is outside the scope of this communications project.

Financial Implications

NA

40 **Statutory and Policy Compliance Implications**

NA