

# NOTICE OF MEETING



## COMMUNICATIONS PANEL MEETING

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

Venue	<b>Meeting Room 2, Station Street, Mullumbimby</b>
Date	<b>Thursday, 6 July 2017</b>
Time	<b>2.00pm</b>

A handwritten signature in black ink, appearing to read 'Ken Gainger', is located below the meeting details.

Ken Gainger  
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 30 March 2017

**4. STAFF REPORTS**

**General Manager**

- |     |   |    |
|-----|---|----|
| 4.1 | Emergency Communication Plan .....        | 4  |
| 4.2 | Revised Community Engagement Policy ..... | 38 |

STAFF REPORTS - GENERAL MANAGER

**Report No. 4.1**                      **Emergency Communication Plan**  
**Directorate:**                      General Manager  
**Report Author:**                  Donna Johnston, Media and Communications Officer  
**File No:**                              I2017/933  
**Theme:**                              Corporate Management  
   Organisation Development

**Summary:**

In review of the recent Cyclone Debbie Flood event, the attached Emergency Communication Plan has been developed to provide guidance and support for future events.

The Communications Panel is asked to review the plan for input and support it being reported to Council as part of the report to Resolution 17-130.

---

**RECOMMENDATION:**

**That the DRAFT Emergency Communication Plan is reported to Council as part of the Review of Natural Disaster Response Protocols report.**

**Attachments:**

1        DRAFT Emergency Communication Plan, E2017/69632 , page 6  

**Report**

In review of the recent Cyclone Debbie Flood event, the attached Draft Emergency Communication Plan has been developed to provide guidance and support for future events.

While recognising that the administration is in the progress of developing a Business Continuity Plan, the Emergency Communication Plan has been developed to act as an interim internal document.

The plan also acts to support Part 1 the Council resolution 17-130 from 20 April, 2017.

**Mayoral Minute No. 8.1      Review of Natural Disaster Response Protocols  
17-130**

**Resolved** that a Natural Disaster report be brought to Council prior to the Winter that:

1. *Reviews and reports on Council extreme weather and disaster communication protocols, including:*
  - a) *Investigation on the use of SMS messaging to update, inform and alert residents at times of extreme weather events*
  - b) *Liaising with other high subscriber media outlets to provide as broad coverage as possible*
  - c) *Considering regularity of community updates that may include updates at least four times daily that include*
    - i) *status updates on Council controlled assets (including sporting centres, libraries and pools)*
    - ii) *infrastructure (including roads, bridges, causeways, parks and cycleways)*
    - iii) *updates provided by external organisations and essential and emergency service providers*
  - d) *Contracting extra temporary communication staff to support the work of permanent communication staff*
  - e) *Consideration of a register of residents located in close proximity to critical points be listed as a community contact*

The DRAFT Emergency Communication Plan is in addition to the Tweed Byron Local Emergency Management Plan (EMPLAN); the EMPLAN details arrangements for, prevention of, preparation for, response to and recovery from emergencies within the Tweed/Byron Local Government Areas.

Council's DRAFT Emergency Communication Plan details key personnel, actions, key message requirements and example messages; it is broken into three sections of:

- Prepare
- Response
- Recovery

The Communications Panel is asked to review the plan for input and support prior to it being reported to Council as part of the report to Resolution 17-130.

**Financial Implications**

Actions within the plan will require resources should they occur.

**Statutory and Policy Compliance Implications**

None



# Emergency Communication Plan



DRAFT Byron Shire Council Emergency Communication Plan

#E2017/64654

## INFORMATION ABOUT THIS DOCUMENT

## (INTERNAL USE ONLY)

Endorsed by Byron Shire Council Executive team: XX

Document lead: Media Communications Coordinator

Review Timeframe: Yearly

## Document History

Doc No.	Date Amended	Details Comments eg Resolution No.
#E2017/6454		New

The Byron Shire Council Emergency Communication Plan is to be reviewed on a yearly basis by the Media Communications Coordinator in conjunction with the Local Emergency Management Officer, General Manager and Key Personnel.

DRAFT Byron Shire Council Emergency Communication Plan

#E2017/64654

## Contents

Purpose .....	4
Definition - Emergency.....	4
Trigger .....	4
Media and communications focus .....	5
Media spokes people .....	5
What we know .....	5
Communication aims .....	6
Key personnel.....	6
Prepare – prior to emergency event.....	7
Response - during emergency event.....	8
Recovery - post emergency event.....	11
Appendix 1 – Media release messages.....	13
Appendix 2 - Example media releases.....	17
Appendix 3 - Example E-news .....	21
Appendix 4 – After hours phone message .....	28
Appendix 5 - Key external information websites.....	29
Appendix 6 – Impact Survey example .....	31



DRAFT Byron Shire Council Emergency Communication Plan

#E2017/64654

## Purpose

This emergency communication plan is a guideline for Byron Shire Council in the event of an emergency.

This plan is in addition to the Tweed Byron Local Emergency Management Plan (EMPLAN); the EMPLAN details arrangements for, prevention of, preparation for, response to and recovery from emergencies within the Tweed/Byron Local Government Areas.

Reference:

<http://www.byron.nsw.gov.au/publications/local-emergency-management-plan-for-tweed-byron-emplan>

The Byron Shire Council Emergency Communication Plan supports the Tweed Byron Local Emergency Management Plan; it does not play a lead role other than when the emergency relates to infrastructure failure of water and sewerage.

## Definition - Emergency

An emergency is a situation that occurs within Byron Shire and is likely to result in harm to persons or damage to property or disruption Byron Shire Council services. This can include (but is not limited to) floods, storms, tsunamis, tidal inundation, fire, hazardous materials accident, health and terrorist event.

Examples of emergency events can include:

Minor	Loss of power to Council building BOM weather warning
Moderate	BOM severe weather warning Council infrastructure failure
Major	Fire in Council building Utilities failure Bush fire Flood Storm Coastal inundation / tsunami Pandemic Health event Act of violence - terror

## Trigger

The Emergency Communication Plan will be triggered at the request of the Local Emergency Management Officer or the General Manager.

## Media and communications focus

During an emergency event, Byron Shire Council's media and communication priority focus will be based on the following audiences:

1. Residents, visitors and staff
2. Local media
3. National media

**Media enquiries, Council communication tasks and engagement programs that are unrelated to the emergency event will be answered/resumed after the emergency event has passed.**

## Media spokes people

1. Mayor
2. General Manager
3. Local Emergency Management Officer

## What we know



No two emergencies will be alike.



Communication will need to be flexible.



Most emergencies occur with limited or no warning and can present an immediate threat to Byron Shire residents, visitors and staff.



An emergency may completely incapacitate Byron Shire Council operations and therefore, staff may not be able to respond or support the lead combat/responsible agency.



At the outset of an emergency, people expect authorities to have more information than they do.

Efforts to communicate accurately and quickly may mean some communications are incomplete.



Through social media, information and speculation can spread within minutes of an event.

## Communication aims

Within its media and communications, Byron Shire will aim to be:

<b>Specific</b>	<p>Specific about what is or is not known about the hazard.</p> <p>If the message is not specific enough about the "Who? What? When? Where? Why? How?" the public will spend more time seeking specific information to confirm the risk.</p>
<b>Consistent</b>	<p>A warning or update should be internally consistent; that is, one part of the message should not contradict another part. It should be consistent with messages that are distributed via other channels.</p> <p>To the extent possible, alerts/warnings should be consistent from event to event, to the degree that the hazard is similar.</p>
<b>Certain</b>	<p>Avoid conveying a sense of uncertainty, either in content or in tone.</p> <p>Confine the message to what is known, or if necessary, describe what is unknown in certain terms.</p> <p>Do not guess or speculate.</p>
<b>Clarity</b>	<p>Use common words that can easily be understood.</p> <p>Do not use technical terminology or jargon.</p>
<b>Accurate</b>	<p>Do not overstate or understate the facts.</p> <p>Do not omit important information.</p>

## Key personnel

For the purpose of communication during an emergency, key personnel are considered:

- General Manager
- Directors
- Manager Infrastructure Works
- Manager Community Services
- Manager Utilities
- Manager Open Spaces & Resource Recovery
- Manager Governance
- Manager IT
- Manager People and Culture
- Media Communications Coordinator
- Digital Media Communications Officer
- Team Leader Resource Recovery
- Customer Service Coordinator
- Manager Special Projects

## **Prepare – prior to emergency event**

The following key messages and actions will occur if an emergency event has forewarning eg. weather events

Key messages to include:

- What is the event
- When is it likely to occur
- Who is likely to be impacted
- How can people prepare
- Who are the emergency contacts
- How can people contact Council before and during the event

Staff who have a laptop to be reminded to take it home!

Mobile Wi-Fi services to be distributed to key personnel.

Cars to be fuelled.



Event level	Actions	Tasked to
Minor to moderate	1. Social media – organic post	Media & Communications
Minor to moderate	2. Council website Emergency Alert banner <ul style="list-style-type: none"> <li>Check key information and hyperlinks are current and active within the Byron Shire Council website Emergency Alert</li> </ul>	Media & Communications
Minor to moderate	3. Council website home page <ul style="list-style-type: none"> <li>Update Council website home page with information on access to services and council administration building and details of event and possible ramifications</li> </ul>	Media & Communications
Minor to moderate	4. Afterhours phone message <ul style="list-style-type: none"> <li>If required, change the afterhours phone message to include known event information and who the caller should contact for additional assistance or where to go to find out more. See Appendix 4 for example</li> </ul>	Media & Communications
Moderate to major	5. Social Media - boost original post for 24 hours prior to the known event	Media & Communications
Moderate to major	6. Media release informing of potential emergency event	Media & Communications
Moderate to major	7. Council e-news – See Appendix 3 for example	Media & Communications
Moderate to major	8. Send SMS to available mobile phone numbers Mobile phone number source: pay parking	IT
Moderate to major	9. All staff email <ul style="list-style-type: none"> <li>what to do</li> <li>how to find out about access to work facilities</li> </ul>	People and culture

DRAFT Byron Shire Council Emergency Communication Plan

#E2017/64654

Moderate to major	<p>10. Key staff – on standby</p> <ul style="list-style-type: none"> <li>Identify staff that will be on standby to support emergency services - infrastructure and administration.</li> <li>Inform where the potential emergency administration centre will be run from.</li> <li>Establish phone tree of who will contact who to relay changes in location</li> </ul>	Infrastructure Services and Corporate Management
-------------------	--	--

## **Response - during emergency event**

Key messages to include:

- What is the event
- Who is being impacted
- What should people do / What should they avoid
- Where should people go
- Who are the emergency contacts
- Where can people find out more information
- How can people contact Council before and during the event

### **Note:**

Due to the nature of the emergency event and the impact on Council staff, resources, facilities and utilities, the following actions may not be possible to undertake.

If emergency management headquarters cannot be established, Council staff will endeavour to operate remotely.

If no internet or power is available, Council staff will endeavour to be available by phone and setup Outreach Crews in areas of priority need to help relay key information to the community.

Event level	Actions	Tasked to
Minor to moderate	1. Update council website – front page info	Media & Communications
Minor to moderate	2. Social media – organic post <ul style="list-style-type: none"> <li>cross share lead combat agency posts</li> </ul>	Media & Communications
Moderate to major	3. Key staff and Councillors <ul style="list-style-type: none"> <li>SMS notification of emergency administration location centre</li> </ul>	Infrastructure Services
Moderate to major	4. Council website <ul style="list-style-type: none"> <li>Activate Byron Shire Council website Emergency Alert banner</li> <li>Create and or update web pages with key emergency information as required</li> </ul>	Infrastructure services / Media & Communications
Moderate to major	5. After hour's phone message	IT / Customer Service



# BYRON SHIRE COUNCIL

## STAFF REPORTS - GENERAL MANAGER

## 4.1 - ATTACHMENT 1

DRAFT Byron Shire Council Emergency Communication Plan

#E2017/64654

Event level	Actions	Tasked to
	<ul style="list-style-type: none"> <li>Change the after hour's phone message to include known event information and who the caller should contact for additional assistance, and where to go to find out more. See Appendix 4 for example.</li> </ul>	
Moderate to major	6. Social Media – paid posts <ul style="list-style-type: none"> <li>Boost three update posts (AM , Midday and PM) for 6 hours</li> </ul>	Media & Communications
Moderate to major	7. Social Media – third party <ul style="list-style-type: none"> <li>contact local Facebook groups and encourage cross sharing</li> </ul>	Media & Communications
Moderate to major	8. Media releases <ul style="list-style-type: none"> <li>4 per day during the event and one day after – even if no updated information available</li> <li>See examples at Appendix 1 and 2</li> </ul>	Media & Communications
Moderate to major	9. Council e-news <ul style="list-style-type: none"> <li>Send AM and PM. See example at Appendix 3</li> </ul>	Media & Communications
Moderate to major	10. Send SMS to available mobile phone numbers <ul style="list-style-type: none"> <li>Mobile phone number source: pay parking</li> <li>One piece of information per alert</li> </ul>	IT / Media & Communications
Moderate to major	11. Key staff verbal debrief (end of day, or as required) <ul style="list-style-type: none"> <li>what occurred during the day</li> <li>what services are compromised (locality basis)</li> <li>what services are functioning</li> <li>continuing service priority focus</li> <li>hand over notes to be compiled and made available for following shift/day and sent to Councillors</li> </ul>	Infrastructure Services and General Manager
Moderate to major	12. Staff - email <ul style="list-style-type: none"> <li>what is happening</li> <li>how to find out about access to work facilities</li> </ul>	People and culture
Moderate to major	13. Staff - intranet <ul style="list-style-type: none"> <li>what is happening</li> <li>how to find out about access to work facilities</li> </ul>	People and culture
Moderate to major	14. Staff - SMS <ul style="list-style-type: none"> <li>what is happening</li> <li>how to find out about access to work facilities</li> </ul>	IT / People and culture
Moderate to major	15. Councillor update	Councillor Support /

9 | Page

# BYRON SHIRE COUNCIL

## STAFF REPORTS - GENERAL MANAGER

## 4.1 - ATTACHMENT 1

DRAFT Byron Shire Council Emergency Communication Plan

#E2017/64654

Event level	Actions	Tasked to
	<ul style="list-style-type: none"> <li>email and or phone AM and PM</li> </ul>	Infrastructure Services
Moderate to major	16. Council administration centre <ul style="list-style-type: none"> <li>place signage on front door if building is CLOSED or services are limited</li> </ul>	Customer Service / Community Services
Moderate to major	17. Council run services such as Childcare and libraries <ul style="list-style-type: none"> <li>Alert clients and customers via established communication channels and place signage on front door if building is CLOSED or services are limited</li> </ul>	Customer Service / Community Services
Moderate to major	17. Call centre <ul style="list-style-type: none"> <li>as soon as possible establish call centre for residents.</li> <li>Provide daily briefing notes for FAQs (as per media releases, and Council E-news = Community Update)</li> </ul>	Customer Service
Moderate to major	18. Council Outreach Crews <ul style="list-style-type: none"> <li>as soon as possible establish Outreach Crews to be deployed to priority areas to gather residents' priority needs.</li> </ul> Crews to have <ul style="list-style-type: none"> <li>Community Update</li> <li>Contact register (Name, address, mobile phone, email)</li> </ul>	Community Services
Moderate to major	19. Impact Survey <ul style="list-style-type: none"> <li>Consider need for impact survey to help provide information for government funding and or forward planning (eg water level heights)</li> <li>How will this be distributed? Web, E-news, Social media, Council Outreach Crews, Emergency Service Rapid Response Teams, Recovery Centres (when established)</li> <li>See Appendix 6 for example</li> </ul>	Community Services / Economic Development / Infrastructure
Moderate to major	20. Council administration centre <ul style="list-style-type: none"> <li>place signage on front door if building is CLOSED or services are limited</li> </ul>	Customer Service

## **Recovery - post emergency event**

Key messages to include:

- What was the event
- Who was impacted
- What is happening with the recovery process
- What support is available
- Where should people go for support
- What they need to do to qualify for support
- What should people do / What should they avoid  
what they can do if they have questions, concerns or complaints

Event level	Actions	Tasked to
Minor to moderate	1. Update council website – front page	Media & Communications
Minor to moderate	2. Social media – organic post <ul style="list-style-type: none"> <li>• cross share lead combat agency posts</li> <li>• Cross promote NSW Emergency response updates</li> </ul>	Media & Communications
Moderate to major	3. Social Media – paid posts <ul style="list-style-type: none"> <li>• Boost essential key services – 24 hours</li> <li>• Cross promote NSW Emergency response updates</li> </ul>	Media & Communications
Moderate to major	4. Social Media – third party <ul style="list-style-type: none"> <li>• contact local Facebook groups and encourage cross sharing</li> </ul>	Media & Communications
Moderate to major	5. Media releases <ul style="list-style-type: none"> <li>• As required when service changes to updates to network damage</li> </ul>	Media & Communications
Moderate to major	6. Council e-news <ul style="list-style-type: none"> <li>• As required when service changes to updates to network damage</li> <li>• Cross promote NSW Emergency response updates</li> </ul>	Media & Communications
Moderate to major	7. Staff - weekly email <ul style="list-style-type: none"> <li>• Update on damage and service availability</li> </ul>	People and culture / all managers
Moderate to major	8. Staff - manager update <ul style="list-style-type: none"> <li>• Weekly telephone Skype meeting for manager update</li> </ul>	Infrastructure Services / Community Services
Moderate to major	9. Staff - intranet <ul style="list-style-type: none"> <li>• Update on damage and service availability</li> <li>• Cross promote NSW Emergency response updates</li> </ul>	People and culture
Moderate to major	10. Councillor update	Councillor Support /



DRAFT Byron Shire Council Emergency Communication Plan

#E2017/64654

Event level	Actions	Tasked to
	<ul style="list-style-type: none"> <li>Update on damage and service availability</li> <li>Cross promote NSW Emergency response updates</li> </ul>	Infrastructure Services
Moderate to major	11. Council run services such as Childcare and libraries <ul style="list-style-type: none"> <li>Alert clients and customers via established communication channels of available services and any damage to infrastructure that may impact services going forward</li> </ul>	Customer Service / Community Services
Moderate to major	12. Internal debrief meetings <ul style="list-style-type: none"> <li>Held on a weekly basis to enable sharing of information and to support community, media and councillor updates</li> </ul>	Infrastructure Services / Community Services
Moderate to major	13. Community debrief meetings <ul style="list-style-type: none"> <li>Co-host independently facilitated sessions in partnership with SES at impacted locations</li> </ul>	Infrastructure Services / Community Services
Moderate to major	14. Impact Survey – if not already undertaken during response phase <ul style="list-style-type: none"> <li>Consider need for impact survey to help provide information for government funding and or forward planning (eg water level heights)</li> <li>How will this be distributed? Web, E-news, Social media, Council Outreach Crews, Emergency Service Rapid Response Teams, Recovery Centres (when established)</li> <li>See Appendix 6 for example</li> </ul>	Community Services / Economic Development / Infrastructure

## Appendix 1 – Media release messages

Primary message to include:

- Identifying known hazards
- Where evacuation centres are located (if applicable)
- Where to get help
- How to report damage
- What Council infrastructure and services have been impacted
- What Council services are still operating as per usual
- Where else to get information
- How can residents help

### Roads

- What roads are closed or have caution
- Where to find information – My Road Info - <http://www.myroadinfo.com.au/landing.asp>
- How to report damage – Works Depot Phone 6685 9300 or Snap Send Solve app <http://www.snapendsolve.com/>
- Safety messages

### Example statements

*Byron Shire Council is urging residents and motorists to take care and plan ahead as severe weather hits the Shire.*

*A number of road closures are now in place, and **MyRoadInfo.com.au** is the best source of information for the latest updates on impacted roads.*

*"Traffic controllers are in place assisting local traffic .*

*XXX urged motorists to take notice of all signage and please do not try to access roads that have barricades and or signage that advises that roads are closed or water is across the road.*

*"Signage and barricades are put in place for safety reasons. We have had reports of people shifting the barricades and trying to gain access to roads.*

*"Whilst we appreciate that it can be frustrating in not being able to get to your destination, signage and barricades are put in place for safety.*

*"Due to the volume of call outs over the weekend, work crews need to prioritise work and some roads need to be closed whilst work is being carried out," he said.*

*Motorists are requested to phone the depot on 6685 9300 between 8am and 4pm to report concerns. You can also use the app Snap, Send, Solve to report information to council.*

### Waste

DRAFT Byron Shire Council Emergency Communication Plan

#E2017/64654

- Domestic waste collection services – as per normal service, delayed or cancelled
- Byron Resource Recovery Centre – what waste is being collected, cost , opening hours
- Kerbside pick up - locations, days, what to put out – what not to put put
- Skip bins – locations, what will we collect – warning about chemicals, gas bottles and asbestos

Example statements

*Council crews are also still continuing with the green waste kerbside collection as a result of XXXX. Additional contractors were put on last week to assist with the pickup, but the consistent wet weather is slowing the pickup down.*

*"The green waste collection is a one-off service. Council crews and contractors will not be returning to the areas that have already had their green waste collected," XXX said.*

**Water supply**

- All good to drink or no? => boil, bottle, other
- Service interruptions?

**Sewerage**

- Over flows?
- Working as per normal?
- Onsite septic systems – if impacted what should people do?

Example statements

*XXXX urged property owners with backyard septs to have their system checked by a licenced plumber.*

*Anyone with a septic system that has been compromised should avoid areas where sewage has overflowed. Agricultural or garden lime spread on the affected area can be used to minimise the likelihood of pathogens being transferred to humans and or the environment.*

*Septic systems and private pump stations that include an electricity supply, may need to have the system assessed by your regular service technician.*

**Flood pumps**

- Operational or not? What are the consequences?

**Community Infrastructure**

- Buildings

DRAFT Byron Shire Council Emergency Communication Plan

#E2017/64654

- Libraries – damage, open, closed?
- Pools – damage, open, closed?

**Sports Fields**

- Open or closed?

**Beaches**

- Open or closed?

Example statements

*Beach accesses have also been affected, particularly in the .....*

*Many of the beach access are closed and residents and visitors are being asked to stay away from the beach escarpment.*

*XXXXXX said in some areas, there is a XX metre drop from the top of the dune escarpment down to the beach.*

*"The dunes are saturated, and especially during high tide, are likely to slump. People should not go to the edge of the dune to 'have a look' and take the risk of the dune collapsing under their weight.*

*"If a beach access is closed, please do not move the signage or disregard and try to reach the beach," XX said.*

**Community services Support**

- Disaster Welfare Assistance Information –locations
- Key hotline numbers

**Environmental Health**

- Are there health warnings in place? Mosquitoes?
- Low lying water?
- Sewage in flood water?

**Council administration centre**

- Are we open? If not, when?
- Business as usual or limited services

**Thank you to first responders**

DRAFT Byron Shire Council Emergency Communication Plan

#E2017/64654

---

**Holding statements**

Example statements

*"We have implemented our emergency management plan, which places the highest priority on the safety of our residents and visitors."*

*"Our thoughts are with those who were in harm's way, and we hope that they are well."*

*"We will be supplying additional information when it is available and posting it on our website and Facebook..."*

DRAFT

## Appendix 2 - Example media releases

### **Prepare - Severe Weather Warning- take care and plan ahead**

Byron Shire Council is urging residents and motorists to take care and plan ahead as severe weather hits the Shire.

A number of road closures are now in place and **MyRoadInfo.com.au** is the best source of information for the latest updates on impacted roads.

"With the Bureau warning of heavy rainfall and damaging winds across the Northern Rivers over the next two days, it is possible there will be road damage, including the formation of potholes, fallen trees and other debris blocking roads.

"Please beware that the condition of unsealed gravel roads may change very quickly," XXXX said.

"We urge the public to contact Council to advise of any unsafe conditions they come across in their travels.

"Do not under any circumstances drive through floodwaters.

"Please plan your journey, by checking the latest road information before you leave home," XXX said.

Byron Shire Council staff will continue to monitor the roads, coastline and waterways and erect signage and barricades where needed.

The SES are now taking calls for sandbagging assistance across the Shire, and can be contacted on **132 500**.

Keep up to date with weather warnings from the Bureau of Meteorology at <http://www.bom.gov.au/nsw/warnings/>.

For local emergency updates listen to ABC Radio.

To find out if the beaches are open or closed, visit [www.beachsafe.org.au](http://www.beachsafe.org.au).

If you need help during a wet weather event, please call the **NSW SES on 132 500**.

For **life threatening emergencies** call triple zero 000.

Fallen trees and road damage can be reported to Council during weekdays 8.30am to 4pm on 6685 9300. On weekends and after hours, phone 6622 7022.

Find out how you can prepare your home at NSW SES <http://www.floodsafe.com.au/>



DRAFT Byron Shire Council Emergency Communication Plan

#E2017/64654

**Severe weather warning for the weekend**

A severe weather warning has been forecasted for the Northern Rivers coastline for the next two days.

According to the Bureau of Meteorology (<http://www.bom.gov.au/products/IDN20032.shtml>) damaging winds from the North East will average 60 to 65 kilometres with peak gusts in excess of 90 kilometres per hour, are possible Saturday afternoon through to Sunday.

Byron Shire Council's director of infrastructure services XXX said staff would be out monitoring roads, beaches and on call to help remove potential road hazards and put signage in place.

"Residents and visitors are reminded to be careful when driving, take notice of all signage and not cross flood waters.

"We're also expecting abnormally high tides and heavy surf which could see some damage to beach accesses and the coastal escarpment.

"If you are going for a beach walk, check the tides to make sure it is low and the access to the beach is available," XXX said.

To find out if the beaches are open or closed, visit [www.beachsafe.org.au](http://www.beachsafe.org.au).

Byron Shire Council staff will continue to monitor the coastline over the week and erect signage as needed.

**Severe weather could cause coastal erosion – people urged to watch for closure signs**

Byron Shire Council director of infrastructure services, XXXX, is urging residents and visitors to take extreme care when visiting the shire's beaches and take notice of signage at beach accesses over the coming days.

"The severe weather, east coast low and king tides, could result in rough and dangerous conditions and see our beaches closed due to coastal erosion.

"Whilst currently our beach profiles have a healthy amount of sand present, this could change quickly," he said.

XXX said staff would be monitoring the beach accesses over the coming days and put signage in place if the beach accesses needed to be closed.

"Even when the weather has eased, check the tides to make sure it is low and the access to the beach is available," XXX said.

Council crews have also inspected pumping stations and key drains in preparation for the heavy rainfall.

Residents and visitors are cautioned to stay away from swollen creeks and waterways and not cross flooded causeways or roads with water lying over the top.

Byron Shire Council staff will continue to monitor the roads, coastline and waterways and erect signage and barricades where needed.

18 | Page

DRAFT Byron Shire Council Emergency Communication Plan

#E2017/64654

Keep up to date with weather warning at the Bureau of Meteorology at <http://www.bom.gov.au/nsw/warnings/>.

To find out if the beaches are open or closed, visit [www.beachsafe.org.au](http://www.beachsafe.org.au).

If you need help during a wet weather event phone the **NSW SES on 132 500**.

**For life threatening emergencies call triple zero 000.**

Fallen trees and road damage can be reported to Council during weekdays 8.30am to 4pm on 6685 9300. On weekends and after hours, phone 6622 7022.

Find out how you can be prepared for flood (<http://www.floodsafe.com.au/>) and storm events (<http://www.stormsafe.com.au/>) and put together your emergency plan (<http://www.seshomeemergencyplan.com.au/>).

### **Severe weather warning issued – Abnormally high tides**

Abnormally high tides have been forecasted for the Northern Rivers coastline.

According to the Bureau of Meteorology, the tides are expected to exceed the highest tide of the year and they have issued a severe weather warning. [www.bom.gov.au/nsw/warnings/severe.shtml](http://www.bom.gov.au/nsw/warnings/severe.shtml)

Council's director of infrastructure services, XXX said residents and visitors are reminded to be careful over the coming days when visiting the beach.

He said while it is human curiosity to "check out the beach" during these types of events, he cautioned people to be very careful.

"High tides could see someone caught against a coastal escarpment which can be a frightening and dangerous experience. If you are going for a beach walk, check the tides to make sure it is low and the access to the beach is available."

He also cautioned jumping off or sitting near the beach escarpments after a king tide event, as sand slumping could occur.

To find out if the beaches are open or closed, visit [www.beachsafe.org.au](http://www.beachsafe.org.au).

Byron Shire Council staff will continue to monitor the coastline over the weekend and erect signage where needed.

### **Flood waters – the smell, mould, septic and water**

As the flood waters recede and Byron Shire starts to dry out, we can expect our low lying areas to smell.

Byron Shire Council's environmental health officer, XXXX, said while the breaking down of organic matter and mud does smell, residents should contact Council if they are concerned or suspect another source of the odour e.g. sewage, pollution.



DRAFT Byron Shire Council Emergency Communication Plan

#E2017/64654

"People should also stay out of stagnant puddles and pools of water as they could contain pathogens that can cause health problems," he said.

Pets can also transfer pathogens from polluted water, so keep them clean too.

XXXX urged property owners with backyard septs to have their system checked by a licenced plumber.

Anyone with a septic system that has been compromised should avoid areas where sewage has overflowed. Agricultural or garden lime spread on the affected area can be used to minimise the likelihood of pathogens being transferred to humans and or the environment.

Septic systems and private pump stations that include an electricity supply, may need to have the system assessed by your regular service technician.

XXXX said the other issue that may arise over the coming weeks was mould.

"For some people, mould and mildew can cause health issues and should be carefully removed and controlled as soon as possible. Also check beneath your house where water may lie stagnant undetected," XXX said.

For mould management advice, check NSW Health's website – <http://www.health.nsw.gov.au/environment/factsheets/Pages/mould.aspx> NSW Health also has information for Maintaining health during and after floods and storms see: [http://www.health.nsw.gov.au/emergency\\_preparedness/weather/Pages/yard-and-garden.aspx](http://www.health.nsw.gov.au/emergency_preparedness/weather/Pages/yard-and-garden.aspx)

Residents are also reminded that Council is recommending residents and visitors not to swim at local beaches, waterways and creeks following the recent flood because of water quality and submerged hazards. Beach water quality will be tested next week but submerged hazards can remain a long time.

Given the combined impact of flooding across the Tweed, Richmond and Brunswick Rivers, water quality could be compromised for a week or more.

People extracting water from creeks, waterways and rain water tanks that have been compromised by floodwater, are advised to bring their water to a rolling boil for several minutes before consumption. Rainwater tanks affected by flood waters should be emptied and cleaned before consumption or cooking.

Food businesses that have been compromised by flood water or electricity supply, are advised that food that has been out of temperature control longer than 4 hours should be disposed of. Food business owners needing advice on cleaning and sanitation of their premises can also contact Council for a risk assessment of their business.

Consumers should not consume food including packaged food, drinks and alcohol if they suspect it has been flood affected.

Call Council's Environmental Health Officers on 6626 7000 for further advice.

DRAFT Byron Shire Council Emergency Communication Plan

#E2017/64654

---

## Appendix 3 - Example E-news

### Prepare – Flood warning

<http://www.byron.nsw.gov.au/newsletters/general-manager/2017-06-11>

### Flood warning and key information links

Please share with your family, friends and neighbours

- Flood information and road closures
  - Flood Warning - Brunswick River at Billinudgel
- 

#### Flood information and road closures

Up to date road information for Byron Shire and surrounding areas is available at RoadInfo - you can also download the app.

For Byron Shire Council's after hours emergency number please contact 02 6622 7022.

For information on the Pacific Highway please contact the Roads and Traffic Authority on 132 701 or visit [www.rta.nsw.gov.au](http://www.rta.nsw.gov.au).

Motorists are advised to proceed with caution on Byron Shire Roads as flash flooding may occur very quickly.

**UNDER NO CIRCUMSTANCES SHOULD MOTORISTS DRIVE INTO FLOOD WATERS.**

For emergency assistance contact the NSW State Emergency Service on **132 500**.

FloodSafe advice is available at <http://www.ses.nsw.gov.au/>

**Follow the NSW SES Facebook page** - <https://www.facebook.com/NSW.SES>

BPlus the Richmond-Tweed SES Facebook page - <https://www.facebook.com/NSW.SES.Lismore.City/>

**For life threatening emergencies, call 000.**

For the latest weather and flooding information listen to ABC Local Radio - 94.5 FM.

Additional information is available from the Australian Government Bureau of Meteorology:

- NSW Flood Warning Centre
  - River Heights
  - Radar
-

DRAFT Byron Shire Council Emergency Communication Plan

#E2017/64654

**Flood Warning - Brunswick River at Billinudgel**Australian Government Bureau of Meteorology, **New South Wales****Minor Flood Warning for the Brunswick River Valley at Billinudgel**

Issued at 2:59 pm EST on Sunday 11 June 2017

Flood Warning Number: 2

Up to 132 millimetres has been observed in the past 24 hours to 2:30 pm this afternoon over the Brunswick River Valley.

Further rainfall is forecast for the next 24 to 48 hours and at this stage it is not possible to predict flood peaks because of uncertainty over how much more rain will fall.

**Marshall's Creek:**

Minor flooding is predicted along the Marshall's Creek at Billinudgel.

The Marshall's Creek at Billinudgel may reach the minor flood level (2.50 metres) Sunday evening.

**Flood Safety Advice:**

FloodSafe advice is available at [www.ses.nsw.gov.au](http://www.ses.nsw.gov.au)

For emergency assistance call the SES on telephone number 132 500.

For life threatening emergencies, call 000 immediately.

**Next Issue:**

The next warning from the BOM will be issued by 08:00 pm EST on Sunday 11 June 2017.

**Latest River Heights:**

Location	Height of River (m)	Tendency	Date/Time of Observation
Marshall's Creek at The Pocket	2.18	Falling	02:55 PM SUN 11/06/17
Lacks Creek at Middle Pocket	2.99	Falling	02:41 PM SUN 11/06/17
Marshall's Creek at Billinudgel	1.68	Rising	02:51 PM SUN 11/06/17
Mullumbimby Creek at Mullumbimby Creek	0.92	Rising	02:53 PM SUN 11/06/17
Brunswick River at Durrumbul	2.72	Falling	02:55 PM SUN 11/06/17
Brunswick River at Mullumbimby (Federation Bridge)	1.11	Rising	02:55 PM SUN 11/06/17

This advice is also available by dialling 1300 659 218. Warning, rainfall and river information are available at [www.bom.gov.au/nsw/flood](http://www.bom.gov.au/nsw/flood). The latest weather forecast is available at [www.bom.gov.au/nsw/forecasts](http://www.bom.gov.au/nsw/forecasts).

DRAFT Byron Shire Council Emergency Communication Plan

#E2017/64654

### **Response – Flood update**

<http://www.byron.nsw.gov.au/newsletters/general-manager/2017-06-13>

## **Flood weather update - Tuesday 13 June 2017**

Please share with your family, friends and neighbours.

- Byron Shire weather update – roads closed but no substantial damage to date
- Where can you get ongoing flood information?

### **Byron Shire weather update – roads closed but no substantial damage to date**

Whilst no substantial damage was caused over the long weekend, road crews were out checking drains, pumps and filling potholes. The area of most concern over the past three days was the road works currently in progress on Ewingsdale Road, Byron Bay.

Crews attended the work site on Ewingsdale Road and filled potholes on two occasions at the Sunrise Boulevard intersection. However, pothole filling is only a temporary fix and with additional heavy down pours, they may reappear and need further filling until we can recommence the road works.

Staff also attended Orana Road in Ocean Shores following concerns over road work fill leaving the site during the heavy down pours. Investigations have shown that the temporary seal placed on Friday in an attempt to help protect the road construction works during the weather event, had unfortunately scoured away during the heavy rainfall and caused sediment runoff. Works are not expected to continue at this site for a number of days.

Most of the sewerage pump stations were working at capacity early this morning and at this stage there have been no reported overflows.

The flood pump at South Golden Beach was working over the long weekend and staff have been monitoring its performance.

Council has also delivered sand to the NSW SES Mullumbimby Unit should the heavy rain persist and sandbags are needed.

Council roads staff are continuing to assess known localised flooding locations, investigating enquiries from the public and collecting data about road closures; plus, attending blocked drains due to excess litter and palm fronds.

Information about road closures is being updated to MyRoadInfo (<http://www.myroadinfo.com.au/landing.asp>) and the following roads are currently closed in Byron Shire:

DRAFT Byron Shire Council Emergency Communication Plan

#E2017/64654

---

**Closed**

**1. Blackbean Road (Closed)**

Water over road - DO NOT ENTER FLOOD WATER.

**2. Blindmouth Road (Closed)**

Water over road. Do not enter floodwaters.

**3. Coopers Shoot Road - at Byron Creek Rd (Closed)**

Water over road. Do not enter flood waters.

**4. Durrumbul Road (Closed)**

Water over road. Do not enter floodwaters.

**5. Left Bank Road (Closed)**

Water over road past Frasers Road - DO NOT ENTER FLOOD WATER.

**6. Palmwoods Road (Closed)**

Water over road. Please do not enter flood waters.

**7. The Pocket Road (Closed)**

Water over road. Please do not enter flood waters.

**8. Ticks Road (Closed)**

Water over causeway. Do not enter floodwaters.

**9. Upper Main Arm Road (Closed)**

Water over road at Leeson's Farm. Please do not enter flood waters.

**10. Upper Wilsons Creek Road (Closed)**

Water over causeways. Please do not enter flood waters.

**11. Whian Road - Lismore Shire border (Closed)**

Water over causeway. Do not enter flood waters. Closed at Lismore Shire border (Coopers Creek crossing).

DRAFT Byron Shire Council Emergency Communication Plan

#E2017/64654

---

Motorists are advised to proceed with caution on all Byron Shire Roads as flash flooding may occur very quickly.

For information on the Pacific Highway please contact the Roads and Traffic Authority on 132 701 or visit [www.rta.nsw.gov.au](http://www.rta.nsw.gov.au).

**Sports fields**

All sporting fields in Byron Shire are CLOSED.

**Waste**

Byron Shire Council's waste collection services are as per normal. Byron Resource Recovery Centre is currently open.

**Flood Warning**

Whilst the rain is easing, there is still a Flood Warning in place for the Brunswick River and Marshalls Creek catchments. Marshalls Creek at Billinudgel is expected to peak below minor flood level Tuesday afternoon.

**Emergency**

Life threatening emergencies, call 000

For emergency assistance contact the NSW State Emergency Service on **132 500**.

DRAFT

DRAFT Byron Shire Council Emergency Communication Plan

#E2017/64654

---

Where can you get ongoing flood information?

**Bureau of Meteorology**

Warnings - <http://www.bom.gov.au/nsw/warnings/>

Weather forecast - [www.bom.gov.au/nsw/forecasts/](http://www.bom.gov.au/nsw/forecasts/)

And you can also download their weather app

**NSW SES**

For emergency assistance phone the NSW State Emergency Service on **132 500**.

Follow the NSW SES Facebook page - <https://www.facebook.com/NSW.SES>

Plus the Richmond-Tweed SES Facebook page- <https://www.facebook.com/NSW.SES.Lismore.City/> and Mullumbimby SES <https://www.facebook.com/SESMullumbimby/>

NSWS SES Richmond Tweed website - <https://www.ses.nsw.gov.au/regions/richmond-tweed/>

**Byron Shire Council**

Byron Shire Council website - <http://www.byron.nsw.gov.au/>

And find us on Facebook at <https://www.facebook.com/byronshire.council>

After hours emergency number: 6622 7022

During the week, Monday to Friday: 6626 7000

**ABC Local Radio - 94.5 FM**

ABC website - <http://www.abc.net.au/northcoast/>

ABC Facebook - <https://www.facebook.com/ABCNorthCoast/>

**Be Prepared**

The SES has some great information for how your home and business can be prepared and download their App. Go to <http://www.floodsafe.com.au/>



### Critical Information to remember

- Never drive, ride or walk through floodwater.
- Stack possessions, records, stock or equipment on benches and tables, placing electrical items on top.
- Secure objects that are likely to float and cause damage.
- Relocate waste containers, chemicals and poisons well above floor level.
- Activate your [Home or Business Emergency Plan](#).
- Keep listening to your local radio station for information, updates and advice.
- Keep in contact with your neighbours.
- Be prepared to evacuate if advised by emergency services.
- Act early as roads may become congested or close.

Source: NSW SES Critical information

DRAFT



DRAFT Byron Shire Council Emergency Communication Plan

#E2017/64654

---

## Appendix 4 – After hours phone message

### Example – adapt to incident

Byron Shire Council is now closed.

Council's after hours emergency phone number is 6622 7022.

Information on the weather and flood warnings can be found on the Bureau of Meteorology's website under New South Wales at [www.bom.gov.au](http://www.bom.gov.au)

There is currently a minor flood watch warning in place for the Brunswick River and Marshalls Creek catchments.

For life threatening emergencies phone triple 0

For emergency assistance, phone the NSW State Emergency Service on **132 500**.

You can also find storm and flood information at the SES website at [www.ses.nsw.gov.au](http://www.ses.nsw.gov.au)

And SES and Byron Shire Council are also on Facebook.

Please remember that we are all in this together and check in on your family, friends and neighbours

## Appendix 5 - key external information websites

### **Bureau of Meteorology**

<http://www.bom.gov.au>

- NSW warnings <http://www.bom.gov.au/nsw/warnings/>

### **NSW SES**

<https://www.ses.nsw.gov.au/>

- Storm safe <http://www.stormsafe.com.au/>
- Flood safe <http://www.floodsafe.com.au/>
- Tsunami <http://www.tsunamisafe.com.au/>
- Facebook page <https://www.facebook.com/NSW.SES>

### **NSW Rural Fire Service**

<http://www.rfs.nsw.gov.au/>

- Bush Survival Plan <http://www.rfs.nsw.gov.au/resources/bush-fire-survival-plan> ... includes app link on page
- Fires near me <http://www.rfs.nsw.gov.au/fire-information/fires-near-me>

### **Roads**

- My Road Info <http://www.myroadinfo.com.au/landing.asp>
- Live Traffic NSW <http://m.livetraffic.rta.nsw.gov.au/Search.aspx>
- Snap Send Solve <http://www.snapendsolve.com/>

### **Rous Water**

[https://www.rous.nsw.gov.au/cp\\_themes/default/home.asp](https://www.rous.nsw.gov.au/cp_themes/default/home.asp)

### **NSW Health**

<http://www.health.nsw.gov.au/Infectious/alerts/Pages/default.aspx>

### **Surf Life Saving**

<http://www.surflifesaving.com.au/>

- Beach safe <https://beachsafe.org.au/>

### **ABC Local Radio**

**94.5 FM**

- ABC website <http://www.abc.net.au/northcoast/>
- ABC Facebook <https://www.facebook.com/ABCNorthCoast/>

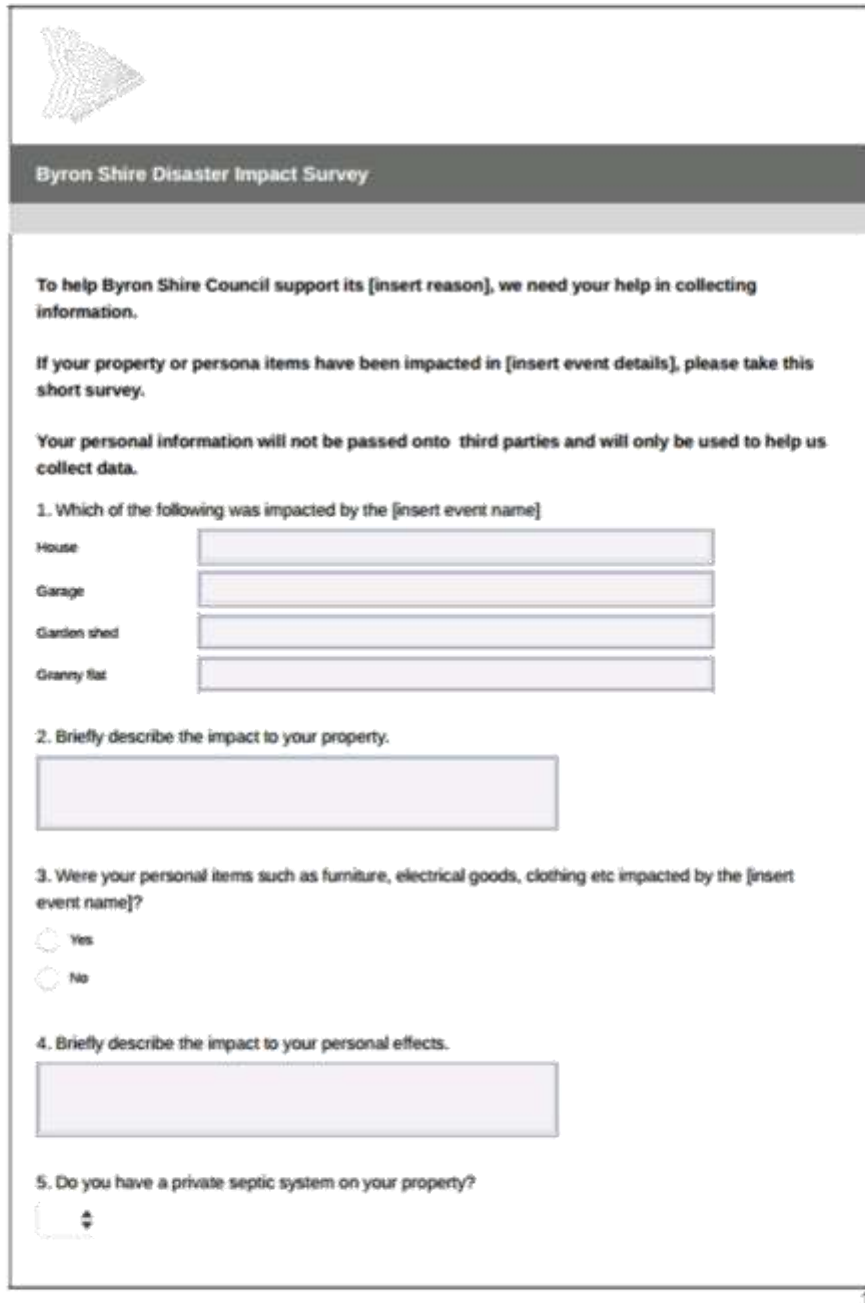


Northern Rivers Flood Recovery Services

Australian Government Disaster Relief Payment	The Disaster Recovery Payment is a one-off payment to provide immediate, short-term assistance to Australian residents adversely affected by disaster. To check for eligibility, please contact the Department of Human Services.	180 22 66
Department of Human Services - Centrelink	DHS provide Australian Government services and payments, and information on Government assistance available to people in crisis or whose circumstances have changed.	180 22 66
Disaster Welfare Services	DWS provide disaster relief grants to eligible individuals and families whose homes have been significantly damaged or destroyed. Provides assistance for those with limited financial resources and no insurance.	1800 018 444
Housing NSW	Housing NSW provides assistance with housing and accommodation for those affected by the floods.	1800 422 322
Australian Red Cross	Australian Red Cross provide personal support to those affected by the floods.	1800 812 028
NSW Mental Health	A free service has been established to help those affected by the floods and is available Mon to Fri 8am – 6pm. In person and telephone counselling is available and no referral is needed.	1300 137 934
Lifeline	Lifeline is available 24 hours for people experiencing personal crisis.	13 11 44
Small Business NSW	The Business Connect program provides advice on managing your business and accessing financial assistance.	1300 134 359
Services NSW	Services NSW will replace certificates and drivers licences at no cost to those affected by the floods.	13 77 88
Legal Aid	Legal Aid can provide free legal advice and minor assistance to people affected by disasters on a range of issues including insurance, tenancy and credit and debt problems.	1300 888 529
NSW Fair Trading	Fair Trading provides assistance & advice to consumers, tenants and businesses regarding fair and ethical practice.	13 32 20
NSW Rural Assistance Authority	RAA provide disaster relief low interest loans of up to \$130,000 to eligible primary producers and small businesses to eligible primary producers. They can also assist with Category C grant applications and enquiries.	1800 678 593
Insurance Council of Australia	ICA can help policyholders with general inquiries about the insurance claims process.	1800 734 621
NSW Environment Protection Authority	The EPA provide advice regarding waste disposal and contaminated land concerns.	131 555
Tweed Shire Council	<b>If you are unsure who to contact about an issue, please call your local council for assistance...</b> <a href="http://www.tweed.nsw.gov.au">www.tweed.nsw.gov.au</a>	02 6670 2400
Lismore City Council	<a href="http://www.lismore.nsw.gov.au">www.lismore.nsw.gov.au</a>	1300 87 83 87
Byron Shire Council	<a href="http://www.byron.nsw.gov.au">www.byron.nsw.gov.au</a>	02 6626 7000
Kyogle Shire Council	<a href="http://www.kyogle.nsw.gov.au">www.kyogle.nsw.gov.au</a>	02 6632 1611
Richmond Valley Council	<a href="http://www.richmondvalley.nsw.gov.au">www.richmondvalley.nsw.gov.au</a>	02 6660 0300
Ballina Shire Council	<a href="http://www.ballina.nsw.gov.au">www.ballina.nsw.gov.au</a>	02 6686 4444

## Appendix 6 – Impact Survey example

Available at: [https://www.surveymonkey.com/r/bsc\\_impact\\_survey](https://www.surveymonkey.com/r/bsc_impact_survey)



**Byron Shire Disaster Impact Survey**

To help Byron Shire Council support its [insert reason], we need your help in collecting information.

If your property or persona items have been impacted in [insert event details], please take this short survey.

Your personal information will not be passed onto third parties and will only be used to help us collect data.

1. Which of the following was impacted by the [insert event name]

House

Garage

Garden shed

Granny flat

2. Briefly describe the impact to your property.

3. Were your personal items such as furniture, electrical goods, clothing etc impacted by the [insert event name]?

☐ Yes

☐ No

4. Briefly describe the impact to your personal effects.

5. Do you have a private septic system on your property?

1

DRAFT Byron Shire Council Emergency Communication Plan

#E2017/64654

6. If yes, was the septic system damaged or did it overflow?

7. Has your livelihood, ability to work or business been impacted by the [insert event name]?

8. Is your property covered by house insurance?

9. Do you have contents insurance?

10. Is there anything else you would like to let us know?

\* 11. What is the address of your impacted property?

House number

Street name

Suburb

12. How can we contact you?

Your name

Email

Phone

2

**Report No. 4.2**  
**Directorate:**  
**Report Author:**  
**File No:**  
**Theme:**

**Revised Community Engagement Policy**  
General Manager  
Donna Johnston, Media and Communications Officer  
I2017/934  
Corporate Management  
Organisation Development

**Summary:**

Council's Community Engagement Policy has been revised as part of an ongoing conversation with the Community Roundtable. The revision has been undertaken to strengthen transparency, build partnerships and support community input in Council decision making.

---

**RECOMMENDATION:**

**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, that it is adopted.**

**Attachments:**

1 REVISED Community Engagement Policy, E2017/69630 , page 40  

**Report**

Council's current *Community Engagement Policy* was adopted in August 2015 and replaced the *Community Consultation and Participation in Council's Decision Making Policy* that was adopted in 1998.

At the request of Community Roundtable, the 2015 *Community Engagement Policy* was reviewed and key elements from the former policy brought back into the revised policy.

Changes, as proposed by the Community Roundtable, are within the attached document and are marked in red. They include:

1. a new section on *Aims*
2. support of the *Planning for People, a Community Charter for Good Planning in NSW* previously endorsed by Council
3. a new section title *Prior to Consultation*
4. examples of *Levels of Public Participation*
5. a new section on *Community, business and special interest groups*
6. A new section on *Community Reference Group*

7. Byron Shire Council *Engagement Matrix*

8. Council *Communication and Engagement Plan Template*

The Community Roundtable was provided with three opportunities to provide feedback, including a workshop session. At its last meeting in May, the group requested that the revised Policy be sent to the Communications Panel for consideration and be reported to Council.

The purpose of the Revised *Community Engagement Policy* is to articulate Council's whole-of-organisational commitment to healthy, rigorous and well evaluated community engagement processes.

The policy aims to promote good governance and guide effective community engagement practices to support decision making in the public interest. It will provide community (civil society) members with a clear understanding of Council's role and the avenues for meaningful public participation.

**Financial Implications**

None

**Statutory and Policy Compliance Implications**

There will be occasions when engagement practices must comply with statutory requirements within legislation. In these cases Council will adhere to the legislative requirement as the minimum standard. For example, engagement for particular types of projects is required under the following New South Wales legislation:

- Local Government Act 1993
- Environmental Planning and Assessment Act 1979
- Public Health Act 2010
- Road Act 1993



**BYRON SHIRE COUNCIL**

**POLICY 17/XXX**

**COMMUNITY ENGAGEMENT**

Please print double-sided



**INFORMATION ABOUT THIS DOCUMENT**

Date Adopted by Council		Resolution No.	
Policy Responsibility	General Manager		
Review Timeframe			
Last Review Date:		Next Scheduled Review Date	

**Document History**

Doc No.	Date Amended	Details Comments eg Resolution No.
#DM630640	24 November 1998	Policy 3.38 Community Consultation and Participation in Council's Decision Making
#E2015/13070	28 August 2015	As per resolution 15-395

**Further Document Information and Relationships**

Related Legislation*	Local Government Act 1993 Environmental Planning and Assessment Act 1979 Privacy and Personal Information Protection Act 1998 Government Information (Public Access) Act 2009
Related Policies	Communication Policy 2013 (E2013/72429) Social Impact Assessment Policy 2009 (DM906183)
Related Procedures/ Protocols, Statements, documents	Byron Shire Council's Community Strategic Plan 2022

*Note: Any reference to Legislation will be updated in the Policy as required. See website <http://www.legislation.nsw.gov.au/> for current Acts, Regulations and Environmental Planning Instruments.*

**TABLE OF CONTENTS**

1. PURPOSE .....	4
2. AIMS .....	4
3. OBJECTIVES .....	4
4. POLICY STATEMENT .....	5
5. DEFINITIONS .....	6
6. PRINCIPLES .....	6
7. BENEFITS OF ENGAGEMENT .....	7
8. PRIOR TO CONSULTATION .....	7
9. LEGISLATIVE REQUIREMENTS .....	8
10. WHAT DETERMINES THE LEVEL OF PUBLIC PARTICIPATION? .....	8
11. PUBLIC PARTICIPATION SPECTRUM .....	10
12. REPORTING REQUIREMENTS .....	11
13. COMMUNITY, BUSINESS AND SPECIAL INTEREST GROUPS .....	11
14. COMMUNITY REFERENCE GROUP .....	11
15. INDICATORS OF SUCCESS .....	11
16. ACCESSING COUNCIL INFORMATION .....	11
17. PRIVACY IN COMMUNITY CONSULTATION .....	12
 APPENDIX 1. Byron Shire Council Engagement Matrix .....	 14
APPENDIX 2. Planning for People Community Charters .....	15
APPENDIX 3. Byron Shire Council Template .....	17

Policy No. ??

POLICY TITLE	COMMUNITY ENAGEMENT
--------------	---------------------

**1. PURPOSE**

The purpose of the Community Engagement Policy is to articulate Byron Shire Council's whole-of-organisational commitment to healthy, rigorous and well evaluated community engagement processes. This policy will promote good governance and guide effective community engagement practices to support decision making in the public interest. It will provide community (civil society) members with a clear understanding of Council's role and the avenues for meaningful public participation.

This policy supports Byron Shire Council's Community Strategic Plan 2022 community outcome CM2: "Informed and engaged community" along with the following community strategies:

- CM2.1 Use a range of effective communication tools to engage the community to support transparent and accountable Council decision making.
- CM2.2 Provide education, engagement and feedback initiative for meaningful community participation

**2. AIMS**

- 2.1 Improve understanding of local government responsibilities, structure, functions and decision-making processes.
- 2.2 Improve the quality of Council's decision-making process.
- 2.3 Enable the community and residents to express their views and participate in Council's decision-making.
- 2.4 Enhance the relationship between Council and the general community and support effective partnerships.
- 2.5 Keep elected representatives well informed about local concerns and of the possible impact of their decisions on the community.
- 2.6 Support Council and community in working together in a mutually supporting relationship and securing outcomes that ensure the sustainable future of the Shire.
- 2.7 Achieve outcomes through consensus rather than adversarial processes.
- 2.9 Ensure that community consultation in Council decision-making is conducted within the principles of honesty, fair dealing and openness.

**3. OBJECTIVES**

- 3.1 To actively involve, at the earliest possible stage of the decision-making process, those community members likely to be affected by Council decision.
- 3.2 Confirm Council's commitment to conducting quality consultation and willingness to actively engage the community in decision making processes.

# E2017/29662

Page 4

- 3.3 Clarify the role Council will take to engage residents in decision making.
- 3.4 Provide a defined timeline system within which the consultation process occurs.
- 3.5 Provide an online access system to enable participants' adequate preparation time within the defined timeline.
- 3.6 Provide clarity for staff undertaking consultation and increase their capacity to effectively engage with residents.
- 3.7 Provide opportunities for public participation in Council activities and processes that are transparent, accountable, **inclusive** and accessible to the community.
- 3.8 Define opportunities for public participants to seek published answers to questions directed to Council staff.
- 3.9 Strengthen trust between Council and the community and build confidence in Council's ability to plan and make decisions that will respond to present and future needs.
- 3.10 **Support and encourage a network of community based residents groups throughout the shire who hold scheduled open meetings and who are supportive of Council's Community Engagement Policy.**
- 3.11 Create an organisational culture in which community engagement processes are delivered in a context of best practice and good governance.
- 3.12 Facilitate community members with specialist experience to engage, where there is no conflict of interest, in issues that affect Council and the community.
- 3.13 Define a framework that ensures a consistent approach is undertaken across all service areas of Council in relation to proposals and projects requiring community consultation.
- 3.14 Ensure that Council meets its statutory obligations concerning community engagement.

#### 4. POLICY STATEMENT

Byron Shire Council is committed to engaging the community and involving them in decision making processes. This policy recognises the value of engaging the community and involving them in a dialogue which shapes and influences community supported outcomes and the development of partnerships.

Community engagement can take many forms and requires flexibility to respond to the nature, complexity and impact of the issue/s involved. This policy emphasises that the community should be kept informed throughout consultation processes and receive feedback that demonstrates how their input has influenced decisions. Council also recognises that the range of methodologies utilised may be dependent on the resources that are available.

Council recognises that under various legislation, for example the *Local Government Act 1993*, it has obligations in relation to participation, consultation and engagement. To facilitate this commitment to the community/civil society, Council will aim to continually improve its capacity and performance in community engagement through resource development, review and evaluation of its community engagement practices.

Council also supports the *Planning for People, a Community Charter for Good Planning in NSW*, (adopted on 11 December 2014, Res. 14-624) and endorsed the five key principles within the Charter. A copy can be found at [www.thecommunity/civil\\_societycharter.org](http://www.thecommunity/civil_societycharter.org) and at Appendix 2. This policy reflects the key principle of effective and genuine public participation in strategic planning and development decisions.

# E2017/29662

Page 5



## 5. DEFINITIONS

### Community engagement

*"Any process that involves the community in problem-solving or decision making and uses the community input to make better decisions"* - International Association for Public Participation (IAP2).

### Consultation

The act of discussing something with somebody or with a group of people before making a decision about it.

### Community

A term used to define **civil society** that is a group of people **who are linked by common interests and collective activity**; whether they are stakeholders, interest groups or residents. The group may be a geographic location, of similar interest or of affiliation or identity (such as business or sporting clubs).

### Level of impact

The degree to which a community is affected by a decision.

### Participation

The degree to which a community is involved in decision making.

## 6. PRINCIPLES UNDERPINNING COUNCIL'S APPROACH TO COMMUNITY ENGAGEMENT

The following principles will underpin Council's approach to community engagement activities:

### 6.1 Commitment

Council demonstrates a genuine commitment to quality consultation, partnerships and a desire to hear the community's views and aspirations.

### 6.2 Coordinated

Community engagement strategies will be well planned and directed towards achieving a better understanding of the community/civil society's views on issues of importance to them.

### 6.3 Timely

Community engagement will engage stakeholders at the earliest stage possible and continue to keep them informed and involved throughout the process.

### 6.4 Inclusive

Community engagement will be designed so that the broadest cross-section of the community is involved, especially those that are hardest to reach. Particular strategies may be required to gain involvement when barriers may limit participation (e.g. young people, older people, Aboriginal and Torres Strait Islander people, people from a culturally and linguistically diverse background or people with a disability).

Consultation will be conducted in a way that is consistent with social justice and broad engagement principles such as equity, access, participation and rights.

### 6.5 Clear

# E2017/29662

Page 6

Consultation objectives should be well defined from the outset. The role of the community in the decision making process will be made clear and recognise the decision making responsibilities of elected representatives.

#### 6.6 Transparent

Information provided will be comprehensive and provide objective, professional content about the issue/s involved with any particular project.

#### 6.7 Engaging

Differing innovative methodologies will be used to encourage inclusive participation and engagement of the whole community.

#### 6.8 Meaningful

Consultation activities will provide opportunities for meaningful dialogue and development of meaningful partnerships and input from key stakeholders.

#### 6.9 Accountable

Strategies will be incorporated into community engagement plans to ensure that feedback is provided about the progress of the project or plan and demonstrating how input has influenced the decision-making process.

#### 6.10 Conflicts of Interest

In line with the Local Government Act, community members on Council committees and reference groups must divulge possible conflicts of interest and must not take part in any formal or informal votes on the matter being discussed.

Council's principles are consistent with the social justice principles of equity, access, participation and rights as prescribed by the Local Government Act 1993.

### 7. BENEFITS OF ENGAGEMENT

There are numerous benefits that result from engaging the community to shape Council decisions. These include:

- a broader quality discussion and better understanding of the community needs, wants and concerns
- a strengthening of the relationship between Council and community transparency in decision making
- outcomes which match community aspirations
- developing a culture of gaining expertise from local specialists
- increased trust in public administration
- increased trust in community input
- a valued and proactive community that builds partnerships and greater sense of ownership.

### 8. PRIOR TO CONSULTATION

In the development of key strategic issues and policies, community and stakeholders must have time to participate; therefore, consultation should be planned in advance and include the purpose, process and appropriate terms of reference.

Council will:

- Identify the stakeholders, interested parties and their issues of concern.
- Identify an internal Council project leader as a 'go to' person for community contact.
- Notify the relevant groups and stakeholders using digital and traditional communication.
- Invite the relevant groups and stakeholders to assist in the development process and decide on the appropriate consultation mechanisms. Including:
  - Address language, literacy, culture and inclusiveness.
  - Identify the resources, people and funding required.
  - Allow sufficient time for the consultation, with consideration for time constraints.
  - Decide how the input from participants will be used in the decision-making process.
  - Determine the evaluation and indicators of consultation success.
- Respond and consider requests for additional consultation from community groups and stakeholders.
- Provide a rolling twelve month engagement program with estimated consultation start dates.

## 9. LEGISLATIVE REQUIREMENTS

There will be occasions when engagement practices must comply with statutory requirements within legislation. In these cases Council will adhere to the legislative requirement as the minimum standard. For example, engagement for particular types of projects is required under the following New South Wales legislation:

- Local Government Act 1993
- Environmental Planning and Assessment Act 1979
- Public Health Act 2010
- Road Act 1993

Legislation requirements may include community members taking part in defining:

- Minimum periods of time for public exhibition
- Methodologies for communication (eg newspaper advertisements as mandatory requirement)
- Specification about who should be consulted
- Methodologies for how consultation has to be undertaken.

While Council must comply with legislative requirements, Council is not prevented from carrying out further engagement where community expectations, local sensitivities or project complexities merit additional consultation.

## 10. WHAT DETERMINES THE LEVEL OF PUBLIC PARTICIPATION?

The communities' involvement in decision making will vary greatly according to the nature of the project or issue. For most matters, the final decision will be made by Council's elected representatives or by the Executive under delegation.

Community members and key stakeholders have a vital role in voicing concerns and shaping ideas and concepts within projects/issues to help inform final decisions. Council will be open to community based groups requesting and initiating consultation and partnering with them to achieve positive outcomes.

The potential level of impact from new, or changes to, strategic planning, issues, projects and services can be classified as:

- **Level 1 – high impact on local government area**

For example:

1. NSW State Government key planning documents:

# E2017/29662

Page 8



- Local Environmental Plan and Development Control Plan
  - Coastal Zone Management Plan
  - Community Strategic Plan
- 2. Council initiated key strategic plans that encompasses the Shire:
  - Residential Strategy
  - Rural Land Use
  - Industrial or Employment Strategy
- 3. It sets a precedent for the Shire
- 4. Festivals defined as 'major'
- 5. Major environmental impact – eg. coastal inundation
- **Level 2 – lower impact on local government area**

For example:

  - 1. Extension of a facility's opening times
  - 2. Street sign strategy
  - 3. Open space maintenance plan
- **Level 3 – high impact on local area or group**

For example:

  - 1. Council initiated key strategic plans that impact Shire:
    - Changes to a service located in a specific area eg childcare
    - Traffic management strategies
    - Redevelopment of a facility
- **Level 4 – lower impact on local area or group**

For example:

  - 1. Street furniture renewal
  - 2. Local minor traffic proposals
  - 3. Changes to a local event

The methodology/action for inclusion within Council engagement plans can be found at Appendix 1. Byron Shire Council Engagement Matrix.

In addition, Council will help facilitate engagement and raise local awareness on matters that are decided by the state. For example, state significant develop and major festivals.

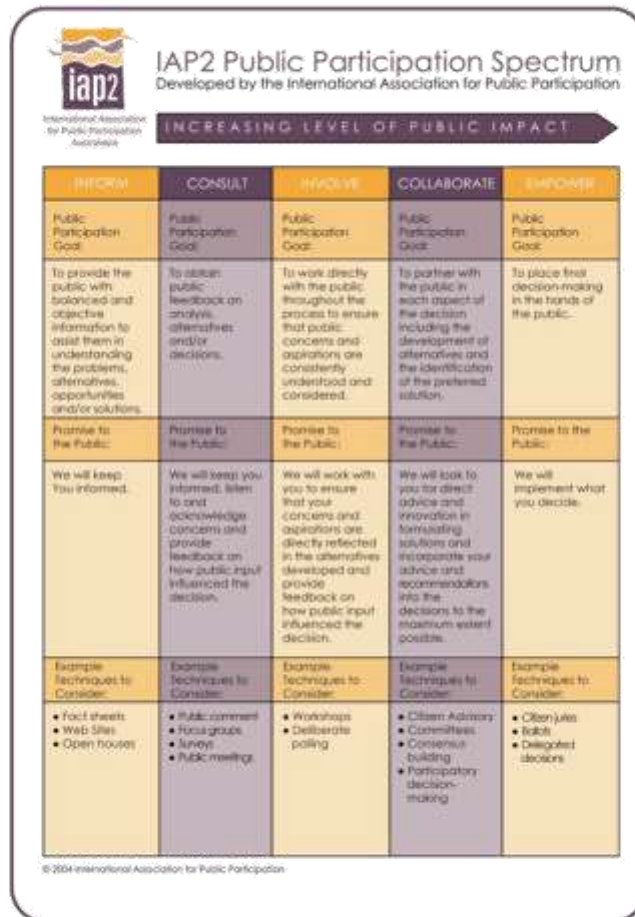
In helping to recognise and meet community needs, Council will use the 'Public Participation Spectrum', as outlined below, to clearly set out the communities' role.

# 11. PUBLIC PARTICIPATION SPECTRUM

Byron Shire Council's approach to engagement is informed by the internationally recognised "Public Participation Spectrum" developed by the International Association for Public Participation (IAP2) which outlines five levels of public participation. The IAP2 Spectrum acknowledges that all levels of engagement are appropriate and legitimate, and no level is necessarily 'better' than another. When planning for engagement, Council staff or Councillors, as determined by the meeting, which in the event of this not being resolved by a majority vote of the community members present will be referred to Councillors, will need to determine the most appropriate level of participation depending on the nature and complexity of the project/activity/issue, timeframe and available resources.

The Public Participation Spectrum provides a description of the entire public participation model but it is recognised that Council performs a specific role. Many decisions will be informed by community input and may require professional or expertise contribution; however, ultimately the decision will be made by Council. Accordingly, Council will most commonly conduct engagement at the Inform, Consult and Involve levels of participation.

In addition, Council will choose differing engagement techniques that are appropriate to the circumstances and desired outcomes of the specific engagement. Where the project/activity/issue is significant, Council will formulate a Community Engagement Plan, identifying the specific engagement techniques to be employed and assigning responsibilities for the various tasks.



**12. REPORTING REQUIREMENTS**

Reports to Council where consultation is a desired outcome must incorporate detail about the intended methods of engagement. Details about plans for engagement must be included in any briefing to Council's Executive Team where community consultation is intended.

**13. COMMUNITY, BUSINESS AND SPECIAL INTEREST GROUPS**

Council will collate a register of community groups for the purpose of consultation. Any group can apply to Council to be registered via Council's website at <http://www.byron.nsw.gov.au/community-groups>.

Registered community groups categories include:

- Local areas groups, general community groups and special interest groups, whose adopted charter embrace aims that relate to a specific area and or the whole of the Shire and its community.
- Chambers of Commerce and business groups whose adopted charter embraces aims that relate to a specific area within Byron Shire and or the whole of the Shire and its community.
- groups or individuals with a specialist professional experience in their specialist area within the public consultation process.

Council welcomes and encourages invitations from registered groups for Councillors and staff to attend their local meetings and update on matters that are important to the group.

**14. COMMUNITY REFERENCE GROUP**

Council will coordinate a Community Reference Group that will be convened for consultation that has a Level 1 impact. The group will be drawn from a pool of residents and ratepayers that have agreed to participate in engagement programs.

Council will endeavour to ensure that when convened, the Community Reference Group members are representative and where ever possible, includes professional experience and/or shire-wide knowledge.

**15. INDICATORS OF SUCCESS**

- 15.1 Community acceptance.
- 15.2 Conflict resolved/reduced/understood.
- 15.3 Emerging collaborative approach between the Council and the rest of the community/civil society.
- 15.4 Community sense of ownership of decisions.
- 15.5 Community understand and actively seeks out consultation.
- 15.6 Minority and disadvantaged groups are adequately represented in decision-making processes.
- 15.7 Processes are transparent and all parties are accountable.
- 15.8 Effective and balanced decisions, policies and plans.

**16. ACCESSING COUNCIL INFORMATION**

Under the *Government Information (Public Access) Act 2009*, Council is required to disclose a range of government information unless there is an overriding public interest against disclosure.

Council publishes this information on its website [www.byron.nsw.gov.au](http://www.byron.nsw.gov.au). A Publication Guide is available and outlines Council's structure, functions, the information it holds and how this can be accessed by the community/civil society. The Guide also sets out how members of the community can participate in the formulation of Council policy and the exercise of Council's functions.

**17. PRIVACY IN COMMUNITY CONSULTATION**

Council will regularly receive personal information during the course of consultation efforts; for example people's names, addresses and contact details within submissions.

Council must ensure it complies with the requirements of the *Privacy and Personal Information Protection Act 1998 (2000)* when undertaking consultation.

DRAFT

**APPENDIX 1. Byron Shire Council Engagement Matrix**

It is noted that not all issues may fit into one of the impact levels and the methods may need to be adapted in order to reach stakeholders. The matrix acts as a guide for the minimum level of engagement.

Essential	Desirable	Optional	NA	Not Applicable		
Method/Action		Level 1 – high impact on Byron Shire	Level 2 – lower impact on Byron Shire	Level 3 – high impact on local area or group	Level 4 – lower impact on local area or group	
INFORM	Letter/email to specific parties				NA	
	SMS	NA	NA		NA	
	Website notice					
	Letter box drop					
	Phone call		NA		NA	
	Phone HOTLINE					
	Message on hold		NA		NA	
	Public notice advert (BSN)		NA		NA	
	Echo advert		NA		NA	
	Northern Star		NA		NA	
	Bay FM		NA		NA	
	ZZZZLM		NA		NA	
	Television advert		NA	NA	NA	
	E-news general					
	Street signage					
	Variable Message Signage (VMS)		NA		NA	
	Rates notice		NA		NA	
	Media release					
	Brochure/flyer		NA		NA	
	Posters		NA		NA	
	Display		NA		NA	
	Community Access Point		NA		NA	
	Fact Sheet		NA		NA	
	FAQs		NA		NA	
CONSULT	Council report					
	Social Media					
	E-news group (specific)				NA	
	Drop in session		NA			
	One-on-one briefing					
	Shop front display		NA		NA	
	Farmers Market stand		NA		NA	
	Survey - online		NA		NA	
	Survey - paper		NA		NA	
	Public meeting (open)		NA		NA	
	Stakeholder meeting - (by invitation)		NA		NA	
	Focus Group					
	Public Exhibition		NA		NA	
	Site meeting/tour					
	INVOLVE	Online discussion forum		NA		NA
		Project Reference Group		NA		NA
		Roundtable		NA		NA
	COLLABORATE	Charette		NA		NA
Deliberative Forum			NA		NA	
World Cafe			NA	NA	NA	
Summit			NA	NA	NA	
Community Reference Group / Bounce Group			NA			
EMPOWER	Independent Advisory Committee		NA	NA	NA	
	Ballot		NA	NA	NA	
	Citizen jury/panel		NA		NA	

# E2017/29662

Page 13



## APPENDIX 2. PLANNING FOR PEOPLE COMMUNITY CHARTER

[thecommunitycharter.org](http://thecommunitycharter.org)**PLANNING FOR PEOPLE**

A COMMUNITY CHARTER FOR GOOD PLANNING IN NSW

**Our Vision**

A planning system that thinks of both today and tomorrow; is built on fairness, equity and the concept of Ecologically Sustainable Development; guides quality development to the right places; ensures poorly designed developments and those in the wrong place don't get built; and protects the things that matter, from open spaces, bushland and productive agricultural land to much-loved historic town centres and buildings.

**Principles**

Good planning is governed by the following principles:

- The well-being of the whole community, the environment and future generations across regional, rural and urban NSW.
- Effective and genuine public participation in strategic planning and development decisions.
- An open, accessible, transparent and accountable, corruption-free planning system.
- The integration of land use planning with the provision of infrastructure and the conservation of our natural, built and cultural environment.
- Objective, evidence-based assessment of strategic planning and development proposals.

These principles will guide a planning system that:

- Respects, values and conserves our natural environment and the services it provides.
- Facilitates world-class urban environments with well-designed, resource-efficient housing, public spaces and solar access that meet the needs of residents, workers and pedestrians.
- Provides housing choice, including affordable housing and sufficient housing for the disadvantaged, in a diversity of locations.
- Celebrates, respects and conserves our cultural (including Aboriginal) and built heritage.
- Protects and sustainably manages our natural resources, including our water resources, fragile coastlines and irreplaceable agricultural land for the benefit of present and future generations while maintaining or enhancing ecological processes and biological diversity.
- Retains and protects our crown lands, natural areas, landscapes and flora and fauna for the benefit of the people of NSW.
- Gives local and regional communities a genuine and meaningful voice in shaping their local area and region, its character and the location, height and density of housing. Provides certainty and fairness to communities.

**I support the Charter:**

Signed: \_\_\_\_\_ Date: \_\_\_\_\_  
 Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Email: \_\_\_\_\_

*The principles are interpreted overleaf.*

☐ Please tick this box if you do not want your name published as having endorsed the Charter.

When signing this Charter you acknowledge that an email message will be sent on your behalf to: the Hon. Pru Goward, MP, Minister for Planning, the Hon. Luke Foley, MLC, Shadow Minister for Planning, Mr David Shoobridge, MLC, The Greens NSW Spokesperson for Planning, the Hon. Robert Borsak, MLC, Shooters and Fishers Party, Reverend the Hon. Fred Nile, MLC, Christian Democratic Party and the Hon. Bob Stokes, MP, Assistant Minister for Planning and Minister for the Environment and Heritage.

Individuals can fill in the Charter and return it to us at [thecommunitycharter@gmail.com](mailto:thecommunitycharter@gmail.com) or endorse the Charter online at [thecommunitycharter.org](http://thecommunitycharter.org). Organisations can only endorse the Charter via email.

[thecommunitycharter.org](http://thecommunitycharter.org)

The well-being of the whole community, the environment and future generations across regional, rural and urban NSW

We call for a planning system that integrates short and long term social, environmental and economic considerations to create lasting benefits for communities, now and in the future. This is the concept of Ecologically Sustainable Development (ESD) as currently defined in the *Protection of the Environment Administration Act 1991*. ESD must be the overarching objective of the planning system. For more information about ESD refer to the *Charter Companion* document.

Effective and genuine public participation in strategic planning and development decisions

Everyone has the right to participate in decisions that affect their lives. People affected by a planning or development proposal have the right, knowledge and experience to contribute to the final decision. The role of planning authorities includes facilitating community input into the preparation of strategic plans prior to public exhibition and genuine, open dialogue between stakeholders. The role of consent authorities is to consider public comments on development proposals and ensure compliance by developers.

An open, accessible, transparent and accountable and corruption-free planning system

Decision processes must be transparent and accountable. Decisions must be made in public, respond objectively to issues raised in submissions, provide reasons and be subject to the rules of procedural fairness.

The community's ability to seek review of a decision is important in preventing corruption and poor decision-making. All information considered when

assessing a proposal must be publicly available and accessible prior to the decision being made. So called 'fast-tracking' of development does not benefit the public interest. Anti-corruption measures must be effective and enforceable.

Disproportionate influence from vested financial interests has no place in planning decisions. The ability to lobby decision makers is a democratic right. However, it is inappropriate to allow companies, wealthy individuals or lobbyists a greater level of access than is available to the public.

The integration of land use planning with the provision of infrastructure and the conservation of our natural, built and cultural environment

An integrated approach is the key to achieving the kind of sustainable settlement patterns that are needed now and into the future. This type of approach will allow future planning to maintain the integrity of natural areas, take into account natural hazards and constraints, locate employment and key social infrastructure in accessible locations, and ensure the provision of sustainable infrastructure systems that use less energy and resources.

Objective, evidence-based assessment of strategic planning and development proposals

The foundation stone of a good planning system is a sound knowledge base that is publicly accessible and is updated and maintained by government in the public interest. The current system in which the developer pays for reports, such as environmental impact statements, creates conflicts of interests. Whilst it is equitable for developers to pay for reports, the objectivity of reports must be ensured by requiring professional standards and keeping the appointment of consultants at arm's length from developers.

*This Charter is accompanied by a Companion document that details how this Charter could be implemented.*

©August 2014 **Planning for People: A Community Charter for Good Planning in NSW** has been prepared by a working group of community organisations in consultation with the Better Planning Network, Community Councillors Network, Inner Sydney Regional Council for Social Development, National Parks Association of NSW, National Trust of Australia (NSW), Nature Conservation Council of NSW, NSW Heritage Network, Shelter NSW and the Total Environment Centre.



APPENDIX 3. BYRON SHIRE COUNCIL TEMPLATE (INTERNAL)



## Communication and Engagement Plan

#E2014/11898

### How to complete ...

The following template will help you identify and plan your needs for your upcoming project/issue. Please remove all parts that are not relevant, including the following (once you've read it, of course):



# E2017/29662

Page 16

<b>Project name</b>	XXXXX			
<b>When</b>	XXX to XX 20xx			
<b>Background</b>	Brief description of the issue and why the plan is needed.			
<b>Governance</b>	List relevant Act or regulation that stipulates minimum communication and/or engagement.			
<b>Objectives</b>  [list the objectives – why are you doing this]	1.			
<b>Challenges</b>  [list]	1.			
<b>Key messages</b>  [list]	1.			
<b>Media spokesperson</b>	[name and contact details]			
<b>Work contact</b>	[name and contact details]			
<b>Emergency Services</b>  Do they need to be notified?	YES	NO	Tasked to whom?	When?
<b>Potential level of impact</b>  [delete levels not applicable]	<input type="checkbox"/> Level 1 – high impact on local government area <input type="checkbox"/> Level 2 – lower impact on local government area <input type="checkbox"/> Level 3 – high impact on local area or group <input type="checkbox"/> Level 4 – lower impact on local area or group			
<b>IAP2 Public Participation Spectrum</b>  [delete levels not applicable]	<input type="checkbox"/> Inform <input type="checkbox"/> Consult <input type="checkbox"/> Involve			

# E2017/29662

Page 17

	<input type="checkbox"/> Collaborate  <input type="checkbox"/> Empower		
<b>Stakeholders</b>  [remove or add as appropriate]	<table border="1"> <tr> <td> <b>Internal</b>   <input type="checkbox"/> Staff  <input type="checkbox"/> Customer service  <input type="checkbox"/> Councillors  <input type="checkbox"/> Committee  <input type="checkbox"/> PRG           </td><td> <b>External</b>   <input type="checkbox"/> Ratepayers  <input type="checkbox"/> Residents  <input type="checkbox"/> Commercial businesses  <input type="checkbox"/> Urban and rural properties  <input type="checkbox"/> Emergency Services  <input type="checkbox"/> Business organisations (eg Chambers)  <input type="checkbox"/> Progress Associations  <input type="checkbox"/> Local Indigenous groups  <input type="checkbox"/> State government  <input type="checkbox"/> Federal government  <input type="checkbox"/> Neighbouring LGAs  <input type="checkbox"/> Local media  <input type="checkbox"/> National media           </td></tr> </table>	<b>Internal</b>  <input type="checkbox"/> Staff <input type="checkbox"/> Customer service <input type="checkbox"/> Councillors <input type="checkbox"/> Committee <input type="checkbox"/> PRG	<b>External</b>  <input type="checkbox"/> Ratepayers <input type="checkbox"/> Residents <input type="checkbox"/> Commercial businesses <input type="checkbox"/> Urban and rural properties <input type="checkbox"/> Emergency Services <input type="checkbox"/> Business organisations (eg Chambers) <input type="checkbox"/> Progress Associations <input type="checkbox"/> Local Indigenous groups <input type="checkbox"/> State government <input type="checkbox"/> Federal government <input type="checkbox"/> Neighbouring LGAs <input type="checkbox"/> Local media <input type="checkbox"/> National media
<b>Internal</b>  <input type="checkbox"/> Staff <input type="checkbox"/> Customer service <input type="checkbox"/> Councillors <input type="checkbox"/> Committee <input type="checkbox"/> PRG	<b>External</b>  <input type="checkbox"/> Ratepayers <input type="checkbox"/> Residents <input type="checkbox"/> Commercial businesses <input type="checkbox"/> Urban and rural properties <input type="checkbox"/> Emergency Services <input type="checkbox"/> Business organisations (eg Chambers) <input type="checkbox"/> Progress Associations <input type="checkbox"/> Local Indigenous groups <input type="checkbox"/> State government <input type="checkbox"/> Federal government <input type="checkbox"/> Neighbouring LGAs <input type="checkbox"/> Local media <input type="checkbox"/> National media		
<b>Our promise</b>  [remove those that are not applicable]	<b>INFORM</b> <i>We will keep you informed.</i>		
	<b>INVOLVE</b> <i>We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.</i>		
	<b>CONSULT</b> <i>We will work with you to ensure that your concerns and aspirations are considered in the alternative developed and provide feedback on how public input influenced the decision.</i>		
	<b>COLLABORATE</b> <i>We will look to you for advice and innovation in formulating solutions and where possible incorporate your advice and recommendation into the decision.</i>		
	<b>EMPOWER</b> <i>We will implement what you decide.</i>		

# BYRON SHIRE COUNCIL

## STAFF REPORTS - GENERAL MANAGER

## 4.2 - ATTACHMENT 1

<b>Evaluation</b>  [how will this project be measured – examples provided]	1.			
<b>Internal staff</b>  Do they need to be notified?	YES	NO	Tasked to whom?	When?
<b>Submitted to Director or Manager</b>	YES	NO	Approved	When?
<b>Reported to ET</b>	YES	NO	Endorsed	When?
<b>Reported to Council</b>	YES	NO	Endorsed	When?

# E2017/29662

Page 19

# BYRON SHIRE COUNCIL

STAFF REPORTS - GENERAL MANAGER

4.2 - ATTACHMENT 1

Communication/engagement action plan						
Action (Method) [Remove actions that are not applicable]	Objective [list number]	Stakeholders [list]	Note [additional info if required]	When [date]	Tasked to [Division/area]	Cost \$
1	Letter/email to specific parties					
2	SMS					
3	Website notice					
4	Letter box drop					
5	Phone call					
6	Phone HOTLINE					
7	Message on hold					
8	Public notice advert (BSN)					
9	Echo advert					
10	Northern Star					
11	Bay FM					
12	ZZZ2LM					
13	Television advert					
14	E-news general					
15	Street signage					
16	Variable Message Signage (VMS)					
17	Rates notice					

# E2017/29662

Page 20

# BYRON SHIRE COUNCIL

STAFF REPORTS - GENERAL MANAGER

4.2 - ATTACHMENT 1

Communication/engagement action plan						
Action (Method) [Remove actions that are not applicable]	Objective [list number]	Stakeholders [list]	Note [additional info if required]	When [date]	Tasked to [Division/area]	Cost \$
18	Media release					
19	Brochure/flyer					
20	Posters					
21	Display					
22	Community Access Point					
23	Fact Sheet					
24	FAQs					
25	Council report					
26	Social Media					
27	E-news group (specific)					
28	Drop in session					
29	One-on-one briefing					
30	Shop front display					
31	Farmers Market stand					
32	Survey - online					
33	Survey - paper					
34	Public meeting (open)					

# E2017/29662

Page 21

# BYRON SHIRE COUNCIL

## STAFF REPORTS - GENERAL MANAGER

## 4.2 - ATTACHMENT 1

Communication/engagement action plan							
Action (Method) [Remove actions that are not applicable]	Objective [list number]	Stakeholders [list]	Note [additional info if required]	When [date]	Tasked to [Division/area]	Cost \$	
35 Stakeholder meeting (by invitation)							
36 Focus Group							
37 Public Exhibition							
38 Site meeting/tour							
39 Online discussion forum							
40 Project Reference Group							
41 Roundtable							
42 Charette							
43 Deliberative Forum							
44 World Cafe							
45 Summit							
46 Independent Advisory Committee							
47 Ballot							
48 Citizen jury/panel							
<b>TOTAL</b>	<b>\$</b>						

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

# E2017/29662

Page 22