

NOTICE OF MEETING



EXTRAORDINARY COMMUNICATIONS PANEL MEETING

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

Venue	Meeting Room 2, Station Street, Mullumbimby
Date	Tuesday, 13 February 2018
Time	4.00pm

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
EXTRAORDINARY COMMUNICATIONS PANEL MEETING

BUSINESS OF MEETING

1. APOLOGIES

2. DECLARATIONS OF INTEREST – PECUNIARY AND NON-PECUNIARY

3. ADOPTION OF MINUTES FROM PREVIOUS MEETINGS

3.1 Communications Panel Meeting held on 14 September 2017

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General Manager

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STAFF REPORTS - GENERAL MANAGER**Report No. 4.1 Communication and Engagement Plan - Railway Precinct Projects****Directorate:** General Manager**Report Author:** Claire McGarry, Place Manager - Byron Bay**File No:** I2018/87**Theme:** Corporate Management
Governance Services**Summary:**

In 2016, Council adopted the Byron Bay Town Centre Master Plan – a vision and strategy to guide the future form of Byron’s town centre, and actions to achieve the long term vision.

There are a number of town centre projects scheduled for delivery in 2018 which come from the Master Plan. These projects are being delivered across all Directorates within Council, and across a large number of teams, yet essentially impact the same key stakeholders within the town centre.

The success of these projects depends on effective communication and engagement with local businesses, community members and property owners. This Communication and Engagement Plan is designed to cover the full program of works in order to:

- Ensure clear, consistent messaging with impacted businesses and property owners
- Avoid duplication of work / engagement

RECOMMENDATION:

That the Communications Panel note the Communication and Engagement Plan – Railway Precinct Projects.

Attachments:

- 1 Railway Precinct TDDI Program Communication and Engagement Plan - Updated to include Railway Park PoM, E2018/5632 , page 6 [1](#)

Report

In 2016, Council adopted the Byron Bay Town Centre Master Plan – a vision and strategy to guide the future form of Byron's town centre, and actions to achieve the long term vision.

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The success of these projects depends on effective communication and engagement with local businesses, community members and property owners. This Communication and Engagement Plan is designed to cover the full program of works in order to:

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- Avoid duplication of work / engagement

It is noted that there are multiple projects occurring at the same time and the plan will need to be flexible to accommodate the nature of the projects:

- Railway square stage 1
- Railway square Plan of Management
- Visitors centre refurbishment
- Byron street works
- Farmers market relocation

There are adjacent projects such as the Byron Bay Bypass and Butler Street Reserve which will have their own Communication Plans.

In addition to the broad community engagement, critical stakeholder groups engaged through this plan are:

- The Byron Bay Town Centre Master Plan Leadership Group
- Arakwal
- Businesses directly impacted by works
- Existing users of project spaces

The Plan was endorsed by the Executive Team on 7 February.

Financial Implications

The project will be implemented within existing budget.

Statutory and Policy Compliance Implications

Council's Community Strategic Plan (2017-2027) includes a strategy (CM2.1) to 'use a range of effective communication to engage the community and support transparent and accountable Council decision making'.



Communication and Engagement Plan

#E2018/5632

Project name		Railway Precinct Program of Works						
When	April 2017 to July 2018							
		JAN	FEB	MAR	APR	MAY	JUN	JUL
	RAILWAY SQUARE STAGE 1							
	RAILWAY SQUARE POM							
	VISITORS CENTRE REFURBISHMENT							
	BYRON STREET WORKS							
	FARMERS MARKET RELOCATION							
Background	<p>In 2016, Council adopted the Byron Bay Town Centre Master Plan – a vision and strategy to guide the future form of Byron’s town centre, and actions to achieve the long term vision.</p> <p>There are a number of town centre projects scheduled for delivery in 2018 which come from the Master Plan. These projects are being delivered across all Directorates within Council, and across a large number of teams, yet essentially impact the same key stakeholders within the town centre.</p> <p>This Communication and Engagement Plan is designed to cover the full program of works in order to:</p> <ul style="list-style-type: none">- Ensure clear, consistent messaging with impacted businesses and property owners- Avoid duplication of work / engagement <p>Council has received a Tourism Demand Driver Infrastructure Program grant to the value of \$260,750 with 50/50 council contributions, total of \$521,500 (ex GST). Projects within the program and their project managers include:</p> <ul style="list-style-type: none">• Railway Park Upgrade: \$237,500 – Nikki Bourke• Byron St Connection Upgrade: \$139,000 – Josh Winter• Visitor Centre refurbishment: \$100,000 – Col Sims• Visitor Centre Technology Project: \$45,000 – Col Sims <p>To assist in the implementation of the various projects, Plans of Management will be prepared for the Railway Park land (Lo2 DP827049) and the property occupied by the Byron Information Centre (Lot 1 DP827049). Both these properties are Council-owned and classified as Community Land under the Local Government Act 1993.</p> <p>This Plan is an overarching strategy for projects impacting stakeholders in the Byron town centre. A number of these projects will have more detailed sub-strategies sitting below this Plan to ensure targeted, intensive consultation with specific stakeholders where required. Similarly, there are ‘adjacent’ projects such as the Byron Bay Bypass and Butler Street Reserve which will have their own Communication Plans that will complement this plan to ensure consistent messaging across all projects.</p>							
Governance	Local Government Act 1993 in relation to the Community Land Plans of Management.							
Objectives	<div>1. To gather input into the design phase of the projects</div> <div>2. To arrive at an agreed outcome for the spaces</div> <div>3. To minimise disruption to local businesses and property owners</div>							

BYRON SHIRE COUNCIL

STAFF REPORTS - GENERAL MANAGER

4.1 - ATTACHMENT 1

	<p>4. To maximise efficiency of engagement and avoid duplication of communications</p> <p>To gather input in to the Plans of Management5. , to facilitate the upgrade works, respect the heritage and cultural values of the land, and guide the future use of these parks</p> <p>6. To resolve issues associated with the Byron Environment Centre's use of the existing rotunda within Railway Park</p> <p>7. To keep residents, neighbouring businesses and park users informed of works</p> <p>8. To ensure the appropriate exemptions, approvals, plans and services are in place to facilitate the relocation of the Farmers Markets</p>		
Challenges	<p>1. Finite funds</p> <p>2. Possible relocation of environment centre to elsewhere within the park – strong resistance from Byron Environment Centre</p> <p>3. Negative reaction to vegetation trimming or removal</p> <p>4. Diverse range of stakeholders with differing expectations</p> <p>5. Short timeframes and project interdependencies</p> <p>6. Existing uses/events/lessees of the project areas</p> <p>7. Rough sleepers/homeless</p> <p>8. Stakeholder and public interest in the rail corridor, car park areas and countrylink building that are not included in the TDDI program</p> <p>9. Security of works equipment during construction</p> <p>10. Significant disruption to businesses on Byron Street during construction phase</p> <p>11. Waste management of businesses backing on to Lawson Street South Carpark</p>		
Key messages	<p>1. Initiatives of BBTCMP – all working towards delivering some of the short term actions in the BBTCMP.</p> <p>Grant funding will support some upgrades to the rail precinct, BSC is funding the remainder.2.</p> <p>3. Delivery timeframes are tight due to funding agreements, and construction timelines have taken in to account existing users of the spaces so disruption can be minimised.</p> <p>Upgrades will deliver a reinvigorated town centre – stronger connections and improved pedestrianisation along Byron Street, a more open and useable Railway Square and farmers markets in the centre of town.4.</p>		
Media spokesperson	<p>Mayor</p> <p>Acting General Manager</p> <p>Director of Infrastructure Services</p> <p>Director of Sustainable Environment and Economy</p> <p>BBTCMP Leadership Group Chair (external)</p>		
Work contact	<p>Claire McGarry – 6626 7296</p>		
Emergency Services	<p>YES</p>	<p>Tasked to whom?</p> <p>Nikki Bourke</p> <p>Josh Winter</p>	<p>When?</p> <p>Construction phase</p>

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Potential level of impact	Railway Square Works Level 4 – Low impact on local area or group	Railway Square POM Level 4 – Low impact on local area or group	Visitors Centre Refurb Level 4 – Low impact on local area or group	Byron Street Works Level 3 – High impact on local area or group	Farmers Market Relocation Level 3 – High impact on local area or group
IAP2 Public Participation Spectrum	<input type="checkbox"/> Inform - during construction phase & for PoMs <input type="checkbox"/> Involve – for preparation of PoMs <input type="checkbox"/> Consult – during design phase & for PoMs				
Stakeholders	Internal <ul style="list-style-type: none"> <input type="checkbox"/> Staff <ul style="list-style-type: none"> ○ Property maintenance ○ Cleaning ○ Parks operations ○ Flooding and drainage ○ Leasing and licensing ○ Events ○ Building & plumbing certification (if required for amenities) ○ Roads ○ Tourism and Economic Development <input type="checkbox"/> Customer service <input type="checkbox"/> Councillors <input type="checkbox"/> BBTCMP LT – Claire McGarry <input type="checkbox"/> Rails Program Control Group <input type="checkbox"/> Executive Team 		External <ul style="list-style-type: none"> <input type="checkbox"/> Ratepayers <input type="checkbox"/> Residents <input type="checkbox"/> Commercial businesses <ul style="list-style-type: none"> ○ Website Travel – Jurone ○ Destination Byron - Renae Weller ○ The Rails - Tom and Katherine Mooney ○ Café to the north and property owner for the building ○ Byron Street businesses ○ Businesses backing on to Lawson St South Carpark ○ Farmers Market operators ○ Elements ○ John Holland Rail <input type="checkbox"/> Emergency Services <input type="checkbox"/> Business organisations <ul style="list-style-type: none"> ○ Byron Visitor Centre Board – Serena Williams ○ Byron Bay Chamber of Commerce - Gail Fuller ○ Byron Visitor Centre – Mick Webb ○ Byron Community Centre– Paul Spooner 		

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		<div><input type="checkbox"/> Progress Associations</div> <div><input type="checkbox"/> Local Indigenous groups<ul style="list-style-type: none">Arakwal Corporation – Gavin Brown</div> <div><input type="checkbox"/> State government</div> <div><input type="checkbox"/> Local media</div> <div><input type="checkbox"/> User groups of park and visitors centre<ul style="list-style-type: none">MarketsPlanned events (refer BSC leasing/licensing)Byron Environment CentreRough sleeper organisation (community centre, SHIFT etc)</div>		
Our promise	INFORM <i>We will keep you informed when construction is in progress to minimise impacts.</i>			
	INVOLVE <i>We will work with you to ensure that your concerns and aspirations are directly reflected in the design plan and provide feedback on how public input influenced the decision.</i>			
	CONSULT <i>We will work with you to ensure that your concerns and aspirations are directly reflected in the options developed and provide feedback on how public input influenced the decision.</i>			
Evaluation	<div>1. Agreed and completed detailed design delivered</div> <div>2. Agreement with Byron Environment Centre regarding their future presence on-site.</div> <div>3. Progression to construction</div> <div>4. Expending the grant funds by the desired timeframes</div> <div>5. Completed Plans of Management</div> <div>6. Relocated farmers markets</div>			
Internal staff	YES	Customer service staff Rails Program Control Group		When? Ongoing Ongoing
Submitted to Director or Manager	1 Feb		Approved Acting GM	5 Feb
Reported to ET	7 Feb		Endorsed	7 Feb
Reported to Communications Panel	Scheduled 13 Feb		Endorsed	When?

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4.1 - ATTACHMENT 1

When designing your communication/engagement program, use the following matrix to help inform your decisions. The matrix is a guide only and there may be other methods that are applicable.

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
	Echo advert				NA
	Northern Star				NA
	Bay FM				NA
	ZZZ2LM		NA		NA
	Television advert		NA	NA	NA
	E-news general				
	Street signage				
	Variable Message Signage (VMS)				
	Rates notice		NA		NA
	Media release				
	Brochure/flyer				
	Posters				
CONSULT	Display				
	Community Access Point				
	Fact Sheet				
	FAQs				
	Council report				
	Social Media				
	E-news group (specific)				NA
	Drop in session				
	One-on-one briefing				
	Shop front display				
	Farmers Market stand				
	Survey - online				NA
	Survey - paper				NA
	Public meeting (open)				
	Stakeholder meeting (by invitation)				
INVOLVE	Focus Group				
	Public Exhibition				
	Site meeting/tour				
COLLABORATE	Online discussion forum				NA
	Project Reference Group				NA
	Roundtable		NA		NA
EMPOWER	Charette				NA
	Deliberative Forum				NA
	World Cafe		NA	NA	NA
	Summit		NA	NA	NA
	Independent Advisory Committee		NA	NA	NA
	Ballot		NA	NA	NA

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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
Citizen jury/panel		NA		NA

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4.1 - ATTACHMENT 1

Communication/engagement action plan							
Action (Method)		Objective	Stakeholders	Note	When	Tasked to	Cost \$
1	Meeting with Byron Environment Centre (BEC)	Consult	Byron Environment Centre		February 2018	Mark Arnold, Claire McGarry	
2	Presentation to Masterplan Leadership Group	Consult	BBTCMP LG		February 2018	Claire McGarry	
3	Letter/email to specific stakeholders	Notify	Property owners Business Owners User Groups	Inviting stakeholders to provide input into design (Nov) Advising of design outcome Advising of upcoming works Inviting input into PoMs Requesting information on potential impacts Requesting information on uses of particular spaces (eg Lawson St South Carpark) Construction notification	November 2017 (completed) February 2018 April 2018	Nikki Bourke (Nov) Claire McGarry (Feb & April)	\$700
4	Website notice	Notify		As above	December 2017 (completed) Ongoing	Amy Phillips Claire McGarry	\$300
5	Town Centre Walk-around	Consult	Property owners Business	Hand deliver letters and concept plans Discuss projects	February 2018	Claire McGarry Josh Winter	

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4.1 - ATTACHMENT 1

Communication/engagement action plan							
Action (Method)		Objective	Stakeholders	Note	When	Tasked to	Cost \$
			owners	Gather feedback			
			User groups	Leave contact details			
6	Phone call			Follow up letters and drop ins	November 2017 (Completed) March 2018	Nikki Bourke Claire McGarry	\$200
7	Phone Project Contact			Claire McGarry, Place Manager 6626 7296	All Phases		
8	Arakwal Engagement	Inform and consult		Standing agenda item on Arakwal MoU Committee	Ongoing	Claire McGarry	
9	Public notice advert (BSN)			Eol and RFx as required	As required	Project Officers	\$300
10	Echo advert			During info/pop-up stands on site (2x small display adverts per phase)	Phase 1 & 2	Media Comms Officer + Project Officer	\$2000
11	BSN advert			During info/pop-up stands on site (2x quarter page display adverts per phase)	Phase 1 & 2	Media Comms Officer + Project Officers	\$1200
12	E-news general			Inviting stakeholders to provide input into design & PoMs Advice of final design outcome Construction notification	All phases	Claire McGarry Comms team	
13	Temporary Street signage			Inviting stakeholders to provide input	All phases	Media Comms Officer + Project	\$1080

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Communication/engagement action plan							
Action (Method)		Objective	Stakeholders	Note	When	Tasked to	Cost \$
				into design Advice of final design outcome (A0 sized corflute signs in 3 locations during each phase = 9 signs)		Officers	
14	Media release			Inviting stakeholders to provide input into design Advice of final design outcome Construction notification	All phases	Media Comms Officer Claire McGarry	
15	FAQs			Fact sheet and website	Ongoing	Claire McGarry	\$200
16	Council reports			As required	Ongoing	Claire McGarry Project Officers	\$700
17	Councillor Bulletin			Project Updates	All phases	Claire McGarry	\$200
18	Social Media			Inviting stakeholders to provide input into design Advice of final design outcomes Construction notification	March 2018	Digital Comms Officer	
19	Social Media - paid			Inviting stakeholders to provide input into design Advise of final design outcome	March 2018	Digital Comms Officer	\$200

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4.1 - ATTACHMENT 1

Communication/engagement action plan							
Action (Method)		Objective	Stakeholders	Note	When	Tasked to	Cost \$
20	Information sessions			Inviting stakeholders to provide input into PoMs	March 2018	Rob Van Iersel	\$1500
21	One-on-one briefing			Provide opportunities for neighbouring businesses and key stakeholders/user groups for one on one briefings	March 2018	Claire McGarry	\$300
	TOTAL						\$9,880

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

STAFF REPORTS - CORPORATE AND COMMUNITY SERVICES

Report No. 4.2 Mullumbimby Hospital Project Reference Group - Draft Engagement Plan

Directorate: Corporate and Community Services
Report Author: Deborah Stafford, Community Projects Officer (Generalist)
File No: I2018/69
Theme: Society and Culture
 Community Development

Summary:

The Mullumbimby Hospital Site Project Reference Group (PRG) was established to provide advice and recommendations to Council on the best outcome for the Mullumbimby Hospital Hill site.

The PRG's objectives state that the group is required to "*work with Council staff to develop an inclusive community engagement strategy for implementation by Council*". This work has taken place and a Draft Engagement Plan has been developed. The Plan, which was endorsed by the Executive Team on 24 January 2018, outlines a considered approach to engagement that gives the community and stakeholders a genuine and meaningful voice in this high impact local project.

The engagement outcomes will inform the PRG's deliberation within the broader participatory planning process being undertaken by the group.

RECOMMENDATION:

That the Communication Panel note the Draft Engagement Plan (#E2017/101939).

Attachments:

1 DRAFT Community Engagement Plan - Mullumbimby Hospital Site, E2017/101939 , page 18 [↓](#)

Report

The PRG Constitution includes a stated objective that the PRG “*work(s) with Council staff to develop an inclusive community engagement strategy for implementation by Council*”. In order to facilitate this objective, and with the endorsement of the PRG, staff developed a Draft Engagement Plan to use as a starting point for discussion and feedback.

The Draft Plan was endorsed by the Executive Team on 24 January 2018. It was distributed to the PRG for review and revised in partnership with the group at their meeting on 6 February 2018.

It is noted in the Draft Plan that:

- Council has conducted significant, recent community engagement for a number of other processes, such as the Mullumbimby Masterplan and the Community Strategic Plan, and these outcomes will provide valuable pre-existing information for the group
- Other stakeholders have conducted significant, recent community engagement and these outcomes will provide additional valuable information for the group
- The PRG members themselves are valuable knowledge-holders and represent many voices from across the community

The engagement approach outlined in the Draft Plan sits within the broader PRG process which is, in itself, an effective and genuine public participation method.

Financial Implications

Existing budget allocations meet predicted expenditure in advertising costs (Job no. 2331.52) and workshop costs (Job no. 2331.8). Community Development staff costs are incorporated within the existing Community Development budget. Broader project expenses are allocated to Job no. 2379.6.

Statutory and Policy Compliance Implications

The Mullumbimby Hospital Site PRG was established by Council resolution **(17-269)**.

The PRG’s Constitution states that principles underpinning the PRG are based on *The Community Charter – Planning for the people – a community charter for good planning in NSW* and require that:

- the wellbeing of the whole community, the environment and future generations is considered
- effective and genuine public participation is fundamental
- open, inclusive, transparent and accountable processes are undertaken
- objective and evidence-based advice is utilised.



Community Development Consultation and Engagement Plan

Issue:	Best outcome for the future use of the Mullumbimby Hospital Site
When	November 2017 to November 2018
Background	<p>The site of the former Mullumbimby hospital has been well-loved and supported by the community for over 115 years. Initially, the site was managed by a Reserve Trust made up of community members and then later by NSW Health who operated the hospital.</p> <p>The hospital was closed when the Byron Bay Central Hospital opened in 2016. NSW Health assured community consultation for the future of the site, however, when this did not happen and the potential sale of the site was announced, the Mullumbimby community lobbied government with a view to keeping the site for local community benefit.</p> <p>The Mullumbimby Hospital Action Group made the following statement in 2015 after it was known the hospital would close:</p> <div style="border: 1px solid black; padding: 10px; margin: 10px 0;"> <p>The Mullumbimby Hospital Action Group (MHAG) is a united group of concerned and dedicated people who aim:</p> <p><i>To work with the NSW Government and Byron Shire Council to develop the Mullumbimby Hospital site for community purposes as the land has been used for health purposes for 115 years.</i></p> <p><i>The land was set aside for this purpose under the Mullumbimby Hospital Reserve Trust.</i></p> <p><i>The community use and development of the land should include:</i></p> <ul style="list-style-type: none"> • <i>a full range of aged care facilities and services</i> • <i>housing for people with a disability,</i> • <i>social housing that provides secure, sustainable, safe and affordable housing for vulnerable and disadvantaged people including housing for women headed households escaping domestic violence.</i> </div> <p>NSW Health offered the sale of the site 'as is' to Byron Shire Council for \$1, on the condition the buildings would be demolished and the site remediated at Council's cost (estimated between \$2 - \$4 million). NSW Health had conducted a site assessment and found that the existing buildings were significantly contaminated with hazardous substances including asbestos.</p> <p>Byron Shire Council formed a group of community members (Project Reference Group) to carry out specific activities, as per the Constitution, to gain the best outcome from the future use of the site for Council, the Brunswick Valley community and its other stakeholders.</p>
Governance	<p>The Mullumbimby Hospital Site Project Reference Group (PRG) was established by Council resolution (17-269).</p> <p>The PRG's Constitution states that principles underpinning the PRG are based on</p>

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STAFF REPORTS - CORPORATE AND COMMUNITY SERVICES

4.2 - ATTACHMENT 1

	<p><i>The Community Charter – Planning for the people – a community charter for good planning in NSW</i> and include:</p> <ul style="list-style-type: none"> the wellbeing of the whole community, the environment and future generations is considered effective and genuine public participation is fundamental open, inclusive, transparent and accountable processes are undertaken objective and evidence-based advice is utilised. <p>The Constitution states that the PRG objectives are to:</p> <ol style="list-style-type: none"> propose and consider potential uses for the former Mullumbimby Hospital site utilise a best practice participatory planning process for the future use of the Hospital Hill site that gives the community and all stakeholders a genuine and meaningful voice <u>work with Council staff to develop an inclusive community engagement strategy for implementation by Council</u> consider potential constraints arising from the site contamination and the various options for remediating/ removing that contamination develop a set of clear criteria for assessment of recommendations and options to Council provide advice and recommendations to Council on the best outcome for the Hospital Hill site taking into consideration community and stakeholder input, data and zoning and regulatory requirements.
Purpose and Objectives	<p>The purpose of engagement is to generate knowledge and a deep understanding of community needs that can inform recommendations to Council about the best future uses of the site.</p> <p>The objectives of the community engagement program include:</p> <ol style="list-style-type: none"> acknowledging local history and identifying local knowledge that is relevant to possible future uses of the site gaining deeper understanding of community needs and values in relation to proposed future uses of the site supporting community involvement in developing proposals for future uses of the site managing expectations around the site identifying potential community partners for project delivery documenting the process for learning and future use.
Challenges	<p>Engagement challenges include:</p> <ol style="list-style-type: none"> Ensuring broad, deep and representative stakeholder engagement Managing expectations and information around the Hospital Site and what might be achievable Integrating historical connection with the site whilst re-imagining future uses.

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Key messages	<ul style="list-style-type: none"> Round 1: "Tell us your vision for Mullumbimby hospital hill by completing our online survey, visiting a local pop-up, talking to a PRG/group member or contacting Council" All ideas will be considered carefully and grouped into themes e.g. 'housing', reviewed and rated by the PRG/group. Round 2: invited community members can make their pitch at a themed workshop or submit a proposal for the group's consideration. The PRG will consider proposals and make recommendations to Council about the best future use of the site. 	
Potential level of impact	Level 1 – high impact on local government area	
Stakeholders	Internal <ul style="list-style-type: none"> Mullumbimby Hospital Site PRG Access Consultative Working Group (ACWG) Staff Councillors 	External In the Brunswick Valley, focused on Mullumbimby, including: <ul style="list-style-type: none"> Ratepayers Residents Commercial businesses Urban and rural properties Tweed Byron Aboriginal Land Council and Bundjalung of Byron Bay (Arakwal) Corporation Business organisations (e.g. Chambers) Progress Associations and other community groups Local media Visitors

IAP2 Public Participation Spectrum	
IAP2 Public Participation Spectrum	<input type="checkbox"/> Inform <input type="checkbox"/> Consult <input type="checkbox"/> Involve <input type="checkbox"/> Collaborate
Public participation goal	Collaborate: To partner with the public in each aspect of the decision including the development of alternatives and identification of the preferred solution.

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<p>Our promise</p>	<p>INFORM</p> <p><i>We will keep you informed.</i></p> <p>CONSULT</p> <p><i>We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.</i></p> <p>INVOLVE</p> <p><i>We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.</i></p> <p>COLLABORATE</p> <p><i>We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendation into the decisions to the maximum extent possible.</i></p>
<p>Engagement Strategies</p>	<p><u>What we know already</u></p> <p>Council has carried out recent, comprehensive community engagement activities and the PRG will draw on findings from:</p> <ul style="list-style-type: none"> • Community Strategic Plan (CSP) engagement - identifies local aspirations and priorities within the Byron Shire, including the Brunswick Valley • Mullumbimby Masterplan engagement – identifies community priorities, needs and placemaking strategies specific to Mullumbimby and the hospital site <p>The PRG will also draw on findings from previous engagement, including, but not limited to:</p> <ul style="list-style-type: none"> • Extensive consultation about future use of the hospital site conducted by the Mullumbimby Hospital Action Group (MHAG) • Consultation with local people experiencing homelessness on their priorities and needs, led by the Byron Community Centre. <p><u>Communicating with PRG network</u></p> <p>PRG members, including community members, stakeholder representatives, Councillors and staff, will communicate with their networks throughout the term of the group. This will provide a valuable engagement mechanism for both distributing and collecting information. PRG members are developing individual strategies for communicating with their networks to ensure that activities are relevant and appropriate.</p> <p><u>Project-specific Engagement</u></p> <p><i>Stage 1: Broad engagement</i></p> <ul style="list-style-type: none"> • focused on community visioning • using online tools, online and paper survey, and place-based opportunities planned and led by PRG members (“PRG pop-ups”) with Council support, including parklet, presence at local markets, and a ‘soap box’ at locations in Mullumbimby, New Brighton and Ocean Shores. <p><i>Stage 2: Deep engagement</i></p> <ul style="list-style-type: none"> • focused on investigating and exploring priority themes

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	<ul style="list-style-type: none"> 3 workshops with identified stakeholders presenting pitches and/or written submissions to PRG (with content experts present, as relevant)
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Where to next

Engagement Activities	Step 1	Draft Community Engagement Plan provided to Executive Team for consideration at 24 th January 2018 meeting
	Step 2	Draft Community Engagement Plan distributed to PRG for feedback and input prior to/at 6 th February 2018 meeting
	Step 3	Draft engagement activities reviewed with feedback incorporated
	Step 4	Presentation of Draft Community Engagement Plan to Communications Panel
	Step 5	Draft engagement activities reviewed with feedback incorporated
	Step 6	Finalise engagement materials, book activities and release engagement calendar (online and advertised)
	Step 7	PRG members distribute information to their networks
	Step 8	Advertising and media around engagement activities, including direct communication to known community groups and interested parties.
	Step 9	Implement Stage 1 of the engagement plan
	Step 10	Data analysis from Stage 1, including identification of themes
	Step 11	Progress report provided to Executive Team and PRG for consideration and feedback
	Step 12	Implement Stage 2 – pitches presented at 3 themed workshops
	Step 13	Data analysis from Stage 2
	Step 14	<p>Use findings to move into 'Explore Common Ground' phase and 'Decide Together' phases of PRG process</p> <p>Note: subsequent phases of PRG process will be supported by expert consultant, Professor John Byrne (already engaged).</p>

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Evaluation	<ul style="list-style-type: none">• Numbers of people that participate in engagement activities• Documented outcomes of ideas (number and breadth)• Themes broadly defined
Key spokespersons	Cr Jeannette Martin (PRG Spokesperson/Chair of PRG) Gill Lomath (PRG Spokesperson/Community Representative) Mark Arnold (Director Corporate and Community Services)

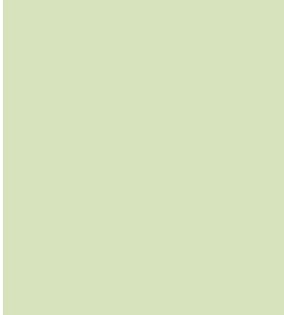

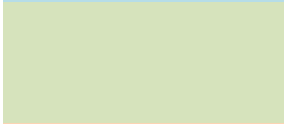




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Engagement Program Matrix: Reference Guide (abridged to fit PRG purpose)

Key: Essential  Desirable  Optional 

Engagement Level	Method	Recommendation for Level 1 (high impact on Byron Shire)
INFORM	Letter/email to specific parties	
	Website notice	
	Phone contact available	
	Public notice advert	
	Echo advert	
	Bay FM	
	E-news general	
	Media release	
	Brochure/flyer	
	Community Access Points	
CONSULT	Fact Sheet	
	FAQs	
	Council report	
	Social Media	
	Survey - online	
	Survey - paper	
INVOLVE	Stakeholder meeting (by invitation)	
	Public Exhibition	
	Online discussion forum	
	Focus group	
COLLABORATE	Project Reference Group	
	Deliberative Forum	

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Communication and engagement action plan							
Task		Objective	Stakeholders	Note	When	Tasked to	Cost \$
1	Letter/email to specific parties	3,4	Community groups and individuals with identified interest/prior contact	Provide Fact Sheet and details of engagement opportunities	February 2018	Joanne/ Deb/ Rachel	Internal staff
2	Website notice	3,4	All	Link to Your Say Byron Shire site, include PRG details and materials e.g. Fact Sheet	February 2018	Joanne/ Deb/ Rachel Amy Phillips	Internal staff
3	Phone contact available	1,2,3,4,5	All	Advise customer service team of contact staff	Ongoing	Joanne/ Deb/Rachel	Internal staff
4	Public notice advert	3,4	All	Provide details of engagement opportunities	February and March 2018	Deb/Rachel	Advertising rates (\$360 approx.)
5	Echo advert	3,4	All	Provide details of engagement opportunities	February 2018	Deb/Rachel Annie Lewis	Advertising rates (\$300 approx.)
6	Bay FM	3,4	All	Goals of project, PRG purpose etc. and details of engagement opportunities	March 2018 – throughout engagement period	Annie Lewis – interview with the Mayor, Chair or Spokesperson	Internal staff
7	E-news general	3,4	Subscribers to Council	Provide details of engagement opportunities	February and March 2018 (x2)	Deb/Rachel Annie Lewis	Internal staff
8	Media release	3,4	All	Project objectives and details of engagement opportunities (includes Northern Star and Byron Shire News)	February and March 2018 (x2)	Annie Lewis	Internal staff
9	Brochure/flyer	3,4	All	Goals of project, PRG purpose etc. and details of engagement	February	Deb/Joanne/Rachel	Internal staff

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Communication and engagement action plan							
Task		Objective	Stakeholders	Note	When	Tasked to	Cost \$
				opportunities			
10	Community Access Points	3,4	Brunswick Valley community	Mullumbimby Administration Office – Front Counter + Brunswick Heads Library (targeting Brunswick Valley)	February and March	Deb/Joanne/Rachel	Internal staff
11	Fact Sheet	3,4	All	Fact Sheet outlining project and details for engagement opportunities	February 2018	Joanne/ Deb	Internal staff
12	FAQs	3,4	All	Provide answers to FAQs on Your Say Byron Shire site	Throughout engagement period and beyond	Joanne/ Deb/ Rachel	Internal staff
13	Council memo	3,4	Councillors and staff	Outline engagement project for information and encouraging involvement	February 2018	Joanne/ Deb/ David	Internal staff
14	Social Media	3,4	All	Promote details of engagement opportunities	Throughout engagement period and beyond	Amy Phillips	Internal staff Advertising rates (Facebook \$150)
15	Survey - online	1,2,3,4,5	All	Embedded in Your Say Byron Shire site	During February/ March consultation period	Joanne/ Deb/ Rachel	Internal staff
16	Survey - paper	1,2,3,4,5	All	Distribute to libraries, community centres, Brunswick Heads Visitor Centre	During February/ March consultation period	Joanne/ Deb/ Rachel	Internal staff
17	Drop in session	1,2,3,4,5	All	“PRG pop-ups”, including parklet in Mullumbimby and Ocean Shores, Markets and	March	Joanne/ Deb//Rachel	Internal staff

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4.2 - ATTACHMENT 1

Communication and engagement action plan							
Task	Objective	Stakeholders	Note	When	Tasked to	Cost \$	
			'soap box'		PRG members		
18	Public Exhibition	1,2,3,4,5	All	As required	As scheduled	Joanne/Deb/David	Internal staff
19	Online discussion forum	1,2,3,4,5	All	Your Say Byron Shire platform, moderated	During February/ March consultation period	Joanne/ Deb/ Rachel	Internal staff
20	Focus Group	1,2,3,4,5	invitation only	Three themed workshops for presentation of pitches (Engagement Stage 2)	April 2018	Joanne/ Deb/ Rachel	Internal staff Catering costs (\$300)
21	Project Reference Group	1,2,3,4,5,6	PRG members	Draft Community Engagement Plan presented and feedback invited.	Feedback: 6 February 2018 Throughout engagement period	Joanne/ Deb/ Rachel PRG members	Internal staff (Room hire & consultant fees included in broader project budget)
24	Deliberative Forum	1,2,3,4,5,6	PRG members	Incorporated in PRG deliberative process	May –July 2018	Joanne/ Deb/ David PRG members	Internal staff As above
	TOTAL	\$1,110					

IAP2 Spectrum of Public Participation



International Association
for Public Participation

Increasing Level of Public Impact

Public participation goal

Inform

To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.

Consult

To obtain public feedback on analysis, alternatives and/or decisions.

Involve

To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.

Collaborate

To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.

Empower

To place final decision-making in the hands of the public.

Promise to the public

We will keep you informed.

We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.

We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.

We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.

We will implement what you decide.

Example techniques

- Fact sheets
- Web sites
- Open houses

- Public comment
- Focus groups
- Surveys
- Public meetings

- Workshops
- Deliberative polling

- Citizen advisory committees
- Consensus-building
- Participatory decision-making

- Citizen juries
- Ballots
- Delegated decision

STAFF REPORTS - SUSTAINABLE ENVIRONMENT AND ECONOMY

Report No. 4.3 Draft Communication Plans for several Environmental and Economic Planning Projects

Directorate: Sustainable Environment and Economy
Report Author: Sharyn French, Manager Environmental and Economic Planning
File No: I2018/93
Theme: Ecology
 Planning Policy and Natural Environment

Summary:

This report tables the following projects draft communication plans for consideration by the Panel:

- Emissions Reduction Strategy
- Byron Bay Town Centre Review of Planning Controls – Pre-Gateway Consultation
- Rural Event Sites – Pre-Gateway Consultation
- Coastal Zone Management Plan for the Eastern Precincts of the Byron Bay Embayment

The Executive Team considered the first three plans at their 7 February 2018 meeting. Any changes made will be discussed at the 13 February Communications Panel meeting.

RECOMMENDATION:

That the Communications Panel consider the following projects Communication Plans:

- Emissions Reduction Strategy
- Byron Bay Town Centre Review of Planning Controls – Pre-Gateway Consultation
- Rural Event Sites – Pre-Gateway Consultation
- Coastal Zone Management Plan for the Eastern Precincts of the Byron Bay Embayment

Attachments:

- 1 2018 Emissions Reduction Strategy Development - Communications Plan DRAFT, E2018/3118 , page 34 [↓](#)
- 2 26.2017.6.1 Draft Communication & Engagement Plan - BBTC Planning Controls review - Pre-Gateway Consultation, E2018/3858 , page 40 [↓](#)
- 3 26.2016.4.1 Rural Events Sites - Communication and Engagement Plan - Stage 1 Pre-Gateway, E2018/5485 , page 48 [↓](#)
- 4 Community Engagement Plan - CZMP for the Eastern Precincts of the BBE, E2018/5402 , page 56 [↓](#)

Report

Emissions Reduction Strategy

Council resolved at the 23 March 2017 meeting (Resolution **17-086**) two specific targets:

- 5 ▪ Council commits to achieving 100% net Zero Emissions by 2025 in collaboration with Zero Emissions Byron (ZEB).
- Council commit itself to source 100% of its energy through renewable energy within 10 years.

10 In order to achieve these targets, an Emissions Reduction Strategy is being developed.

The objectives of the Emissions Reduction Strategy are:

- 15 ▪ To develop a succinct Emissions Reduction Strategy that outlines the path towards Council operations achieving net zero emissions by 2025/2026 and sourcing 100% of its energy through renewable energy by 2027.
- To provide specific actions for delivery by each Council directorate.
- To collaborate with ZEB in the development of Council's Emissions Reduction Strategy.
- To establish Council's role and level of service in supporting our community's drive towards net zero emissions.
- 20 ▪ To investigate best practice programs to work towards incorporating scope 3 emissions initiatives into the Emissions Reduction Strategy.

25 The Communications and Engagement plan (Attachment 1) is necessary to ensure, that through engagement, Council will get a robust and well considered Strategy that's had community buy-in and thus a greater level of acceptance from key stakeholders.

Byron Bay Town Centre Review of Planning Controls – Pre-Gateway Consultation

30 In line with recommendations of the Byron Bay Town Centre Masterplan, Council has commenced a review of the planning controls that are applicable to the Town Centre.

35 Updating the planning controls will allow changes to Byron Local Environmental Plan (LEP) and Development Control Plan (DCP) to reflect the outcomes of the Masterplan and align with the unique characteristic and location of the town centre.

 The review relates to the part of town currently zoned B2 Local Centre, which essentially takes in either side of Jonson Street, from the beachfront in the north to Browning Street in the south, west to the rail corridor and east to Middleton Street.

40 Two Planning Proposals were reported to the Council meeting of 23 November 2017:

- 26.2017.5.1 – amend Byron LEP 2014 to permit a range of additional land uses for the rail corridor / rail station precinct and Butler Street reserve; and
- 26.2017.6.1 – amend the LEP to change the zoning of the Byron Bay Town Centre, amend building height controls, and introduce new building controls aimed at facilitating design excellence.

Council resolved (**17-599**):

1. *That Planning Proposal 26.2017.5.1 (excluding that part relating to the Butler Street Reserve) be approved by Council to proceed to gateway determination and for public exhibition.*
2. *That the balance of Planning Proposal 26.2017.5.1 (relating to the Butler Street Reserve) and Planning Proposal 26.2017.6.1 be deferred for public consultation including the following:*
 - a) *conducting community information sessions and collating feedback.*
 - b) *issuing a media release and Council website post at least two weeks prior to the first information session to advise the community of the planning proposals with notice of all information sessions.*
3. *That following completion of the information sessions and other community consultation, a report be received by Council, no later than the March Ordinary meeting, with a review of the community meetings and consultation.*

Following the resolution, Planning Proposal 26.2017.5.1 was amended (to remove the Butler Street Reserve component) and sent to the Department of Environment and Planning. Gateway approval was received 25 January 2018 and public exhibition is planned for March.

The attached Communication and Engagement Plan relates to the pre-Gateway consultation work required by virtue of the Council resolution for 26.2017.6.1 (including the Butler Street proposals).

The objectives of that Planning Proposal are:

1. Review the zoning of the Byron Bay Town Centre to:
 - reflect its place as the primary commercial centre in the Shire and the region;
 - provide opportunities for people to live in the town centre; and
 - restrict options for tourism accommodation in the Town Centre.
2. Review the planning controls that establish the maximum allowable height of buildings in the town centre, to:
 - maintain the three-storey maximum height;
 - maintain and enhance the existing character of Byron Bay; and
 - facilitate mixed use buildings that respond to the Byron Bay climate, particularly by maximising natural ventilation and light.
3. Introduce new planning controls that will facilitate better design of both buildings and the streetscape and activate important street fronts;
4. Amend car parking provisions to assist in reducing the number of cars in the Town Centre, and improve design outcomes by the removal of car parking on site; and
5. To specify additional permitted uses with consent under Schedule 1 on land at Butler Street Reserve (Zone RE1 Public Recreation) to permit Car Parks and Passenger Transport Facilities and facilitate the reduction of traffic congestion within Byron Bay Town Centre.

The Communications and Engagement Plan (Attachment 2) proposes a variety of consultation and engagement activities, including Councillors Workshop; discussions with Byron Bay Town Centre Leadership Group, drop-in Community Information Sessions in the Town Centre, as well as the normal advertising and media.

The pre-consultation activities are likely to require a budget of \$2,500-\$3,000. This would be repeated for the consultation activities that will be required following the Gateway approval.

The total budget requirement is likely to be in the order of \$5,000-\$6,000.

Rural Event Sites – Pre-Gateway Consultation

In recent years Council has received complaints regarding a number of unauthorised wedding venues in the rural parts of the Shire, resulting in a variety of compliance actions. A number of development applications have also been dealt with, the majority of which have been withdrawn or refused.

A report on the matter was presented to the Council meeting of 23 November 2017, recommending that Council prepare a draft Planning Proposal to amend Byron Local Environmental Plan 2014 to insert a clause permitting function centres with consent in zones RU1 and RU2, subject to a range of controls which will manage impacts on existing residents.

At that meeting, Council resolved (**17-594**):

1. *Prepare a draft Planning Proposal to amend Byron Local Environmental Plan 2014 to insert a clause permitting function centres with consent in zones RU1, RU2 and R5 subject to a range of controls which will manage impacts on existing residents.*
2. *Conduct information sessions in all rural communities where the proposal may have affect.*
3. *Issue a media release and Council website post at least two weeks prior to the first information session to advise the community of the planning proposal with notice of all information sessions.*
4. *Following completion of the information sessions and other community consultation, a report be received by Council with a review of the community meetings and consultation*

The attached draft Communications and Engagement Plan (Attachment 3) has been prepared in response to this resolution.

It relates to the 'pre-Gateway' exhibition required by Council's resolution.

The Communications and Engagement Plan requires a budget of around \$2,500 (not including staff time) for this pre-gateway stage. It is expected that similar consultation activities will be required as a condition of Gateway approval, and so the overall budget will be at least \$5,000.

Coastal Zone Management Plan for the Eastern Precincts of the Byron Bay Embayment

Council considered a report at the 26 October 2017 meeting on the Ministers and NSW Coastal Panel's advice on the draft Coastal Zone Management Plan for the Byron Bay Embayment, which included amongst other advice excising the Belongil spit area from the plan and resubmitting for Ministerial certification. At this meeting Council resolved (**Resolution 17-521**) to prepare a Coastal Zone Management Plan (CZMP) for the Eastern Precincts of the Byron Bay Embayment (BBE) for Cape Byron to Main Beach, comprising Wategos/Little Wategos, The Pass, Clarkes Beach and Main Beach precincts.

Under the *Coastal Protection Act 1979* Council is required to exhibit the plan for a minimum 21 days. Office of Environment and Heritage's *Guidelines for Preparing a Coastal Zone Management Plan* state:

'Community participation during the preparation of the CZMP should exceed the minimum requirements in the Coastal Protection Act 1979 and should include consultation with local Aboriginal communities'.

A report is being tabled at the 22 February 2018 Council meeting which provides an update on the Plans development and the consultation already undertaken with key stakeholders.

The Communications and Engagement Plan (Attachment 4) has been prepared in response to both regulatory, and Council and community consultation expectations and requirements.

Financial Implications

5 Delivery of the Communication and Engagement Plans will be met by the projects respective budgets.

Statutory and Policy Compliance Implications

10 N/A



Communication and Engagement Plan

#E2018/3118

5

Project name Emissions Reduction Strategy	
When	January to August 2018
Background	<p>In recognition of the importance local government plays in addressing climate change, Byron Shire Council has been actively implementing emission reduction strategies and reporting on emissions since 2004. Council developed the <i>Greenhouse Action Strategy 2004</i> to identify ways to reduce greenhouse gas emissions. The scope of the third version of the <i>Greenhouse Action Strategy 2004</i>, retitled the Byron Shire Low Carbon Strategy 2014, incorporated preparations for peak oil challenges.</p> <p>Council resolved at the 23 March 2017 meeting (Resolution 17-086) two specific targets:</p> <ul style="list-style-type: none"> ▪ Council commits to achieving 100% net Zero Emissions by 2025 in collaboration with Zero Emissions Byron (ZEB). ▪ Council commit itself to source 100% of its energy through renewable energy within 10 years. <p>In order to achieve these targets, an Emissions Reduction Strategy will be developed as a transition from the Low Carbon Strategy.</p> <p>This communications plan is necessary to ensure, that through engagement, Council will get a robust and well considered Strategy that's had community buy-in and thus a greater level of acceptance from key stakeholders.</p>
Governance	No relevant legislative requirements.
Objectives	<ol style="list-style-type: none"> 1. To develop a meaningful Strategy with reasonable and feasible actions that can be delivered by Council within the timeframes required. 2. To achieve stakeholder acceptance and successful adoption by Council. 3. To provide clear information to all stakeholders. 4. To provide key internal stakeholders an understanding of the potential benefits of emissions reduction, to assist with 'buy-in' and strategy development.
Challenges	<ol style="list-style-type: none"> 1. Internal buy-in 2. Political expectations 3. Community stakeholder expectation 4. Timeframe expectations
Key messages	<ol style="list-style-type: none"> 1. The Strategy will guide Council to achieving zero net emissions target, using NGERs carbon accounting methodology. 2. Council will have opportunities to realise possible income streams from potential projects and or partnerships. 3. The Shire will be future-proofed and more resilient to energy supply changes.

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STAFF REPORTS - SUSTAINABLE ENVIRONMENT AND ECONOMY

4.3 - ATTACHMENT 1

	4. Council will work collaboratively to lead the community in reducing emissions and addressing Climate Change.		
Media spokesperson	<ul style="list-style-type: none"> ▪ Simon Richardson – Mayor ▪ Mark Arnold – Acting General Manager ▪ Shannon Burt – Director Sustainable Environment and Economy 		
Work contact	Ronnie Lawton Sustainability and Emissions Reduction Officer Phone: 02 6626 7294 Email: Ronnie.Lawton@byron.nsw.gov.au		
Emergency Services		NO	
Potential level of impact	<input type="checkbox"/> Level 1 – high impact on Byron Shire		
IAP2 Public Participation Spectrum	<input type="checkbox"/> Inform <input type="checkbox"/> Consult <input type="checkbox"/> Involve <input type="checkbox"/> Collaborate		
Stakeholders	Internal <ul style="list-style-type: none"> <input type="checkbox"/> Staff <input type="checkbox"/> ET <input type="checkbox"/> Councillors <input type="checkbox"/> Committee 	External <ul style="list-style-type: none"> <input type="checkbox"/> Ratepayers <input type="checkbox"/> Residents <input type="checkbox"/> Visitors/Tourists <input type="checkbox"/> Business organisations (eg. Chambers) <input type="checkbox"/> Zero Emissions Byron & other NGO's <input type="checkbox"/> State government <input type="checkbox"/> Neighbouring LGAs <input type="checkbox"/> Local media 	
Our promise	INFORM <i>We will keep you informed.</i>		
	INVOLVE <i>We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.</i>		
	CONSULT <i>We will work with you to ensure that your concerns and aspirations are considered in the alternative developed and provide feedback on how public input influenced the decision.</i>		
	COLLABORATE <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>		

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STAFF REPORTS - SUSTAINABLE ENVIRONMENT AND ECONOMY

4.3 - ATTACHMENT 1

Evaluation	<ol style="list-style-type: none">1. Number of engagement activities, community consulted and submissions received on the draft Strategy.2. Active participation in the development of the Strategy by cross directorate working group members.3. Successful adoption of the Strategy by Council.	
Internal staff	YES Ronnie Lawton to notify relevant staff at start of the consultation period	
Submitted to Director or Manager	YES	Approved
Reported to ET	YES	Date: 7 February 2018
Reported to Communications Panel	YES	Date: 13 February 2018

BYRON SHIRE COUNCIL

STAFF REPORTS - SUSTAINABLE ENVIRONMENT AND ECONOMY

4.3 - ATTACHMENT 1

Communication/engagement action plan						
Action (Method)	Objective	Stakeholders	Description	When	Tasked to	Cost \$
Initial consultation with Executive Team	1,2, 3 & 4	ET	Provide project plan. Identify key internal stakeholders	7 February 2018	EEP – Ronnie Lawton	Staff time
Begin initial consultation with SIWG (Note: SIWG under review).	1,2, 3 & 4	ET Key internal stakeholders	Provide project plan. Update of Low Carbon Strategy actions Develop progress monitoring structure, including regular updates with Mayor.	February – March 2018	EEP - Ronnie Lawton	Staff time
Meet with allocated/nominated action officers	1,2, 3 & 4	Key Internal Staff	Draft SMART actions	February – May 2018	EEP - Ronnie Lawton	Staff time
Engage with ZEB	1 & 2	ZEB	Collaborate with ZEB on Strategy.	February – May 2018	EEP – Ronnie Lawton	Staff time
Consult with Sustainability Panel/Committee	3 & 4	Community representatives	Provide draft Strategy for review	February – May 2018	EEP – Ronnie Lawton	Staff time
Council adoption of draft strategy of Public Ex.	2, 3 & 4	Councillors	Provide draft Strategy for review	24 May 2018	EEP – Ronnie Lawton	Staff time
Public Exhibition (6 weeks)						
Letter/email to specific parties	3	Community groups (i.e. ZEB)	Letter/Email to explain Strategy and invite attendance at both/either: -public open meetings Will contain dates and venues of meetings, links to website, perhaps FAQs as well.	Week commencing 11/06/2018	EEP – Ronnie Lawton	Staff time \$25

BYRON SHIRE COUNCIL

STAFF REPORTS - SUSTAINABLE ENVIRONMENT AND ECONOMY

4.3 - ATTACHMENT 1

Communication/engagement action plan

Action (Method)	Objective	Stakeholders	Description	When	Tasked to	Cost \$
Website notice	2 & 3	Wider Community	To inform community of the Strategy and invite feedback	Notice to be online week commencing 11/06/2018	Communications Team	
Public notice advert (BSN)	2 & 3	Wider Community	To inform community of the Strategy and invite feedback.	Week commencing 11/06/2018	Communications Team	Staff time
Echo advert	2 & 3	Wider Community	The ad will alert people who may not read the council notices.	Week commencing 11/06/2018	Communications Team	\$735
FAQs	2 & 3	Wider Community	To inform community of the Strategy and invite feedback.	Week commencing 11/06/2018	EEP – Ronnie Lawton	Staff time
Social Media	2 & 3	Wider Community	As required and with other posts to remind people about important dates.	Week commencing 11/06/2018	Communications Team	Staff time \$300
Online Engagement	2 & 3	Wider Community	Have your say Byron Shire.	Set up - Week commencing 11/06/2018	Communications Team	Staff time
E-news general	2 & 3	Wider Community	As required: <ul style="list-style-type: none"> Notification of the process with link to details about Strategy etc. Notification of closing date for submissions and what will happen from there. 	Week commencing 11/06/2018	Communications Team	Staff time
Media Releases	2 & 3	Wider Community	2 x media releases to: <ul style="list-style-type: none"> To inform community of the Strategy and invite feedback. Notify about closing date for submissions, and details about what happens from here. 	Week commencing 11/06/2018 16/07/2018	Communications Team	Staff time
Stakeholder meeting (by invitation)	2 & 3	Relevant community groups	To facilitate discussion of the Strategy and inform and discuss further detail.	Session to be scheduled for late June.	EEP – Ronnie Lawton and Daniel Harper	Staff time, function room hire and refreshments

BYRON SHIRE COUNCIL

STAFF REPORTS - SUSTAINABLE ENVIRONMENT AND ECONOMY

4.3 - ATTACHMENT 1

Communication/engagement action plan						
Action (Method)	Objective	Stakeholders	Description	When	Tasked to	Cost \$
						~\$200
TOTAL	Approximately \$2,500. (Incorporating external assistance to manage submissions if required). Nominal Budget #2606.34					

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



Communication and Engagement Plan

Byron Bay Town Centre

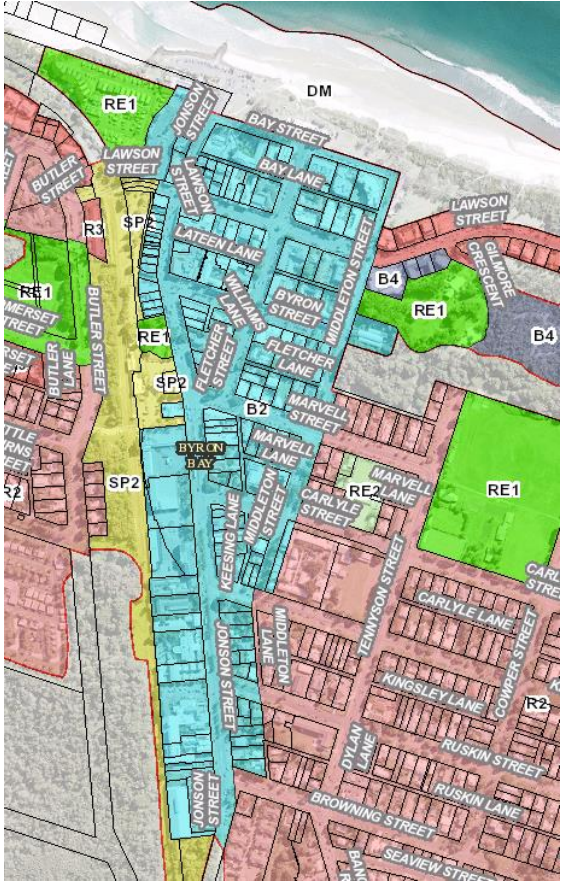
Review of Planning Controls

Pre-Gateway Consultation

(#E2018/3858)

5

Project name	Byron Bay Town Centre Masterplan Planning Control Review – Pre-Gateway Consultation
When	Late February to April 2018
Background	<p>In line with recommendations of the Byron Bay Town Centre Masterplan, Council has commenced a review of the planning controls that are applicable to the Town Centre.</p> <p>The development of the Masterplan helped draw together ideas from property owners, business and community, planned infrastructure upgrades and funding opportunities to activate areas within the Byron Bay town centre.</p> <p>Updating the planning controls will allow changes to Byron Local Environmental Plan (LEP) and Development Control Plan (DCP) to reflect the outcomes of the Masterplan and align with the unique characteristic and location of the town centre.</p> <p>The review relates to the part of town currently zoned B2 Local Centre, which essentially takes in either side of Jonson Street, from the beachfront in the north to Browning Street in the south, west to the rail corridor and east to Middleton Street (see below).</p>

	
<p>Governance</p>	<p>At the Council meeting of 23 November, Council resolved (17-599):</p> <p><i>That the balance of Planning Proposal 26.2017.5.1 (relating to the Butler Street Reserve) and Planning Proposal 26.2017.6.1 be deferred for public consultation including the following:</i></p> <ol style="list-style-type: none"> <i>conducting community information sessions and collating feedback.</i> <i>issuing a media release and Council website post at least two weeks prior to the first information session to advise the community of the planning proposals with notice of all information sessions.</i> <p><i>That following completion of the information sessions and other community consultation, a report be received by Council, no later than the March Ordinary meeting, with a review of the community meetings and consultation.</i></p>
<p>Objectives</p>	<ol style="list-style-type: none"> Review the zoning of the Byron Bay Town Centre to: <ul style="list-style-type: none"> reflect its place as the primary commercial centre in the Shire and the region; provide opportunities for people to live in the town centre; and restrict options for tourism accommodation in the Town Centre. Review the planning controls that establish the maximum allowable height of buildings in the town centre, to: <ul style="list-style-type: none"> maintain the three-storey maximum height; maintain and enhance the existing character of Byron Bay; and facilitate mixed use buildings that respond to the Byron Bay climate, particularly by maximising natural ventilation and light. Introduce new planning controls that will facilitate better design of both

BYRON SHIRE COUNCIL

STAFF REPORTS - SUSTAINABLE ENVIRONMENT AND ECONOMY

4.3 - ATTACHMENT 2

	<p>buildings and the streetscape and activate important street fronts; and</p> <ol style="list-style-type: none">4. Amend car parking provisions to assist in reducing the number of cars in the Town Centre, and improve design outcomes by the removal of car parking on site.5. To specify additional permitted uses with consent under Schedule 1 on land at Butler Street Reserve (Zone RE1 Public Recreation) to permit Car Parks and Passenger Transport Facilities and facilitate the reduction of traffic congestion within Byron Bay Town Centre.
Challenges	<ol style="list-style-type: none">1. ‘Distractions’ associated with contentious Council decisions/ proposals that relate to Byron Bay – in the later half of 2017, there were some actions undertaken in the town centre (e.g. tree clearing in Railway Park; Plan of Management Rec Grounds), that generated significant negative community comment. This led to an environment of mistrust.2. Entrenched resident views about the size and scale of buildings in the town centre – during the Masterplan process, the community indicated a very strong view that the existing three-storey height limit should be maintained.3. Lack of understanding of relationship between 11.5m height limit and three-storeys: The strong attachment to three-storey height is likely to also mean a strong attachment to the (existing) 11.5m height limit.4. Resourcing: particularly given the other strategic planning activities at the same time.5. Planning framework: Lack of flexibility within the Standard LEP Template, particularly regarding building height, and inflexibility of Department of Planning and Environment in looking at non-standard control options.

BYRON SHIRE COUNCIL

STAFF REPORTS - SUSTAINABLE ENVIRONMENT AND ECONOMY

4.3 - ATTACHMENT 2

Key messages	<ol style="list-style-type: none"> 1. The change in zoning is to reflect Byron's place as the primary town centre in the Shire and the region; 2. The review of building controls is about facilitating better buildings, not higher buildings; and 3. The controls are a continuation of the ideas established in the Masterplan and are designed to "connect the centre of Byron Bay with the spirit of the community". 	
Media spokesperson	Mark Arnold (Acting General Manager) Simon Richardson (Mayor) Shannon Burt (Director Sustainable Environment & Economy) Annie Lewis (Communications Manager)	
Work contact	Rob van Iersel Major Projects Planner T. 02 6626 7054 E. rob.vaniersel@byron.nsw.gov.au	
Potential level of impact	Level 3 – high impact on local area or group	
IAP2 Public Participation Spectrum	<ol style="list-style-type: none"> 1. Inform 2. Consult 	
Stakeholders	Internal Staff Customer service Councillors	External Byron Bay Town Centre Leadership Group Residents Local Businesses Byron Bay Chamber of Commerce Byron Residents Group Arakwal Corporation
Our promise	INFORM <i>We will keep you informed.</i>	
	INVOLVE <i>We will work with you to ensure that your concerns and aspirations are directly reflected in the options developed and provide feedback on how public input influenced the decision.</i>	
	CONSULT <i>We will work with you to ensure that your concerns and aspirations are directly reflected in the options developed and provide feedback on how public input influenced the decision.</i>	
Evaluation	Success will be measured by: <ul style="list-style-type: none"> • Easily accessible and searchable information of Council's website • Workshop with Byron Bay Town Centre Leadership Group • Community attendance at information sessions 	

BYRON SHIRE COUNCIL**STAFF REPORTS - SUSTAINABLE ENVIRONMENT AND ECONOMY****4.3 - ATTACHMENT 2**

	<ul style="list-style-type: none">• Submissions (verbal &/or written) regarding proposed controls	
Internal staff	YES <ul style="list-style-type: none">• DSO's and Customer Service Team• Planning Services Staff• Infrastructure Services Staff	
Submitted to Director	YES	APPROVED: DATE:
Reported to ET	Yes I2018/79	Date: 7 February 2018
Reported to Communications Panel	YES I2018/xxx	DATE: 13 February 2018

BYRON SHIRE COUNCIL

STAFF REPORTS - SUSTAINABLE ENVIRONMENT AND ECONOMY

4.3 - ATTACHMENT 2

Action (Method)		Stakeholders	Note	When	Tasked to	Cost \$
1	Fact Sheet	Internal (initially)	Development information sheet: <ul style="list-style-type: none"> intent/ nature of project background material – project area; existing controls 	Draft by end of Jan '18	Rob van Iersel Jamie van Iersel COMMS	Staff time
2	Councillors Strategic Planning Workshop	Councillors	Director & project team to present project objectives and ideas	Feb '18	Rob van Iersel Shannon Burt	Staff time
3	Letter/email to specific parties	Byron Bay Town Centre Leadership Group Town centre land owners Byron Bay Chamber of Commerce Byron Residents Group Arakwal Corporation	Leadership Group – email to advise of workshop date and provide background material. Letter to advise the general terms of the project, dates of upcoming information sessions	End of Feb '18 Early March '18	Rob van Iersel Jamie van Iersel COMMS	Staff time \$100 (mail out)
4	Introduction to Staff	DSO's, Customer service team, development services	Email & briefing to advise of project intent and key components	Early March '18	Jamie van Iersel Rob van Iersel	Staff time
5	Website notice	Community	Home page information	Early March '18	Jamie van Iersel Rob van Iersel COMMS	Staff time
6	Staff phone contact	Community	Enquiries to Administration in Environment and Economic Planning	Early March '18	Jamie van Iersel	Staff time

BYRON SHIRE COUNCIL

STAFF REPORTS - SUSTAINABLE ENVIRONMENT AND ECONOMY

4.3 - ATTACHMENT 2

Action (Method)		Stakeholders	Note	When	Tasked to	Cost \$
7	Media release	Community	Community 'launch' Notify start of process with info about meetings etc Second release: Notify about closing date for input, last chance, and what happens from here	March '18 April '18	COMMS	Staff time
8	Public notice advert (BSN)	Community		March '18	COMMS	Staff time
9	Newspaper ads Echo Byron News	Community	¼ page – advise of the project etc	March '18	COMMS	Staff Time BSN \$350 Echo \$735
10	Bay FM	Community	Arrange 'interview' to discuss project	March '18	COMMS Shannon Burt Rob van Iersel	Staff time
11	Display material for community information sessions	Community	Prepare display panels & other information to be used for sessions	March '18	Jamie van Iersel Rob van Iersel COMMS	\$200
12	Community Access Point	Community	Fact Sheets and display material	March '18	Jamie van Iersel	Staff time
13	Drop in session / shopfront	Community	Temporary pop-up space in TC - either in Countrylink building, temporary 'tent' in Railway Park, or space in Community Centre - depending on space, may set up for a number of days, or specified times/ dates	March – April '18	Jamie van Iersel Rob van Iersel	Rent? - tba
14	One-on-one briefing	Businesses, groups		March – April '18	Jamie van Iersel Rob van Iersel	Staff time

BYRON SHIRE COUNCIL

STAFF REPORTS - SUSTAINABLE ENVIRONMENT AND ECONOMY

4.3 - ATTACHMENT 2

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



Communication and Engagement Plan

Rural Event Sites (Wedding Venues)

#E2018/5485

Project name	Rural Event Sites (Wedding Venues) – pre gateway determination community consultation
When	From February to March 2018
Background	<p>As the wedding and events industry has grown, there have been some examples of unauthorised and poorly managed event sites causing significant impacts on rural residents. Through a clause in the Byron Local Environment Plan two properties within the RU2 zone have been approved for temporary use as a function centre (no more than 14 days per year). Council is aware, however, that weddings have been regularly occurring on a number of sites in rural areas without consent.</p> <p>The wedding and events industry generates positive economic and tourism benefits for the Shire, including the provision of local jobs. Council would like to work with both the rural community and the industry stakeholders to ensure that weddings and events in rural areas can operate in appropriate locations, with proper management in a way that respects the rural amenity of the neighbours.</p> <p>Council has resolved (Resolution 17-594) to prepare a draft Planning Proposal to amend Byron Local Environmental Plan 2014 to insert a clause permitting function centres with consent in zones RU1, RU2 and R5 subject to a range of controls which will manage impacts on existing residents.</p> <p>Council's resolution requires consultation on the draft planning proposal to be undertaken before it is formally lodged with the Department of Planning for Gateway Determination. This consultation will include:</p> <ul style="list-style-type: none"> • information sessions in all rural communities where the proposal may have affect • a media release issued and posted on Council's website at least two weeks prior to the first information session to advise the community of the planning proposal with notice of all information sessions <p>Following completion of the pre gateway community consultation, a report will tabled with council on the consultation outcomes and a final draft planning proposal for council's consideration to submit for gateway determination. It is expected that the consultation and engagement activities contained herein would need to be repeated following Gateway determination.</p>

BYRON SHIRE COUNCIL

STAFF REPORTS - SUSTAINABLE ENVIRONMENT AND ECONOMY

4.3 - ATTACHMENT 3

	See attached Discussion Paper for more information
Governance	No legislative requirement to consult at this stage.
Objective 1	To obtain community feedback in relation to council's recommended approach, which is to manage rural event sites through the LEP approvals process.
Objective 2	To 'test' the suggested development controls to determine whether they will appropriately manage potential amenity impacts.
Challenges	<ol style="list-style-type: none"> 1. Entrenched views of residents previously impacted by uncontrolled activities, and lack of trust – could mean some community members view this process with scepticism. 2. Understanding and valuing the benefits the events industry brings to the Shire – some community members may not engage in the process with a holistic viewpoint and open mind. 3. Not supported or acknowledged by local media (Byron Shire Echo) thereby opening up the process to criticism and questioning the credibility of the project/process.
Key messages	<ul style="list-style-type: none"> • Council knows rural events are causing problems in some areas, but we're hoping to find a solution together that works for rural residents and the events industry. • Currently, rural event sites (function centres) are unauthorised and uncontrolled. • Current Planning controls provide only very limited opportunity to approve such a land use in the rural area. • Strong demand persists, particularly for wedding sites, creating significant enforcement issues. • Lack of action will not alter the current situation. • <i>What does the future look like when events are regulated in rural areas?</i>
Media spokesperson	<p>Mark Arnold (Acting General Manager)</p> <p>Simon Richardson (Mayor)</p> <p>Shannon Burt (Director, Sustainable Environment and Economy)</p> <p>Annie Lewis (Communications Manager)</p>
Work contact	<p>Rob van Iersel</p> <p>Major Projects Planner</p>

BYRON SHIRE COUNCIL

STAFF REPORTS - SUSTAINABLE ENVIRONMENT AND ECONOMY

4.3 - ATTACHMENT 3

	T: (02) 66 267 054 E:rob.vaniersel@byron.nsw.gov.au	
Potential level of impact	Level 3 – High impact on local area or group	
IAP2 Public Participation Spectrum	1) Consult 2) Involve 3) Inform	
Stakeholders	Internal All staff Customer service Enforcement Councillors	External Residents (Rural area) Local Commercial businesses (Wedding/event industry) Potential proponent businesses and organisations (Byron wedding and events industry association) Ballina and Tweed Council (to consult) Consultant Developers and Planners (newsletter)
Our promise	INFORM <i>We will keep you informed.</i>	
	INVOLVE <i>We will work with you to ensure that your concerns and aspirations are considered in the alternatives developed and provide feedback on how public input influenced the decision.</i>	
	CONSULT <i>We will work with you to ensure that your concerns and aspirations are considered and provide feedback on how public input influenced the decision.</i>	
Evaluation	Success will be measured by: <ul style="list-style-type: none"> Recommended LEP control finalised and reported to council. 	

BYRON SHIRE COUNCIL

STAFF REPORTS - SUSTAINABLE ENVIRONMENT AND ECONOMY

4.3 - ATTACHMENT 3

	<ul style="list-style-type: none">• Substantial input from rural landholders and good attendance at public meetings/workshops etc.	
Internal staff	Yes <ul style="list-style-type: none">• Development Services Staff,• DSO's and Customer Service,• Enforcement team Rob van Iersel to notify at the start of the consultation period.	
Submitted to Director	YES	Approved.
Reported to ET	I2018/81	Date: 7 February 2018
Reported to Communications Panel	I2018/xxxx	Date: 13 February 2018

BYRON SHIRE COUNCIL

STAFF REPORTS - SUSTAINABLE ENVIRONMENT AND ECONOMY

4.3 - ATTACHMENT 3

Task/ Objective		Target Audience	Description	Tasked to	Cost	Date to start/finish
Letter/email to specific parties	1	Byron Wedding and Events Industry Association (BWEIA) Rural Residents	Letter/Email to explain project and invite attendance at both/either: <ul style="list-style-type: none"> -public open meetings -stakeholder meetings Will contain dates and venues of meetings, links to website, perhaps FAQs as well	COMMS/Jamie van Iersel	Staff time \$50	Late Feb 2018
FAQs	1	Wider community	To inform community of the project and invite feedback	Rob van Iersel/ Jamie van Iersel	Staff time	Draft - Late January Final – reviewed and formatted by COMMS - Week commencing 19.02.2018
Internal Communications	1	Enforcement team Customer Service Staff All staff	Briefing session with Andrew Hill and Community Enforcement Team Briefing session with Customer Service Staff (including info for screen in Customer Service area) Flush media – information on toilet doors Kylie Grainey – info for Industry Newsletter	Rob van Iersel Jamie van Iersel COMMS	Staff time	Week commencing 19.02.2018
Website Notice	1	Wider community	To inform community of the project and invite feedback	COMMS	Staff time	Notice to be online - Week commencing 19.02.2018
Online Engagement	1	Wider community	Have your say Byron Shire	COMMS	Staff time	Week commencing 19.02.2018
Staff phone line for contact	1	Wider community	To inform community of the project and invite feedback	Jamie van Iersel	Staff time	Set up - Week commencing 19.02.2018

BYRON SHIRE COUNCIL

STAFF REPORTS - SUSTAINABLE ENVIRONMENT AND ECONOMY

4.3 - ATTACHMENT 3

Task/ Objective		Target Audience	Description	Tasked to	Cost	Date to start/finish
Public notice advert (BSN)	1	Wider community	To inform community of the project and invite feedback	Jamie van Iersel/ Customer Service	Staff time	Week commencing 19.02.2018
Media Briefing	1	Byron Shire News Echo Bay FM ABC Far North Coast	Briefing on the project objectives etc	COMMS Rob van Iersel	Staff time	Week commencing 19.02.2018
Newspapers advertisements Byron Shire News Byron Shire Echo	1	Wider community	¼ page. In addition to the public notice for BSN, the ad will alert people who may not read the council notices.	COMMS	Staff time BSN \$350 Echo \$735	Week commencing 19.02.2018
E-news general	1	Wider community	As required but a minimum will be: <ul style="list-style-type: none"> Notification of the process with link to media release and details about meetings etc. Notification of closing date for submissions and what will happen from there. 	COMMS	Staff time	Week commencing 19.02.2018
Media releases	1	Wider community	2 x media releases to: <ul style="list-style-type: none"> Notify of start of process with info about meetings. Notify about closing date for submissions, last chance and details about what happens from here. 	COMMS	Staff time	Week commencing 19.02.2018 13.03.2018
Social Media	1	Wider community	As required to coincide with media releases but other posts to remind people about meetings etc	COMMS	Staff Time \$300 for facebook posts	Week commencing 19.02.2018

BYRON SHIRE COUNCIL

STAFF REPORTS - SUSTAINABLE ENVIRONMENT AND ECONOMY

4.3 - ATTACHMENT 3

Task/ Objective		Target Audience	Description	Tasked to	Cost	Date to start/finish
					\$600	
Public Drop-in Sessions	1/2	Rural Residents Byron Wedding and Events Industry Association M(BWEIA)	<p>To facilitate discussion of the project and inform and discuss further detail of the council's recommended approach to manage rural events through the LEP approvals process.</p> <p>To 'test' the development controls to determine whether they will be effective in managing potential impacts of the events.</p> <p>To listen to feedback and take on board suggestions from the community in regards to better controlling the events.</p>	Rob van Iersel Jamie van Iersel	<p>Staff Time</p> <p>Approximate hall rental - <u>Bangalow</u> A&I hall: \$165 (half day) \$100 booking day <u>Byron</u> Community Centre Verandah Room: \$105 (half day) <u>Mullum</u> Anglican church hall: \$72 (+\$50 deposit) (half day) <u>Federal</u>: Jasper Corner Hall: Free of charge ☺ (limited availability) Refreshments: \$50 per session Total: \$642</p>	<p>Sessions to be scheduled late February/early March; Bangalow, Byron Bay, Mullumbimby and Federal. 3pm – 7:30pm.</p> <p>Bookings based on 4 hour hire.</p>
Stakeholder meeting (by invitation)	1/2	Byron Wedding and Events Industry Association (BWEIA)	<p>To gain an understanding and agreement with the association on the suggested development controls.</p> <p>To set in place a format and protocol for the monitoring and reviewing of events.</p>	Rob van Iersel	Staff Time	Meeting during week commencing 19.02.2018

BYRON SHIRE COUNCIL

STAFF REPORTS - SUSTAINABLE ENVIRONMENT AND ECONOMY

4.3 - ATTACHMENT 3

Task/ Objective		Target Audience	Description	Tasked to	Cost	Date to start/finish
Budget					\$2,377 Say \$2,500	

BYRON SHIRE COUNCIL

Project name		CZMP for the Eastern Precincts of the Byron Bay Embayment		
When	January 2018 to June 2018			
Background	Development of a Coastal Zone Management Plan for the Eastern Precincts of the Byron Bay Embayment (Cape Byron to Main Beach), for Ministerial certification under the <i>Coastal Protection Act 1979</i> .			
Governance	<i>Coastal Protection Act 1979</i> Section 55E (a) and (b) to give notice in a local public newspaper and exhibit the CZMP for a minimum of 21 days.			
Objectives	<div><div>1.</div><div>Consult with public agencies on the development of the CZMP to gain feedback on the development of the CZMP prior to presenting the CZMP to Council.</div></div> <div><div>2.</div><div>Gain public agency support/authorisation for the actions proposed in the CZMP (required for Ministerial certification).</div></div> <div><div>3.</div><div>Update the community on the splitting of the CZMP and newly formed plan for the Easter Precincts.</div></div> <div><div>4.</div><div>Provide information on the changes in the newly formed CZMP for the Eastern Precincts.</div></div> <div><div>5.</div><div>Gain community support for the CZMP as a whole and the actions proposed in the CZMP.</div></div> <div><div>6.</div><div>Ensure that Council meets its statutory obligations concerning community engagement.</div></div>			
Challenges	<div><div>[list]</div><div>1.</div><div>Potential negative (or legality) issues from a small group of community members.</div></div> <div><div>2.</div><div>Ensuring the public exhibition is finalised in time to submit a draft plan to the Minister prior to the lapsing of the existing legislations transitional arrangements (ie. before end of June 2018)</div></div> <div><div>3.</div><div>Time frame for Minister to certify the CZMP.</div></div>			
Key messages	<div><div>[list]</div><div>1.</div><div>Council comiitted to finally have a certified CZMP for the part of the Shire coastline, being Cape Byron to Main Beach.</div></div> <div><div>2.</div><div>Managing the coastline is multifaceted and requires support and commitment from all involved.</div></div>			
Media spokesperson	Annie Lewis – Media and Communications Coordinator			
Work contact	Chloe Dowsett – Coastal and Biodiversity Coordinator			
Emergency Services	YES	NO	Tasked to whom?	When?
Do they need to be notified?	On Emergency sub-plan component		Chloe Dowsett	Prior to Councillor workshop (8 Feb 2018).
Potential level of impact	<div><input type="checkbox"/> Level 3 – high impact on local area or group</div>			

BYRON SHIRE COUNCIL

STAFF REPORTS - SUSTAINABLE ENVIRONMENT AND ECONOMY

4.3 - ATTACHMENT 4

IAP2 Public Participation Spectrum [delete levels not applicable]	<input type="checkbox"/> Inform <input type="checkbox"/> Consult <input type="checkbox"/> Involve			
Stakeholders [Internal <input type="checkbox"/> Councillors <input type="checkbox"/> Committee		External <input type="checkbox"/> Ratepayers <input type="checkbox"/> Residents <input type="checkbox"/> Commercial businesses <input type="checkbox"/> Emergency Services <input type="checkbox"/> Local Indigenous groups <input type="checkbox"/> Local media	
Our promise	CONSULT <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>			
Evaluation [1. Community and agency support for CZMP and proposed actions (formal 'Letters of Support/Agreement' from agencies). Positive support or the plan from community submissions during the Public Exhibition period. 2. Ministerial certification of the CZMP.			
Internal staff	YES	NO	Tasked to whom?	When?
Submitted to Director or Manager	YES	NO	Approved	When?
Reported to ET	YES	NO	Endorsed	When?
Reported to Council	YES	NO	Endorsed	When?

BYRON SHIRE COUNCIL

STAFF REPORTS - SUSTAINABLE ENVIRONMENT AND ECONOMY

4.3 - ATTACHMENT 4

Communication/engagement action plan

Action (Method)		Stakeholders	Note	When	Tasked to [Division/area]	Cost \$
1.	Email to specific parties	All Public Agencies	1. Informative email sent to public agencies advising of Councils resolution to make a newly formed plan and inviting them to attend a Workshop at Council Chambers to discuss the preliminary draft CZMP. 2. On-going email communication throughout development of the CZMP.	Complete On-going	Chloe Dowsett	NA
2.	Stakeholder meeting (by invitation)	All Public Agencies	Workshop held at Council Chambers. Many agencies were an apology however sent through comments in preliminary draft for discussion. OEH and Crown Lands attended.	Public Agency Work shop 24 Jan 2018. Complete	Chloe Dowsett	\$50.00 (Workshop catering costs) 2606.024
3.	Website notice	General Community	Update of Coastal Management page on the Website. Brief information on why, where and what regarding the project. To be updated once Public Agency and SPW Workshop complete to inform community of progress of the CZMP and delivery of the project.	As required. Complete	Michelle Chapman	NA
4.	Strategic Planning Workshop	Councillors	Presentation at the Strategic Planning Workshop	8 Feb 2018	Chloe	NA
5.	Fact Sheet + FAQs	All community	Fact Sheet developed for email updates and all other engagement.	March 2018	Chloe Dowsett	NA
6.	Byron Bay Leadership Group	Leadership team	Attend meeting to discuss draft CZMP	21 February	Chloe Dowsett	N/A

BYRON SHIRE COUNCIL

STAFF REPORTS - SUSTAINABLE ENVIRONMENT AND ECONOMY

4.3 - ATTACHMENT 4

Communication/engagement action plan

Action (Method)		Stakeholders	Note	When	Tasked to [Division/area]	Cost \$
7.	Council report	Councillors	1. Update Councillors on the development of the CZMP. 2. Final draft plan endorsed by Council to go to Public Exhibition	1. 22 February 2018 2. 22 March 2018	Chloe Dowsett	NA
8.	Public Exhibition	All community	4-5 weeks	April 2018	Chloe Dowsett	NA
9.	Public notice advert (BSN & Echo Advert)	All community	1. Advert to notify and inform the community when CZMP goes to Public Exhibition	1. Prior to going to Public Exhibition (March/April 2018)	Chloe Dowsett / Michelle Chapman	\$100.00 2606.024
10	E-news general	All community	When CZMP goes to Public Exhibition	Prior to going to Public Exhibition (April 2018)	Chloe Dowsett / Annie Lewis	NA
11	Media release	All community	When CZMP goes to Public Exhibition	Feb 2018 (Week 2)	Chloe Dowsett / Annie Lewis	NA
12	Social Media	All community	Update on the development of the plan and how to stay informed in the progress of the delivery of the project, i.e. when it may go to Public Exhibition.	On-going	Amy Phillips	NA
13	Enquiries	All community	Staff available to respond to public enquiries.	During Public Exhibition period. Mar/April 2018 (4-5 weeks).	Chloe Dowsett	NA
14	Landowners and	Landowners and Business	Letters to nearby landowners to notify	During exhibition	Shell Chapman/	N/A

BYRON SHIRE COUNCIL

STAFF REPORTS - SUSTAINABLE ENVIRONMENT AND ECONOMY

4.3 - ATTACHMENT 4

Communication/engagement action plan						
Action (Method)		Stakeholders	Note	When	Tasked to [Division/area]	Cost \$
	Business Community	Community	them of the exhibition. Meeting with Business Chambers	period	Chloe Dowsett	
15	Community Drop in Stand	All Community	Staff available at set times and location in Byron Bay for community to discuss the plan.	During exhibition	Council Staff	N/A
16	Farmers Market stand	All community	Stand at the Byron Bay Farmers Market presenting the finalised (adopted) CZMP for during Public Exhibition period.	April 2018 (Week 1, Week 2).	Chloe Dowsett	Over time costs (?)
17	Online discussion forum through BTT	All community	Provide community an email address and on-line discussion platform to ask questions with 1-2 day response time.	April 2018 (during Public Exhibition period)	Chloe Dowsett	NA
	TOTAL	\$				

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