

NOTICE OF MEETING



COMMUNICATIONS PANEL MEETING

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

Venue	Conference Room, Station Street, Mullumbimby
Date	Thursday, 27 September 2018
Time	9.00am

A handwritten signature in black ink, which appears to read 'Mark Arnold', is located below the meeting details.

Mark Arnold
General Manager

CONFLICT OF INTERESTS

What is a “Conflict of Interests” - A conflict of interests can be of two types:

Pecuniary - an interest that a person has in a matter because of a reasonable likelihood or expectation of appreciable financial gain or loss to the person or another person with whom the person is associated.

Non-pecuniary – a private or personal interest that a Council official has that does not amount to a pecuniary interest as defined in the Local Government Act (eg. A friendship, membership of an association, society or trade union or involvement or interest in an activity and may include an interest of a financial nature).

Remoteness – a person does not have a pecuniary interest in a matter if the interest is so remote or insignificant that it could not reasonably be regarded as likely to influence any decision the person might make in relation to a matter or if the interest is of a kind specified in Section 448 of the Local Government Act.

Who has a Pecuniary Interest? - a person has a pecuniary interest in a matter if the pecuniary interest is the interest of the person, or another person with whom the person is associated (see below).

Relatives, Partners - a person is taken to have a pecuniary interest in a matter if:

- The person's spouse or de facto partner or a relative of the person has a pecuniary interest in the matter, or
- The person, or a nominee, partners or employer of the person, is a member of a company or other body that has a pecuniary interest in the matter.

N.B. “Relative”, in relation to a person means any of the following:

- (a) the parent, grandparent, brother, sister, uncle, aunt, nephew, niece, lineal descends or adopted child of the person or of the person's spouse;
- (b) the spouse or de facto partners of the person or of a person referred to in paragraph (a)

No Interest in the Matter - however, a person is not taken to have a pecuniary interest in a matter:

- If the person is unaware of the relevant pecuniary interest of the spouse, de facto partner, relative or company or other body, or
- Just because the person is a member of, or is employed by, the Council.
- Just because the person is a member of, or a delegate of the Council to, a company or other body that has a pecuniary interest in the matter provided that the person has no beneficial interest in any shares of the company or body.

Disclosure and participation in meetings

- A Councillor or a member of a Council Committee who has a pecuniary interest in any matter with which the Council is concerned and who is present at a meeting of the Council or Committee at which the matter is being considered must disclose the nature of the interest to the meeting as soon as practicable.
- The Councillor or member must not be present at, or in sight of, the meeting of the Council or Committee:
 - (a) at any time during which the matter is being considered or discussed by the Council or Committee, or
 - (b) at any time during which the Council or Committee is voting on any question in relation to the matter.

No Knowledge - a person does not breach this Clause if the person did not know and could not reasonably be expected to have known that the matter under consideration at the meeting was a matter in which he or she had a pecuniary interest.

Participation in Meetings Despite Pecuniary Interest (S 452 Act)

A Councillor is not prevented from taking part in the consideration or discussion of, or from voting on, any of the matters/questions detailed in Section 452 of the Local Government Act.

Non-pecuniary Interests - Must be disclosed in meetings.

There are a broad range of options available for managing conflicts & the option chosen will depend on an assessment of the circumstances of the matter, the nature of the interest and the significance of the issue being dealt with. Non-pecuniary conflicts of interests must be dealt with in at least one of the following ways:

- It may be appropriate that no action be taken where the potential for conflict is minimal. However, Councillors should consider providing an explanation of why they consider a conflict does not exist.
- Limit involvement if practical (eg. Participate in discussion but not in decision making or vice-versa). Care needs to be taken when exercising this option.
- Remove the source of the conflict (eg. Relinquishing or divesting the personal interest that creates the conflict)
- Have no involvement by absenting yourself from and not taking part in any debate or voting on the issue as if the provisions in S451 of the Local Government Act apply (particularly if you have a significant non-pecuniary interest)

RECORDING OF VOTING ON PLANNING MATTERS

Clause 375A of the Local Government Act 1993 – Recording of voting on planning matters

- (1) In this section, **planning decision** means a decision made in the exercise of a function of a council under the Environmental Planning and Assessment Act 1979:
 - (a) including a decision relating to a development application, an environmental planning instrument, a development control plan or a development contribution plan under that Act, but
 - (b) not including the making of an order under Division 2A of Part 6 of that Act.
- (2) The general manager is required to keep a register containing, for each planning decision made at a meeting of the council or a council committee, the names of the councillors who supported the decision and the names of any councillors who opposed (or are taken to have opposed) the decision.
- (3) For the purpose of maintaining the register, a division is required to be called whenever a motion for a planning decision is put at a meeting of the council or a council committee.
- (4) Each decision recorded in the register is to be described in the register or identified in a manner that enables the description to be obtained from another publicly available document, and is to include the information required by the regulations.
- (5) This section extends to a meeting that is closed to the public.

BYRON SHIRE COUNCIL
COMMUNICATIONS PANEL MEETING

BUSINESS OF MEETING

1. APOLOGIES

2. DECLARATIONS OF INTEREST – PECUNIARY AND NON-PECUNIARY

3. ADOPTION OF MINUTES FROM PREVIOUS MEETINGS

3.1 Communications Panel Meeting held on 28 June 2018

4. STAFF REPORTS

General Manager

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Sustainable Environment and Economy

4.3	Communication Plan - CMP Scoping Studies for the Byron Shire Coastline.....	11
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Infrastructure Services

4.4	Communication and Engagement Plan for the development of the PAMP and Bike Plan.....	21
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STAFF REPORTS - GENERAL MANAGER

Report No. 4.1 Media and Communications July-August 2018

Directorate: General Manager

Report Author: Annie Lewis, Media and Communications Coordinator

File No: I2018/1722

Theme: General Manager

 General Manager

Summary:

This report provides the Panel members with an overview of the activities of the Media and Communications team in July-August 2018.

RECOMMENDATION:

That the Communications Panel note the Media and Communications July-August 2018 report.

Report

Media statements

In July & August Council provided statements on:

- 5
 - Brunswick Heads sign fine
 - DAs
 - Floodplain quotes
 - Residential strategy
 - Bridge materials
- 10
 - Koala grids
 - Masterplan teams and transparency
 - Sewerage systems
 - Saddle Rd
 - Wallaby dogs
- 15
 - Wilsons Creek Telstra Tower
 - BEC
 - RMS fence
 - JRPP – Hospital McGettigans Lane x 4
 - Pay parking Byron Public School
- 20
 - Coolamon Scenic Dr speeds
 - Anti vax film x 2
 - Mullumbimby Masterplan
 - Flood info
 - Brunswick Heads parking signs
- 25

Media releases

Media releases prepared in July & August:

- BSN editorial
 - Bangalow A&I roof
- 30
 - Land slip works
 - Budget endorsement
 - \$15,000 for community groups
 - Wastewater info
 - Recycled water mgt strategy
- 35
 - Wastefree for the sea
 - Sth Golden Beach fitness equipment
 - Mullumbimby Autumn Club
 - Byron skatepark/Sandhills
 - Dogs in public spaces
- 40
 - New career for Mullum school leaver
 - Byron Business Events Bureau
 - Byron Shire's war on waste
 - Eol Railway Park Art
 - RMS Koalas
- 45
 - BSN editorial
 - Skatepark design
 - Byron Shire map launch
 - Tallow Creek survey
 - Weeds and wildlife
- 50
 - Bioenergy Eol
 - Online native species
 - Draft pest animal mgt plan

- Celebrating heritage in the Byron Shire
- Ocean Shores bike path
- Huge response to flood survey
- Employment lands strategy
- 5 • EOI – Railway Park art
- War on waste Byron Shire
- Leon appointment
- Railway PoM
- SGB dune fence
- 10 • Byron Bay Masterplan Group members

Social Media/Digital Communications

The statistics for July were:

- 1047 page views
- 15 • 139 page likes
- 54,396 people reached
- 146 new page followers
- 6,711 video views
- 20 • 21,083 post engagements

The statistics for August were:

- 950 page views
- 64 page likes
- 27,916 people reached
- 25 • 67 new page followers
- 5,759 video views
- 8,759 post engagements

Digital Engagement

30 Bang the table – Your Say Byron Shire July

- 1240 site visits
- 51 site registrations
- 48 activated participants

35 Bang the Table – Your Say Byron Shire August

- 2440 site visits
- 74 site registrations
- 68 activated participants

Other projects

40 Other projects involving the COMMs team:

- Tender for Bulk Advertising
- Bayshore Drive roundabout
- Bangalow Bridges project
- 45 • IPA2 Advanced Engagement Training
- 1 Broken Head Rd
- North Byron Flood Plan survey
- Transport Asset Mgt
- PAMP Comms Plan
- 50 • Cycleways Comms Plan
- Byron Bay Skatepark
- Pet campaign
- Heritage week

- 1 Broken Head Rd
- Mullumbimby Hospital site remediation – Comms plan
- Annual report
- Community Roundtable
- 5 • Community Engagement Policy
- Advertising of website position
- Meeting with SES to discuss Emergency Comms

Future focus

- 10 • Other projects in the next several weeks include:
 - Production of Council news insert for October
 - 1 Broken Hd Rd
 - Organisation of media events for Bangalow Bridges opening (Booyong) and Bangalow Parklands
- 15 • Development of protocol for events
- Media training for staff and Directors
- IAP2 training for staff
- Annual report

20 **Financial Implications**

NIL

Statutory and Policy Compliance Implications

25

NIL

Report No. 4.2 **New technologies and BHive**
Directorate: General Manager
Report Author: Annie Lewis, Media and Communications Coordinator
File No: I2018/1863
5 **Theme:** General Manager
 General Manager

Summary:

10 This report provides information about technologies used by Randwick Council to communicate with residents and additional information about the bHive concept that was discussed at the 2018 Future of Local Government Conference.

RECOMMENDATION:

That the Communications Panel note the report.

Report

At the Communications Panel meeting on 28 June 2018 it was resolved that a report be written detailing technologies used by Randwick Council, particularly in reference to SMS communication with residents, and those discussed at the 2018 Future of Local Government Conference.

Randwick City Council

Randwick City Council uses a range of ways to communicate with residents including:

- E News
- A quarterly magazine called *Randwick Scene*
- A free mobile app called My Randwick

The My Randwick app allows people to:

- ✓ Track and comment on new development applications (DAs)
- ✓ Report problems for Council to fix
- ✓ Get notified when it's bin night
- ✓ Book a free clean-up
- ✓ Get daily lifeguard reports and photos from lifeguards at local beaches
- ✓ Find local news and events
- ✓ View interactive maps of a suburb showing parks, pools, libraries and community facilities
- ✓ Find contact details for Council and Councillors

Randwick also uses SMS alerts to notify people of the day of kerbside pick-ups and garbage collection information.

Some other councils in NSW also use SMS technology but generally only for specific purposes. That is – not to give information and reminders about general council news and initiatives. This is generally done via social media.

Councils using SMS include:

- Lismore – flood warnings
- Richmond – emergency service interruptions
- Forbes – flood and emergency
- Moreton Bay – disasters and severe weather
- Lake Macquarie – flood alert, disasters etc
- Brisbane City Council – emergencies

Byron Shire Council currently uses SMS technology called Red Oxygen successfully to alert people to renew their parking permits and give customers reference numbers for complaints that have been registered.

A survey asking people how they would like Byron Shire Council to communicate with them in the future is to be undertaken in late October/November in conjunction with the Community Survey.

COMMs staff are currently compiling an insert for local papers for the week starting 22 October, to promote our services, programs, achievements and our community. The survey will be undertaken after this publication to gauge the reaction to this newsletter and to see if there is an appetite for this to be a quarterly project.

Future of Local Government Conference

Several items on the program for the 2018 Future of Local Government Conference focused on building the strength, resilience and the capacity of the community to undertake initiatives.

One of these initiatives was bHive which is based in Bendigo. bHive aims to build a peer to peer sharing economy platform that can be used in local towns with the aim to encourage people to support local businesses and foster stronger, connected communities. This project appears to be still in its infancy. It is operating in a co-operative structure and whilst there are a number of founders who have pledged money the focus of phase one involves sourcing donations to begin developing structures that support local neighbourhoods and create a sense of community. Sponsorship packages for \$25,000 - \$30,000 are currently being offered in phase one. Phase two involves sourcing investment of approximately \$900,000 and 20,000 members.

The aim of this project appears to be building capacity within communities to support each other both socially and economically.

As the project is still relatively young, its success as a model that could have lessons for Byron Shire is not known.

It is worth noting that there are also well-established community notice boards on social media such as Byron Bay Buy Swap Sell (Facebook) that has 45,000 members compared to the bHive Bendigo page that has 313 followers.

Other presentations on the Future of Local Government Conference program featured topics and initiatives such a transitioning to a zero-carbon community, creating age-friendly communities, building resilience, and learning how to be community-led. Byron Shire Council is operating on the periphery of some of these types of projects (with the exception of community-led democracy where we are quite advanced). We are also very engaged in deliberative democracy.

Financial Implications

NA

Statutory and Policy Compliance Implications

NA

STAFF REPORTS - SUSTAINABLE ENVIRONMENT AND ECONOMY**Report No. 4.3 Communication Plan - CMP Scoping Studies for the Byron Shire Coastline**

Directorate: Sustainable Environment and Economy
Report Author: Chloe Dowsett, Coastal and Biodiversity Coordinator
File No: I2018/1657
Theme: Sustainable Environment and Economy
Planning Policy and Natural Environment

Summary:

This report outlines the proposed Communication Plan to deliver the coastal management project – ‘CMP Scoping Studies for the Byron Shire Coastline’ for the Panels consideration.

RECOMMENDATION:

That the Communications Panel endorse in principle the Communication Plan for the ‘Coastal Management Program (CMP) Scoping Studies for the Byron Shire Coastline’ (Attachment 1 E2018/70379).

Attachments:

- 1 Community Engagement Plan - CMP Stage One Scoping Studies - Byron Shire Coastline, E2018/70379 , page 13 [↓](#)

Report

The project will complete Scoping Studies being Stage One of the Coastal Management Program planning process for two project locations. This project is identified as an activity in Councils Operational Plan 2018-2019 to be delivered by 30 June 2019:

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Prepare Coastal Management Program scoping study for New Brighton and Byron Bay Embayment Western Precincts

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The spatial extent of the project locations encompasses the two primary areas of concern, Belongil Beach west of the Byron Bay town centre and New Brighton Beach to the north, and includes the beaches of the Byron Bay Embayment, Brunswick Heads Beach and South Golden Beach.

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In this first stage of developing a Coastal Management Program(s) for Byron Shire, issues and opportunities will be identified along with assessment of the adequacy of the current management arrangements. This will include a review of priorities, triggers for change and current and planned actions. The study will be undertaken in accordance with the new NSW Coastal Manual and Toolkit.

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A Communication Plan has been developed to assist Council staff and the consultant in effective engagement of the community and is attached to this report for consideration by the Panel (Attachment 1 - E2018/70379). As the consultant is yet to be engaged, there may be minor changes to the Communication Plan to ensure effective engagement once this occurs.

Financial Implications

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Council has allocated funding for the project in this financial year budget with the OEH Coastal and Estuary Grants Program covering 50%. The estimated cost for delivery of the project is approx. \$60,000 (\$30,000 Council share and \$30,000 OEH funding).

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Statutory and Policy Compliance Implications

The project will be delivered in line with the new coastal legislation (*Coastal Management Act 2016*) and associated Manual/Toolkit.

BYRON SHIRE COUNCIL

STAFF REPORTS - SUSTAINABLE ENVIRONMENT AND ECONOMY

4.3 - ATTACHMENT 1

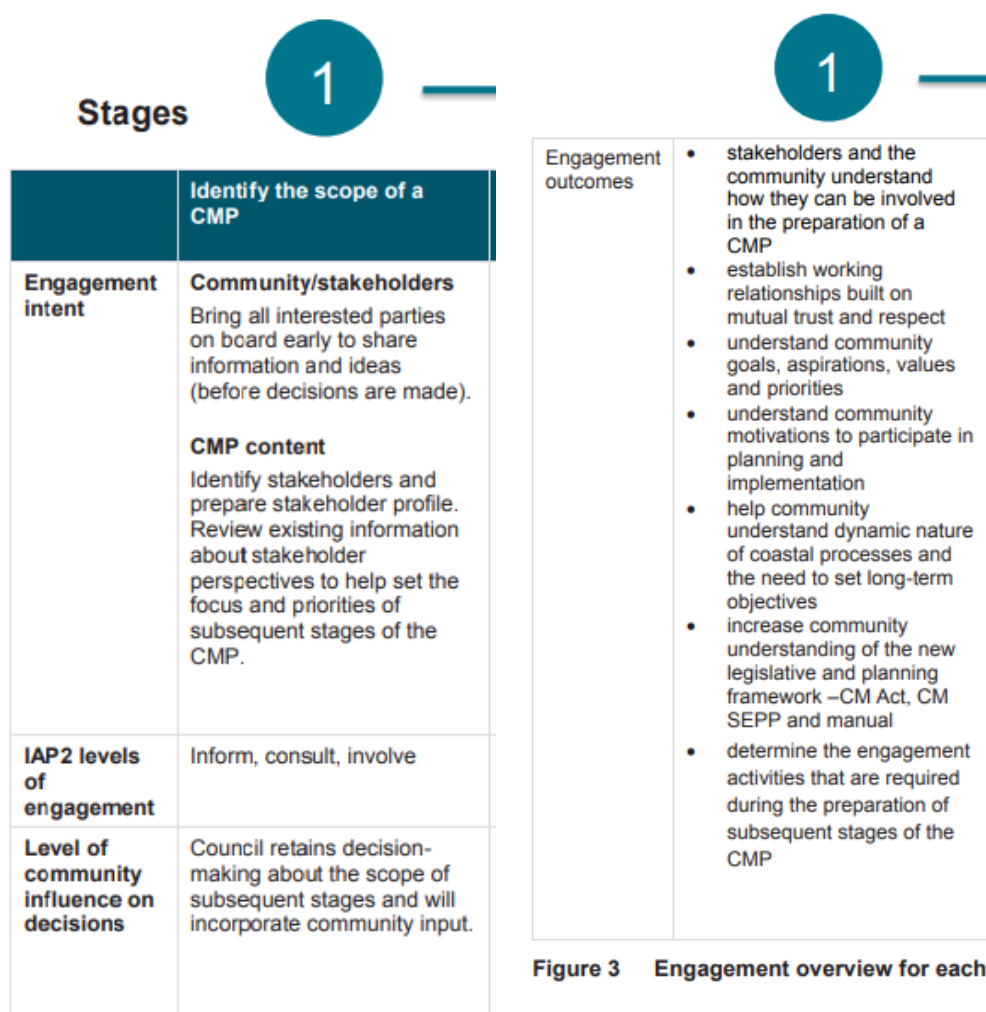
Project name				
CMP Stage One Scoping Studies - Byron Shire Coastline				
When	September 2018 to February 2020			
Background	Preparation of Scoping Studies and completion of Stage One of the Coastal Management Program process under the new <i>Coastal Management Act 2016</i> for two locations of the Byron Shire Coastline (BBE and the Northern Precincts).			
Governance	<i>Coastal Management Act 2016</i> and the Coastline Management Manual.			
Objectives	<ol style="list-style-type: none"> 1. To inform and involve the community and stakeholders during the development of the Scoping Studies to identify values, issues and risks. 2. Inform the public on the staged process for developing a CMP under the new coastal legislation. 3. Ensure that Council meets its internal obligations concerning community engagement. 4. Ensure that Council meets the statutory obligations of developing a CMP under the new coastal legislation. 			
Challenges [list]	<ol style="list-style-type: none"> 1. Engagement with cross section of community and stakeholders from each project location. 2. Staying within the parameters of Stage One of the CMP process only. As such, scoping the issues only and not jumping straight into the discussion of management strategies to solve the issues. This is a later step in the process. 3. Potential negative feedback from the community/stakeholders as this is the third attempt at a plan for the Byron Shire Coastline. 			
Key messages [list]	<ol style="list-style-type: none"> 1. Council is committed to embark on the new coastal planning process in effort to prepare CMPs for both locations that are endorsed by the community, stakeholders, OEH, and the Coastal Council and are hence able to be Ministerially certified. 2. Managing the coastline is multifaceted and requires support and commitment from all involved. 			
Media spokesperson	Annie Lewis – Media and Communications Coordinator			
Work contact	Chloe Dowsett – Coastal and Biodiversity Coordinator			
Emergency Services Do they need to be notified?	YES	NO	Tasked to whom? Chloe Dowsett	When? On exhibition of the draft Scoping Studies.
Potential level of impact	<input type="checkbox"/> Level 3 – high impact on local area or group			
IAP2 Public Participation Spectrum [delete levels not	<input type="checkbox"/> Inform <input type="checkbox"/> Consult			

BYRON SHIRE COUNCIL

STAFF REPORTS - SUSTAINABLE ENVIRONMENT AND ECONOMY

4.3 - ATTACHMENT 1

applicable]	<input type="checkbox"/> Involve			
Stakeholders [Internal <ul style="list-style-type: none"> <input type="checkbox"/> Councillors <input type="checkbox"/> Coastal and Estuary Catchment Panel <input type="checkbox"/> Staff <input type="checkbox"/> Managers 		External <i>Definitions as per the OEH Guidelines for Community and Stakeholder Engagement in Coastal Management</i> <u>Community</u> - refers to any individual or group of individuals who have something in common. They are members of the public who may be residents in the local government area or a local interest group. <ul style="list-style-type: none"> <input type="checkbox"/> General Community <input type="checkbox"/> Local media <u>Stakeholders</u> - refers to individuals or groups who have a stake or direct interest in the outcome of the process. This may include public authorities, community groups, directly affected landholders or business groups. <ul style="list-style-type: none"> <input type="checkbox"/> Directly affected landholders <input type="checkbox"/> Commercial businesses <input type="checkbox"/> Community Groups <input type="checkbox"/> Emergency Services <input type="checkbox"/> Local Indigenous groups <input type="checkbox"/> Public agencies <input type="checkbox"/> Other Council (Tweed Shire) 	
	INVOLVE <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>			
Evaluation	<ol style="list-style-type: none"> 1. Support for the plan from community submissions during the Public Exhibition period. 2. Positive feedback on Social Media. 3. Good turn out to engagement events. 4. Endorsement of the Community and Engagement Strategy by Council and the Coastal Council. 			
Internal staff	YES	NO	Tasked to whom? Chloe Dowsett	When?
Submitted to Director or Manager	YES	NO	Approved	When?
Reported to ET	YES	NO	Endorsed	When?
Reported to Council	YES Comms Panel	NO	Endorsed	When? 27 Sep 2018



Engagement outcomes

The aim of the engagement activities in Stage 1 is for the local council to:

- increase community and stakeholder understanding of the new legislative and planning framework – CM Act, State Environmental Planning Policy (Coastal Management) 2018 (CM SEPP) and manual
- establish strong working relationships with community networks and stakeholders which are built on mutual trust and respect
- be clear about the coastal management roles and responsibilities of the council and public authorities
- understand community goals and aspirations for the coastal zone and community views on values, opportunities and priorities
- understand community motivations for participation and preferred approaches and processes, to encourage increased community interest and willingness to actively participate in coastal management
- increase community and stakeholder understanding of the dynamic nature of coastal processes, risks and opportunities and the need to set long-term objectives
- determine the engagement activities that are required during the preparation of subsequent stages of the CMP.

BYRON SHIRE COUNCIL

STAFF REPORTS - SUSTAINABLE ENVIRONMENT AND ECONOMY

4.3 - ATTACHMENT 1

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 prepare a Scoping Study (Stage One of the CMP process) for two locations of the Byron Shire Coastline. 2. On-going email communication and updates throughout project.	1. Project Kick-Off 2. Throughout delivery of the project	Chloe Dowsett	Nil
2.	Councillor Workshop (SPW)	Councillors	Councillor workshop to assess views on coastal management concerns, views on community held values and issues relative to the locations under consideration.	To be confirmed in the Project Kick-Off meeting.	Chloe Dowsett / OEH (Ben Fitzgibbon) Consultant facilitate Workshop	Nil (Consultant costs incl. in Contract)
3.	Website notice	General Community	Update of Coastal Planning page on the Website. Brief information on why, where and what regarding the project. To be updated regularly and to inform community of progress of the preparation of the Scoping Studies.	Project Kick-Off	Michelle Chapman / Chloe Dowsett	Nil
4.	Fact Sheet + FAQs	General Community	Fact Sheet developed for email updates, letters to stakeholders and other engagement.	Project Kick-Off	Michelle Chapman / Chloe Dowsett	Nil
5.	Stakeholder meeting (by invitation)	All Public Agencies Panel Members	Public Agency Workshop plus relevant Council Staff (and Panel members) to be held at the Council Conference Room. Invite only. General presentation by Consultant – threats, values and completion of the first-pass Risk Assessment.	To be confirmed in the Project Kick-Off meeting.	Chloe Dowsett / OEH (Ben Fitzgibbon) Consultant facilitate Workshop	Workshop catering costs – Morning Tea and Lunch 20 pax Est.

BYRON SHIRE COUNCIL

STAFF REPORTS - SUSTAINABLE ENVIRONMENT AND ECONOMY

4.3 - ATTACHMENT 1

Communication/engagement action plan						
Action (Method)		Stakeholders	Note	When	Tasked to [Division/area]	Cost \$
						\$500.00
6.	Council report	Councillors	1. Update Councillors on the commencement of Scoping Studies (Project Kick-Off) 2. Final Scoping Studies endorsed by Council to go to Public Exhibition	1. Project Kick-Off 2. Draft Report and Prior to Councillor SPW. 2. Final Scoping Studies	Chloe Dowsett	Nil
7.	Councillor Hub	Councillors	Provide Councillors with the draft Scoping Studies prior to Councillor SPW	Prior to Councillor SPW	Chloe Dowsett / Noreen Scott	Nil
8.	Councillor Presentation (SPW)	Councillors	Presentation at a Strategic Planning Workshop – post completion of the draft Scoping Studies. Project update and presentation on main outcomes - values, risks, issues.	Once Draft Report/s received.	Chloe Dowsett Consultant facilitate and present	Nil (Consultant costs incl. in Contract)
9.	Community and Stakeholder Engagement Strategy		A community and stakeholder engagement strategy for the remaining stages of the CMP process (Stages 2 to 5) will be prepared by the Consultant in coordination with Council, so it gets tailored to the specific want and needs of the Byron Shire community engaged in the management of the coastal zone. This strategy is a compulsory component of the CMP process as deemed by the legislation.	Towards the end of the project.	Consultant (with input from Chloe Dowsett)	Nil (Consultant costs incl. in Contract)
10.	Public Exhibition	General Community	6 weeks	Upon receipt of the final Report.	Chloe Dowsett	Nil

BYRON SHIRE COUNCIL

STAFF REPORTS - SUSTAINABLE ENVIRONMENT AND ECONOMY

4.3 - ATTACHMENT 1

Communication/engagement action plan						
Action (Method)		Stakeholders	Note	When	Tasked to [Division/area]	Cost \$
11.	Public notice advert (BSN & Echo Advert)	General Community	Advert to notify and inform the community when Scoping Studies go to Public Exhibition	When the Scoping Study Report/s go to Public Exhibition	Chloe Dowsett / Michelle Chapman	\$200.00
12.	E-news general	General Community	When Scoping Studies go to Public Exhibition	1. Project Kick-Off 2. Upon Resolution of Council for the Scoping Study Report/s to go to Public exhibition. 2. When the Scoping Study Report/s go to Public Exhibition	Chloe Dowsett / Annie Lewis	Nil
13.	Media release	General Community	Inform the local media and community of the key milestones of the project.	1. Project Kick-Off 2. Upon Resolution of Council for the Scoping Study Report/s to go to Public exhibition. 2. When the Scoping Study Report/s go to Public Exhibition	Chloe Dowsett / Annie Lewis	Nil
14.	Social Media	General Community	Update on the development of the Scoping Studies and how to stay informed in the progress of the delivery of the project, i.e. when it may go to Public Exhibition.	As required	Amy Phillips	Nil
15.	Enquiries	General Community	Staff available to respond to public enquiries.	During project.	Chloe Dowsett	Nil

BYRON SHIRE COUNCIL

STAFF REPORTS - SUSTAINABLE ENVIRONMENT AND ECONOMY

4.3 - ATTACHMENT 1

Communication/engagement action plan						
Action (Method)		Stakeholders	Note	When	Tasked to [Division/area]	Cost \$
16.	Community Groups and Business Community	Community Groups and Business Community	Email notification letter and Fact Sheet sent to interested stakeholders (Business Chambers, Business Groups; Interested Community Groups etc).	Prior to the Community Engagement Activities	Shell Chapman/ Chloe Dowsett	Nil
17.	Community Events/Drop In Sessions	General Community	Drop in sessions (2h) at each location: 1. Byron Bay Community Centre 2. Brunswick Heads Community Centre Fact Sheets, Submission box and posters on Scoping Studies.	To be confirmed at Project Kick-Off meeting.	Council Staff / Chloe Dowsett Consultant	\$200.00 (Centre costs) \$100.00 (food costs) Nil Consultant Costs (included in SOW)
18.	Farmers Market	General Community	Marque at the local Farmers Market: 1. Byron Bay (Thurs AM) 2. New Brighton (Tues AM)	To be confirmed.	Chloe Dowsett	
19.	Phone Interviews	General Community	Phone Interviews with local news stations.	ABC ZZZ	Chloe Dowsett	Nil
20.	Information forum through BTT	General Community	Provide community an information platform through the Bang The Table website.	On commencement of project	Shell Chapman/ Chloe Dowsett	Nil
	TOTAL	\$1000.00 (Community Centre hire and food costs).				

BYRON SHIRE COUNCIL

STAFF REPORTS - SUSTAINABLE ENVIRONMENT AND ECONOMY

4.3 - ATTACHMENT 1

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 - INFRASTRUCTURE SERVICES

Report No. 4.4 Communication and Engagement Plan for the development of the PAMP and Bike Plan

Directorate: Infrastructure Services
Report Author: Daniel Strzina, Project Engineer
File No: I2018/1157
Theme: Infrastructure Services
Local Roads and Drainage

Summary:

The purpose of this report is to present the proposed Communication and Engagement Plan for the development of the Pedestrian Access and Mobility Plan (PAMP) and Bike Strategy and Action Plan (Bike Plan) to the Communications Panel, and to seek endorsement of the plan for implementation.

RECOMMENDATION:

That the Panel endorse the attached Communications and Engagement Plan for the development of the Pedestrian Access and Mobility Plan (PAMP) and Bike Strategy and Action Plan (Bike Plan) (E2018/52846).

Attachments:

- 1 PAMP and Bike Plan - Communication and Engagement Plan, E2018/52846 , page 25 [↓](#)

Report

In 2017, Council resolved to develop a new Bike Strategy and Action Plan (Bike Plan) for the entire local government area to supersede the existing Bike Plan which was adopted in August 2008. The new Bike Plan will be prepared to better reflect the current situation as well as changes to legislation, design standards and guidelines. The Bike Plan will enable a coordinated and strategic approach to delivering cycling infrastructure and promotional programs within Byron Shire Council and will require partnerships between State and Local Governments, developers, the community and other stakeholders. A renewed Bike Plan will enable Council to coordinate and maximise the benefit of their investment in cycling infrastructure, policy and promotional programs to provide safe, connected and legible cycling routes. It will also enable Council to maximise any future funding through grant applications.

Council currently does not have a Pedestrian Access and Mobility Plan (PAMP). In 2017, Council resolved to develop a PAMP for the entire local government area in order to coordinate investment in safe, convenient and connected pedestrian routes. The PAMP will provide a framework for developing pedestrian routes or areas identified by the community as important and will require partnerships between State and Local Governments, developers, the community and other stakeholders. The development of a PAMP will enable Council to coordinate and maximise the benefit of their investment in pedestrian infrastructure and policy to provide safe, connected and legible pedestrian routes. It will also enable Council to maximise any future funding through grant applications.

PSA Consulting has been engaged by Council to develop both the PAMP and Bike Plan, and have prepared draft project delivery schedules for each of the two projects in conjunction with Council Staff. These schedules (summarised below) take into account the timeframes required to gather and analyse relevant information, plan and undertake community consultation as well as prepare and revise the documents.

Target dates have been based around two stages of consultation, as well as ordinary and proposed extraordinary meetings of the Transport Infrastructure Advisory Committee (TIAC) to ensure suitable involvement during the project. Ordinary Council meetings have also been taken into consideration to ensure endorsement prior to broader community consultation.

Draft Bike Plan Project Delivery Schedule

28 Jun 2018	Communications Panel Meeting: Communications Plan
16 Aug 2018	TIAC Meeting: Deliver Project Delivery Plan
23 Aug 2018	Council Meeting: Endorsement of Consultation Plan for Stage 1
27 Aug 2018	Consultation Stage 1: Stakeholder Input (27 Aug to 17 Sep 2018)
25 Oct 2018	TIAC Extraordinary Meeting (proposed): Bike Plan Progress Update
11 Dec 2018	TIAC Extraordinary Meeting (proposed): Draft Bike Plan for Public Exhibition
07 Feb 2019	Council Meeting (date TBC): Endorsement of Draft Bike Plan for Public Exhibition
16 Feb 2019	Consultation Stage 2: Public Exhibition - Draft Bike Plan (16 Feb to 10 Mar 2019)
25 Mar 2019	Delivery of Final Bike Plan (Council and TIAC meeting dates TBC)

Draft PAMP Project Delivery Schedule

28 Jun 2018	Communications Panel Meeting: Communications Plan
16 Aug 2018	TIAC Meeting: Project Delivery Plan and Key Stakeholder Consultation Plan
23 Aug 2018	Council Meeting: Endorsement of Consultation Plan for Stage 1
27 Aug 2018	Consultation Stage 1: Stakeholder Input (27 Aug 2018 to 17 Sep 2018)
25 Oct 2018	TIAC Extraordinary Meeting (proposed): Draft PAMP for Public Exhibition
22 Nov 2018	Council Meeting: Draft PAMP for Public Exhibition
01 Dec 2018	Consultation Stage 2: Public Exhibition - Draft PAMP (01 Dec to 23 Dec 2018)

11 Mar 2019 Delivery of Final PAMP (Council and TIAC meeting dates TBC)

With respect to Communication and Engagement Plans, both the PAMP and the Bike Plan projects will follow a similar template.

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Consultation Stage 1: Stakeholder Input

This stage will be undertaken during the initial phases of each project to assist the Consultant with direction and content for further development of each plan.

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During this stage of consultation, the desired outcomes are:

- A high level of community and stakeholder involvement.
- Delivery of an understanding of the project and the process timeline.
- High quality input from community and stakeholders on:
 - Strategic concepts for consideration.
 - Infrastructure projects for consideration.

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Two options exist for undertaking stage 1:

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Option 1 – Key Stakeholder Charrette

This option involves the identification and engagement of key stakeholders to participate in a facilitated charrette; a workshop with defined goals and target outcomes to allow participants to contribute toward the development of each plan. Participants will include facilitators, Councillors, members of TIAC, PSA Consulting, Council Staff and relevant key stakeholders such as representatives from local associations, community groups, schools, etc.

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The identification of key stakeholders will involve internal and external research into relevant local groups and organisations, as well as attracting such groups through the advertisement of an Expression of Interest to contribute to the development of each plan. Representatives of each group will be given the opportunity to attend the Charrette and contribute toward the development of each plan on behalf of their organisation.

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The Expression of Interest will be publicised through a dedicated web page, newspaper advertising, Facebook advertising, direct engagement of known stakeholders, media releases, advertising in school newsletters and radio interviews.

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Option 2 – Public Request for Submission

This option involves a three week public campaign using ‘Have Your Say’ to harvest submissions from the broader public community, including all the relevant key stakeholders.

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The survey itself will have a variety of questions inviting ideas and recommendations on all aspects of each plan, including strategic direction and infrastructure projects. Participants will be given the opportunity to highlight locations of potential future upgrades or capital projects on a map and provide attached information such as ideas for potential routes or user groups that would benefit.

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The landing page for the survey will provide relevant information pertaining to the process of preparing each plan and how each stage contributes to the final outcome. It will also supply participants with the information required to make a suitable submission, including the scope of each plan and examples of valuable submissions.

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Apart from the engagement survey itself, the campaign will involve branding, a dedicated web page, newspaper advertising, Facebook advertising, direct engagement of known stakeholders,

media releases, advertising in school newsletters, video content for social media and radio interviews.

Stage 2: Public Exhibition of Draft Plan

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This stage of consultation involves a full public exhibition of each draft plan for comment. The goal of this stage is to inform the community and stakeholders of each plan, as well as involve them by inviting them to have their say prior to the preparation of the final documents.

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This campaign will involve the delivery of the draft plans, an engagement survey, a dedicated web page, newspaper advertising, Facebook advertising, direct engagement of known stakeholders, media releases, advertising in school newsletters, video content for social media and radio interviews.

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For each project, a facilitated workshop will also be held to present the draft document and develop outcomes for consideration in finalising the report. Participants will include facilitators, Councillors, members of TIAC, PSA Consulting, Council Staff and members of the community that wish to attend such as representatives from local associations, community groups, schools, etc.

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Delivery of the final document in each case will be accompanied by an informative set of communications to thank the community for their input and advise how their input influenced the process. This will be undertaken through the project dedicated web page, Facebook advertising, direct engagement of known stakeholders, media releases and advertising in school newsletters.

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Financial Implications

The cost of implementing this Communications and Engagement Plan has not been included in the overall cost of the project. An estimate will be prepared and submitted to Council for endorsement.

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Statutory and Policy Compliance Implications

There are no statutory or policy compliance implications.



Communication and Engagement Plan

1) PAMP and 2) Bike Plan

Project name	1) PAMP	2) Bike Plan
Goals	To promote the development of a Pedestrian Access and Mobility Plan and invite community input into the plan.	<p>To promote the development of Council's 10 year Bike Plan and why this is being completed.</p> <p>To invite the community to have a say and provide ideas to inform the development of the Plan.</p> <p>To encourage a high level of community and stakeholder participation.</p> <p>To develop a plan that reflects the needs and aspirations of bike user groups, other stakeholders and the community. This will be achieved by designing an engagement process that aims to gather high quality input and ideas from the community on both high level strategic concepts and localised infrastructure projects that are important to them.</p>
When (Please provide clear outline of process here)	<p>STAGE 1:</p> <p><u>Design Charrette</u> <u>(BIKE PLAN 5-7pm, PAMP 7-9pm)</u></p> <p><u>Open invitation to community but TARGETTING STAKEHOLDERS x 4 (consultant facilitated)</u> (date estimates: start of October 18)</p> <p>1) South eastern towns: Byron Bay to Suffolk Park including Belongil, the Industrial Area, Ewingsdale, Broken Head. 2) South western towns: Bangalow, Clunes, Eureka, Federal, Coorabell, Possum Creek etc. 3) North western towns: Mullumbimby, Myocum,</p>	<p>STAGE 1:</p> <p><u>Design Charrette –</u></p> <p>Advertise campaign via newspapers, radio, web and social media.</p> <p>STAGE 2: Public Exhibition of Draft Bike Plan</p>

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	<p>Goonengerry, Wilsons Creek, Main Arm, The Pocket, etc. 4) North Eastern towns: Billinudgel, South Golden Beach, Ocean Shores, New Brighton, Brunswick Heads and Tyagarah.</p> <p>Advertise campaign via newspapers, radio, web and social media.</p> <p>If needed: insert community survey at this point.</p> <p>STAGE 2: Public Exhibition of Draft PAMP (Feb 2019 – March 2019) Public exhibition of Draft PAMP for comment</p> <p>Community Workshop – Q&A Will explain the process and how we've arrived at the draft plan.</p>	<p>(16 Feb 2019 - 10 Mar 2019)</p> <p>Public exhibition of Draft Bike Plan for community feedback for 28 days</p> <p>Facilitated Workshop (to answer questions) during this time.</p> <p>If needed: insert community survey at this point.</p> <p>(March 2019 – April 2019) Public exhibition of Draft PAMP for comment</p> <p>Facilitated Community Workshop – Q&A Will explain the process and how we've arrived at the draft plan.</p>
Background	<p>In 2017, Byron Shire Council resolved to develop a Pedestrian Access and Mobility Plan (PAMP) for the entire local government area in order to coordinate investment in safe, convenient and connected pedestrian routes. The PAMP will provide a framework for developing pedestrian routes or areas identified by the community as important and will require partnerships between State and Local Governments, developers, the community and other stakeholders.</p>	<p>In 2017, Byron Shire Council resolved to develop a new Bike Plan for the entire local government area to supersede the dated <i>Byron Shire Bike Strategy and Action Plan (Bike Plan)</i> which was adopted in August 2008. The new Bike Plan will be prepared to better reflect the current situation as well as changes to legislation, design standards and guidelines. The Bike Plan will enable a coordinated and strategic approach to delivering cycling infrastructure and promotional programs within Byron Shire Council and will require partnerships between State and Local Governments, developers, the community and other stakeholders.</p>
Governance	NA	NA
Objectives	<p>That the community is informed about the development of the PAMP and has had an opportunity to provide feedback and input into the final plan.</p>	<p>That the Bike Plan considers and reflects the ideas and needs of the community in a holistic, overarching way.</p>
Sensitivities and	<p>1. Actions from previous plan not complete and the community may want to know why. This may</p>	<p>1. Stakeholder groups running own agendas for cycleways in their areas (issues might be quite</p>

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challenges	<p>undermine the validity of this new piece of work.</p> <ol style="list-style-type: none"> 2. Council often criticised for inadequate and unsafe footpaths. 3. Access issues (disability access issues) may be raised by stakeholders and groups. 4. 	<p>localised)</p> <ol style="list-style-type: none"> 2. Council has received detailed plans (grant applications) for cycleways in some areas – these plans need to be acknowledged and ideas built upon. 3. Opens Council up to criticism of state of roads, potholes etc. <p>Undermines validity of more planning.4.</p>
Key messages	<ol style="list-style-type: none"> 1. Providing good pedestrian access and movement is about more than just footpaths. It's about conveniently and safely connecting people to where they want to go in a manner that is appealing and supportive of the surrounding environment. 2. Council is inviting the community to have a say on our PAMP, an important strategic document that will guide our works schedule in this area for years to come. <p>it will be developed over 10 months and the community will be invited to have a say.3.</p>	<ol style="list-style-type: none"> 1. We're committed to providing better cycleways and bike paths in the Byron Shire for the safety and wellbeing of our community. 2. This process will help us understand the bicycle services you'd like improved in your area. 3. We encourage cycling in the Shire as a more sustainable mode of transport than cars – and that is why we need well marked, maintained and connected cycleways. 4. The new Bike Plan will take a holistic view of the provision of cycleways and the way they connect across the Shire. 5. The new Bike Plan will enable community groups to prepare strategically aligned grant applications in the future. 6. Council is developing a draft Bike Plan that will guide our provision of bike paths and cycleways over the next decade. 7. Ideas and input is sought from anyone with an interest or view on cycleway routes in the Shire.
Media spokesperson	Phil Holloway	Phil Holloway
Work contact	Daniel Strzina	Daniel Strzina

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Potential level of impact	Level 3 – high impact on a local area		Level 3 – high impact on a local area	
Our promise	Inform – We will keep you informed.		Inform – We will keep you informed.	
IAP2 Public Participation Spectrum	Involve – We will keep you informed, listen to and acknowledge concerns and aspirations. Consult – We will work with you to make sure your concerns are considered and provide feedback on how public input influenced our decision.		Involve – We will keep you informed, listen to and acknowledge concerns and aspirations. Consult – We will work with you to make sure your concerns are considered and provide feedback on how public input influenced our decision.	
Stakeholders	Internal <ul style="list-style-type: none"> • All staff • Customer service • Councillors • 	External <ul style="list-style-type: none"> • Residents • Disability groups and access advocates • Schools • Preschools • • 	Internal <ul style="list-style-type: none"> • All Staff • Customer Service • Councillors • TIAC 	External <ul style="list-style-type: none"> • All residents • Cycling groups • Athletic groups (triathletes etc.) • Schools • School P&Cs • Progress Associations • Chambers of Commerce • Tourism organisations
Evaluation	Success will be measured by: <ul style="list-style-type: none"> • High level of community and stakeholder engagement in the development of both the PAMP and the Bike Plan. 			
Internal staff	Phil Holloway (Director, Infrastructure Services) Tony Nash (Manager Works) Evan Elford (TL Infrastructure Planning) Daniel Strzina (Project Engineer) Sarah Ford Michael Matthews Jodi Frawley			

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	Annie Lewis Allison Rogers Amy Phillips
Submitted to Director or Manager	Phil Holloway Tony Nash
Reported to ET	?? What date will this go to ET?
Reported to Comms Panel/Council	28 June 2018 (moved to ??)

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Task	Project	Audience	Details	Who is doing it?	Cost	Date to start/finish
Briefing of Communications Panel (Crs Richardson, Coorey, Ndiaye, Martin)	1 & 2	Internal	The Communication Plan will be shared with Council's Communications Panel to ensure they are aware of the plan, and the methods being used to promote the plan to the community and to staff.	Dan Strzina	Staff time	
Identification and engagement of key stakeholders	1 & 2	External	Staff to collate a list of, and engage with, key stakeholders 1) PAMP - TIAC - Disability advocacy groups (e.g. Ability Advocacy) 2) BIKE PLAN - TIAC - Bicycle user groups and clubs (e.g. Byron Shire Bicycle User Group, Byron Bay Cycle Club) - Schools - Resident Organisations - Etc	Dan Strzina	Staff time	
Include in Community Satisfaction Survey	1 & 2	External	Reach the broader community by including some questions relating to both the PAMP and the Bike Plan.		Staff time	
Branding development	1 & 2	External	Develop visual 'look and feel' with images and graphics to differentiate both the PAMP and the Bike Plan – for use on the website, for print advertising, social media, on the final		Graphic Designer estimate:	To be funding by IS

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			document etc.		\$500	
Website information	1 & 2	External	Page to be developed for website.	COMMS/Dan Strzina	Staff time	
Online engagement	1 & 2	External	Survey to be developed and promoted on YourSay.	COMMS/Dan Strzina	Staff time	
Newspaper advertising	1 & 2 (separately)	External	Advertising in BSN Council notices (public exhibition notices) as well as professionally designed display ads in BSN and Byron Shire News	COMMS/Dan Strzina	Staff time Quarter page \$700 per week	To be funded by IS
Facebook promotion	1 & 2	External	Promotion of project and encouraging people to take part in survey.	COMMS/Amy Phillips	Staff time	
Facebook advertising	1 & 2	External	Promotion of project and encouraging people to take part in survey.	COMMS/Amy Phillips	Staff time \$100	To be funded by IS
Letters to residents and stakeholders OR Direct mail / email campaign to stakeholder list	1 & 2	External	Letter sent to residents and stakeholders explaining study and what we want them to do.	Dan Strzina	Staff time	
Briefing of relevant community groups via		External	Inventory of all relevant community groups and email contact to be made advising of the project and offering to attend	Dan Strzina	Staff time	

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email/face to face asking them to notify members about the plan and opportunities to get involved.			meeting to provide briefing.			
Media Release	1 & 2 (separately)	External Internal	Media release 1 To promote the project and survey and invite feedback and ideas. Media release 2, 3 etc as necessary.	COMMS	Staff time	
Pop-up stalls At markets (Bruns, Byron, Bangalow, Mullum)	1 & 2	External	Take the survey to the people – request they fill out the survey on the ipad	Dan Strzina (with help from IS)	Staff time	
School newsletter advertising ??	1 & 2	External	Advertisement in school newsletters advising of project and opportunities to get involved.	COMMS	COMMS \$50	To be funded by IS
E-news / E-flash		External	Duplicate media release messages/Facebook messages To promote aspects of the project as required: i.e. survey	COMMS/Amy Phillips	Staff time	Following media release and as required.
Video content for social media/website	1 & 2	External	Short interview with Dan Strzina to be used on facebook and website.	COMMS/Amy Phillips	Staff time	
Radio content and involvement	1 & 2	External	Interview with Dan Strzina on BayFM	COMMS/Dan Strzina	Staff time	

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Staff update and promotion	1 & 2	Internal	Promotion and explanation of project to all staff	COMMS	Staff time	All Staff email Flush media
Q&As	1 & 2	Internal & External	FAQs to be developed and put on the website	COMMS	Staff time	