



## Communication and Engagement Plan

#E2018/48384

<b>Project name</b>	
<b>Biodiversity Conservation Strategy</b>	
<b>When</b>	<b>July 2018-June 2019</b>
<b>Background</b>	<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> <p>Since the development of the Biodiversity Conservation Strategy 2004-2014 Byron Shire's diverse ecosystems have experienced increasing pressure from population growth, consumption growth and climate change. Moreover, there have been substantial changes to legislation and the policy framework at the national and state level.</p> <p>At the national level, the release of the Australia's Biodiversity Conservation Strategy 2010-2030 provides a new approach to addressing biodiversity conservation and sets a national direction and targets for biodiversity conservation. In NSW, the recent enactment of the Biodiversity Conservation Act 2016, amendment of the Local Land Services Act 2013 and release of supporting regulations have significantly changed the regulatory landscape, with a strong emphasis on achieving funded biodiversity stewardship on private land. The recent release of the Draft Biodiversity Conservation Investment Strategy 2017-2037 also presents significant changes to how biodiversity conservation will be funded, particularly on private land.</p> <p>Council's new Draft Biodiversity Conservation Strategy will need to align to this current strategic and legislative setting. It will also need to reflect on past achievements, outline actions to meet biodiversity objectives as well as address community concerns regarding the long-term viability of Byron Shire's diverse ecosystems.</p> <p>Successful development and implementation of the 2019 Strategy relies on community engagement, from the initial stages through to implementation. Consultation with the community and key stakeholders will enable the development of a strategy that takes into account issues from a diverse range of stakeholders. It will also provide an opportunity for the community and key stakeholders to gain an understanding of the process of prioritisation for implementation, hurdles to success and funding limitation and opportunities.</p>
<b>Governance</b>	N/A
<b>Objectives</b>	<ol style="list-style-type: none"> <li>1. To develop a meaningful Strategy with reasonable and feasible actions that can be delivered by Council within the timeframes required.</li> <li>2. To achieve stakeholder acceptance and successful adoption by Council.</li> <li>3. To provide clear information to all stakeholders.</li> <li>4. To provide key internal stakeholders an understanding of the benefits of the strategy, to assist with 'buy-in' and strategy development.</li> </ol>
<b>Challenges</b>	<ol style="list-style-type: none"> <li>1. Political expectations</li> <li>2. Potential over-consultation resulting from seeking community feedback on a range of concurrent Council projects low participation amongst</li> </ol>

	<p>community and key stakeholders that would reduce the diversity of views</p> <ol style="list-style-type: none"> <li>3. managing community expectations about the scope of Council's role in biodiversity conservation and associated resource and budget implications</li> <li>4. Budget allocation for communication and engagement activities</li> </ol>
<p><b>Key messages</b></p>	<ol style="list-style-type: none"> <li><b>1. Strategy development and implementation</b> <ol style="list-style-type: none"> <li>1.1 Council understands that conservation of the natural environment in Byron Shire is important to people that live here</li> <li>1.2 The 2004 Strategy served the community well and more than 80% of actions detailed in the strategy have been successfully implemented</li> <li>1.3 Council invites community involvement in the development of the new Strategy</li> <li>1.4 The new Strategy will establish a framework for how Council will make decisions about pest animal management for the 10-year term of the plan</li> </ol> </li> <li><b>2. Engagement process</b> <ol style="list-style-type: none"> <li>2.1 Council is excited to work with community and key stakeholders to develop the new Strategy, a plan to conserve biodiversity in Byron Shire over the next 10 years</li> <li>2.2 Council is engaging broadly and has put into place a robust process to ensure that it has a thorough understanding of community and key stakeholder views on biodiversity conservation in Byron Shire</li> <li>2.3 The community and key stakeholders will have a number of opportunities to influence Council's decisions about conserving biodiversity in Byron Shire. This includes conversations with key stakeholders, World Café workshops and the opportunity to provide a submission when the new Strategy is on public exhibition</li> <li>2.4 Council will draw on the findings of the community and stakeholder engagement to develop the new Strategy</li> <li>2.5 Council expects the new Strategy will be ready by early 2019 for public exhibition</li> <li>2.6 Council will provide regular progress updates through its E-news, website and social media</li> </ol> </li> <li><b>3. General communication</b> <ol style="list-style-type: none"> <li>3.1 The recent enactment of the Biodiversity Conservation Act 2016, amendment of the Local Land Services Act 2013 and release of supporting regulations have significantly changed the regulatory and policy framework</li> <li>3.2 The recent release of the Biodiversity Conservation Investment Strategy also presents significant changes to how biodiversity conservation will be funded, particularly on private land</li> <li>3.3 There is now a strong emphasis on achieving funded biodiversity stewardship on private land.</li> <li>3.4 You can help by registering to attend one of the workshops or by providing a submission when the new Strategy is on public exhibition</li> </ol> </li> </ol>

	3.5 Council welcomes all community members who have information or views about biodiversity conservation, to participate	
<b>Media spokesperson</b>	<ul style="list-style-type: none"> <li>▪ Simon Richardson – Mayor</li> <li>▪ Mark Arnold – Acting General Manager</li> <li>▪ Shannon Burt – Director Sustainable Environment and Economy</li> <li>▪ Sharyn French - Manager Environmental and Economic Planning</li> </ul>	
<b>Work contact</b>	<p>Clare Manning                      Biodiversity Officer                      Phone: 02 6626 7324                      E-mail: <a href="mailto:Clare.Manning@byron.nsw.gov.au">Clare.Manning@byron.nsw.gov.au</a></p>	
<b>Emergency Services</b>	<b>NO</b>	
<b>Potential level of impact</b>	<input checked="" type="checkbox"/> Level 1 – high impact on local government area	
<b>IAP2 Public Participation Spectrum</b>	<input checked="" type="checkbox"/> Inform <input checked="" type="checkbox"/> Consult <input checked="" type="checkbox"/> Collaborate	
<b>Stakeholders</b> (also refer to Stakeholder analysis)	<b>Internal</b> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Staff</li> <li><input checked="" type="checkbox"/> Executive team</li> <li><input checked="" type="checkbox"/> Biodiversity Advisory Committee</li> <li><input checked="" type="checkbox"/> Arakwal MOU Advisory Committee</li> <li><input checked="" type="checkbox"/> Councillors</li> </ul>	<b>External</b> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Ratepayers</li> <li><input checked="" type="checkbox"/> Residents</li> <li><input checked="" type="checkbox"/> Industry interest groups</li> <li><input checked="" type="checkbox"/> Environmental Groups</li> <li><input checked="" type="checkbox"/> Eco-tourism business groups</li> <li><input checked="" type="checkbox"/> Indigenous groups</li> <li><input checked="" type="checkbox"/> Tamara Smith Member for Ballina</li> <li><input checked="" type="checkbox"/> NSW State government</li> <li><input checked="" type="checkbox"/> Neighbouring LGAs</li> <li><input checked="" type="checkbox"/> Local media</li> </ul>
<b>Our promise</b>	<b>INFORM</b> <i>We will keep you informed.</i>	
	<b>INVOLVE</b> <i>We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.</i>	
	<b>CONSULT</b> <i>We will work with you to ensure that your concerns and aspirations are considered in the alternative developed and provide feedback on how public input influenced the decision.</i>	
	<b>COLLABORATE</b> <i>We will look to you for advice and innovation in formulating solutions and where</i>	

	<i>possible incorporate your advice and recommendation into the decision.</i>	
<b>Evaluation</b>	<ol style="list-style-type: none"> <li>1. Number of engagement activities, community consulted and submissions received on the draft Strategy.</li> <li>2. Active participation in the development of the Strategy by cross directorate working group members.</li> <li>3. Successful adoption of the Strategy by Council.</li> </ol>	
<b>Internal staff</b>	YES Clare Manning to notify relevant staff at start of the consultation period	
<b>Submitted to Director or Manager</b>	YES	Date: 14 June 2018
<b>Reported to ET</b>	YES	Date: 20 June 2018
<b>Reported to Communications Panel</b>	YES	Date: 28 June 2018

## Stakeholder analysis

The analysis of key stakeholders, stakeholder groups, and analysis of their interests and/or views and their role in the development and implementation of the new Strategy is detailed in Table 1.

**Table 1 Stakeholder analysis**

Stakeholder group	Key stakeholder	Interest/views	Role
<b>Internal</b>			
Byron Shire Council	<ul style="list-style-type: none"> <li>· Staff</li> <li>· Executive Team</li> <li>· Biodiversity Advisory Group</li> <li>· Farming Cluster Group (to be determined)</li> <li>· Mayor and Councillors</li> </ul>	<ul style="list-style-type: none"> <li>· Legislative responsibility to manage biodiversity</li> <li>· Balancing community expectations of Council's role in biodiversity conservation against budget and resource realities</li> <li>· Importance of integrated approach (State/local/private)</li> <li>· Costs and effectiveness</li> <li>· Effective engagement of volunteers and placing value on their efforts</li> <li>· Impacts and benefits on agriculture</li> </ul>	<ul style="list-style-type: none"> <li>· Keep informed on the engagement process and the development of 2019 Strategy</li> <li>· Consult on their views, suggestions and priorities (Biodiversity Advisory Group)</li> <li>· Consult on how best to involve Council in public land conservation through Biodiversity Stewardship Agreements</li> </ul>
<b>External</b>			
Ratepayers & Residents	<ul style="list-style-type: none"> <li>· Lifestyle landholders (including hobby farmers)</li> <li>· Commercial farmers</li> <li>· Urban landholders</li> </ul>	<ul style="list-style-type: none"> <li>· Managing biodiversity on private land</li> <li>· Potential for diversifying farm income through private land conservation</li> <li>· Managing pest animals and weeds that impact biodiversity</li> <li>· Managing companion animals</li> </ul>	<ul style="list-style-type: none"> <li>· Consult on their views, suggestions and priorities</li> <li>· Consult on how best to involve rural landholders in private land conservation</li> </ul>
Industry interest groups	<ul style="list-style-type: none"> <li>· Australian Macadamia Society</li> <li>· NSW Farmers Association</li> </ul>	<ul style="list-style-type: none"> <li>· Represent the interests of commercial landholders</li> <li>· Regulation of commercial landholders (e.g. E-zones)</li> <li>· Potential for diversifying income through private land conservation</li> </ul>	<ul style="list-style-type: none"> <li>· Consult on their views, suggestions and priorities</li> <li>· Consult on how best to involve rural landholders in private land conservation</li> </ul>

<p>Environmental interest groups including Landcare &amp; Dunecare</p>	<ul style="list-style-type: none"> <li>· WIRES</li> <li>· Northern Rivers Wildlife Carers</li> <li>· Friends of Koala</li> <li>· Bangalow Koala</li> <li>· Byron Bird Buddies</li> <li>· Byron Environment Centre</li> <li>· Cumbebin Wetland Reserve Trust</li> <li>· Green &amp; Clean Awareness Team</li> <li>· Biodiversity Interest Group</li> <li>· Upper Mullumbimby Creek – Ridgewaves</li> <li>· Federal Bushfood Living Classroom</li> </ul>	<ul style="list-style-type: none"> <li>· Managing biodiversity on private and public land</li> <li>· Animal welfare outcomes</li> <li>· Potentially divergent views about strategies and priorities</li> </ul>	<ul style="list-style-type: none"> <li>· Consult on their views, suggestions and priorities</li> <li>· Consult on how best to involve volunteers in implementation</li> </ul>
	<ul style="list-style-type: none"> <li>· Byron Shire Chemical Free Landcare</li> <li>· Bangalow Land and Rivercare</li> <li>· Big Scrub Landcare</li> <li>· Brunswick Valley Landcare</li> <li>· Brunswick Valley Dunecare</li> <li>· Goonengerry Landcare</li> <li>· Wilson Creek Landcare</li> <li>· Yallakool Landcare</li> <li>· Upper Coopers Creek Landcare</li> <li>· Wilsons Creek Huonbrook Landcare</li> <li>· Nashua Landcare</li> <li>· North Byron Shire Coastal Landcare</li> <li>· Broken Head Dunecare</li> <li>· North New Brighton Dunecare</li> <li>· South Golden Beach Dunecare</li> <li>· South New Brighton Dunecare</li> <li>· Suffolk Park Dunecare</li> </ul>	<ul style="list-style-type: none"> <li>· Managing biodiversity on private and public land</li> <li>· Managing pest animals and weeds that impact biodiversity</li> <li>· Potentially divergent views about strategies and priorities</li> </ul>	<ul style="list-style-type: none"> <li>· Consult on their views, suggestions and priorities</li> <li>· Consult on how best to involve volunteers in implementation</li> </ul>
<p>Eco-tourism business groups</p>	<ul style="list-style-type: none"> <li>· Byron Bay Adventure Tours</li> <li>· GoSea Kayaks</li> </ul>	<ul style="list-style-type: none"> <li>· Represent the interests of commercial businesses relating to the environment</li> </ul>	<ul style="list-style-type: none"> <li>· Consult on their views, suggestions and priorities</li> </ul>

	<ul style="list-style-type: none"> <li>Byron Bay Eco Tours</li> <li>Eco River Cruise</li> <li>Byron Bay Night Vision Walk</li> </ul>		
Indigenous groups	<ul style="list-style-type: none"> <li>Madhima Gulgan Community Association</li> <li>Arakwal MOU Advisory Committee</li> <li>Tweed-Byron LALC</li> <li>Ngulingah LALC</li> <li>Jali LALC</li> <li>Bundjalung of Byron Bay Aboriginal Corporation</li> </ul>	<ul style="list-style-type: none"> <li>Managing biodiversity on Aboriginal owned/managed land</li> <li>Managing Aboriginal cultural heritage</li> <li>Employment outcomes</li> </ul>	<ul style="list-style-type: none"> <li>Consult on their views, suggestions and priorities</li> <li>Consult on how best to involve Aboriginal people</li> </ul>
NSW State Government	<ul style="list-style-type: none"> <li>Office of Environment and Heritage</li> <li>Biodiversity Conservation Trust</li> <li>North Coast Local Land Services</li> <li>National Parks and Wildlife Service</li> <li>North Coast Regional Pest Animal Committee</li> </ul>	<ul style="list-style-type: none"> <li>Legislative responsibility to manage biodiversity</li> <li>Increasing the protected area estate through private land conservation</li> <li>Managing biodiversity on Aboriginal owned/managed land</li> <li>Managing Aboriginal cultural heritage</li> </ul>	<ul style="list-style-type: none"> <li>Keep informed on the engagement process and the development of 2019 Strategy</li> <li>Consult on how best to involve rural landholders in private land conservation</li> </ul>
Neighbouring LGAs	<ul style="list-style-type: none"> <li>NOROC</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>
Local media	<ul style="list-style-type: none"> <li>Byron Shire Echo</li> <li>Byron Shire News</li> <li>Bay FM</li> </ul>	<ul style="list-style-type: none"> <li>General interest in biodiversity (i.e. 'the environment') and potential divergence in community views</li> <li>Balancing community expectations against Council's budget and resource realities</li> </ul>	<ul style="list-style-type: none"> <li>Communicate to the community the relevance of biodiversity conservation to the community and Council's role</li> </ul>

**Communication & engagement action plan**

<b>Action (Method)</b>	<b>Objective</b>	<b>Stakeholders</b>	<b>Description</b>	<b>Resources Required</b>	<b>When</b>	<b>Tasked to</b>	<b>Cost \$</b>
<b>Prepare community and stakeholder engagement plan</b>	Plan preparation	Council	Prepare community and stakeholder engagement plan	community and stakeholder engagement plan template	7 June 2018	Ecosure Clare Manning	Staff time
<b>Report to Communications Panel</b> <b>(14 Jun 2018 to Director)</b>	Seek approval	Council	Communication and engagement plan: Biodiversity Conservation Strategy	Nil	14 June 2018	Clare Manning	Staff time
<b>Reported to ET</b> <b>(20 June 2018)</b>	Seek approval	Executive Team	Communication and engagement plan: Biodiversity Conservation Strategy	Nil	20 June 2018	Clare Manning	Staff time
<b>One-on-one briefings with stakeholders</b> <b>(by invitation)</b>	Involve	Various	10 meeting with stakeholder groups to facilitate discussion of the Strategy and inform and discuss further detail.	Consultant	Sept-Nov 2018	Ecosure Council	Staff time, function room hire and refreshments ~\$200
<b>Engagement with Biodiversity Advisory Committee</b> <b>(27 Sep 2018 to Director)</b>	Consult	Biodiversity Advisory Committee	Consult on draft Biodiversity Conservation Strategy 2019 - 2013	Consultant	11 Oct 2018	Ecosure Clare Manning	Staff time
<b>Report to Arakwal MOU Advisory Committee</b>	Consult	Arakwal MOU Advisory Committee	Consult on draft Biodiversity Conservation Strategy 2019 - 2013	Consultant	1 Nov 2018	Ecosure, Clare Manning	Staff time
<b>Report to Executive Team</b> <b>(Sep 2018 to Director)</b>	Consult	Executive team	Consult on draft Biodiversity Conservation Strategy 2019 - 2013	Nil	Oct 2018	Clare Manning	Staff time
<b>Strategic Planning Workshop</b> <b>(26 Sept 2018 or 1</b>	Consult	Mayor & Councillors	Biodiversity Stewardship Agreements feasibility	Consultant	4 October and/or	Clare Manning	Staff time



**Communication & engagement action plan**

<b>Action (Method)</b>	<b>Objective</b>	<b>Stakeholders</b>	<b>Description</b>	<b>Resources Required</b>	<b>When</b>	<b>Tasked to</b>	<b>Cost \$</b>
<b>Nov to Director)</b>					8 November 2018	Ecosure	
<b>Report to Biodiversity Advisory Committee (6 Dec 2018 to Director)</b>	Seek approval	Biodiversity Advisory Committee	Inform on draft Biodiversity Conservation Strategy 2019 – 2013  Recommend public exhibition	Consultant	20 Dec 2018	Clare Manning  Ecosure	Staff time
<b>Report to Executive Team (Jan 2019 to Director)</b>	Seek approval	Executive Team	Recommend draft Strategy is placed on public exhibition for a period of 6 weeks	Nil	Feb 2019	Clare Manning	Staff time
<b>Report to Council (Jan 2019 to Director)</b>	Seek approval	Mayor & Councillors	Recommend draft Strategy is placed on public exhibition for a period of 6 weeks	Nil	Feb 2019	Clare Manning	Staff time
<b>Public Exhibition (6 weeks) February- March 2019</b>							
<b>Letter/email to specific parties</b>	Inform	Community groups	Letter/Email to explain Strategy and invite attendance at public information session  Will contain dates and venues of meetings, links to website, perhaps FAQs as well.	Consultant	Commencing Jan 2019	Clare Manning  Project Support Officers  Ecosure	Staff time
<b>Website notice</b>	Inform	Wider Community	To inform community of the Strategy and invite feedback	Nil	Notice to be online commencing Jan 2019	Communications Team	
<b>Public notice advert</b>	Inform	Wider Community	To inform community of the Strategy and invite feedback.	Nil	Notice to be online commencing Jan 2019	Project Support Officers	Staff time

**Communication & engagement action plan**

<b>Action (Method)</b>	<b>Objective</b>	<b>Stakeholders</b>	<b>Description</b>	<b>Resources Required</b>	<b>When</b>	<b>Tasked to</b>	<b>Cost \$</b>
<b>Echo advert</b>	Inform	Wider Community	The ad will alert people who may not read the council notices.	Nil	Notice to be online Jan 2019	Project Support Officers	\$735
<b>FAQs</b>	Inform	Wider Community	To inform community of the Strategy and invite feedback.	Nil	Notice to be online commencing Jan 2019	Clare Manning Project Support Officers	Staff time
<b>Social Media</b>	Inform	Wider Community	As required and with other posts to remind people about important dates.	Nil	Notice to be online commencing Jan 2019	Communications Team	Staff time \$300
<b>Online Engagement</b>	Inform	Wider Community	Have your say Byron Shire.	Nil	Notice to be online commencing Jan 2019	Communications Team	Staff time
<b>E-news general</b>	Inform	Wider Community	As required: <ul style="list-style-type: none"> <li>• Notification of the process with link to details about Strategy etc.</li> <li>• Notification of closing date for submissions and what will happen from there.</li> </ul>	Nil	Notice to be online commencing Jan 2019	Communications Team	Staff time
<b>Media Releases</b>	Inform	Wider Community	2 x media releases to: <ul style="list-style-type: none"> <li>• To inform community of the Strategy and invite feedback.</li> <li>• Notify about closing date for submissions, and details about what happens from here.</li> </ul>	Nil	Notice to be online commencing Jan 2019	Communications Team	Staff time
<b>Information Session</b>	Consult	Wider Community	Bangalow, Byron Bay, Mullumbimby	Market stand	Feb-Mar 2019	Council staff	\$800

<b>Communication &amp; engagement action plan</b>							
<b>Action (Method)</b>	<b>Objective</b>	<b>Stakeholders</b>	<b>Description</b>	<b>Resources Required</b>	<b>When</b>	<b>Tasked to</b>	<b>Cost \$</b>
<b>Report to Biodiversity Advisory Committee (April 2019 to Director)</b>	Inform	Biodiversity Advisory Committee	Update on draft Biodiversity Conservation Strategy including community feedback and recommend adoption	Nil	April 2019	Clare Manning	Staff time
<b>Report to Executive Team (May 2019 to Director)</b>	Consult	Executive team	Recommend adoption	Nil	May 2019	Clare Manning	Staff time
<b>Report to Council (April 2019 to Director)</b>	Seek approval	Mayor & Councillors	Recommend draft Strategy is adopted	Nil	May 2019	Clare Manning	Staff time
	<b>TOTAL</b>						\$2,035
	<b>Nominal Budget</b>						Environmental Levy (2606.27)

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