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Communication and Engagement Plan

#E2018/115375

Project name	Integrated Pest Management Strategy
When	July 2018-June 2019
Background	This communications plan is necessary to ensure via engagement, Council will receive a robust and well considered IPM Strategy inclusive of staff and community advocacy resulting in a greater level of acceptance from key stakeholders.
	This will be Council's first strategy incorporating an Integrated Pes Management (IPM) framework, and will in part, be guided and underpinned by Council's IPM Policy (<i>Resolution 18-565</i>).
	At a national level, Australia is a signatory to the Intergovernmental Agreement on Biosecurity (Agreement) which aims to strengthen the working partnership between governments and to improve the national biosecurity system minimising the impact of pests and disease on Australia's economy environment and the community. The recent enactment of the NSW Biosecurity Act 2015 and Local Lands Service Act 2013 with subsequent NSW Invasive Species Plan, Regional Strategic Weed and Pest Animal Management Plans identifies priorities and actions for pest management.
	Council is responsible for pest management on Council owned and managed land for a range of purposes including infrastructure management and protection of the environment. Historically, Council has applied an integrated pes management approach i.e. prevention of pests or their damage, through a combination of prevention, cultural practices, biological control, pesticide use and monitoring.
	For several years, Council has also been lobbied from some sectors of the community to cease pesticide use, particularly glyphosate based pesticides. In part response to community lobbying, but more so Council's desire to actively lead in responsible use of pesticides, Council resolved (<i>Resolution 13-621</i>) to develop an integrated pest management policy and strategy to guide cessation and minimisation of pesticide use on Council managed land by adopting IPM principals.
	It is envisaged that an IPM Strategy be developed in accordance with the <i>Biosecurity Act 2015</i> to co-ordinate pest management priorities and actions of all key stakeholders and deliver integrated pest management activities. Partners who will be integral to the success of the delivery and implementation of the IPM Strategy include stakeholders such as the NSW National Parks and Wildlife Service, North Coast Local Land Services, Rous County Council, local communities, businesses, industry representatives and Council. Such a strategy should:
	demonstrate examples of 'proof of performance' i.e case studies
	illustrate cost analysis of differing methods applied to manage the same situations (e.g. hand weed Vs use of pesticides).
	> include two important tools adopted as part of the final IPM Strategy:
	digital maps that identify:
	✓ Pesticide Exclusion Zones in which pesticides are no longer

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	used;
	✓ Pesticide Minimisation Zones where pesticide use may remain a necessary and justifiable part of an integrated pest management toolkit but is minimised on a continuous improvement basis.
	2. a set of protocols/procedures enabling Council managers to approve the use of a pesticide in a Pesticide Exclusion Zone in an emergency. For example, if deemed necessary to meet legislative or other obligations but in a manner that results in the lowest adverse outcomes for people and the environment. This will include criteria and a decision tree to assist staff decisions on whether to use a pesticide and if so, which pesticide (threshold/trigger – where a level of pest presence above which is unacceptable amounts of danger or injury to the public and/or operators health and safety and/or biosecurity and/or asset protection is likely to occur, therefore a pest action is required).
	be developed through a genuine in-depth social engagement process with stakeholders and internal work units of Council.
	align with the priorities and directions set by higher order (National, State and Regional) pest management documents e.g. Australian Weeds and Pest Strategy and North Coast Regional Strategic Weed and Pest Management Plans.
	It is also intended that an IPM Strategy will establish local priorities for pest species, areas to be managed and identify the required pest management strategies, with implementation timeframes and responsibilities assigned. An initial 5-year strategic goal component will be prepared in consultation with staff across five operational sectors of Council (sports field's and playgrounds, village centre, roadsides, bushland and pest animals). This component will include mechanisms and timeframes for monitoring and reporting on its implementation, and successes in managing the impacts of pest species within Byron Shire while aspiring to cease or minimise pesticide use.
	Commencing when it is formally adopted by Council, the IPM Strategy will outline minor reviews at year 3 and 5 with a full review in year 10.
Governance	N/A
Objectives	To develop a meaningful IPM Strategy with reasonable and feasible actions that can be delivered by Council within resources and capacity.
	2. To achieve stakeholder acceptance and successful adoption by Council.
	3. To provide clear information to all stakeholders.
	To provide key internal stakeholders with an understanding of the benefits of the strategy and assist with advocacy and strategy development.
Challenges	Political expectations
	2. Potential over-consultation as a result of seeking community feedback on a range of concurrent Council projects, low participation amongst community and key stakeholders resulting in the reduction of a diversity of views.
	Managing the community expectations regarding the scope of Council's role in pest management and the associated resource and budget implications of implementing the IPM Strategy.
	4. Budget allocation for communication and engagement activities.
Key messages	Strategy development and implementation
	The Strategy applies to all Council owned and managed land across the Shire. It does not apply to private land, Commonwealth land or Crown

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- land where Council act as Trust manager and are actively managing the land for ecological purposes.
- 1.2 Council understands that the management of Council land and the relevant use of pesticide is important to people that live in Byron Shire.
- 1.3 Council invites community involvement and collaboration in the development of the IPM Strategy.
- 1.4 The IPM Strategy will establish a framework enabling Council staff to make informed decisions regarding pest management while aligning with *Resolution 13-621*.

2. Engagement process

- 2.1 Council is excited to work with community and key stakeholders to develop the new IPM Strategy.
- 2.2 Council is engaging broadly and has established a thorough process to ensure that it has a comprehensive understanding of community and key stakeholder views on Integrated Pest Management.
- 2.3 The community and key stakeholders will have a number of opportunities to inform Council decisions on Integrated Pest Management. This includes workshops with key stakeholders, collaboration with a community reference group and the opportunity to provide a submission on the IPM Strategy while on public exhibition.
- 2.4 Council will draw on the findings of the community and stakeholder engagement to develop and inform the IPM Strategy.
- 2.5 Council expects the IPM Strategy will be ready during 2019 for public exhibition.
- 2.6 Council will provide regular progress updates through its E-news, website and social media.

3. General communication

- 3.1 The recent enactment of the NSW *Biosecurity Act 2015* and *Local Lands Service Act 2013* alongside the release of supporting management plans, have significantly changed the regulatory and policy framework regarding pest management.
- 3.2 The *Biosecurity Act 2015* has clear legislative requirements with regards to specific pest species that must be administered by Council on Council owned and managed land.
- 3.3 Information will be sort across a range of stakeholders for case studies showcasing varying pest management techniques and cost analysis.
- 3.4 You can help by registering to attend one of the workshops or by providing a submission when the new IPM Strategy is on public exhibition.
- 3.5 Council welcomes all community members who have information or views about Integrated Pest Management to participate.

Media spokesperson

- Simon Richardson Mayor
- Mark Arnold General Manager
- Shannon Burt Director Sustainable Environment and Economy
- Sharyn French Manager Environmental and Economic Planning
- Karen Love IPM Research Officer
- TBC Biodiversity Officer

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Work contact	TBC Biodiversity Officer							
	Phone: 02							
	E-mail:							
Emergency Services	NO							
Potential level of impact	✓ Level 1 – high impact on local government area							
IAP2 Public Participation Spectrum	✓ Inform ✓ Consult ✓ Involve ✓ Collaborate							
Stakeholders (also refer	Internal	External						
to Stakeholder analysis)	✓ All staff	✓ Ratepayers						
	✓ Executive team	✓ Residents						
	✓ Biodiversity Advisory	✓ Industry interest groups						
	Committee	✓ Environmental Groups including anti						
	✓ Arakwal MOU Advisory	pesticide groups						
	Committee	Eco-tourism business groups						
	✓ Councillors	✓ Indigenous groups						
		✓ Tamara Smith Member for Ballina						
		✓ NSW State government						
		✓ Neighbouring LGAs						
		✓ Local media						
Our promise	INFORM We will keep you informed.							
	INVOLVE We will listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.							
		that your concerns and aspirations are veloped and provide feedback on how public						
		d innovation in formulating solutions and where and recommendation into the decision.						

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Evaluation Number of engagement activities, community consulted and submissions received on the draft Strategy. 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 Biodiversity Officer to notify relevant staff at start of the consultation period **Submitted to Director** Date: or Manager Reported to ET Date: Reported to Date: **Communications Panel**

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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
Internal			
Byron Shire Council	 Staff Executive Team Biodiversity Advisory Group Mayor and Councillors 	 Legislative responsibility to manage pests Balancing community expectations of Council's role in pest management against budget and resource realities Importance of integrated approach (State/local/private) Costs and effectiveness Effective engagement of Landcare / volunteers and placing value on their efforts Impacts and benefits 	 Keep informed on the engagement process and the development of the Strategy Consult on their views, suggestions and priorities (Biodiversity Advisory Group) Consult on how best to involve Council in cost analysis and technique comparisons
External			
Ratepayers & Residents	 Lifestyle landholders (including hobby farmers via Alison Ratcliffe Landcare) Urban landholders 	 Managing pest weeds and animals on private land Potential for diversifying farm income through private land conservation Managing pest animals and weeds that impact biodiversity Managing companion animals 	 Consult on their views, suggestions and priorities Consult on how best to involve rural landholders in private land conservation
Industry interest groups	 Commercial farmers Australian Macadamia Society NSW Farmers Association Council's Farmers Cluster Via Alison Ratcliffe Landcare 	Represent the interests of commercial landholders Impacts on land management practices and cost effectiveness	 Consult on their views, suggestions and priorities Consult on how best to involve rural landholders in pest control and their legislative requirements

BAC Agenda 11 February 2019

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Environmental interest groups including Landcare & Dunecare

- Mullum SEED
- Byron Environment Centre
- Cumbebin Wetland Reserve Trust
- Green & Clean Awareness Team
- · Biodiversity Interest Group
- · Upper Mullumbimby Creek Ridgewaves
- · Federal Bushfood Living Classroom
- · Byron Shire Chemical Free Landcare
- National Toxic Network
- Bangalow Land and Rivercare
- Big Scrub Landcare
- · Brunswick Valley Landcare
- · Brunswick Valley Dunecare
- · Goonengerry Landcare
- Wilson Creek Landcare
- · Yallakool Landcare
- Upper Coopers Creek Landcare
- Wilsons Creek Huonbrook Landcare
- Nashua Landcare
- · North Byron Shire Coastal Landcare
- Broken Head Dunecare
- · North New Brighton Duncecare
- South Golden Beach Dunecare
- · South New Brighton Dunecare
- Suffolk Park Dunecare

- Managing pests and their impacts on Council owned and managed land.
- Managing biodiversity on Council owned and managed land vs privately owned land.
- Potentially divergent views about pesticide use.
- Potentially divergent views about strategies and priorities

- Consult on their views, suggestions and priorities
- Consult on how best to involve volunteers in implementation
- Consult on how to include differing technologies for pest management within the IPM Strategy

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Indigenous groups	 Madhima Gulgan Community Association Arakwal MOU Advisory Committee Tweed-Byron LALC Ngulingah LALC Jali LALC Bundjalung of Byron Bay Aboriginal Corporation 	 Managing pests on Aboriginal owned/managed land Managing Aboriginal cultural heritage in relation to pest management practices 	 Consult on their views, suggestions and priorities Consult on how best to involve local Aboriginal people in pest management practices
NSW State Government	 Office of Environment and Heritage National Parks and Wildlife Service North Coast Local Land Services North Coast Regional Pest Animal Committee Rous CC Department of Primary Industries 	Legislative responsibility to manage pests Increasing the protected area estate through private land conservation	Keep informed on the engagement process and the development of Strategy Consult on how to include differing technologies for pest management within the IPM Strategy
Neighbouring LGAs	· NR JO NRM group	· Regional LGA group	Consult on how to include differing technologies for pest management within the IPM Strategy Consult on their views, suggestions and priorities
Local media	Byron Shire EchoByron Shire NewsBay FM	 General interest in pest management (i.e. 'the environment') and potential divergence in community views Balancing community expectations against Council's budget and resource realities 	Communicate to the community the relevance of pest management to the community and Council's role

Communication & e	ngagement ac	tion plan						
Action (Method)	Objective	Stakeholders	Description	Resources Required	When	Tasked to	Cost \$	Completed Date
Workshop	Inform, consult & involve	Staff	Communicate IPM Policy; seek input to drafting of Pesticide Exclusion and Minimisation mapping	Staff	10 Oct 2018	Biodiversity Officer Research Officer	Consultant time built into contract. Staff time	10 Oct 2018
Report to Biodiversity Advisory Committee (Report to Director 28 January 2019)	Inform & consult	Biodiversity Advisory Committee	Pesticide Use Decision Tree Draft Pesticide Exclusion and Minimisation mapping Report Comms plan (E2018/115375) to B.A.C. DRAFT IPM Strategy to come later for comment (Mid March)	Staff	11 February 2019	Biodiversity Officer	Staff time	
Letter/email to specific stakeholders for input to first DRAFT	Inform & consult	Private invitation to 4 members of the public representing both views on the IPM Policy as well as Rous.	Invite to participate and inform the Strategy - private and confidential stakeholders, Rous County Council & members of the B.A.C.	Staff & invited peer review in confidence	March 2019	Biodiversity Officer Research Officer	Staff time	
Report to Executive Team (Report to Director 1 May 2019 for Council Ordinary Meeting)	Inform & consult	Executive Team	Final Draft before going to Council Ordinary Meeting 23 May 2019 for recommendation for Public Exhibition on 6 June 2019 for 6 weeks (tbc)	Staff	15 May 2019	Biodiversity Officer	Staff time	

Action (Method)	Objective	Stakeholders	Description	Resources Required	When	Tasked to	Cost \$	Completed Date
Consultation				Staff	April 2019		Staff time	
	Inform, consult & involve	NSW State Governments, Rous, OEH	What are their aspirations for the Strategy? How can Council promote, support and complement their IPM activities, opportunities to collaborate, gaps?	Conference Room/possible info sharing via email – pest species list & actions required from legislation		Biodiversity Officer Research Officer	Catering \$200	
Consultation	Involve collaborate	Landcare National Toxic Network Chem-Free Byron & Industry	By invite only – to privately review working draft; and help further assist on drafting Vision & Mission Statements, Strategy objectives, and actions	Staff Consultant Conference Room	April 2019	Biodiversity Officer Research Officer	Staff time Consultant time built into contract. Catering \$200	
Public Exhibition (6	weeks) 6 June					1	- I	
Letter/email to specific stakeholders, Website notice, adverts, Facebook, e-news, media release, FAQs, Council bulletin, Council dairy	Inform	All stakeholders	To explain Strategy and invite attendance to public information session Will contain dates and venues of information session	Staff	Prior to the Public Exhibition period. (23 May 2019) two weeks to organise till 6 June 2019	Biodiversity Officer Research Officer Project Support Officers	Staff time	
Information Session Drop in	Inform	All stakeholders	Outline Draft IPM Strategy and how submissions can be made -Mapping, decision tree, actions all on separate tables -What new info can you	Staff	During Public Exhibition -6 June – 18 July 2019	Biodiversity Officer Research Officer	Staff time Consultant time built into contract. Venue Hire	

Action (Method)	Objective	Stakeholders	Description	Resources Required	When	Tasked to	Cost \$	Completed Date
			provide on IPM?				\$550 Catering \$200	
Bay FM	Inform	All stakeholders	To inform community of the Strategy and invite feedback. Based on 1 x announcement per day for 7 days each fortnight \$20.00 per announcement (\$140 per week x 3 weeks) plus production of the announcement is \$99.00	Nil	1 Ad per day	Project Support Officers	Staff time Radio \$520	
Online Engagement	Inform	Wider Community	Have your say Byron Shire. Think about what questions? Is this necessary? Needs to be strategic – get people thinking Could be generic: Do you believe Byron needs a more integrated approach to pest management? Do you believe roadsides would benefit from a different maintenance regime than currently practiced? What pest species are the most important to control in Byron Shire? Do you believe bio-control of certain pests is a viable option?	Nil	Notice to be online commencing April 2019	Communications Team	Staff time	

Action (Method)	Objective	Stakeholders	Description	Resources Required	When	Tasked to	Cost \$	Completed Date
E-news general	Inform	Wider Community	As required: Notification of the process with link to details about Strategy etc. Notification of closing date for submissions and what will happen from there.	Nil	Notice to be online commencing May 2019	Communications Team	Staff time	
Media Releases	Inform	Wider Community	 2 x media releases to: To inform community of the Strategy and invite feedback. Notify about closing date for submissions, and details about what happens from here. 	Nil	Notice to be online commencing May 2019	Communications Team	Staff time	
Report to Council	Seek Mayor & Recommend Draft Strategy is Nil	Nil	22 August		Staff time			
(31 July 2019 to Director with submissions report)	approval	Councillors	adopted at Ordinary Council Meeting 22 August 2019		2019			

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