



Communication and Engagement Plan

#E2019/4012

Project name	
Building Asset Management Plan	
When	November 18 to June 2019
Background	<p>Byron Shire Council's building assets enable the community to access and enjoy a range of services and facilities that Byron has to offer. As of 30 June 18 they have a replacement value of \$73.7 million. These buildings include public toilets, sports facilities, halls, community centres, preschools, council operations, sheds, Tyagarah Airfield buildings, caravan park cabins, commercial leases, community leases, emergency services, Bangalow Showground, and swimming pool buildings. The efficient management of these building assets is vital to provide safe, reliable and efficient services.</p> <p>Failure to adequately plan for the replacement of these existing assets and the development of new assets will result in assets not meeting the needs of the community now, and into the future.</p> <p>This Building Asset Management Plan (BAMP) will demonstrate how Council will achieve its strategic asset management outcomes by applying responsible and effect asset management planning. The key elements of infrastructure asset management are:</p> <ul style="list-style-type: none"> • Taking a life cycle approach • Developing cost-effective management strategies for the long term • Providing a defined level of service and monitoring performance • Understanding and meeting the demands of growth through demand management and infrastructure investment • Managing risks associated with asset failures • Sustainable use of physical resources • Continuous improvement in asset management practices. <p>Council will measure the effectiveness and application of the asset management plan through:</p> <ul style="list-style-type: none"> • Stakeholder consultation • Regular condition and maintenance inspections • Continued use of Assetic Predictor© to predict renewal requirements • Continuous review and improvement to asset management practices • Key Performance Indicators (KPI) monitoring and recording
Governance	<p>The Building Asset Management Plan is a requirement under the NSW LG Integrated planning and reporting framework. It forms apart of the Resourcing Strategy. The framework requires community engagement.</p> <p>The national framework on asset management and planning sets out a national direction for levels of service and consultation with communities. Relevant extracts from the 7 elements relating directly to Levels of Service are:</p> <p>Element 1 – Development of an asset management policy which:</p> <ul style="list-style-type: none"> • Broadly takes account of whole of life costing, service levels and financing options, and • Requires the adoption of an asset management plan informed by community consultation. <p>Element 2 – Strategy and planning. Asset management plans will:</p>

	<ul style="list-style-type: none"> • Provide information about assets, including particular actions required to provide a defined level of service in the most cost-effective manner. <p>Element 4 – Defining levels of service</p> <ul style="list-style-type: none"> • Establish service delivery needs and define service levels in consultation with the community, • Establish quality and cost standards for services to be delivered from assets, and • Regularly review their services in consultation with the community to determine the financial impact of a reduction, maintenance or increase in service. <p>(LGPMC, 2007, pp 3-5)</p> <p>The level of engagement is up to individual councils.</p>
Objectives	<ol style="list-style-type: none"> 1. Inform the broad community of the BAMP and encourage people to share their views and opinions on their satisfaction with building assets with council. 2. Consult the community about customer levels of service and explain: <ul style="list-style-type: none"> • what building facilities and levels of service that the council provides • the current condition of these services and facilities • the cost associated to maintain them into the future • any challenges facing the council in providing these services 3. Involve via a project reference group such as the Transport and Infrastructure Advisory Committee to obtain specific feedback around Customer Levels of Service tables. <p>These objectives are in accordance with the NSW OLG.</p>
Challenges	<ol style="list-style-type: none"> 1. The community may not be able to understand the Customer Levels of Service concepts within the document 2. Lack of community interest in the BAMP. 3. Community may only use buildings/assets in one area and may feel they cannot make comments about infrastructure in the rest of the shire. 4. Consultation fatigue. 5. Lack of community confident in Council's ability to manage roads and other assets. 6. Community perception that Council wastes money. 7. The community's expectations of the Building services will be greater than available budgets and asset condition. 8. The document is large and will take time to read. Therefore, communication to the public must be interesting to want them to get involved. 9. The community may not register the importance of this document despite continued feedback about its lack of satisfaction with respect to public toilets.
Key messages	<ul style="list-style-type: none"> • Council maintains buildings and facilities and we want to hear from the community about their satisfaction for these services. • What Building facilities and levels of service that the council provides. • The current condition of these services and facilities. • The cost associated to maintain them into the future. • Any challenges facing the council in providing these services.

Media spokesperson	Phil Warner			
Work contact	Blyth Short Asset Management Coordinator			
Emergency Services		NO	Tasked to whom?	When?
Potential level of impact	✓ Level 1 – high impact on local government area			
IAP2 Public Participation Spectrum	<ul style="list-style-type: none"> ✓ Inform ✓ Consult ✓ Involve 			
Stakeholders	Internal <ul style="list-style-type: none"> ✓ Staff (Building Owners) ✓ Customer service ✓ Councillors ✓ Transport & Infrastructure Advisory Committee 		External <ul style="list-style-type: none"> ✓ Ratepayers ✓ Residents ✓ Business organisations (eg Chambers) ✓ Progress Associations ✓ Library users ✓ Love Byron Hall committees (355 Committees) ✓ Local media ✓ Caravan Park Managers/Caretakers ✓ Leasees (Community Organisations e.g. Sporting clubs, Preschools etc) 	
Our promise	INFORM <i>We will keep you informed.</i>			
	INVOLVE <i>We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.</i>			
	CONSULT <i>We will work with you to ensure that your concerns and aspirations are considered in the alternative developed and provide feedback on how public input influenced the decision.</i>			
Evaluation	<ol style="list-style-type: none"> 1. The number of submissions and online surveys will be reported to the Transports and Infrastructure Advisory Committee. 2. Number of submissions received during the public exhibition period. 			

Internal staff	YES		Manager Assets and Major Projects	When?
Submitted to Director or Manager	YES		Approved	Feb 19
Reported to ET		NO	Endorsed	
Reported to Council	YES	NO	Endorsed	June 19

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

Essential  Desirable  Optional  NA Not Applicable

	Method/Action	Level 1 – high impact on Byron Shire	Level 2 – lower impact on Byron Shire	Level 3 – high impact on local area or group	Level 4 – lower impact on local area or group
INFORM	Letter/email to specific parties	YES			NA
	SMS	NA	NA		NA
	Website notice	YES			
	Letter box drop	NA			
	Phone call	NA	NA		NA
	Phone HOTLINE	NA			
	Message on hold	NA	NA		NA
	Public notice advert (BSN)	YES	NA		NA
	Echo advert	YES	NA		NA
	Northern Star		NA		NA
	Bay FM		NA		NA
	ZZZ2LM		NA		NA
	Television advert		NA	NA	NA
	E-news general	YES			
	Street signage				
	Variable Message Signage (VMS)		NA		NA
	Rates notice		NA		NA
	Media release	YES			
	Brochure/flyer		NA		NA
	Posters		NA		NA
	Display	YES	NA		NA
	Community Access Point		NA		NA
	Fact Sheet	YES	NA		NA
	FAQs	NA	NA		NA
	CONSULT	Council report	YES		
Social Media		YES			
E-news group (specific)					NA
Drop in session			NA		
One-on-one briefing – TIAC STAKEHOLDER		YES			
Shop front display			NA		NA
Farmers Market stand			NA		NA
Survey - online		YES	NA		NA
Survey - paper			NA		NA
Public meeting (open)			NA		NA
Stakeholder meeting - (by invitation)		NA		NA	
Focus Group					
Public Exhibition	YES	NA		NA	
Site meeting/tour					
INVOLVE	Online discussion forum		NA		NA
	Project Reference Group - TIAC	YES	NA		NA
COLLABORATE	Roundtable	YES	NA		NA
	Charette		NA		NA
	Deliberative Forum		NA		NA
	World Cafe		NA	NA	NA
	Summit		NA	NA	NA
EMPOWER	Community Reference Group	YES	NA		
	Independent Advisory Committee		NA	NA	NA
	Ballot		NA	NA	NA
	Citizen jury/panel		NA		NA

Communication/engagement action plan						
Action (Method) [Remove actions that are not applicable]		Stakeholders [list]	Note [additional info if required]	When [date]	Tasked to [Division/area]	Cost \$
	Letters/emails to specific parties	Customers and staff	Staff, Section 355 Committees and other identified stakeholders	October 18	Asset Management Coordinator	
3	Website notice	Customers and staff	Information to be on website including a link to BAMP document	18 May 19	Asset Management Coordinator	
9	Advertisements in Byron Shire Echo and Byron Shire News	Customers and staff	¼ page.	18 May 19	Asset Management Coordinator	\$150 (Echo) \$300 (BSN)
14	E-news general	Customers and staff	As required to let people know the document is on exhibition and to make a submission. Link to BAMP document	18 May 19	Media	
18	Media release	Customers and staff	1 or 2 media releases to let people know the document is on exhibition and to make a submission.	18 May 19	Media	
	Fact Sheets	Customers	Info-graphic A4 sheets produced by Graphic Designer 2 sheets.	2 April 19	Asset Management Coordinator	\$900
25	Council report	Councillors	Present draft BAMP	22 June 19	Asset Management Coordinator	
26	Social Media	Customers, commuters, staff	As required to let people know the document is on exhibition and to make a submission. Link to BAMP document and survey	18 May 19	Media	\$50
32	Survey - online	Customers, commuters, staff	Link to BAMP document Survey Monkey	March 19	Asset Management Coordinator	
	Display	Customers, commuters,	Council Foyer and staff notice boards.	18 May 19	Asset Management	\$300

Communication/engagement action plan						
Action (Method) [Remove actions that are not applicable]	Stakeholders [list]	Note [additional info if required]	When [date]	Tasked to [Division/area]	Cost \$	
	staff	Graphic Designer A0 poster.		Coordinator		
40	Project Reference Group	Members and staff	Traffic and Infrastructure Advisory Committee	14 Feb 19 Survey Feedback March 19	Asset Management Coordinator	
	TOTAL	\$1700				

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

REFERENCES:

LGPMC, 2009, *Asset Planning and Management, Local Government Financial Sustainability Nationally Consistent Frameworks, Framework 2*, Local Government and Planning Ministers' Council, Canberra. http://www.lgpmcouncil.gov.au/publications/sus_framework.aspx.

LGPMC, 2009, *Asset Planning and Management, Local Government Financial Sustainability Nationally Consistent Frameworks, Framework 3*, Local Government and Planning Ministers' Council, Canberra. http://www.lgpmcouncil.gov.au/publications/sus_framework.aspx.