

Communication/engagement action plan – Main Beach Shoreline Project

Action (Method)		Stakeholders	Note (incl. Phase of the Project)	When/completed
1.	Email to specific parties	Public Agencies Businesses Panels/Committee Members Interest Groups Associations	<p><u>Prior to Commencement and All Phases of the Project</u> - Informative email to key stakeholders advising of Councils resolution to undertake a Design Investigation and project kick-off. Information throughout the delivery of the project will be uploaded and updated regularly on Council's website. All community and stakeholders referred to the website for information.</p> <p>Created Stakeholder List for project updates via email. List of agency reps, Council Panel/Committee members, key stakeholders and attendees from the Drop In Session, interested persons (from Webpage upon request).</p>	<p>Project Kick-Off – emails sent 17 & 18/09/19 Community Members</p> <p>Invite to Community Event – (12 & 13/11/19)</p> <p>Project update #1 – emailed to key stakeholder and community member list</p> <p>Project update #2 – emailed to key stakeholder and community member list on 27/02/20</p> <p>Project update #3 – emailed to key stakeholder and community member list on 19/03/20</p>
2.	Councillor Bulletins	Councillors	<p><u>Prior to Commencement and All Phases of the Project</u> - Provide regular bulletin updates throughout delivery.</p> <p>#1 'Request for Tender' now live, with next update once Consultant engaged.</p> <p>#2 Week ending 30 August 2019 – Consultant engaged</p> <p>#3 Week ending 15 November 2019 - Advising of Community Drop In Event</p> <p>#4 Week ending 10 April 2020 – update on tasks completed and next steps.</p>	<p>#1 – Week ending 24 May 2019</p> <p>#2 – Week ending 30 August 2019</p> <p>#3 - Week ending 15 November 2019</p> <p>#4 – Week ending 10 April 2020</p>
3.	Webpage	Community	<p>Webpage: <u>All phases of the Project</u></p> <p>https://www.byron.nsw.gov.au/Services/Environment/Coast-and-waterways/Coastal-Management/Main-Beach-Shoreline-Project</p> <p>Information on why, where and what regarding the project. To be updated regularly and to inform community of progress of the design investigation. All Final Reports to be uploaded after</p>	<p>Prior to Community Event – end of Oct 2019.</p> <p>Update #1: 13 Nov 2019</p> <p>Update #2 –Added more information Dec 2019</p> <p>Update #3 Feb 2020 - Added Condition Assessment</p>

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		<p>Council resolutions/endorsement. Website to be updated throughout delivery of the project.</p> <p>Webpage has: Bluecoast Proposal; Fact Sheet; Reference Material (Related Information); Map; Reports (as they are completed); FAQs</p>	<p>Report</p> <p>Update #4 – April 2020 – Add Baseline Assessment Report</p>
4.	Radio	Community	<p>Radio Interview with Bruce Mackenzie about the Drop in Session – 20 Nov 2019</p> <p>ABC Radio Interview – 20 Nov 2019</p>
5.	Public notice advert (BSN & Echo Advert)	Community	<p><u>Project Kick-Off - Community Drop In Event (20/11/19)</u></p> <p><u>Phase 2 – Concept Designs – Advert to notify and inform the community of the Concept Design Development report to council</u></p> <p><u>Phase 4 – Evaluation and Determination for Detailed Design - Advert to notify and inform the community when Design Investigation Report goes to Public Exhibition</u></p> <p>Project-Kick-Off - Week prior to Community Event (20/11):</p> <p>The Echo ad – Wed 13 Nov; BSN ad – Thurs 14 Nov</p> <p><u>Phase 2 – Concept Designs – The Echo ad - mid May 2020 (in prep, TBC)</u></p>
6.	Media releases	Local Media Community	<p><u>All Phases of the Project</u> - Inform the local media and community of the project commencement and details.</p> <p>Media Releases to point people to Council's project webpage for more information.</p> <p><u>Project-Kick-Off - Community Event (Main Beach) (15/11/19) ' Main Beach Shoreline Project launches in Byron Bay on Wednesday'.</u></p> <p><u>Phase 1 – Concept Designs – mid May 2020 (in prep, TBC)</u></p>
7.	Social Media	Community	<p><u>All Phases of the Project</u> - Update on the project during the delivery of the key stages and prior to public exhibition.</p> <p>1. Project Kick-off – Community Event (Main Beach) Nov 2019</p> <p>2. Concept Design Development – mid May 2020 (in prep, TBC)</p>
8.	Project Kick-Off Community Event	All community and stakeholders	<p><u>Project Kick-Off Community Event</u></p> <p>The aim of this presentation is to present to the Key-Stakeholder the aims and objectives of the project and when / how they will be informed during project delivery.</p> <p>Project Kick-Off (20 Nov 2019) Main Beach Surf Club</p>

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			<p>Set up stations at areas around the room. Posters and informative material. Fact Sheet and Posters – create for information about the study.</p> <p>Outline Project Objectives and the three main themes:</p> <ol style="list-style-type: none"> 1. Getting the Science Right 2. Getting the Story Right 3. Getting the Engineering Right. 	
9.	Key Stakeholder Workshops (by invitation)	Key Stakeholders	<p><u>Phase 2 – Concept Designs –</u></p> <p>Workshop (MCA #1) CANCELLED due to COVID19 (survey/interviews as an alternative – refer below).</p> <p>Workshop (MCA #2) – second-pass assessment and more detailed review, evaluation and ranking of options.</p>	MCA #1 (May 2020) - cancelled due to COVID19
10.	Community Survey	Community and Key Stakeholders	<p><u>Phase 2 – Concept Designs -</u> As an alternative to the MCA#1 Key Stakeholder Workshop to discuss the concept designs the following is being undertaken. The outcomes of the engagement will be used to update and confirm the project KPIs and associated assessment criteria. These will form the backbone of the design process. The engagement will also attempt to quantify which of the 6 options the community like best.</p> <p>Community Survey – key themes ‘Values’, ‘Expectations’ and Concept Designs. Community Survey and engagement activities – June 2020</p>	<p><u>Phase 2 – April/May 2020</u></p> <p>Survey – live for 4 weeks June 2020</p> <p>Interviews (Key Stakeholders reps and broader community members upon request)</p>
11.	Councillor Workshops	Councillors	<p><u>Phase 1 – Baseline Assessment –</u> to inform Councillors and present information gathered so far. Outline the project scope of work.</p> <p>(Phase 1) Workshop – project update and discussion of project objectives)</p> <p>(Phase 2) Workshop – discussion of concept designs and options</p>	<p><u>Phase 1 – Workshop (6 Feb 2020)</u></p> <p><u>Phase 2 – Workshop (4 June 2020)</u></p>

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			assessment	
12.	Report to the Executive Team	ET (Council)	Report to ET – outline the key project stages Report to ET – project status and delivery Report to ET – presentation of concept designs	Report to ET – 6 Feb 2019 Report to ET – 29 Apr 2020 Report to ET – 13 May 2020
13.	Report Council Meeting	Councillors	<u>All Phases of the Project</u> - Regular reports to Council at the finalisation of each major stage or task/s throughout the delivery of the project. Reports to Council aim for endorsement of council to the next stage so every step of the project is transparent with robust decision making, i.e. Council owned and responsible.	Concept Design Development – Memo– Report to Council – 28 May 2020 Concept Design Development – Full Report (after engagement activities – aiming for August 2020
14.	Enquiries	Community	<u>All Phases of the Project</u> - Staff available to respond to public enquiries.	As required.
15.	Phone Interviews	Community	<u>All Phases of the Project</u> - Phone Interviews with local news stations.	Project Kick-off – Community Event (Main Beach) As required.
16.	Public Exhibition	Community and Key Stakeholders	<u>Phase 4 – Evaluation and Determination for Detailed Design</u> - 6 weeks Public Exhibition period.	Yet to be determined.
17.	Community Events/Activities	Community	<u>Phase 4 – Evaluation and Determination for Detailed Design</u> – community engagement and events during final stage of project and Public Exhibition period. <ul style="list-style-type: none"> - local Farmers Market stalls - Main Beach Surf Club event 	Yet to be determined.