



Communication and Engagement Plan

#E2018/3118

Project name		Emissions Reduction Strategy	
When	January to August 2018		
Background	<p>In recognition of the importance local government plays in addressing climate change, Byron Shire Council has been actively implementing emission reduction strategies and reporting on emissions since 2004. Council developed the <i>Greenhouse Action Strategy 2004</i> to identify ways to reduce greenhouse gas emissions. The scope of the third version of the <i>Greenhouse Action Strategy 2004</i>, retitled the <i>Byron Shire Low Carbon Strategy 2014</i>, incorporated preparations for peak oil challenges.</p> <p>Council resolved at the 23 March 2017 meeting (Resolution 17-086) two specific targets:</p> <ul style="list-style-type: none"> ▪ Council commits to achieving 100% net Zero Emissions by 2025 in collaboration with Zero Emissions Byron (ZEB). ▪ Council commit itself to source 100% of its energy through renewable energy within 10 years. <p>In order to achieve these targets, an Emissions Reduction Strategy will be developed as a transition from the Low Carbon Strategy.</p> <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>		
Governance	No relevant legislative requirements.		
Objectives	<ol style="list-style-type: none"> 1. To develop a meaningful Strategy with reasonable and feasible actions that can be delivered by Council within the timeframes required. 2. To achieve stakeholder acceptance and successful adoption by Council. 3. To provide clear information to all stakeholders. 4. To provide key internal stakeholders an understanding of the potential benefits of emissions reduction, to assist with 'buy-in' and strategy development. 		
Challenges	<ol style="list-style-type: none"> 1. Internal buy-in 2. Political expectations 3. Community stakeholder expectation 4. Timeframe expectations 		
Key messages	<ol style="list-style-type: none"> 1. The Strategy will guide Council to achieving zero net emissions target, using NGERs carbon accounting methodology. 2. Council will have opportunities to realise possible income streams from potential projects and or partnerships. 3. The Shire will be future-proofed and more resilient to energy supply changes. 		

	4. Council will work collaboratively to lead the community in reducing emissions and addressing Climate Change.		
Media spokesperson	<ul style="list-style-type: none"> ▪ Simon Richardson – Mayor ▪ Mark Arnold – Acting General Manager ▪ Shannon Burt – Director Sustainable Environment and Economy 		
Work contact	Ronnie Lawton Sustainability and Emissions Reduction Officer Phone: 02 6626 7294 Email: Ronnie.Lawton@byron.nsw.gov.au		
Emergency Services		NO	
Potential level of impact	<input type="checkbox"/> Level 1 – high impact on Byron Shire		
IAP2 Public Participation Spectrum	<input type="checkbox"/> Inform <input type="checkbox"/> Consult <input type="checkbox"/> Involve <input type="checkbox"/> Collaborate		
Stakeholders	Internal <ul style="list-style-type: none"> <input type="checkbox"/> Staff <input type="checkbox"/> ET <input type="checkbox"/> Councillors <input type="checkbox"/> Committee 	External <ul style="list-style-type: none"> <input type="checkbox"/> Ratepayers <input type="checkbox"/> Residents <input type="checkbox"/> Visitors/Tourists <input type="checkbox"/> Business organisations (eg. Chambers) <input type="checkbox"/> Zero Emissions Byron & other NGO's <input type="checkbox"/> State government <input type="checkbox"/> Neighbouring LGAs <input type="checkbox"/> Local media 	
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 d in the alternative developed and provide feedback on how public input influenced the decision.</i>		
	COLLABORATE <i>We will look to you for advice and innovation in formulating solutions and where possible incorporate your advice and recommendation into the decision.</i>		

Evaluation	<ol style="list-style-type: none"> 1. Number of engagement activities, community consulted and submissions received on the draft Strategy. 2. 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 Ronnie Lawton to notify relevant staff at start of the consultation period	
Submitted to Director or Manager	YES	Approved
Reported to ET	YES	Date: 7 February 2018
Reported to Communications Panel	YES	Date: 13 February 2018

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Communication/engagement action plan						
Action (Method)	Objective	Stakeholders	Description	When	Tasked to	Cost \$
Initial consultation with Executive Team	1,2, 3 & 4	ET	Provide project plan. Identify key internal stakeholders	7 February 2018	EEP – Ronnie Lawton	Staff time
Begin initial consultation with SIWG (Note: SIWG under review).	1,2, 3 & 4	ET Key internal stakeholders	Provide project plan. Update of Low Carbon Strategy actions Develop progress monitoring structure, including regular updates with Mayor.	February – March 2018	EEP - Ronnie Lawton	Staff time
Meet with allocated/nominated action officers	1,2, 3 & 4	Key Internal Staff	Draft SMART actions	February – May 2018	EEP - Ronnie Lawton	Staff time
Engage with ZEB	1 & 2	ZEB	Collaborate with ZEB on Strategy.	February – May 2018	EEP – Ronnie Lawton	Staff time
Consult with Sustainability Panel/Committee	3 & 4	Community representatives	Provide draft Strategy for review	February – May 2018	EEP – Ronnie Lawton	Staff time
Council adoption of draft strategy of Public Ex.	2, 3 & 4	Councillors	Provide draft Strategy for review	24 May 2018	EEP – Ronnie Lawton	Staff time
Public Exhibition (6 weeks)						
Letter/email to specific parties	3	Community groups (i.e. ZEB)	Letter/Email to explain Strategy and invite attendance at both/either: -public open meetings Will contain dates and venues of meetings, links to website, perhaps FAQs as well.	Week commencing 11/06/2018	EEP – Ronnie Lawton	Staff time \$25
Website notice	2 & 3	Wider Community	To inform community of the Strategy and invite feedback	Notice to be online week commencing 11/06/2018	Communications Team	

Communication/engagement action plan						
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Public notice advert (BSN)	2 & 3	Wider Community	To inform community of the Strategy and invite feedback.	Week commencing 11/06/2018	Communications Team	Staff time
Echo advert	2 & 3	Wider Community	The ad will alert people who may not read the council notices.	Week commencing 11/06/2018	Communications Team	\$735
FAQs	2 & 3	Wider Community	To inform community of the Strategy and invite feedback.	Week commencing 11/06/2018	EEP – Ronnie Lawton	Staff time
Social Media	2 & 3	Wider Community	As required and with other posts to remind people about important dates.	Week commencing 11/06/2018	Communications Team	Staff time \$300
Online Engagement	2 & 3	Wider Community	Have your say Byron Shire.	Set up - Week commencing 11/06/2018	Communications Team	Staff time
E-news general	2 & 3	Wider Community	As required: <ul style="list-style-type: none"> • Notification of the process with link to details about Strategy etc. • Notification of closing date for submissions and what will happen from there. 	Week commencing 11/06/2018	Communications Team	Staff time
Media Releases	2 & 3	Wider Community	2 x media releases to: <ul style="list-style-type: none"> • To inform community of the Strategy and invite feedback. • Notify about closing date for submissions, and details about what happens from here. 	Week commencing 11/06/2018 16/07/2018	Communications Team	Staff time
Stakeholder meeting (by invitation)	2 & 3	Relevant community groups	To facilitate discussion of the Strategy and inform and discuss further detail.	Session to be scheduled for late June.	EEP – Ronnie Lawton and Daniel Harper	Staff time, function room hire and refreshments ~\$200
TOTAL	Approximately \$2,500. (Incorporating external assistance to manage submissions if required). Nominal Budget #2606.34					

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