



# Communication and Engagement Plan

## Rural Event Sites (Wedding Venues)

#E2018/5485

Project name Rural Event Sites (Wedding Venues) – pre gateway determination community consultation	
<b>When</b>	<b>From February to March 2018</b>
<b>Background</b>	<p>As the wedding and events industry has grown, there have been some examples of unauthorised and poorly managed event sites causing significant impacts on rural residents. Through a clause in the Byron Local Environment Plan two properties within the RU2 zone have been approved for temporary use as a function centre (no more than 14 days per year). Council is aware, however, that weddings have been regularly occurring on a number of sites in rural areas without consent.</p> <p>The wedding and events industry generates positive economic and tourism benefits for the Shire, including the provision of local jobs. Council would like to work with both the rural community and the industry stakeholders to ensure that weddings and events in rural areas can operate in appropriate locations, with proper management in a way that respects the rural amenity of the neighbours.</p> <p>Council has resolved (Resolution 17-594) to prepare a draft Planning Proposal to amend Byron Local Environmental Plan 2014 to insert a clause permitting function centres with consent in zones RU1, RU2 and R5 subject to a range of controls which will manage impacts on existing residents.</p> <p>Council’s resolution requires consultation on the draft planning proposal to be undertaken before it is formally lodged with the Department of Planning for Gateway Determination. This consultation will include:</p> <ul style="list-style-type: none"> <li>• information sessions in all rural communities where the proposal may have affect</li> <li>• a media release issued and posted on Council’s website at least two weeks prior to the first information session to advise the community of the planning proposal with notice of all information sessions</li> </ul> <p>Following completion of the pre gateway community consultation, a report will tabled with council on the consultation outcomes and a final draft planning proposal for council’s consideration to submit for gateway determination. It is expected that the consultation and engagement activities contained herein would need to be repeated following Gateway determination.</p> <p>See attached Discussion Paper for more information</p>

<b>Governance</b>	No legislative requirement to consult at this stage.
<b>Objective 1</b>	To obtain community feedback in relation to council's recommended approach, which is to manage rural event sites through the LEP approvals process.
<b>Objective 2</b>	To 'test' the suggested development controls to determine whether they will appropriately manage potential amenity impacts.
<b>Challenges</b>	<ol style="list-style-type: none"> <li>1. Entrenched views of residents previously impacted by uncontrolled activities, and lack of trust – could mean some community members view this process with scepticism.</li> <li>2. Understanding and valuing the benefits the events industry brings to the Shire – some community members may not engage in the process with a holistic viewpoint and open mind.</li> <li>3. Not supported or acknowledged by local media (Byron Shire Echo) thereby opening up the process to criticism and questioning the credibility of the project/process.</li> </ol>
<b>Key messages</b>	<ul style="list-style-type: none"> <li>• Council knows rural events are causing problems in some areas, but we're hoping to find a solution together that works for rural residents and the events industry.</li> <li>• Currently, rural event sites (function centres) are unauthorised and uncontrolled.</li> <li>• Current Planning controls provide only very limited opportunity to approve such a land use in the rural area.</li> <li>• Strong demand persists, particularly for wedding sites, creating significant enforcement issues.</li> <li>• Lack of action will not alter the current situation.</li> <li>• <i>What does the future look like when events are regulated in rural areas?</i></li> </ul>
<b>Media spokesperson</b>	<p>Mark Arnold (Acting General Manager)</p> <p>Simon Richardson (Mayor)</p> <p>Shannon Burt (Director, Sustainable Environment and Economy)</p> <p>Annie Lewis (Communications Manager)</p>
<b>Work contact</b>	<p>Rob van Iersel</p> <p>Major Projects Planner</p> <p>T: (02) 66 267 054</p> <p>E:rob.vaniersel@byron.nsw.gov.au</p>
<b>Potential level of impact</b>	<b>Level 3 – High impact on local area or group</b>

<b>IAP2 Public Participation Spectrum</b>	<b>1) Consult</b> <b>2) Involve</b> <b>3) Inform</b>	
<b>Stakeholders</b>	<b>Internal</b> All staff Customer service Enforcement Councillors	<b>External</b> Residents (Rural area) Local Commercial businesses (Wedding/event industry) Potential proponent businesses and organisations (Byron wedding and events industry association) Ballina and Tweed Council (to consult) Consultant Developers and Planners (newsletter)
<b>Our promise</b>	<b>INFORM</b> <i>We will keep you informed.</i>	
	<b>INVOLVE</b> <i>We will work with you to ensure that your concerns and aspirations are considered in the alternatives developed 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 and provide feedback on how public input influenced the decision.</i>	
<b>Evaluation</b>	Success will be measured by: <ul style="list-style-type: none"> <li>• Recommended LEP control finalised and reported to council.</li> <li>• Substantial input from rural landholders and good attendance at public meetings/workshops etc.</li> </ul>	
<b>Internal staff</b>	Yes <ul style="list-style-type: none"> <li>• Development Services Staff,</li> <li>• DSO's and Customer Service,</li> <li>• Enforcement team</li> </ul> Rob van Iersel to notify at the start of the consultation period.	

<b>Submitted to Director</b>	YES	Approved.
<b>Reported to ET</b>	I2018/81	Date: 7 February 2018
<b>Reported to Communications Panel</b>	I2018/xxxx	Date: 13 February 2018

Task/ Objective		Target Audience	Description	Tasked to	Cost	Date to start/finish
<b>Letter/email to specific parties</b>	1	Byron Wedding and Events Industry Association (BWEIA) Rural Residents	Letter/Email to explain project and invite attendance at both/either: <ul style="list-style-type: none"> <li>-public open meetings</li> <li>-stakeholder meetings</li> </ul> Will contain dates and venues of meetings, links to website, perhaps FAQs as well	COMMS/Jamie van Iersel	Staff time \$50	Late Feb 2018
<b>FAQs</b>	1	Wider community	To inform community of the project and invite feedback	Rob van Iersel/ Jamie van Iersel	Staff time	Draft - Late January Final – reviewed and formatted by COMMS - Week commencing 19.02.2018
<b>Internal Communications</b>	1	Enforcement team Customer Service Staff All staff	Briefing session with Andrew Hill and Community Enforcement Team Briefing session with Customer Service Staff (including info for screen in Customer Service area) Flush media – information on toilet doors Kylie Graineey – info for Industry Newsletter	Rob van Iersel Jamie van Iersel COMMS	Staff time	Week commencing 19.02.2018
<b>Website Notice</b>	1	Wider community	To inform community of the project and invite feedback	COMMS	Staff time	Notice to be online - Week commencing 19.02.2018
<b>Online Engagement</b>	1	Wider community	Have your say Byron Shire	COMMS	Staff time	Week commencing 19.02.2018
<b>Staff phone line for contact</b>	1	Wider community	To inform community of the project and invite feedback	Jamie van Iersel	Staff time	Set up - Week commencing 19.02.2018
<b>Public notice advert (BSN)</b>	1	Wider community	To inform community of the project and invite feedback	Jamie van Iersel/ Customer Service	Staff time	Week commencing 19.02.2018

Task/ Objective		Target Audience	Description	Tasked to	Cost	Date to start/finish
<b>Media Briefing</b>	1	Byron Shire News Echo Bay FM ABC Far North Coast	Briefing on the project objectives etc	COMMS Rob van Iersel	Staff time	Week commencing 19.02.2018
<b>Newspapers advertisements</b> Byron Shire News Byron Shire Echo	1	Wider community	¼ page. In addition to the public notice for BSN, the ad will alert people who may not read the council notices.	COMMS	Staff time BSN \$350 Echo \$735	Week commencing 19.02.2018
<b>E-news general</b>	1	Wider community	As required but a minimum will be: <ul style="list-style-type: none"> <li>• Notification of the process with link to media release and details about meetings etc.</li> <li>• Notification of closing date for submissions and what will happen from there.</li> </ul>	COMMS	Staff time	Week commencing 19.02.2018
<b>Media releases</b>	1	Wider community	2 x media releases to: <ul style="list-style-type: none"> <li>• Notify of start of process with info about meetings.</li> <li>• Notify about closing date for submissions, last chance and details about what happens from here.</li> </ul>	COMMS	Staff time	Week commencing 19.02.2018  13.03.2018
<b>Social Media</b>	1	Wider community	As required to coincide with media releases but other posts to remind people about meetings etc	COMMS	Staff Time \$300 for facebook posts \$600	Week commencing 19.02.2018
<b>Public Drop-in Sessions</b>	1/2	Rural Residents Byron Wedding and Events Industry Association M(BWEIA)	To facilitate discussion of the project and inform and discuss further detail of the council's recommended approach to manage rural events through the LEP approvals process.  To 'test' the development controls to	Rob van Iersel Jamie van Iersel	Staff Time Approximate hall rental - <u>Bangalow</u> A&I hall: \$165 (half day) \$100 booking day	Sessions to be scheduled late February/early March; Bangalow, Byron Bay, Mullumbimby and Federal. 3pm – 7:30pm.

Task/ Objective		Target Audience	Description	Tasked to	Cost	Date to start/finish
			<p>determine whether they will be effective in managing potential impacts of the events.</p> <p>To listen to feedback and take on board suggestions from the community in regards to better controlling the events.</p>		<p><u>Byron</u> Community Centre Verandah Room: \$105 (half day)</p> <p><u>Mullum</u> Anglican church hall: \$72 (+\$50 deposit) (half day)</p> <p><u>Federal</u>: Jasper Corner Hall: Free of charge ☺ (limited availability)</p> <p>Refreshments: \$50 per session</p> <p><b>Total: \$642</b></p>	Bookings based on 4 hour hire.
<b>Stakeholder meeting (by invitation)</b>	1/2	Byron Wedding and Events Industry Association (BWEIA)	<p>To gain an understanding and agreement with the association on the suggested development controls.</p> <p>To set in place a format and protocol for the monitoring and reviewing of events.</p>	Rob van Iersel	Staff Time	Meeting during week commencing 19.02.2018
<b>Budget</b>					<p>\$2,377</p> <p>Say \$2,500</p>	