

Project name		CZMP for the Eastern Precincts of the Byron Bay Embayment		
When	January 2018 to June 2018			
Background	Development of a draft Coastal Zone Management Plan for the Eastern Precincts of the Byron Bay Embayment (Cape Byron to Main Beach), for Ministerial certification under the <i>Coastal Protection Act 1979</i> .			
Governance	<i>Coastal Protection Act 1979</i> Section 55E (a) and (b) to give notice in a local public newspaper and exhibit the CZMP for a minimum of 21 days.			
Objectives	<ol style="list-style-type: none"> 1. Consult with public agencies on the development of the CZMP to gain feedback on the development of the CZMP prior to presenting the CZMP to Council. 2. Gain public agency support/authorisation for the actions proposed in the CZMP (required for Ministerial certification). 3. Update the community on the splitting of the CZMP and newly formed plan for the Easter Precincts. 4. Provide information on the changes in the newly formed CZMP for the Eastern Precincts. 5. Gain community support for the CZMP as a whole and the actions proposed in the CZMP. 6. Ensure that Council meets its statutory obligations concerning community engagement. 			
Challenges [list]	<ol style="list-style-type: none"> 1. Potential negative (or legality) issues from a small group of community members. 2. Ensuring the public exhibition is finalised in time to submit a draft plan to the Minister prior to the lapsing of the existing legislations transitional arrangements (ie. before end of June 2018) 3. Time frame for Minister to certify the CZMP. 			
Key messages [list]	<ol style="list-style-type: none"> 1. Council committed to finally have a certified CZMP for the part of the Shire coastline, being Cape Byron to Main Beach. 2. Managing the coastline is multifaceted and requires support and commitment from all involved. 			
Media spokesperson	Annie Lewis – Media and Communications Coordinator			
Work contact	Chloe Dowsett – Coastal and Biodiversity Coordinator			
Emergency Services Do they need to be notified?	YES On Emergency sub-plan component	NO	Tasked to whom? Chloe Dowsett	When? Prior to Councillor workshop (8 Feb 2018). Agency Teleconference (5

				April 2018)
Potential level of impact	<input type="checkbox"/> Level 3 – high impact on local area or group			
IAP2 Public Participation Spectrum [delete levels not applicable]	<input type="checkbox"/> Inform <input type="checkbox"/> Consult <input type="checkbox"/> Involve			
Stakeholders [Internal <input type="checkbox"/> Councillors <input type="checkbox"/> Committee <input type="checkbox"/> Staff <input type="checkbox"/> Managers	External <input type="checkbox"/> Ratepayers <input type="checkbox"/> Residents <input type="checkbox"/> Commercial businesses <input type="checkbox"/> Emergency Services <input type="checkbox"/> Local Indigenous groups <input type="checkbox"/> Local media <input type="checkbox"/> Public agencies		
Our promise	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 [1. Community and agency support for CZMP and proposed actions (formal 'Letters of Support/Agreement' from agencies). Positive support for the plan from community submissions during the Public Exhibition period. 2. Ministerial certification of the CZMP.			
Internal staff	YES	NO	Tasked to whom?	When?
Submitted to Director or Manager	YES	NO	Approved	When?
Reported to ET	YES	NO	Endorsed	When?
Reported to Council	YES	NO	Endorsed	When?
	Comms Panel			13 Feb 2018

Communication/engagement action plan						
Action (Method)		Stakeholders	Note	When	Tasked to [Division/area]	Cost \$
1.	Email to specific parties	All Public Agencies	<p>1. Informative email sent to public agencies advising of Councils resolution to make a newly formed plan and inviting them to attend a Workshop at Council Chambers to discuss the preliminary draft CZMP.</p> <p>2. On-going email communication throughout development of the CZMP.</p>	<p>Complete</p> <p>On-going</p>	Chloe Dowsett	NA
2.	Stakeholder meeting (by invitation)	All Public Agencies	<p>Workshop held at Council Chambers. Many agencies were an apology however sent through comments in preliminary draft for discussion. OEH and Crown Lands attended.</p> <p>One on one meetings</p>	<p>Public Agency Work shop 24 Jan 2018.</p> <p>Complete</p> <p>Meetings 5 April 2018</p> <p>Complete</p>	Chloe Dowsett / OEH (Ben Fitzgibbon)	<p>\$50.00 (Workshop catering costs)</p> <p>2606.024</p> <p>Meetings Nil cost</p>
3.	Website notice	General Community	Update of Coastal Planning page on the Website. Brief information on why, where and what regarding the project. To be updated regularly and to inform community of progress of the CZMP, public exhibition and delivery of the project.	<p>Complete</p> <p>On-going</p>	Michelle Chapman	NA
4.	Strategic Planning Workshop	Councillors	<p>Presentation at the Strategic Planning Workshop – update on CZMP</p> <p>Presentation at the Strategic Planning Workshop - JSPW upgrade options and discussion</p>	<p>8 Feb 2018</p> <p>Complete</p> <p>8 March 2018</p> <p>Complete</p>	Chloe Dowsett	NA
5.	Fact Sheet + FAQs	All community	Fact Sheet developed for email updates, letters to stakeholders and other engagement.	<p>March 2018</p> <p>Complete</p>	Chloe Dowsett / Michelle Chapman	NA

Communication/engagement action plan						
Action (Method)		Stakeholders	Note	When	Tasked to [Division/area]	Cost \$
6.	Byron Bay Leadership Group	Leadership team	Attend meeting to discuss draft CZMP	21 February	Chloe Dowsett	N/A
7.	Council report	Councillors	1. Update Councillors on the development of the CZMP. 2. Update Councillors on the OEH Formal Review progress 3. Final draft plan endorsed by Council to go to Public Exhibition	1. 22 February 2018 Complete 2. 19 April 2018 Complete 3. 21 June 2018 Pending	Chloe Dowsett	NA
8.	Councillor Hub	Councillors	Draft CZMP uploaded to the Hub for Councillors (rev 3 – E2018/24995)	3 April 2018 Complete	Chloe Dowsett / Noreen Scott	NA
9.	Public Exhibition	All community	4 weeks	26 April to 25 May 2018 Complete	Chloe Dowsett	NA
10.	Public notice advert (BSN & Echo Advert)	All community	Advert to notify and inform the community when CZMP goes to Public Exhibition	1. Prior to going to Public Exhibition (April 2018) BSN – Thurs 26 Apr Echo – Wed 25 Apr Complete 2. During Public Exhibition advising engagement at Farmers Market.	Chloe Dowsett / Michelle Chapman	\$100.00 2606.024

Communication/engagement action plan						
Action (Method)		Stakeholders	Note	When	Tasked to [Division/area]	Cost \$
				BSN – Thurs 10 May Echo – Wed 9 May Complete		
11.	E-news general	All community	When CZMP goes to Public Exhibition	Prior to going to Public Exhibition (April 2018) Complete	Chloe Dowsett / Annie Lewis	NA
12.	Media release	All community	1. Prior to the CZMP going to Public Exhibition 2. When CZMP goes to Public Exhibition	April 2018 Friday 20 Apr 2018 Complete May 2018	Chloe Dowsett / Annie Lewis	NA
13.	Social Media	All community	Update on the development of the plan and how to stay informed in the progress of the delivery of the project, i.e. when it may go to Public Exhibition.	1. First FB post Complete 2. Second FB post – 11/05/18 after Farmers Mkt Complete	Amy Phillips	NA
14.	Enquiries	All community	Staff available to respond to public enquiries.	During Public Exhibition period. Mar/April 2018 (4 weeks).	Chloe Dowsett	NA
15.	Landowners and Business Community	Landowners and Business	Letters to nearby landowners to notify them of the	During exhibition period	Shell Chapman/	N/A

Communication/engagement action plan						
Action (Method)		Stakeholders	Note	When	Tasked to [Division/area]	Cost \$
		Community	exhibition. Email notification letter and Fact Sheet sent to interested stakeholders (Business Chambers, Business Groups; Interested Community Groups etc).	Emails and Fact Sheets sent Complete	Chloe Dowsett	
16.	Community Event	All Community	Staff available at Byron Bay Farmers Market to discuss the plan. Fact Sheets, Submission box and posters on CZMP.	During exhibition Thurs 10 and 24 May Complete	Council Staff	N/A
17.	Phone Interviews	All community	Phone Interviews with local news stations.	ABC – Thus 19 April 2018 (Bruce) ZZZ – Thurs 19 April 2018 (Chloe Jagger) Complete	Chloe Dowsett	
18.	Information forum through BTT	All community	Provide community an information platform through the Bang The Table website.	April 2018 (during Public Exhibition period) Complete	Chloe Dowsett	NA
	TOTAL	\$				

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