

UTILITIES - WATER AND SEWER

Stakeholder Engagement Plan Byron STP – Additional Flow Path

December 2019

Sustain | Connect | Integrate

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1. INTRODUCTION

The Additional Flow Path project is an alternative dry weather flow path from the existing flow path, which currently uses the western Union Drain, to discharge excess recycled water from the Byron STP.

The existing flow path has raised concerns from a number of local landholders who have reported increased flooding and waterlogging of their land from the western Union Drain and increased height of the water table.

To address this issue, and to meet the required demand of increased discharge rates from the Byron STP, Byron Shire Council (BSC) has identified an opportunity to split the flow and discharge offsite; using existing drainage area through the Byron Industrial Estate.

The additional flow path stretches over 2,300m in length. Extending from the Byron STP on Wallum Road, diagonally south-east across the existing Byron Industrial Estate (Industrial Drain corridor) and Ewingsdale Road, the additional flow path rejoins the Central Union Drain before entering the southern end of Belongil Creek.

During rain events, once the water level in the Industrial Drain reaches a set level, flow will be redirected back through the western Union Drain until the water level subsides. Level sensors will be installed to allow for real time monitoring of the 24 hectare wetlands and the western Union Drain water level and pH, reducing the risk of acid sulphate soils and peat fires.

The Additional Flow Path project offers improved social and recreational benefits through the Industrial Estate with a new shaded pathway, pedestrian bridge and water sensitive urban design (WSUD) landscaping.

The project objectives are as follows:

- Reduce the constant flow of recycled water through the western Union Drain and farmers' land;
- Capacity to increase discharge rates from the Byron STP up to 7ML/day;
- Better manage environmental flows to control acid sulphate soils and peat fires;
- Improve water quality within the Belongil catchment through WSUD;
- No worsening of flooding to the Industrial Estate or adjoining landholders;
- Improve pedestrian/cycle movements within the Industrial Estate; and
- Align with the Industrial Estate masterplan.

Although the additional flow path uses public drainage land, stakeholder groups, adjacent landholders and the community have a keen interest in the project.

The Central Union Drain and the Union Drain are overseen by a private drainage board, the Belongil Catchment Drainage Board, of which, some members are also landholders affected by the increased flooding. Other members have expressed a desire for the WSUD to continue along the Central Union Drain on the south side of Ewingsdale Road.

New pipeline will be required from the Byron STP to the Industrial Drain. This will require engagement with adjacent business operators to ensure smooth delivery of the project.

BSC is currently in the feasibility phase prior to the detailed design and tender process for construction of the Additional Flow Path Project.

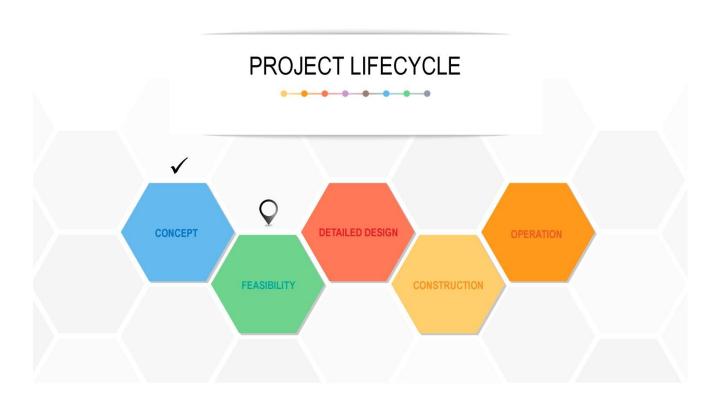
2. ROLES AND CONTACT DETAILS

Table 1: Project Team contact details								
Name	Role	Phone Number	Email Address					
Cameron Clark	Manager Utilities	02 6685 9306	cclark@byron.nsw.gov.au					
Bryan Green	Systems Environment Officer	02 6685 9322	bgreen@byron.nsw.gov.au					
Kylie Bott	Environmental Officer	02 6685 9338	kbott@byron.nsw.gov.au					
Merran Davis	Communications Officer	02 6685 9320	mdavis@byron.nsw.gov.au					
Annie Lewis	Communications Coordinator	02 6626 7320	alewis@byron.nsw.gov.au					

3. PROJECT LIFECYCLE

The Additional Flow Path project is currently in the **Feasibility** stage and entering into Stakeholder Engagement before a detailed design is finalised.

Table 2: Project Lifecycle



4. ENGAGEMENT OBJECTIVES

The Stakeholder Engagement Plan (SEP) is a useful tool for managing communications between BSC and its stakeholders. The engagement objectives will assist the project team to communicate with stakeholders and community through the various stages of the Additional Flow Path project lifecycle, from construction and operations to future maintenance.

The engagement objectives are to:

- Identify key stakeholders that are affected, and/or able to influence the Additional Flow Path project;
- Create an atmosphere of understanding that actively involves stakeholders in a timely manner;
- Identify the most effective communication methods to distribute project information and ensure regular and transparent consultation;
- Consult with community and stakeholders to provide sufficient opportunity to voice their opinions and concerns that may influence project decisions;
- Incorporate feedback to develop or modify options to fit the purpose of the project and fulfil community needs;
- Improve and facilitate decision making to alleviate stakeholder related impacts and minimise risk;
- Secure and maintain social licence for the Additional Flow Path project to proceed to construction stage;
- Manage stakeholder expectations and inform about how Council will use their feedback in the decision making process;
- Build mutually respectful and beneficial stakeholder relationships that are based on longevity;
- Establish formal conflict/resolution processes; and
- Work as a team to manage issues.

5. ENGAGEMENT APPROACH

The SEP for the project will focus on consulting key stakeholders and community to raise awareness, provide relevant information and adequate opportunities for feedback so the project can be delivered with minimal risk and impact.

The approach will focus on what the project means for neighbouring landholders, businesses, how it will operate, construction timing, impacts and the benefits for community.

6. KEY MESSAGES

The key messages will be the focus of BSC's communication with stakeholders and will ensure consistency across engagement activities. These will be reviewed and updated as the project progresses.

The additional flow path will:

1	Assist with management of increased discharge rates from the Byron STP.
2	Reduce flooding for local landholders by reducing the constant flow of recycled water through the western Union Drain and Farmers Union land.
3	Use an existing drainage area through the Byron Industrial Estate which offers an opportunity for a dry weather flow path.
4	Help manage environmental flows to control acid sulphate soils and peat fires.
5	Improve water quality within the Belongil catchment through Water Sensitive Urban Design.
6	Improve pedestrian and cycle movements within the Industrial Estate, potentially increasing passing trade to businesses.
7	Align with the Industrial Estate masterplan.

7. IAP2 CORE VALUES

The engagement approach is guided by the International Association for Public Participation (IAP2) Spectrum (illustrated in Table 3), which is the industry standard for identifying levels of engagement required for each stakeholder group.

Table 3: IAP2 Public Participation Spectrum

IAP2	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL Why are we doing this?	Provide the public with balanced and objective information to help them understand solutions, alternatives, opportunities and/or problems.	Obtain public feedback on decisions or ideas on alternative approaches.	Work directly with the public throughout the process so public concerns and aspirations are consistently understood and considered.	Partner with the public in each aspect of the decision, including development of alternatives and identification of the preferred solution.	Place final decision- making in the hands of the public.
PROMISE TO THE PUBLIC What we will do.	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for direct advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.
EXAMPLE TOOLS How will we do this?	 Council website Social media Media releases E News Advertising Foyer displays Mailouts Site signage 	 Council website Social media Media releases E News Advertising Foyer displays Mailouts Site signage 	 Written submissions Your Say website Stakeholder groups Pop-up shops, drop-ins Surveys and opinion polls Community Roundtable Project Reference Groups On-site meetings/tours 	 Charette/brainstorm Deliberative processes Community Reference Group 	• Polls and referendum

8. STAKEHOLDER ANALYSIS

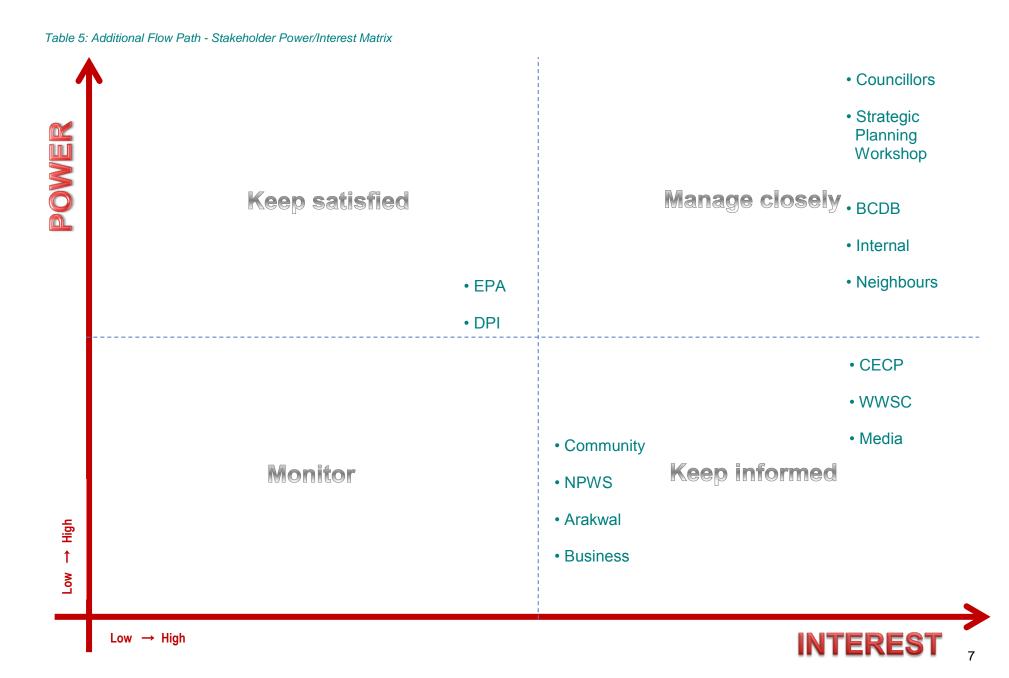
The primary stakeholder analysis tool is the Stakeholder Power/Interest Matrix (Table 4).

This measures the ability of a stakeholder to influence the outcome of a project, and the level of interest the stakeholder has in the project. This defines the stakeholder's "stake" in the project.

Table 4: Stakeholder Power/Interest Matrix



Table 5 illustrates the specific stakeholder power/interest in the Additional Flow Path project.



9. STAKEHOLDER MAPPING

Table 6: Stakeholder Mapping

STAKEHOLDER	ENGAGEMENT PHASE	GOAL OR MOTIVATION	LEVEL OF INFLUENCE	LEVEL OF INTEREST	LEVEL OF ENGAGEMENT (IAP2)	ENGAGEMENT APPROACH	
Councillors	All	Sustainable and responsible management of public	High	High	Inform/ Consult/	Method	Formal meeting Report
		resources and assets.	<i>Impact:</i> Approval		Involve/ Collaborate	Frequency	Monthly
		Ensuring project meets community's needs within timeline and budget limits.			Collaborate	Content	Project progress and stakeholder feedback
Strategic Planning Workshop members	All	High level understanding of project to guide decisions and gain Council approval.	High <i>Impact:</i> Approval	High	Inform/ Consult/	Method	Formal meeting Extraordinary meeting Presentation
					Involve/ Collaborate	Frequency	Twice
		, pprovai		Conaborate	Content	Detailed project progress, stakeholder feedback, presentation	
Internal	All Sustainable and responsible management of public resources and assets. Ensuring project meets	High <i>Impact:</i> Advisory	High	ligh Inform/ Consult/ Involve/ Collaborate	Method	Email Phone Meetings Reports	
		community's needs within budget limits.				Frequency	Weekly
						Content	Project progress, impacts, benefits, solutions and stakeholder feedback

Belongil Catchment Drainage Board	All	Sustainable management of the Union and Central Union drains and Belongil Catchment area. Reduce risk of flooding on local farm land and height of water table. Reduce risk of over- development in local area. WSUD options south of Ewingsdale Rd.	High <i>Impact:</i> Influence	High	Inform/ Consult/ Involve	Method Frequency Content	Phone On-site meetings/tour of wetlands, walk and talk Your Say project page Monthly Impacts, benefits, solutions, project progress and invitation for feedback
Neighbouring properties	All	Reduce risk of flooding on properties and impact on water table height. Beautification of local area. Reduce impact of noise, traffic and access during construction phase.	Medium - High <i>Impact:</i> Influence	Medium - High	Inform/ Consult/ (Involve)	Method Frequency Content	Informal monthly meetings on-site Phone calls Formal stakeholder group meeting Letterbox drop Your Say project page Email Monthly Impacts, benefits, solutions, invitation for feedback
Media	All	Inform, educate and empower the community.	Medium <i>Impact:</i> Influence	High	Inform	Method Frequency Content	Media releases Advertising Social media Council website Your Say project page When required Project progress of relevance to community

Coastal Estuary Catchment Panel	All	Sustainable management of the coastal estuary catchment (Belongil Creek).	Medium <i>Impact:</i> Advisory	High	Inform/ Consult	Method Frequency Content	Formal meetings Reports Every quarter Project progress and stakeholder feedback
Water, Waste and Sewer Committee	All	Sustainable management of water, waste water, sewer and natural resources.	Medium <i>Impact:</i> Advisory	High	Inform/ Consult	Method Frequency Content	Formal meetings Reports Every quarter Project progress and
EPA	All	Reduce pollution and waste, protect human health and prevent degradation of the environment.	Medium Impact: Advisory	Medium	Inform/ Consult	Method Frequency Content	stakeholder feedback Reports Email Monthly Project progress
Dept Primary Industries Cape Byron Marine Park Advisory Committee (expired)	All	Sustainable management of the Cape Byron marine protected area. Reduce impact on fisheries, agriculture and biosecurity. Increase the value of primary industries and drive economic growth in NSW.	Medium <i>Impact:</i> Advisory	Medium	Inform/ Consult	Method Frequency Content	Reports Email Phone Monthly Project progress

Community	All Sustainable and responsible Medium Loc management of public resources and assets. Reduce impact on environment. Reduce impact on business and residents.		Impact:		Low-Medium Inform/ Consult/ Involve	Method	Public exhibition Advertising Council website Your Say project page E News Social media Fact Sheet
						Frequency	As required
						Content	Project on exhibit with Industrial Estate Masterplan
NPWS	All	Conservation of biodiversity, natural and cultural heritage.	Low	Medium	Medium Inform	Method	Reports Email
		Reduce impact on adjoining nature reserve and beach.	<i>Impact:</i> Advisory			Frequency	Monthly
		nature reserve and beach.				Content	Project progress
Arakwal	All	Reduce impact and any change to the catchment area. Reduce risk and impact to cultural heritage.	Low <i>Impact:</i> Advisory	Medium	Inform	Method	Phone
						Frequency	Quarterly, or as required
						Content	Project progress, changes or impact to the catchment area
Industrial Estate Businesses	Construction	Reduce any impact to business operations.	Low	Medium	Inform	Method	Letterbox drop Fact Sheet
2 – 20 Centennial		Improve access to Industrial	<i>Impact:</i> Influence			Frequency	Prior to construction
Circuit, Byron Bay		Estate.				Content	Notice of construction, impacts, benefits, solutions and improvement to pedestrian access

10. ENGAGEMENT RISKS

Table 7: Engagement risks and strategies

RISK	LEVEL OF RISK	STRATEGY
Lack of understanding of the benefits of the project by media, staff, councillors and the community could devalue the project	High	Ensure all information is accessible, clear and concise. Key messages should address concerns of interest groups and clearly explain the benefits of the project.
Lack of community engagement and perceived lack of warning / information provided	High	Ensure thorough identification of potentially impacted/interested stakeholders and implement engagement strategies.
Interest groups opposed to the development of the West Byron area could see this project as a political tool and unnecessarily delay the project	High	Early engagement with interest groups and individuals to explain the project and potential impacts, proposed solutions and benefits. Promote and encourage feedback and provide relevant and timely information.
Misinformation causing public perception that the additional flow path will be an open drain with raw sewerage entering Belongil Creek	Medium	Clarification with consistent messaging in Media release/FAQ/Fact Sheet/Your Say/Council website content.
Public perception that the project is costing too much and is being poorly managed by Council	Medium	Transparent and accountable processes.
Interest groups/active individuals dominating the conversation and insistent on other solutions, not within project scope	Medium	Early engagement with interest groups and individuals to explain the project and potential impacts, proposed solutions and benefits. Promote and encourage feedback and provide relevant and timely information.
Stakeholder land may continue to be impacted by flooding	Medium	Open and ongoing communication with affected landholders to establish issues and propose solutions.
Construction works may have an impact on businesses in the Industrial Estate	Low	Early communication with affected businesses to ensure appropriate notification of works and possible impacts.
Lack of understanding of the benefits and purpose of WSUD	Low	Clarification with consistent messaging in Media releases/FAQ/Fact Sheet/Your Say/Council website content, WSUD specific.

11. ENGAGEMENT PROGRAM

Table 8: Engagement Program

TASK	STAKEHOLDER	EXPECTATION	KEY MESSAGES	TIMING / PRIORITY	RESPONSIBILITY	BUDGET
Report for Council meeting	Councillors	Detailed update: • Stakeholder Engagement Plan • Feasibility • Timeline • REF	 BSC is engaging with stakeholders and has developed a SEP with key messages. The project team are currently in a feasibility stage. A timeline has been developed and will be reviewed and updated as the project progresses. 	Meetings: 12 Dec 27 Feb 2020 26 Mar 23 Apr Planning Meetings: 12 Dec 20 Feb 2020 19 Mar 16 Apr	Cameron Clark	Staff time
Report for SPW meeting Report for Extraordinary meeting Powerpoint presentation	Strategic Planning Workshop members	Detailed update: • Stakeholder Engagement Plan • Feasibility • Timeline • REF	 BSC is engaging with stakeholders and has developed a SEP with key messages. The project team are currently in a feasibility stage. A timeline has been developed and will be reviewed and updated as the project progresses. 	Meetings: 6 Feb 2020 5 Mar 2 Apr	Cameron Clark	Staff time

	 Age Board Consultation re: Increased heig the water table Water logging flood risk on the land WSUD options south of Ewing Road Consultation present and how they of heard 	flooding risk by splitting the flow and improving management of the drainage system. sdale • BSC remains open to ocess	Phone: ASAP Tour: Late Jan - Early Feb 2020	Cameron Clark Merran Davis Bryan Green Kylie Bott	Staff time + Contractors + Morning tea
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Your Say project page	All stakeholders	Latest project details and updates. Opportunity for interested community members to state their opinion, ideas or concerns.	 Project details and benefits: Better management of the Byron STP How splitting the flow will reduce flooding for local landholders Existing drainage area through the Byron Industrial Estate offers an opportunity for a dry weather flow path Better management of acid sulphate soils and peat fires How WSUD will improve water quality within the Belongil catchment Improved pedestrian and cycle movements within the Industrial Estate How the project aligns with the Industrial Estate masterplan 	ASAP Develop Feb 2020 Launch	Merran Davis	Contractor
Council website	All stakeholders	Latest project details and updates.	All key messages as above	ASAP Feb Launch	Merran Davis	Contractor

Social media	All stakeholders	Latest project details and updates at time of occurrence.	 BSC is in a feasibility stage of the project and engaging with stakeholders Project details and all key messages (as above) Notices of construction (when relevant) 	Feb 2020	Merran Davis/ Media and Comms	Staff time + Contractor
FAQs	All stakeholders	How will this project impact me?	 How this project will benefit the community and environment Project benefits and all key messages (as above) 	ASAP Develop Feb 2020 Launch	Merran Davis	Contractor
Fact Sheet	All stakeholders	What is this project about?	 Project details (as above) 	ASAP Develop Feb 2020	Merran Davis	Contractor
Reports Email Phone Meetings	Internal - Executive	 Detailed update: Stakeholder Engagement Plan Feasibility Timeline 		ET Meetings Weekly from Jan 2020	Cameron Clark	Staff time + Contractor
	Internal – Media & Comms (Comms Panel)	 Stakeholder Engagement Plan How is this project being promoted? Consistency of corporate branding Strategic messaging Communication methods Sensitivities and risk 		Comms Panel Meeting 9 Apr 2020	Merran Davis	

	Internal - Works Depot			ASAP	Cameron Clark	
	Internal - SEE	 Sustainability issues 		ASAP	Cameron Clark	
	Internal - Flooding Engineer			ASAP	Cameron Clark	
Media releases Advertising	Media	 Cost to ratepayers Impacts on Belongil Creek and environment Impacts on landholders and residents Impacts on Industrial Estate businesses Transparency and accountability of Council processes Community consultation process 	 The project team are currently in a feasibility stage. BSC is engaging with stakeholders and providing opportunity for feedback and input. How the project will benefit the community. All key messages. Notices of construction (when relevant). 	Early Feb +As required	Merran Davis/ Annie Lewis Media and Comms	Staff time + Contractor
Letter to residents	Neighbouring properties	 Consultation re: Increased height of the water table Water logging and flood risk on their land WSUD options for 	 The project team are currently in a feasibility stage. Invitation to on-site meeting - BSC is engaging with stakeholders and 	Early Feb	Cameron Clark Bryan Green Kylie Bott Merran Davis	Staff time
Letterbox drop						Contractors + Morning tea
Phone communication						
On-site meeting						
Stakeholder group meeting Email		 south of Ewingsdale Road Consultation process and how they can be heard Impact on Belongil Creek opening Water quality/safety 	 providing opportunity for feedback and input. How the project will benefit the community. All key messages. 			

Report for meeting	Coastal Estuary Catchment Panel	Latest project details and updates.	 BSC is engaging with stakeholders and has developed a SEP. The project team are currently in a feasibility stage. A timeline has been developed and will be reviewed and updated as the project progresses. Coastal Estuary Catchment Panel will be kept informed, specifically about issues relating to and impacting the catchment area. 	12 Mar 2020	Cameron Clark	Staff time
Report for meeting	Water, Waste and Sewer Committee	Latest project details and updates.	 BSC is engaging with stakeholders and has developed a SEP. The project team are currently in a feasibility stage. A timeline has been developed and will be reviewed and updated as the project progresses. WWSC will be kept informed. 	30 Jan 2020	Cameron Clark	Staff time

Report to be emailed	EPA	Latest project details and updates. Licencing compliance.	 BSC is engaging with stakeholders and has developed a SEP. The project team are currently in a feasibility stage. A timeline has been developed and will be reviewed and updated as the project progresses. EPA will be kept informed, specifically regarding the licence compliance. 	Post ET/Council meetings	Cameron Clark	Staff time
Report to be emailed Phone communication	Dept Primary Industries	Latest project details and updates.	 BSC is engaging with stakeholders and has developed a SEP. The project team are currently in a feasibility stage. A timeline has been developed and will be reviewed and updated as the project progresses. DPI will be kept informed, specifically about issues relating to and impacting the catchment area. 	Post ET/Council meetings	Cameron Clark	Staff time

Public exhibition Advertisements E News story	Community	 Cost to ratepayers Impacts on Belongil Creek and environment Water quality/safety Impacts on landholders and residents Impacts on Industrial Estate businesses Transparency and accountability of Council processes Community consultation process 	All key messages	Tbc	Cameron Clark Merran Davis	Staff time + Contractor + Advertising \$500 (Echo & News)
Report to be emailed	NPWS	Latest project details and updates.	 BSC is engaging with stakeholders and has developed a SEP. The project team are currently in a feasibility stage. NPWS will be kept informed, specifically about issues relating to and impacting NPWS area. 	Post ET/Council meetings	Cameron Clark	Staff time
Phone communication	Arakwal	How is the Belongil catchment being affected?		Post ET/Council meetings	Cameron Clark	Staff time
Letter to businesses Letterbox drop	Industrial Estate Businesses 2 – 20 Centennial Circuit, Byron Bay		 Notice of construction Improved pedestrian and cycle movements Alignment with Masterplan 	Pre- construction	Merran Davis	Contractor

12. FEEDBACK CHANNELS

The following feedback channels will be available to all stakeholders:

- BSC website: www.byron.nsw.gov.au
- Your Say project page: <u>www.yoursaybyronshire.com.au/additional-flow-path</u> (Direct to project team)
- BSC email address: <u>council@byron.nsw.gov.au</u>
- BSC Customer Service: 02 6626 7000
- BSC Depot phone number: 02 6685 9300

13. EVALUATION AND MONITORING

Following are indicators of successful engagement with stakeholders:

1	Level of community participation.
2	Conflict resolved/reduced/understood.
3	Emerging collaborative approach between BSC and community.
4	Community sense of ownership of decisions.
5	Representation of minority and disadvantaged groups in decision-making processes.
6	Transparent processes and accountability.
7	Effective and balanced decisions, policies and plans.

To encourage ongoing improvement of consultation and engagement opportunities, BSC will seek feedback from stakeholders about their satisfaction with the information and consultation opportunities provided. This will be sought through comments online at the Your Say project page and in conversations at face to face meetings.

Feedback will be provided in the final report to Council before a detailed design is submitted for approval.

14. **REPORTING**

Submitted to Director or Manager	Phil Holloway / Mark Arnold		
Reported to ET	December 2019		
Reported to Comms Panel	December 2019		

15. APPENDIX

APPENDIX A Stakeholder List