

**Communication/engagement action plan**

Method and intent	Quantity	Stakeholders	Further information
<b>Flyer/ Pamphlet</b> - to inform stakeholders of the public exhibition dates, Snapshot of Masterplan, Photo Competition, Vision and Principles, etc	500	Emailed to the members of the Guidance Group to distribute to their relevant community groups.	
		Hand delivered to traders and schools in the Town Centre	Staff to hand deliver
		Distributed to the general public	Hand out at parklet, Farmers Market, etc.
<b>Poster</b> inform stakeholders of the public exhibition dates, times, venues, vision and principles	20	Hand delivered to businesses in main street – café notice boards, display windows, post office. Hand delivered to child care centre and school next to sign in sheet	
<b>Website notice</b>	1	General public	
<b>Online Have Your Say page for feedback</b> Include: <ul style="list-style-type: none"> <li>- Important links to data supporting the plan</li> <li>- A map for pinning</li> <li>- Opportunities to comment on</li> </ul>	1	General public	

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<b>the Vision, Principles and Actions outlined in the Draft Plan.</b>			
<b>Phone hotline</b>	Yes	Contact for enquiries – Place Planning Team	
<b>Weekly Ad in Echo</b>	3	Ad 1 – Where to find us/give submission  Ad 2 – Plan and dates  Ad 3 – Where to find us/give submission	
<b>Ad in Byron Shire News</b>	1	Single Ad at start of exhibition	
<b>Ad in school newsletter</b>	All schools in Mullumbimby	General public	
<b>Radio interview - ABC North Coast</b>	1	General public	
<b>E-news general</b>	1	Subscribed community in Shire	
<b>Media release</b>	1	General public	Prior to public exhibition
<b>Parklet in main street Mullumbimby – drop in and view the Masterplan and talk with a Council Planner and</b>	1 day/ fortnight. 2 in total	Mullumbimby residents and visitors	s138 Roads Act application required  Guidance Group members to

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member/s of the Guidance Group			assist in parklets & farmers markets
Farmers Market stand - drop in and view the Masterplan and talk with a Council Planner and member/s of the Guidance Group	2 in total (Fridays)	Mullumbimby residents and visitors	
Social Media	Yes	General public	Facebook / Instagram
Photo Competition	2 X Cash Prizes	General Public, Schools (Shearwater and Mullum High Photography Students)	Photo Competition held concurrently with the Exhibition Period to source photos for the final plan and to involve pockets of the community who would not otherwise usually be involved.
Engagement with key stakeholder groups		Arakwal Corporation Board	Face to Face meeting with Arakwal
		Tweed/Byron Local Aboriginal Land Council	Letter and Copy of the Plan sent to Tweed Byron Local Aboriginal Land Council
Letter via email to other government agencies	1	State government agencies (Roads and Maritime Services, Department of Planning, Industry and Environment)	Email draft plan for comment with covering letter
Hard copy Plan (A4 colour bound	2	General Public	

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<b>booklet) in Council's Customer Service Centre</b>			
<b>Report back to Guidance Group</b>	1	Following public exhibition, staff present summary of feedback received	
<b>Council reports</b>	1	Councillors and general public	Summary of submissions