

Communication and Engagement Plan

Mullumbimby Water Supply Strategy	
Aim	To receive feedback from the community on the Mullumbimby Water Supply Strategy before Council makes on decision on the way forward.
Background	<p>Mullumbimby's drinking water supply is sourced from the upper reaches of Wilsons Creek at Lavery's Gap weir. Water flows by gravity through an open channel, via a tunnel to the Mullumbimby water treatment plant and potable water is distributed to Mullumbimby customers. Mullumbimby's existing water supply will be insufficient to meet demand during droughts, particularly with projected future growth. The objective of the Mullumbimby Water Supply Strategy is to provide a secure long-term water supply to service current demand and future growth that is sustainable and minimises costs to the community. The Water Supply Strategy addresses various factors, including the condition and performance of key assets, demand reduction measures and effective drought management and emergency response procedures. The ability of the water supply system to meet current and future demand for potable water and a range of potential supply augmentation options have been assessed in the strategy. Augmentation of the existing emergency supply pipeline from the Rous Regional Supply to service all customers in Mullumbimby and permanent connection to the Rous Regional Supply is the most favourable option when environmental, social and economic factors are considered. It is likely that some of the existing Mullumbimby water supply assets (weir, raw water channel and water treatment plant) will not be required as part of the regional scheme and investigations into heritage management requirements to provide guidance on long-term maintenance and management of these assets will be required.</p> <p>Community consultation is required in accordance with the Council resolution: <i>2. That Council notes that this issue [Byron Shire council Future Water Strategy] is of significant importance and will consult and inform the community in a meaningful way before making a decision (Report No. 4.1, File No: I2023/899).</i></p>
When	February 2024 to March 2024
Job number	Provide a job number here if necessary for advertising, graphic design costs.

Sensitivities and challenges	<p>Are there any sensitivities and challenges that could have an impact on the comms and engagement plan for this project?</p> <ul style="list-style-type: none"> • There are some Councillors who are opposed to the recommended approach due to the association with the Rous regional supply. This opposition seems to be linked to Rous County Council's investigations into a new dam at Dunoon. • Parts of the Mullumbimby community have an emotional attachment to local assets and may be unhappy with the regional water supply approach. • Some customers consider that potable demand reduction approaches alone (such as rainwater tanks and effluent recycling) can achieve a secure water supply. Reliance on demand management measures will not ensure a secure supply in a drought and also over the long-term as the current water supply cannot meet demand (even with successful demand management measures) • Some customers may be concerned that the water will be fluoridated. The Rous regional supply to Byron Shire water is not fluoridated and Mullumbimby's water would be the same as the rest of the shire. • If the regional water supply is connected, an alternative supply arrangement will need to be developed for the customers directly connected to the trunk main from the water treatment plant (approximately 13 customers). • The heritage value, age and condition of the existing assets are a key constraint with the existing water supply system. Opportunities for future management and use of the assets still needs to be addressed, regardless of the strategy implemented.
Key messages	<p>What are the key points/messages you want to get across? Imagine this is a radio ad and you have to summarise the project in five sentences.</p> <ul style="list-style-type: none"> • A secure water supply is critical to ensure the Mullumbimby community's health and quality of life as well as a sustainable environment and continued economic prosperity. • Mullumbimby's existing water supply would not meet demand during a drought due to the small storage available at Laverty's Gap weir. Harsh restrictions were introduced during the 2019/20 drought and following the 2022 floods and if conditions continued, the storage in Laverty's Gap would have run out of water. If we experience another drought or water supply disruption, the community would experience harsh

	<p>restrictions and the existing system may fail (run out of water), requiring trucking of water to parts of Mullumbimby at high cost and significant disruption.</p> <ul style="list-style-type: none"> • The strategy considers a range of augmentation options including increasing storage in the current system, alternative water supplies, upgrading water treatment infrastructure, demand reduction measures and connection to the regional water supply. • Based on an assessment of environmental, social and economic considerations, the most favourable option is to connect to the Rous regional water supply (consistent with the remainder of Byron Shire) and ongoing potable demand reduction measures. • The strategy will be on public exhibition and the community is encouraged to provide feedback.
Strategy How are we going to do it?	<ul style="list-style-type: none"> • Your Say Byron Shire and survey • Social media channels • Media release • Radio segment • Emails and E-News • Market and pop-up stalls
Evaluation	<p>How will you evaluate the success of this comms plan?</p> <p>(Don't think too hard about this...it might be simple such as a noticeable change in behaviour, large number of submissions etc.)</p> <p>The success may be measured by the level of engagement through the Your Say Byron Shire website and attendance at the pop-up events.</p>
Media spokesperson	<p>Who is going to be the media spokesperson for interviews? Is it you, your Manager or Director? Do they know about the project and its timeframes?</p> <p>Cameron Clark, Manager Utilities</p>

Work contact	<ul style="list-style-type: none"> • Cameron Clark, Manager Utilities 6685 9306, 0417 464 716 • Comms team member: Annie Lewis 	
IAP2 Level of Engagement	<p>INFORM: Letting people know what is happening with a Council project/process etc. You want to provide balanced and objective information to the community or stakeholders to help them understand a topic or a problem, including alternatives, opportunities and perhaps solutions.</p> <p>CONSULT: You want people to provide comment or feedback about something. You want to get feedback from people and groups on a problem, document, issue, decision etc. You want to hear what they think, their opinions, analysis, alternative views etc.</p>	
Potential level of impact	<p>Think about your project – what is the level of impact? Delete the ones that aren't relevant.</p> <p>Level 3 – high impact, local area</p>	
Stakeholders	<p>Internal</p> <ul style="list-style-type: none"> • Who in Council needs to be involved? • Cameron Clark • Dean Baulch, Principal Engineer Systems Planning 	<p>External</p> <ul style="list-style-type: none"> • List all the stakeholders/who might need to know about this project and how influential they are (high, medium, low). • Water and Sewer Advisory Committee (high) – already informed • Mullumbimby Residents Association (high) • General Mullumbimby community (high) • Wider Byron Shire community (medium)

<p>Consideration for people living with disability</p>	<p>You need to make sure your activities take into consideration people with disability. This includes:</p> <ul style="list-style-type: none"> • making sure venues are accessible for people with living with disability • that documents are accessible and suitable for screen reader • that text is simple, clear and easy to understand. <p>Briefly detail your considerations for people with a disability.</p> <ul style="list-style-type: none"> • Much of the <i>Inform</i> level of engagement will be in the media and accessible to people with a disability. This includes, social media, radio segment and Your Say Byron Shire website. • Market pop-up stalls will be in areas where they are accessible for people with a disability.
<p>Other projects and internal staff who might need to know about this?</p>	<p>Is this a project that will involve another Directorate or have an impact on another project? Are there any similar consultations going on at the moment? Can they be combined?</p> <p>No.</p>
<p>Submitted to Director or Manager</p>	<p>Who is your Manager or Director?</p>
<p>Reported to ET</p>	<p>Does this need to be reported to ET?</p>
<p>Reported to Comms Panel/Council</p>	<p>Talk to the Media and Comms team to see if this needs to go to the Comms Panel</p>

Communication & Engagement Plan Actions

Following is what you are going to do to get your message out? The Comms team will help you fill this section out. These are just ideas and you can add or subtract from the list. These are examples to get you thinking about what you might do and the timeframe. No point in wanting to design posters etc when the project starts tomorrow.

Task/Action	Audience	Details	Who is doing it?	Cost	Date to start/finish
Briefing of Comms Panel	Internal	The Communication Plan will be shared with Council's Communications Panel to ensure they are aware of the plan, and the methods being used to promote the plan to the community and to staff.	Cameron Clark	Staff time	December 2023
Identification and engagement of key stakeholders	Internal and external		Council's Communications Panel	Staff time	December 2023 – January 2024
www.Yoursaybyronshire	External	Include summary of issues and strategy content and survey for people to provide feedback	Council's Communications Panel	Staff time	12/2/24 – 10/3/24 (4 weeks)
Visual campaign development	External	Develop visual 'look and feel' with images and graphics for use on the website, print advertising, social media etc.	Council's Communications Panel	Staff time	January 2024

Task/Action	Audience	Details	Who is doing it?	Cost	Date to start/finish
Email/letter to key stakeholders and residents	External	Letter with brief introduction and to direct people to webpage	Council's Communications Panel	Staff time	12/2/24 – 16/2/24
Website information	External	Page to be developed for website.	Council's Communications Panel	Staff time	January 2024
VMS signage	External	?			
Newspaper advertising	External	Professionally designed display ad in Byron Shire Echo and Northern Rivers Times	Council's Communications Panel	Staff time	Publish 12/2/24
Media release	External	with brief introduction and to direct people to webpage	Council's Communications Panel	Staff time	12/2/24
Social media	External	Social media posts and advertising	Council's Communications Panel	Staff time	12/2/24 and reminder on 4/3/24 (1 week remaining)
Staff update and promotion	Internal	Promotion and explanation of project to all staff	?	Staff time	January 2024
Radio ad or editorial	External	Radio segment to introduce project and direct people to the website		Staff time	12/2/24 – 16/2/24
Market & street stalls	External	Stalls to be held at Mullum Markets or outside	Cameron Clark and potentially a	Staff time and potentially	Woolies pop-up: 12/2/24 – 16/2/24 (4 hours)

Task/Action	Audience	Details	Who is doing it?	Cost	Date to start/finish
		Woollies, in the main street.	consultant representative	consultant involvement	Market – Saturday 17/2/24
E-news / E-flash	External	To promote project, media release etc.	Council's Communications Panel	Staff time	As necessary.