

Community Consultation Plan

Whitsunday Planning Scheme 2017 – Administrative & Planning Scheme Policy Amendment Package



June 2018



Title	Version No.	Date	Author	Reviewer	Approved by
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Final Report	0.2	05/09/2018	Jonathan Cutting	Shane Neville	Shane Neville

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1. Introduction

1.1 Background

Whitsunday Regional Council commenced the *Whitsunday Planning Scheme 2017* on 30 June 2017 with the intention of completing various amendments in response to:

- Submissions from the 2016 Planning Scheme public consultation period;
- Conditions of approval from the Department of State Development, Manufacturing, Infrastructure and Planning (DSDMIP) state interest review;
- Council strategic documents, such as the Economic Development strategy;
- Comments from Development Assessment and Engineering branches; and
- Other general improvements to readability and functionality.

This Consultation Plan (Plan) will set out the strategy for which various amendments leading into the Administrative & Planning Scheme Policy (PSP) amendment will occur, legislative requirements for each amendment type¹, timelines for delivery and strategies for delivering the amendment in a timely, risk mitigated manner.

1.2 Purpose and Aim of the Consultation Plan

The purpose of this Plan is to document and formalise the strategy for consultation and engagement methodology to be implemented for Planning Scheme amendments to be part of the amendment package.

Council intends to complete two amendments within the amendment package, including:

1. PSP (Development Manual) Amendment; and
2. Administrative amendment.

The PSP (Development Manual) amendment and Administrative amendment will be adopted together. The future Major amendment process will be completed by itself with preparations and informal consultation operating prior to its official consultation start.

This Plan will guide consultation and communication activities both internally and externally for all informal and formal engagement activities. Key aspects of this Plan include:

- Legislative requirements in accordance with the *Ministers Guidelines and Rules*;
- Amendment preparation and risk management;
- Timelines;
- Key messages for each consultation phase;
- Communication protocols (covering communication with both internal and external stakeholders);
- Appropriate communication tools (including approval protocols and timings);
- Community engagement program;
- Submission evaluation and reporting requirements; and
- Examples of consultation material

¹ *Ministers Guidelines and Rules* sets out requirements for various amendment types, such as Administrative amendment, PSP amendment, State interest amendment, hazard mapping amendments and Major amendments.

1.3 Communication objectives

Open and transparent communication and stakeholder management plays a key role in enabling Council to engage effectively with the public. The key objectives of this Plan are to:

- Communicate the timeline and strategy for all consultation within the amendment package;
- Create an inclusive consultation period that encourages the community and residents to engage with Council staff in a constructive manner;
- Offset risk and potential delays in the amendment package by front loading the process;
- Set out key messages and consultation materials to provide clarity to the public in all upcoming Planning Scheme amendments; and
- Define consultation efforts and strategies for each formal and informal consultation period.

1.4 Communication Principles

To develop an efficient and effective Consultation Plan a number of key consultation principles have been developed. These principles, summarised in **Table 1** below, will assist in guiding the preparation and implementation of community engagement across the region.

Table 1 - Summary of Consultation Principles

Principles
1. Integrity and transparency – Engagement involves trust and transparency. The levels of community influence will be clearly communicated throughout this process. Council will carefully consider and accurately portray the community’s role in decision making and will ensure the community is aware of the scope of their influence on the decisions made.
2. Respect – Council will facilitate a safe and respectful consultation environment that values individual opinions and input. Council values the contributions made and time given by the community and will facilitate consultation processes that respect participants and their contributions.
3. Inclusive – Council will use a range of opportunities and techniques to encourage the participation and awareness of all people who may be affected by, or interested in the outcome of this process.
4. Informative – Effective engagement will ensure all parties understand the relevant legal, statutory, strategic and local context of this project and the process being undertaken.
5. Well planned – Engagement requires informed judgement and planning in its approach and implementation, in order to be effective, practical and suitably resourced.
6. Meaningful – The community will have multiple opportunities to participate in community engagement processes that are clearly articulated in relation to project constraints, the scope of community influence, and Council’s decision making process.
7. Closing the loop – Providing feedback on engagement is important in maintaining an open and transparent process. Council needs to ensure that the community understands how their input was considered and the reasons for the final decision.

2. Statutory Consultation Requirements

The *Ministers Guidelines and Rules 2017* defines the minimum consultation requirements for Administrative and PSP amendment types.

Table 2: *Minister's Guidelines and Rules* steps for each amendment type.

Amendment type	<i>Ministers Guidelines and Rules</i> summary
Administrative amendment	<ol style="list-style-type: none">1. No consultation requirements;2. Publish a public notice within 10 days of adoption.
PSP Development Manual amendment	<ol style="list-style-type: none">1. Local Government decide to make a PSP amendment;2. Public consultation for 20 business days;3. Accept and respond to submissions; and4. Adopt amendment.

If following public consultation, Council makes changes to a PSP amendment that is not considered administrative, the Local Government must return to step 2 of each respective amendment identified in Table 2. Therefore, it is important from a time and cost perspective to facilitate a front loaded informal consultation process to capture concerns from the community and make changes prior to the formal consultation or state interest review period, as explored below.

3. Consultation Strategy Overview

3.1 Administrative and PSP (Development Manual) amendment

The Administrative amendment and PSP Development manual amendment will be adopted together as shown by Figure 1 below. Whilst administrative amendments including minor grammatical errors and reformatting aren't required to be publicly consulted, in order to provide transparency to the community the marked-up version of these amendments will be placed online during the Development manual public consultation. Key messages and fact sheets will explain proposed administrative amendments during this consultation period to mitigate any risks of the community misinterpreting the nature of the changes.

Development Manual amendments are composed predominately of technical detail, therefore, consultation material will be predominately tailored for industry, with simpler overview material available for the community.

This consultation will be utilised as a platform to build awareness of upcoming informal consultations for the Major amendment to the Planning Scheme.

In order to mitigate the risk of changes following the public consultation period and having to restart the lengthy process, informal consultation will be conducted with key stakeholders, such as community groups and industry prior to the Major Amendment State Interest review process. This will identify any issues with amendments from industry and the community, enabling changes to be made in response to concerns early in the process. Figure 1 below sets out an indicative timeline of the proposed amendment processes.

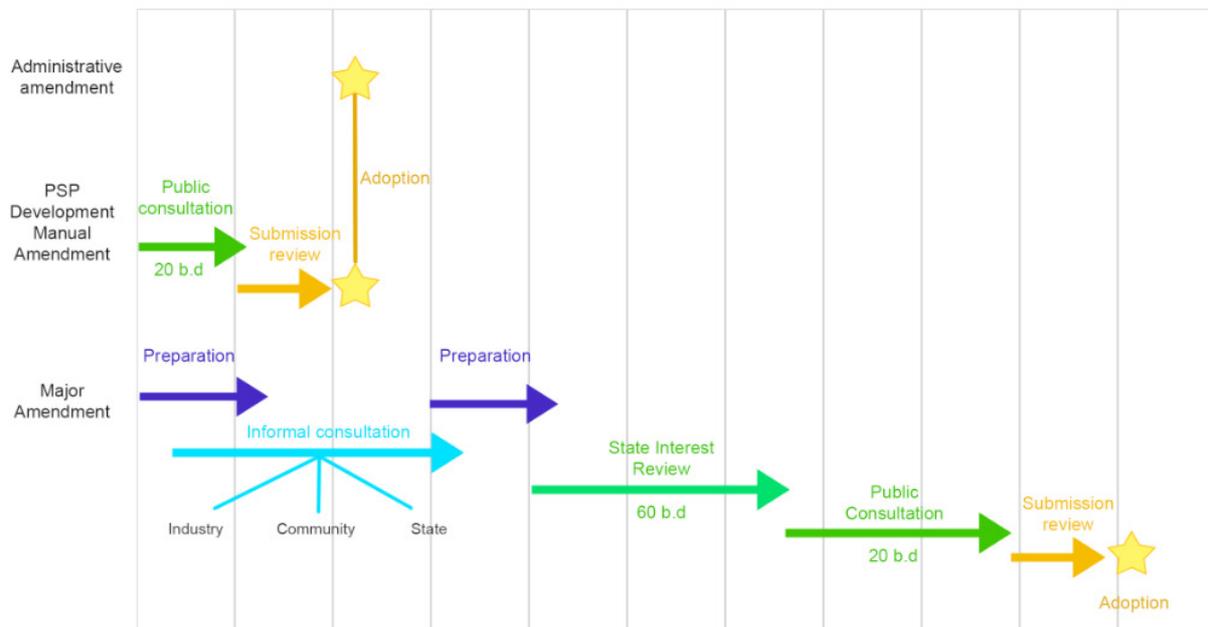


Figure 1: Proposed timeline for the Whitsunday Planning Scheme 2017 amendment packages.

4. Whitsunday Planning Scheme 2017 Consultation Integration

4.1. Consultation overview

The second round of public consultation for the Whitsunday Planning Scheme 2017 occurred between 29 August to 14 October 2016 with 128 submissions lodged referencing topics outlined below.

Table 3: Major submission themes from the 2016 consultation for the Planning Scheme.

Topic	Sub-Topic	Total Submissions Referencing Each Topic
Building Heights – Airlie Beach	Decrease Building Heights	65
	Support Building Heights	11
	Increase Building Heights	3
Draft Planning Scheme Specific Sections	Greater focus on scenic amenity in District centre and Mixed use Zones	16
	Other	14
Growth	Against Airlie Beach growth	26
Airlie Beach Local Plan	Separate Planning Scheme Airlie Beach/removal of local plan	23
	More building design elements and urban design focus	20
Zoning Amendments	Various site specific	18
Minimum Lot Sizes	Low-medium zone against	22
	Rural residential support	2
	Rural residential against	1

Predominant topics included:

- Building heights in Airlie Beach;
- Population growth in Airlie Beach;
- More building design elements and urban design focus within Airlie Beach;
- Re-zoning requests;
- low-medium residential zone minimum lot sizes objected to for being too small; and
- Improved environmental protections.

4.2. Consultation outcomes and integration

Outcomes from the consultation helped inform amendments to be consulted upon within the Major amendment to the Planning Scheme, including:

- Re-zoning requests;
- Airlie Beach Local Plan to enhance tropical sense of place and tourism development;
- Bowen Boat Harbour Local Plan to support mixing of uses such as retail, accommodation, educational and marine industry development;
- Dwelling house design outcomes to mitigate the proliferation of liveable sheds or large sheds that impact upon residential amenity;
- Scenic amenity outcomes to protect scenic gateways from undesirable development;
- Minor amendments to the Strategic Framework regarding tourism development;
- Improvements to environmental protection via Healthy waters code and Biodiversity, waterways and wetlands code;
- Updates to Local heritage mapping to remove irreversibly damaged heritage buildings;
- Significant trees are protected to provide amenity and function as legibility markers within new subdivisions;
- Improved environmental protections via the introduction of the Healthy Waters Code and the consolidation of Waterways and Wetlands code and Environmental significance code into a single Biodiversity, waterways and wetlands code; and
- Improved planning for climate change via updated flood and storm surge mapping for 2100 Q100 scenarios.

Council intends to discuss these proposed amendments with prominent community groups and industry from the 2016 consultation period to ensure their interests have been captured.

5. Stakeholder Identification

5.1. Level of stakeholder participation

5.1.1. Administrative and PSP (Development Manual) amendment

To ensure the best results from this engagement process, a series of participation levels has been determined, based on the International Association of Public Participation (IAP2) guidelines.

Table 4: IAP2 Public Participation Spectrum.

		INCREASING IMPACT ON THE DECISION				
		INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL		To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
	PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision. We will seek your feedback on drafts and proposals.	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 work together with you to formulate solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

Based on the levels of engagement, outlined in Table 4, within the Administrative and PSP Development Manual amendment, Council will:

- **Inform** the public on the nature of the changes; and
- **Consult** to obtain feedback on the proposed changes.

5.2. Stakeholder Analysis

A summary of potential stakeholders has been developed in **Table 5** below. This table also demonstrates the level of consultation best suited to each stakeholder group.

Table 5: Project stakeholders and level of consultation.

Stakeholder Category	Representative/Member	Level of consultation and timing	
		Admin & PSP amendment	Major amendment
Local Government			
Whitsunday Regional Council	Mayor & CEO Councillors Water and Sewerage Roads and Drainage Planning & Development Economic Development Procurement & Assets CFO & Commercial Operations Parks & Gardens Natural Resource Management Communications & Marketing	Involve during preparation and informal consultations Inform during formal consultations	Involve via informal consultations Consult during formal consultation
Government Representatives and Bodies			
Department of State Development, Manufacturing,	Chief Executive	Consult	Involve via informal consultations

Stakeholder Category	Representative/Member	Level of consultation and timing	
Infrastructure and Planning			Consult during formal consultation
Department of Transport and Main Roads	Chief Executive	Consult	Involve via informal consultations Consult during formal consultation
Department of Natural Resources, Mines and Energy	Chief Executive	Consult	Involve via informal consultations Consult during formal consultation
Affected Organisations			
Whitsunday Coast Chamber of Commerce	Allan Milostic	Inform	Involve via informal consultations Consult during formal consultation
Bowen Tourism and Business	Jonathan Freeman	Inform	Involve via informal consultations Consult during formal consultation
Bygerrah Ngara Aboriginal Corporation	Peter G Pryor	Inform	Involve via informal consultations Consult during formal consultation
Whitsunday Sailing Club	Manager	Inform	Consult during formal consultation
Cruise Ship Ambassadors	Brian Richardson	Inform	Consult during formal consultation
Tourism Whitsundays	Nattassia Wheeler	Inform	Involve via informal consultations Consult during formal consultation
Local Industry			
Veris	Jimmy Duncan	Consult	Involve via informal consultations Consult during formal consultation
Kellianne Wynne Consulting	Kellianne Wynne	Consult	Involve via informal consultations Consult during formal consultation
RPS	Barwon Gooch	Consult	Involve via informal consultations Consult during formal consultation
Vision Surveys	Lee Glindeman	Consult	Involve via informal consultations Consult during formal consultation

Stakeholder Category	Representative/Member	Level of consultation and timing	
Trevor Glasson Engineering	Trevor Glasson	Consult	Consult during formal consultation
Premise	Chris Porter	Consult	Consult during formal consultation
Gary Goddard Engineering	Gary Goddard	Consult	Consult during formal consultation
Milburn Engineering	Rhys Milburn	Consult	Consult during formal consultation
Paragon Engineering	Tom Long	Consult	Consult during formal consultation
Flanagans Engineering	Pat Flanagan	Consult	Consult during formal consultation
SMEC Engineering		Consult	Consult during formal consultation
STA Engineering		Consult	Consult during formal consultation
General Community			
Abell Point Marina	Paul Darrouzet	Inform	Involve via informal consultations Consult during formal consultation
Port of Airlie	Wayne Hann and Neil de Bruyn	Inform	Involve via informal consultations Consult during formal consultation
Whitsunday Ratepayers Association	Anthony Moscato	Inform	Consult during formal consultation
Whitsunday Region Ratepayers Association (WRRRA)	Shauna O'Shannessy	Inform	Consult during formal consultation
Collinsville Community Association	Casandra Woodhouse	Inform	Consult during formal consultation
Bowen and Collinsville Enterprise (BCE)	Paul McLaughlin	Inform	Involve via informal consultations Consult during formal consultation
Bowen Business Chamber	Bruce Hedditch	Inform	Involve via informal consultations Consult during formal consultation
Bowen Gumlu Growers	Cherry Emerick	Inform	Consult during formal consultation
Whitsunday Lions Club	Heather Toy	Inform	Consult during formal consultation
Proserpine Chamber of Commerce	Karen Vloedmans	Inform	Consult during formal consultation

Stakeholder Category	Representative/Member	Level of consultation and timing	
Proserpine Progress Community Group	Tracey Cameron	Inform	Consult during formal consultation
Girudala Community Cooperative Society	N/A	Inform	Consult during formal consultation
Save Our Foreshore	Suzette Pelt	Inform	Involve via informal consultations Consult during formal consultation
Affected Tourism operators		Inform	Consult during formal consultation
Affected Business Owners		Inform	Consult during formal consultation
Wider public		Inform	Consult during formal consultation

6. Roles and Responsibilities

The project team's roles and responsibilities have been outlined below in **Table 6**:

Table 6: Roles and responsibilities.

Project Team Role	Responsibilities
Whitsunday Regional Council	
Project Manager	The Strategic Planning team will manage and coordinate the project's deliverables, keep project phases on track and budget and act as key project spokesperson.
Director Planning and Development	Provide final approvals for all major external communications during consultation.
Manager of Strategic Planning	Assist in the coordination of project deliverables, phases, communications material and act as a key project spokesperson.
Communications & Marketing Support	Assist Project Team in the delivery of communications, engagement materials and draft Council communications.
Communications & Marketing Manager	Manage all media enquiries and issues which may arise during the project, act as liaison between Councillors and the Project Team, approve all media communications and external communications.

7. Communication risks

A consultation risk or issue is any aspect, impact or result of a project that has potential to raise concerns or objections from stakeholders and adversely affect the progress and/or reputation of Council. The core consultation matters in **Table 7** and **Table 8** below provide a breakdown of the major aspects that must be communicated to stakeholders to avoid confusion and achieve the objectives of the Consultation Plan.

Table 7 – Administrative and PSP (Development Manual) amendment consultation risks.

Administrative amendment and PSP Development manual communication risks	Level of impact (high, medium, low)	Risk management measure
<ul style="list-style-type: none"> Lack of understanding regarding the purpose of the Development manual. 	Medium	<ul style="list-style-type: none"> Fact sheets will be prepared notifying the community and industry of the purpose the Development manual in development assessment and provide an overview of the nature of the changes that are generally in accordance with Australian Standards. Aside from an explanatory fact sheet for the general community, consultation material will generally be targeted at industry whom are able to provide educated feedback upon the technical amendments.
<ul style="list-style-type: none"> Lack of understanding of Administrative amendments and why the community cannot comment upon them. 	Medium	<ul style="list-style-type: none"> A fact sheet containing screen shots of examples of administrative amendments and an explanation of administrative amendments will be provided to the community. The Planning Scheme administrative amendment marked-up version will be posted online for transparency during the consultation period. Admin amendments are not policy changes.
<ul style="list-style-type: none"> Query as to when Council will respond to issues raised by Planning Scheme consultation submissions in 2016. 	Medium	<ul style="list-style-type: none"> This consultation period will be utilised as a platform to inform the community and industry of how Council has responded to submissions from the 2016 consultation, develop awareness of upcoming informal consultation and provide an approximate timeline regarding formal consultations and adoption of the major amendment.

Table 8 – Major amendment informal and formal consultation risks.

Major amendment informal and formal consultation communication risks	Level of impact (high, medium, low)	Risk management measure
<ul style="list-style-type: none"> Query as to how Council has responded to issues raised by Planning Scheme consultation submissions in 2016. 	Medium	<ul style="list-style-type: none"> Key messages and fact sheets prepared within the Administrative and PSP consultation period will allude to changes made in response to submissions and informal consultations will provide an opportunity for interested stakeholders to provide further comment on how Council has responded to their submissions. Informal consultations will enable Council to make further changes prior to beginning the lengthy formal consultation process

		involving State Interest review and 20 business days of public consultation.
<ul style="list-style-type: none"> Concerns regarding the length of time it has taken to respond to submissions and the length of the amendment process. 	High	<ul style="list-style-type: none"> Key messaging and fact sheets will outline the volume of content prepared for the major amendment process in response to 2016 submissions and the necessary steps for a major amendment within an expected timeline.
<ul style="list-style-type: none"> Objections to individual zoning requests from 2016 consultation not being changed. 	Medium	<ul style="list-style-type: none"> Frequently asked questions (FAQs) explaining amendments made in response to consultation will include an explanation that zone changes refused by Council were based upon sound planning grounds that whose justification and decision may be reviewed within the respective Council meeting.
<ul style="list-style-type: none"> May not understand the purpose of the informal consultation and choose not to participate until the formal consultation. Major changes requested after the formal consultation period. Queries regarding the quality of the previous Planning Scheme consultation. 	Medium	<ul style="list-style-type: none"> Council will communicate up front within informal consultations that no changes will be made after the formal consultation, however, submissions raising issues will be addressed in future ongoing amendments to the Planning Scheme anticipated to be every 18 months. This will re-iterate the importance of participation within informal consultation and Council's commitment to best practice to ensure community concerns are addressed early in the process.
<ul style="list-style-type: none"> Objection to building heights and re-iterating Airlie Beach anti-growth statements that were common within previous consultations. 	High	<ul style="list-style-type: none"> Fact sheets and consultation efforts surrounding the Airlie Beach Local Plan will explain the vision of the plan and the balance it seeks to strike in maintaining the unique sense of place and sense of community whilst promoting growth in the tourism industry through the creation of attractive tropical buildings, social spaces, event spaces and laneways.
<ul style="list-style-type: none"> Stakeholders perceiving that their views are not being heard. 	High	<ul style="list-style-type: none"> All efforts will be made to identify all interested stakeholders, with particular focus upon major stakeholders whom will be affected by the proposed amendments to ensure that they participate within the informal and formal consultation process.

8. Consultation Strategy

As discussed within Section 3 – Consultation overview, this Plan seeks to provide a strategy for Administrative and PSP (Development Manual) amendment and to the Planning Scheme in order to establish clear linkages between consultations and methods to encourage engagement in a way that mitigates risks for Council.

8.1. Consultation Hierarchy

A consultation hierarchy was developed to provide a consistent structure for developing and implementing the consultation strategy. This hierarchy in **Table 9** below, deconstructs the key steps necessary to undertake an efficient and proactive consultation process.

Table 9 - Consultation Hierarchy

Step	Aim	Consultation aspect	Objective	How	
1	Initiate consultation	Create interest, give people a reason to engage.	<ul style="list-style-type: none"> Administrative amendment and Development manual amendment; and informal and Major amendment consultations 	<ul style="list-style-type: none"> Engage an informed pool of stakeholders in Administrative amendment and PSP Development manual amendments and utilise this consultation to build interest in engaging key stakeholders within informal consultations relevant to them; Outline linkages between consultations, consultation purposes and estimated timeline for future involvement. 	<ul style="list-style-type: none"> Media release and Facebook update; Newspaper advertisements; Overview Fact sheet specifying consultation types, purpose and timelines; Effective phone enquiry responses (external to internal); Create transparency by making everything available on the Council website and in key customer contact locations; Clearly define the purpose and extent of each consultation, PSP and Administrative, informal and Major amendment. Outline changes as a result of 2016 public consultation and informal consultation.
2	Capture knowledge	Capture the community's input.	<ul style="list-style-type: none"> Administrative Amendment, Development 	<ul style="list-style-type: none"> Inform community on consultation's purpose and educate community in 	<p>All consultations</p> <ul style="list-style-type: none"> General factsheets; FAQs; Effective phone enquiry responses (external to internal);

			<p>Manual amendment; and</p> <ul style="list-style-type: none"> informal major amendment consultation 	<p>order to improve submission content;</p> <ul style="list-style-type: none"> Capture meaningful information that Council can act upon. 	<ul style="list-style-type: none"> Written submissions. <p>Informal major amendment consultation</p> <ul style="list-style-type: none"> Email amendments relevant to each stakeholder for review; Meeting with key stakeholders via deliberative forum or meeting with Council officers; Market stalls to facilitate engagement with community on specific matters.
3	Process feedback	Collate and analyse all feedback in an efficient and useful manner.	<ul style="list-style-type: none"> Administrative amendment and Development manual amendment; and informal Major amendment consultations 	<ul style="list-style-type: none"> Draw out key themes and valid individual concerns; Identify items for amendment prior to the Major amendment formal consultation and items for amendment within a future major amendment. 	<p>All consultations</p> <ul style="list-style-type: none"> Create a register of all submissions; Planning officers to read all submissions and register electronically; Develop responses to submissions within formal consultations; Provide acknowledgement emails or letters to all submitters within formal consultation periods. <p>Informal major amendment consultation</p> <ul style="list-style-type: none"> Analyse comments from key stakeholders and make changes prior to beginning major amendment process.
4	Enact changes and act on feedback	Based on findings (Step 3), edit the Planning Scheme amendment accordingly.	<p>Major amendment:</p> <ul style="list-style-type: none"> Refine following informal consultations; and note for a future amendment following both formal consultations. 	<ul style="list-style-type: none"> Refine amendments following informal consultations prior to major amendment; Identify amendments to be included within the future amendment to the Planning Scheme. 	<ul style="list-style-type: none"> Make changes in response to informal consultation prior to starting major amendment process; Prepare list of amendments for future analysis and incorporation within a future amendment.

5	Report back to the community	Inform the community of the changes they have instigated within amendments to the Planning Scheme. Give the community the results of public consultation.	<ul style="list-style-type: none"> • Administrative Amendment, Development Manual amendment; • Informal consultations • Major amendment formal consultations. 	<ul style="list-style-type: none"> • Outline changes to the Planning Scheme as a result of informal consultation and 2016 consultations; • Produce a report that details how submissions have been utilised in the drafting of consulted Planning instruments; • Outline which themes will be under investigation for the future major amendment. 	<ul style="list-style-type: none"> ▪ Fact sheets explaining changes made in response to 2016 consultation period and informal consultation period; ▪ Formalise an information document; ▪ Provide an overview of thematic changes; ▪ Statistical breakdown of submission topics; and ▪ Provide individual feedback to submitters, where possible and publish online.
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8.2. Communication Management

8.2.1. Internal Communication Tools

The following engagement tools will be used to facilitate effective communication within the internal project team and manage potential issues:

- Email/phone;
- Meetings/briefings;
- Progress reports; and
- Project meetings.

8.2.2. External Communication Tools

The following engagement tools will be used to facilitate effective communication with external stakeholders as well as assisting the continued development of the consultation process:

- Key messages;
- Media releases and Facebook Postings;
- Newspaper Advertisements;
- Deliberative forum;
- Online submissions to Yoursay.whitsunday.qld.gov.au;
- Emailing/ mailing key stakeholders; and
- Fact sheets & FAQs.

8.2.2.1. Key messages

The release of consistent information to the public must be a priority for all areas of Council, including that given out by the Mayor, Councillors, Director of Planning and Development, Manager of Strategic Planning and Technical Officers. The Key messages seek to respond to core consultation matters identified within *Section 7 – Communication risks* in a manner that focuses submitters upon achieving consultation objectives and countering potential consultation risks.

Table 10: Key messages for the Administrative and PSP (Development Manual) amendment consultation.

Theme	Key messages
Lack of understanding regarding the purpose of the development manual.	<ul style="list-style-type: none">• The development manual provides technical engineering guidance in the development of road, stormwater, water, sewer and open space infrastructure to ensure sustainable and consistent design across the Region.
Lack of understanding of Administrative amendments.	<ul style="list-style-type: none">• Administrative amendments are composed of changes to grammar, wording or spelling in a manner that does not change the policy intent of the Planning Scheme, therefore, Council is not required to consult upon these changes under the State's guidelines for amending a Planning instrument. This part of the consultation will be informal and any submissions will be dealt with accordingly.
Query as to when Council will respond to issues raised by Planning Scheme	<ul style="list-style-type: none">• Council have analysed key themes out of the 2016 consultation and have developed a variety of changes that will be informally and formally consulted upon within consultations with key stakeholders and the community to ensure Council has developed the correct policy intent.

<p>consultation submissions in 2016.</p>	<ul style="list-style-type: none"> • Formal consultation for the incorporation of these major amendments into the Planning Scheme are anticipated to begin in 2019, following State interest reviews.
<p>Query as to how Council has responded to issues raised by Planning Scheme consultation submissions in 2016.</p>	<ul style="list-style-type: none"> • In response to submissions from the 2016 consultation, Council have developed the following amendments: <ul style="list-style-type: none"> ○ Airlie Beach Local Plan; ○ Bowen Local Plan; ○ mitigating the proliferation of liveable sheds or large sheds that impact upon residential amenity; ○ Minor amendments to the Strategic Framework regarding tourism development; ○ Improvements to environmental protection via Healthy waters code and Biodiversity, waterways and wetlands code; and ○ Updates to Local heritage mapping to remove irreversibly damaged heritage buildings; ○ Improved environmental protections via the introduction of the Healthy Waters Code and refined Biodiversity, waterways and wetlands code; ○ Improved planning for climate change via updated flood and storm surge mapping.
<p>Concerns regarding the length of time it has taken to respond to submissions and the length of the amendment process.</p>	<ul style="list-style-type: none"> • The Planning Scheme amendment package includes a large amount of content that sought to refine issues identified in the first years of operation, as well as a variety of issues identified by the community in 2016 Planning Scheme consultations; • Council wished to ensure thorough analysis was conducted into all changes and establish best practice in consultation via informal consultations prior to beginning the major amendment process, which added additional time to the already lengthy amendment process mandated by the State Government.
<p>Objections to individual zoning requests from 2016 consultation not being changed.</p>	<ul style="list-style-type: none"> • Council officers investigated all re-zoning requests in the context of potential impacts they may have on surrounding residents. Further information may be sought within Council meetings where re-zonings were decided as to the reasons why a re-zoning was made or not made.
<ul style="list-style-type: none"> • May not understand the purpose of the informal consultation and choose not to participate until the formal consultation. • Major changes requested after the formal consultation period. 	<ul style="list-style-type: none"> • In order to facilitate best practice community consultation, Council is seeking comment from the community and key stakeholders during informal consultations on specific amendments to the Planning Scheme, in order to capture concerns and make changes to these proposed amendments prior to beginning the major amendment process. • Council encourages participation from key stakeholders within the informal consultation process as it is unlikely that major changes will occur immediately after the formal major amendment consultation. This is because Council will be required to restart the 6-month major amendment process mandated by the State, therefore all submitter issues will be investigated for inclusion in a future amendment to the Planning Scheme anticipated to occur 18 months following the adoption of the major amendment.

<ul style="list-style-type: none"> • Queries regarding the quality of the previous Planning Scheme consultation. 	
<p>Objection to building heights and re-iterating Airlie Beach anti-growth statements that were common within previous consultations.</p>	<ul style="list-style-type: none"> • Council received 611 submissions against Airlie Beach building height in 2015 consultations and 65 submissions in 2016. Therefore, it is considered the Planning Scheme has struck correct balance in incentivising development and maintaining the town's character. • Provisions within the Airlie Beach Local Plan seek to negate specific community concerns regarding building height, such as wind tunnelling, and loss of pedestrian scale via building design elements, such as vertical landscaping and podiums that reduce the perceived size of built form.
<p>Stakeholders perceiving that their views are not being heard.</p>	<p>Council has responded to predominate themes from the 2016 Planning Scheme consultation with policy changes or new plans that seek to respond to submitter concerns. Council wishes to test these changes with stakeholders to get final comments during informal consultations and make changes prior to beginning the formal major amendment process.</p>

8.2.2.1. Fact sheets

Fact sheets including FAQs and infographics will be utilised to communicate key messages in a manner that focuses the consultation upon the objectives of the Consultation Plan. These fact sheets may also be utilised for social media postings to build awareness of the consultation and key messages. Fact sheets will include:

Table 11: Fact sheets to be developed to improve community understanding of the amendment package.

Fact sheet	Content
Consultation overview	Overview of consultation's; Timeline; Amendments made in response to submissions; how to make a submission.
Frequently asked questions (FAQs)	Communication of key messages and response to expected community concerns.
Admin and PSP Development manual amendment overview	Overview of the nature of administrative amendments and Development manual amendments, including where to view them.

8.2.2.2. Newspaper advertisements and Media releases

Media releases and paid advertisements within local newspapers will be utilised to inform residents of the launch and closure of formal public consultation periods. Paid advertisements will ensure that the full spectrum of the community is made aware of Planning Scheme consultations. Media releases will be utilised to encourage comment from the community on specific aspects of the Planning Scheme available for comment during informal consultations. A sample of the proposed newspaper advertisements and media releases are attached in **Appendix B**.

Table 12: Administrative and PSP (Development Manual) amendment consultation.

Newspaper		Date	
Whitsunday Times	Bowen Independent	Wednesday TBD	Consultation Start
Bowen Independent	Whitsunday Times	Thursday TBD	
Whitsunday Times	Bowen Independent	Wednesday TBD	Consultation End
Bowen Independent	Whitsunday Times	Thursday TBD	

8.2.2.3. Facebook postings

Facebook postings will be used at key points in the consultation process to educate, encourage participation, outline consultation activities and provide feedback to stakeholders on the outcomes of these activities. All media enquiries will be directed through Council’s Communications and Marketing Manager. All other enquiries will be directed to Council’s Director of Planning and Development. A sample of the proposed Facebook postings are attached in **Appendix C**.

8.2.2.4. Your Say Whitsunday Website

Your Say Whitsunday will be utilised as a central consultation hub that provides an avenue for the community to lodge submissions on the proposed amendments and view information, key messages and fact sheets. Yoursay will also be utilised during informal consultation as well as formal consultations to enable the community to make comment on specific aspects of the Planning Scheme, which Council is seeking feedback on.

8.3. Consultation Strategy

The suggested consultation program for the Amendment package is identified in **Table 14** below.

Table 13: Administrative amendment and PSP Development Manual amendment consultation strategy.

Stage & relevant activities	Aim	Target Stakeholders	Method/Tactic
Planning and Endorsement	Discuss administrative amendments with DSDMIP.	DSDMIP	Meeting
	Gain endorsement from relevant Departments regarding changes to the Development Manual.	WRC Managers, Council Executives	Meeting
	Adopt consultation plan, key messages and associated material guiding amendment package consultations.	Councillors Communications team	Council Briefing and meeting
Preparation	Prepare all consultation material and fact sheets based upon approved key messages.	WRC staff	Internal briefings
	Provide WRC staff with briefings on amendment package consultations and key messages being used.		Briefings (Key staff) Email
Activation	Ensure the Council has understanding of the Administrative and PSP (Development Manual) consultation in the context of the amendment package and associated key messages.	WRC Councillors	Councillor Briefing
	Inform the WRC communities and key stakeholders of upcoming consultations, purpose of the consultations, where to access relevant information and opportunities available to make a submission.	Key stakeholder groups WRC communities	Newspaper advertisements, Media Release, Facebook posting, Email key stakeholders, Website Update.

<p>Statutory Consultation</p>	<ul style="list-style-type: none"> • Explain the rationale and context of the Administrative and PSP (Development Manual) consultation process for the Planning Scheme; • Encourage the WRC communities to access information that is available and participate in various engagement activities; • Explain the technical nature of the Development manual and key aspects that have been amended; • Target industry stakeholders for comment on the Development manual amendments; • Outline upcoming informal consultations for targeted consultation and relevance to the Major amendment. 	<p>Key stakeholder groups Local industry WRC Communities</p>	<p>Fact Sheets, FAQ's, Website Update, Media Releases, Facebook posting, Newspaper advertisements Yoursay engagement portal</p>
<p>Submission Analysis</p>	<ul style="list-style-type: none"> • Inform WRC communities that public consultation period has closed and when Submission Analysis Report is expected to be released; • Acknowledge receipt of submissions received in submissions register; • Advise community and submitters on Council's response to submissions made during the consultation period and proposed changes to be considered in future amendments. 	<p>Consultation submitters WRC Communities</p>	<p>Media Release Facebook posting Website Update</p>
<p>Adopt amendments</p>	<ul style="list-style-type: none"> • Adopt Administrative and PSP (Development Manual) amendments; • Begin analysis on key issues identified by submissions for consideration in future amendments; • Notify DSDMIP of adoption; • Notify community of adoption via Gazette, Newspaper and media release on Council's website. 	<p>DSDMIP WRC Communities Councillors</p>	<p>Council Briefing and Meeting Facebook update Media release Gazette Newspaper</p>

9. Conclusion

This Consultation Plan seeks to provide an overview and strategy for consultations falling under the amendment package to the Planning Scheme, including Administrative amendment and PSP Development manual amendments consultation and informal consultation of the Major amendment to the Planning Scheme. Aside from communication risks, the Plan seeks to facilitate best practice consultation utilising informal consultation as a measure to front load the process and avoid time, cost and reputational impacts associated with having to restart the process, in accordance with the *Minister's Guidelines and Rules*, should any changes occur following formal consultations.

Appendix A – Communication guidelines

9.1.1. Communication Protocol

The following protocols will be followed throughout each consultation process:

- All media enquiries will be directed through Council's Communications & Marketing Manager, Project manager and Manager of Strategic Planning;
- All other enquiries will be directed to the Manager of Strategic Planning who will notify the Council's Director of Planning and Development, if necessary;
- All formal external communication materials will be reviewed and approved by both the Director, Manager of Strategic Planning and Communication Manager; and
- All incoming communication to Council from external stakeholders and the responses to these enquiries will be recorded and tracked using Enterprise Content Management (ECM) and Customer Request Management (CRM). Key information to be recorded will include name of person, contact details, query, action required, response and any other comments required.

9.1.2. Recording Informal and Formal Correspondence

When Council receives phone calls or front counter enquires, the following process is to be undertaken for CRMs:

1. Any contact with Customer Contact that can be recorded as a CRM will be recorded (i.e. phone calls, front counter enquiry).
2. All CRMs for the Amendment package consultations will be allocated to the following ECM subjects, as relevant:
 - 2.1. 'SPU 20187000 – Admin and PSP amendment';
 - 2.2. 'SPU 20187001 – Informal consultation';
 - 2.3. 'SPU 20187001 – Major amendment consultation'.
3. CRMs will initially be tasked to Planning Administration who will then allocate enquiries to the Project Manager within the Strategic Planning team.
4. If there are questions about the Plan that Customer Contact can address, the task will be closed out by this team. Key talking points will be provided to Customer Contact for use.
5. As much detail as possible will be recorded to ensure quality of information.
6. A report will be run of all CRMs to allow for registration to ECM.

When Council receives written correspondence via planning.submissions@whitsundayrc.qld.gov.au or yoursay.whitsundayrc.qld.gov.au

1. Submissions to yoursay.whitsundayrc.qld.gov.au are automatically forwarded to planning.submissions@whitsundayrc.qld.gov.au.
2. Strategic Planning ADMIN: register in ECM under:
 - 2.1. 'SPU 20187000 – Admin and PSP amendment';
 - 2.2. 'SPU 20187001 – Informal consultation';
 - 2.3. 'SPU 20187001 – Major amendment consultation'.
3. Strategic Planning ADMIN: once registered, move into "Registered – [Officer] – Draft" folder in email.
4. Strategic Planning ADMIN: enter Submitter details into the submissions database to create the new user.
5. Strategic Planning ADMIN: once email is assigned to an officer and details are entered into the submissions database, forward the email to the allocated officer for actioning.
6. Strategic Planning OFFICER: enter submission into the submissions database and assign issue.
7. Strategic Planning OFFICER: populate the details/create response.
8. Strategic Planning ADMIN: Export file into formal Submission analysis report.



When Council receives written correspondence by post, the following process will be undertaken for ECM:

1. Any written correspondence is to be registered to the relevant Strategic Planning consultation folder by Records.
2. Tasks will be added to the Planning task list. Planning Administration will allocate any consultation related tasks to the Strategic Planning team to action.
3. All responses to any incoming enquiries or submissions will be recorded to ECM via registration.

Appendix B – Media releases and Newspaper advertisement

Administrative and PSP (Development Manual) amendment consultation

Consultation start ##DATE ##

WHITSUNDAY PLANNING SCHEME 2017 ADMINISTRATIVE AND PSP (DEVELOPMENT MANUAL) AMENDMENT CONSULTATION START

Whitsunday Regional Council are seeking public comment upon amendments to the Whitsunday Planning Scheme 2017.

The Development manual is a Planning Scheme Policy within Schedule 6 of the Planning Scheme that sets out engineering design standards for development. The proposed amendments are of a technical engineering nature and include changes to standard drawings and refinement of wording. Council is also advertising administrative amendments to the Planning Scheme that include minor grammatical and wording changes that do not change policy positions.

To see the proposed amendments to the Development Manual, Planning Scheme administrative amendments or examine fact sheets and FAQs, please visit Council's consultation website at Yoursay.whitsundayrc.qld.gov.au or visit Council offices at Proserpine, Cannonvale, Bowen or Collinsville.

To make a submission, please register and lodge online at Yoursay.whitsundayrc.qld.gov.au, deliver by mail or deliver in person to Council offices.

Any enquiries on this matter should be directed to the Strategic Planning Branch on ☎ 07 4945 0263.

B W Omundson

Chief Executive Officer

Consultation End ##DATE ##

WHITSUNDAY PLANNING SCHEME 2017 ADMINISTRATIVE AND PSP (DEVELOPMENT MANUAL) AMENDMENT CONSULTATION END

Whitsunday Regional Council are seeking public comment upon amendments to the Whitsunday Planning Scheme 2017.

The Development manual is a Planning Scheme Policy within Schedule 6 of the Planning Scheme that sets out engineering design standards for development. The proposed amendments are of a technical engineering nature and include changes to standard drawings and refinement of wording. Council is also advertising administrative amendments to the Planning Scheme that include minor grammatical and wording changes that do not change policy positions.

To see the proposed amendments to the Development Manual, Planning Scheme administrative changes, examine fact sheets and learn about upcoming Planning Scheme consultations, please visit Council's consultation website at Yoursay.whitsundayrc.qld.gov.au or visit Council offices at Proserpine, Cannonvale, Bowen or Collinsville.

To make a submission, please register and lodge online at Yoursay.whitsundayrc.qld.gov.au, deliver by mail or deliver in person to Council offices prior to 5pm ##DATE##.

Any enquiries on this matter should be directed to the Strategic Planning Branch on ☎ 07 4945 0263.



B W Omundson
Chief Executive Officer

Appendix C – Administrative and PSP (Development Manual) amendment consultation Facebook posts

###DATE###

Consultation start

Whitsunday Regional Council are seeking public comment upon amendments to the Planning Scheme. The PSP (Development Manual) is within Schedule 6 of the Planning Scheme and sets out engineering design standards for development. The proposed amendments are of technical engineering nature and include changes to standard drawings and refinement of wording. To see the amended Development Manual on exhibition, examine fact sheets and FAQs, or lodge a submission, please visit Council's consultation website at [Yoursay.whitsundayrc.qld.gov.au](https://yoursay.whitsundayrc.qld.gov.au) or visit Council offices.

###DATE###

Consultation mid-point

Consultation on amendments to the Planning Scheme will close on the ##DATE##. Lodge a submission at [Yoursay.whitsundayrc.qld.gov.au](https://yoursay.whitsundayrc.qld.gov.au) or visit Council offices for more information.

###DATE###

Consultation close

Consultation upon proposed amendments to the Planning Scheme will close on the ##DATE##. To see the draft, examine fact sheets and FAQs or lodge a submission, please visit Council's consultation website at [Yoursay.whitsundayrc.qld.gov.au](https://yoursay.whitsundayrc.qld.gov.au) or visit Council offices.

Appendix D – Fact sheets & FAQs

- Admin and PSP Development manual amendment overview
- Consultation overview, timeline and issues responded to within amendments, how to make a submission
- Consultation FAQ
- ABLP