



APPENDIX 3 - COMMUNICATIONS AND ENGAGEMENT PLAN

1. ABOUT THE PROJECT

1.1 Project background

In 2015, Council adopted a Coastal Zone Management Plan (CZMP). The CZMP comprised four parts: Coastline; Estuary; Swansea Channel; and a four-year action plan. This CZMP will be superseded by a Coastal Management Program (CMP) from December 2021. The CMP is an updated version of the CZMP, including requirements from the NSW Government – Department of Planning, Industry and Environment.

“The purpose of a coastal management program is to set the long-term strategy for the co-ordinated management of land within the coastal zone with a focus on achieving the objectives of this [Coastal Management] Act [2016].”

The scope of the CMP aims to cover local issues, challenges and opportunities in coastal management ranging from immediate, 20 years, 50 years to 100 years and beyond, as relevant. The first engagement activities of the project are during Stage 1 – the scoping study. This stage evaluates the previous CZMP plan and outcomes of the action plan to ensure the issues, challenges, opportunities and actions are still applicable and will focus on identifying any gaps for meeting the new requirements of the CMP.

The entire CMP project has five stages:

STAGE 1

Identify the scope of CMP (current project)

STAGE 2

determine risks, vulnerabilities and opportunities

STAGE 3

Identify and evaluate options

STAGE 4

Prepare, exhibit, finalise, certify and adopt the CMP

STAGE 5

Implement, monitor, evaluate and report

The project will run for approximately two years.

Information gathered during the scoping study will not only achieve Stage 1 of the Program but also provide key information to guide preparation of Stages 2 and 3.

Stage 1 includes the following milestones:

- Prepare a Stakeholder Engagement Strategy
- Identify data gaps
- Prepare a scoping study.

We are committed to providing best practice engagement based on our principles of engagement and guided by the International Association of Public Participation (IAP2). As this project moves through the different stages, we will utilise the IAP2 spectrum to guide how we engage with the community and key stakeholders.

Evaluation and review will be conducted by survey to stakeholders at the conclusion of Stages 2 and 3.

1.2 Communication objectives

- To raise public awareness about the project and the importance of coastal and waterway management.
- To interest and encourage community and industry members to participate in engagement opportunities for greater stakeholder involvement in the project.
- To increase understanding of the CZMP and the new requirements of the CMP.
- To encourage community feedback/response to assist in identifying key data gaps, new issues or challenges, and new opportunities for coastal management options, and to evaluate the relevance of existing CZMP issues and actions.

CONSULTATION ON THE COASTAL MANAGEMENT PROGRAM

Statutory provisions

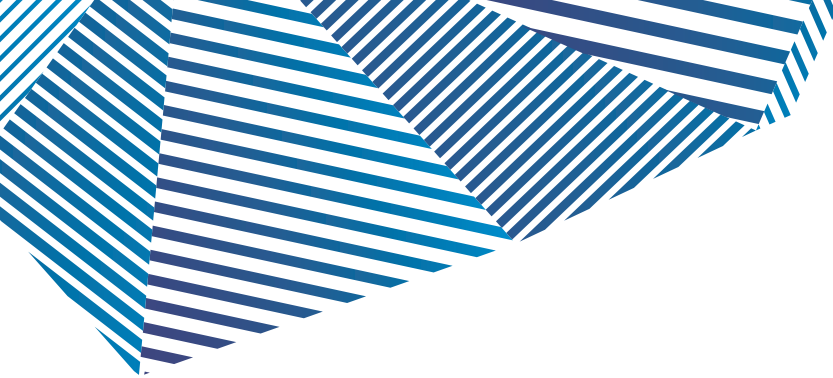
16 Consultation

- (1) Before adopting a coastal management program, a local council must consult on the draft program with:

- (a) the community, and
- (b) if the local council's local government area contains:
 - (i) land within the coastal vulnerability area, any local council whose local government area contains land within the same coastal sediment compartment (as specified in Schedule 1), and
 - (ii) an estuary that is within 2 or more local government areas (as specified in Schedule 1), the other local councils, and
- c) other public authorities if the coastal management program:
 - (i) proposes actions or activities to be carried out by that public authority, or
 - (ii) proposes specific emergency actions or activities to be carried out by a public authority under the coastal zone emergency action subplan, or
 - (iii) relates to, affects or impacts on any land or assets owned or managed by that public authority.
- (2) Consultation under this section is to be undertaken in accordance with the relevant provisions of the coastal management manual
- (3) A failure to comply with this section does not invalidate a coastal management program.
- (4) The regulations may amend Schedule 1.

Mandatory requirements

15. A draft CMP must be exhibited for public inspection at the main offices of councils of all local government areas within the area to which the CMP applies, during the ordinary hours of those offices, for a period of not less than 28 calendar days before it is adopted. This mandatory requirement does not prevent community consultation, or other consultation, in other ways.



1.3 Project timeline

Date	Details
December 2019 – September 2020	Stage 1 - Awareness raising and gaps analysis
December 2020 – May 2021	Stage 2 - studies and information for identified gaps
April – October 2021	Stage 3 – prepare the CMP, develop management actions
November 2021- July 2022	Stage 4 – Exhibition and adoption of the CMP

2. STAKEHOLDER AND ISSUES IDENTIFICATION

Stakeholders for the project can be categorised into the following groups:

COUNCIL

STAKEHOLDER CATEGORY INDIVIDUAL/ORGANISATION

Mayor	Kay Fraser
Councillors	
East Ward	Adam Shultz (ALP), Nick Jones (LIB), Christine Buckley (ALP), John Gilbert (LMIND)
West Ward	David Belcher (ALP), Jason Pauling (LIB), Wendy Harrison (IND), Luke Cubis (LMIND)
North Ward	Brian Adamthwaite (ALP), Kevin Barker (LIB), Barney Langford (ALP), Colin Grigg (LMIND)
Council staff	Executive, Environmental Systems, Assets, Integrated Planning, Communications, Development Assessment and Compliance and Community Partnerships.

STATE AND FEDERAL MEMBERS

STAKEHOLDER CATEGORY INDIVIDUAL/ORGANISATION

Member for Charlestown	Ms Jodie Harrison MP
Member for Shortland	Mr Pat Conroy MP
Member for Cessnock	Mr Clayton Barr MP
Member for Lake Macquarie	Mr Greg Piper MP
Member for Swansea	Ms Yasmin Catley MP
Member for Wallsend	Ms Sonia Hornery MP
Member for Hunter	Mr Joel Fitzgibbon MP
Member for Newcastle	Ms Sharon Claydon MP

INDUSTRY, COMMUNITY AND LOCAL GOVERNMENT

Refer to stakeholder spreadsheet D09532304

MEDIA

STAKEHOLDER CATEGORY	INDIVIDUAL/ORGANISATION
TV	NBN (Newcastle office)
Radio	Triple M Newcastle/Hit1069, 2NURFM, ABC (1233 Newcastle), NEWFM/2HD
Print	Newcastle Herald, Newcastle Weekly

ONLINE

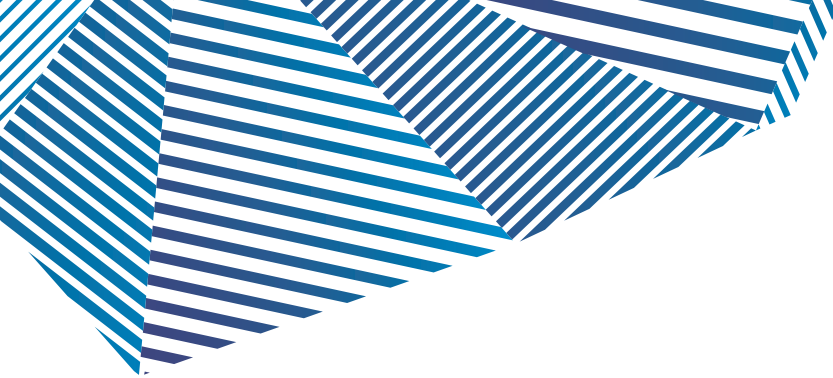
STAKEHOLDER CATEGORY	INDIVIDUAL/ORGANISATION
Facebook	@lakemaccity
Twitter	@lakemac
Blogs/websites	lakemac.com.au
Instagram	@ourlakemac
LinkedIn	

2. STAKEHOLDER AND ISSUES IDENTIFICATION

2.1 Key issues and responses

Stakeholders' key issues of concern for the project are outlined below, along with strategic communications responses and actions.

Stakeholder issue	Stakeholder	Risk	Response/mitigation
Surf amenity	Bring Blacksmiths Back	High	Surf assessment project underway (UNSW). Possible development of surf amenity plan. Moderation of workshop discussions to ensure balanced input.



3. FAQs

The agreed key messages for this project are:

- Coastal management involves the integrated management of the coastal environment, consistent with the principles of ecologically sustainable development, for the social, cultural and economic wellbeing of the community. Coastal legislation and policy in NSW has changed, with significant reforms over the last five years. The CMP will outline priorities and actions that will see community and government working together to achieve the best outcomes for a healthy coastline, estuary and channel.
- The health of the Lake is integral to the City's identity and prosperity. Whilst lake health has been improving over the last 20 years, it is important to maintain this focus, as it could quickly deteriorate if not considered a priority
- Balancing the desire for recreational use of waterways and foreshores with the need to protect these landscapes is a key consideration in the development of the CMP.
- 30km open ocean coastline, from Glenrock Lagoon to Moonee Beach.
- The coast is used for so many enjoyable activities, such as swimming surfing, beach walking, diving, snorkelling and wildlife watching, it's worth protecting.
- Many more people now live in our region – so more demand on coastal resources. Community recreation preferences are changing.
- Climate change has significant consequences for coastal asset management. New climate change projections based on quality science are available.

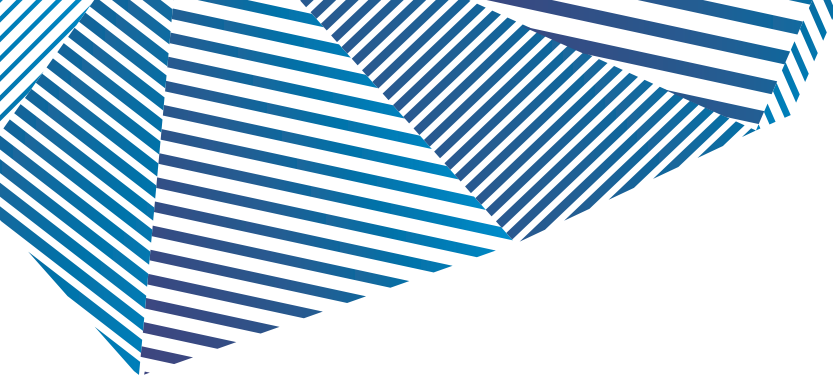
By collaborating with the community to review the CZMP we can identify new opportunities for coastal management and improve the health of our lake, waterways and coastline while maintaining community access and recreation in these areas.

4. COMMUNICATION ACTIVITIES ACTION PLAN SUMMARY

ENGAGEMENT STAGE 1

– Awareness raising and scoping study preparation (gaps and risks) (16 December 2019 – 30 September 2020)

Activity	Stakeholders	Timeframe	Details	Responsibility	IAP2 Status	Status /comments
Online						
Shape Lake Mac website	All stakeholders	January 2020	Shape Lake Mac project page to include: ■ discussion forum as main feedback mechanism ■ frequently Asked Questions ■ key dates ■ document library	Communications, Environmental Systems	Inform, Consult, Involve	complete
e-Newsletters: ■ Shape Lake Mac ■ Your City Online ■ Planning ■ Eco Advocate	Subscribers	February 2020	Share relevant updates and opportunities for consultation through eNewsletters	Communications, Environmental Systems	Inform	complete
Email notification	Identifies stakeholder email list	January 2020	Promote awareness of the project, what it is trying to achieve, how people can contribute and what information we are seeking to identified stakeholders on email.	Communications	Inform	complete
Social media posts via: ■ Facebook ■ Twitter ■ Instagram ■ LinkedIn	Followers	February 2020	Post regular updates on Council's social media platforms to keep the community informed and provide details of consultation opportunities	Communications	Inform	complete
Print						
Footpath stickers	Beach goers/lake users	January 2020	Place the footpath stickers at the four beach locations and at key locations around the lake. Promote awareness of the project and encourage use of the SLM site.	Communications	Inform	complete



Activity	Stakeholders	Timeframe	Details	Responsibility	IAP2 Status	Status /comments
Media						
Media release	Media	February 2020	Issue media release promoting opportunity for community to share their feedback	Communications	Inform	complete
Other						
Attend Community Events	Community event attendees	20 February 7,8 March	Toronto Markets Surfest, Newcastle Beach	Communications, Environmental Systems	Inform, Consult and Involve	complete
Portfolio Committees, as appropriate	Councils and key staff	Reconsider for later stage when CMP going to Council	Brief the committee members and provide an opportunity for members to contribute to the scoping study.	Environmental Systems	Inform, Consult and Involve	No further action for Stage 1
Attend Coastal Zone Management Committee meetings	Coastal Zone Management Committee members	Next meeting date: 6 February 2020	Attend Committee meetings and provide an update on progress with the CMP	Environmental Systems	Inform, Consult and Involve	
Attend Youth Advisory Council (YAC) meeting	YAC members	Next Meeting date: 12 February. Endless Summer Youth Event (23 Feb)	Attend YAC meeting and promote awareness of the project. Record discussion and any outcomes/ actions. Encourage participation through SLM and sharing on YAC social media channels, discuss ways to engage young people.	Environmental Systems	Inform, Consult and Involve	complete
Internal briefing	Identified internal stakeholders	TBC	Hold a meeting to brief identified internal stakeholders about the project. Share information and work through the project aims, stages and timeframes. Highlight opportunities for their participation and why it is important.	Environmental Systems	Inform, Consult and Involve	complete

ENGAGEMENT STAGE 1

– Awareness raising and scoping study preparation (gaps and risks) (16 December 2019 – 30 September 2020)

Activity	Stakeholders	Timeframe	Details	Responsibility	IAP2 Status	Status /comments
Other						
Focus group	Selected groups of industry and community members	June 2020	Conduct a short online forum to analyse any gaps between the CZMP and CMP and to review the risk ratings. Opportunities for new information to be gathered and included.	Communications, Environmental Systems	Consult and Involve	complete
Coastal Zone Management Committee	Committee members	June 2020	Workshop session as part of monthly committee meeting to review risk ratings, identify any additional gaps and to prioritise these gaps.	Environmental Systems	Consult and Involve	complete
Consultation summary	All stakeholders	June/July 2020	Feedback regarding risk assessment changes and gaps collated. Report on community forum provided by Deliberately Engaging.	Environmental Systems	Inform	complete

ENGAGEMENT STAGE 2

– Studies, information for identified gaps (December 2020 – May 2021)

Activity	Stakeholders	Timeframe	Details	Responsibility	IAP2 Status	Status /comments
Online						
Shape Lake Mac website	All stakeholders	February / March 2021	Shape Lake Mac project page to include: ■ discussion forum as main feedback mechanism ■ frequently Asked Questions ■ key dates ■ document library	Communications, Environmental Systems	Inform, Consult, Involve	
e-Newsletters: ■ Shape Lake Mac ■ Your City Online ■ Planning ■ Eco Advocate	Subscribers	February / March 2021	Share relevant updates and opportunities for consultation through eNewsletters	Communications	Inform	
Email notification	Identifies stakeholder email list	January 2021	Promote awareness of the project, what it is trying to achieve, how people can contribute and what information we are seeking to identified stakeholders on email.	Communications, Environmental Systems	Inform	
Social media posts via: ■ Facebook ■ Twitter ■ Instagram ■ LinkedIn	Followers	February 2021	Post regular updates on Council's social media platforms to keep the community informed and provide details of consultation opportunities	Communications	Inform	

ENGAGEMENT STAGE 2

– Studies, information for identified gaps (December 2020 – May 2021)

Activity	Stakeholders	Timeframe	Details	Responsibility	IAP2 Status	Status /comments
Other						
Presentation to Unique Landscapes Portfolio Committee Meeting	External Coastal Management Plan Group and Coastal Zone Management Committee	February 2021	Brief the committee members and provide an opportunity for members to contribute	Environmental Systems	Inform, Consult, Involve	
Councillor Briefing	Councillors	March and July 2021	Presentation to Councillors	Environmental Systems		
Wave overtopping workshop	Council staff, Coastal Management Program Group and Coastal Zone Management Committee	February / March 2021	Consultant to facilitate.	Consultant Environmental Systems	Inform, Consult, Involve	
Attend Coastal Zone Management Committee meetings	Coastal Zone Management Committee members	February and April 2021	Attend Committee meetings and provide an update on progress with the CMP	Environmental Systems	Inform, Consult and Involve	
Government agencies	Stakeholders as identified	January 2021 onwards	Regular meetings to discuss key issues and barriers to management options development	Environmental Systems	Inform, Consult and Involve	
Evaluation survey (online)	Identified stakeholders and CZM committee members	June/July 2021	Evaluation of Stage 2 consultation (short online survey)	Communications, Environmental Systems	Consult, Involve	

ENGAGEMENT STAGE 3

– Prepare the CMP, developing management actions in partnership with stakeholders

(April 2021 – October 2021)

Activity	Stakeholders	Timeframe	Details	Responsibility	IAP2 Status	Status /comments
Online						
Shape Lake Mac website	All stakeholders	February / March 2021	Shape Lake Mac project page to include: ■ discussion forum as main feedback mechanism ■ frequently Asked Questions ■ key dates ■ document library	Communications, Environmental Systems	Inform, Consult, Involve	
e-Newsletters: ■ Shape Lake Mac ■ Your City Online ■ Planning ■ Eco Advocate	Subscribers	February / March 2021	Share relevant updates and opportunities for consultation through eNewsletters	Communications	Inform	
Email notification	Identifies stakeholder email list	January 2021	Promote awareness of the project, what it is trying to achieve, how people can contribute and what information we are seeking to identified stakeholders on email.	Communications, Environmental Systems	Inform	
Social media posts via: ■ Facebook ■ Twitter ■ Instagram ■ LinkedIn	Followers	February 2021	Post regular updates on Council's social media platforms to keep the community informed and provide details of consultation opportunities	Communications	Inform	

ENGAGEMENT STAGE 3

– Prepare the CMP, developing management actions in partnership with stakeholders

(April 2021 – October 2021)

Activity	Stakeholders	Timeframe	Details	Responsibility	IAP2 Status	Status /comments
Other						
Presentation to Unique Landscapes Portfolio Committee Meeting	External Coastal Management Plan Group and Coastal Zone Management Committee	February 2021	Brief the committee members and provide an opportunity for members to contribute	Environmental Systems	Inform, Consult, Involve	
Wave overtopping assessment workshop	Council staff, Coastal Management Plan Group and Coastal Zone Management Committee	February/ March 2021	Facilitated by consultant. Internal and external stakeholders and Coastal Zone Management Committee members invited.	Environmental Systems	Inform, Consult, Involve	
Attend Community Events	Community event attendees	December 2021 – February 2022	Assess face-to-face options	Communications, Environmental Systems	Inform, Consult and Involve	
Attend Coastal Zone Management Committee meetings	Coastal Zone Management Committee members	Bimonthly, commencing February 2021	Attend Committee meetings and provide an update on progress with the CMP	Environmental Systems	Inform, Consult and Involve	
Attend Youth Advisory Council (YAC) meeting	YAC members	June-October 2021	Provide an opportunity for YAC members to contribute to management options development	Environmental Systems	Inform, Consult and Involve	
Evaluation survey (online)	Identified stakeholders and CZM committee members	November 2021	Short online survey	Communications, Environmental Systems	Consult, Involve	

ENGAGEMENT STAGE 4

– Finalise, exhibit, adopt and certify the CMP

(November 2021 – June 2022)

Activity	Stakeholders	Timeframe	Details	Responsibility	IAP2 Status	Status /comments
Online						
Shape Lake Mac website	All stakeholders	December 2021 – January 2022	Shape Lake Mac project page to include: ■ discussion forum as main feedback mechanism ■ frequently Asked Questions ■ key dates ■ document library	Communications, Environmental Systems	Inform, Consult, Involve	
e-Newsletters: ■ Shape Lake Mac ■ Your City Online ■ Planning ■ Eco Advocate	Subscribers	December 2021	Share relevant updates and opportunities for consultation through eNewsletters	Communications	Inform	
Email notification	Identifies stakeholder email list	December 2021	Promote awareness of the project, what it is trying to achieve, how people can contribute and what information we are seeking to identified stakeholders on email.	Communications, Environmental Systems	Inform	
Social media posts via: ■ Facebook ■ Twitter ■ Instagram ■ LinkedIn	Followers	October 2021 – April 2022	Post regular updates on Council's social media platforms to keep the community informed and provide details of consultation opportunities	Communications	Inform	

ENGAGEMENT STAGE 4

– Finalise, exhibit, adopt and certify the CMP

(November 2021 – June 2022)

Activity	Stakeholders	Timeframe	Details	Responsibility	IAP2 Status	Status /comments
Media						
Media release	Media	December 2021	Issue media release promoting opportunity for community to share their feedback	Communications	Inform	
Other						
Councillor Briefing	External Coastal Management Plan Group and Coastal Zone Management Committee	February 2022	Presentation to Councillors	Environmental Systems	Inform, Consult, Involve	
Attend Community Events	Community event attendees	December 2021 – February 2022	Assess face-to-face options prior to October 2021	Communications, Environmental Systems	Inform, Consult and Involve	