



Waste Strategy
Waste reduction and recycling plan 2015 - 2025
draft communication and engagement plan



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Acknowledgements

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Summary

Council has revised its waste minimisation strategy 2009 - 2014 and is seeking feedback on the new, draft waste reduction and recycling plan 2015 – 2025 (WRRP). This document will be available for public comment for a period of 33 days from 12 January 2015 to 13 February 2015

The draft strategy will be available as hard copy documents in council's customer service centres and digitally on council's website.

This communication plan is based on the IAP2 spectrum and a level of consultation has been set with the promise 'We will keep you informed, listen to you and acknowledge concerns and aspirations and provide feedback on how public input influenced the decision.'

Corporate Plan Linkages

Outcome 4.3: Sustainable waste and resource management services
Operational Activity 4.3.1: Develop a new Waste Strategy

1. Scope

This communication and engagement plan will be delivered in two phases.

Phase 1: Draft Waste reduction and recycling plan, January to February 2015

During this phase council will seek comment on the draft WRRP. Communication activities will include graphic design and printing of draft WRRP, web-based engagement page, establishment of feedback mechanism and general promotion of strategy availability.

Phase 2: Final Waste Strategy (waste reduction and recycling plan), adopted April 2015

During this phase council will provide information to the community on how their feedback has been incorporated into the final strategy. Communication activities will include updates to graphic design and council's web page, general promotion of strategy adoption.

2. Communication Objectives

Phase 1:

- Ensure the Sunshine Coast community is aware of the ability to provide comment on the draft WRRP
- Achieve neutral or positive comments in local and social media
- Ensure the draft WRRP is available in formats suitable for all user groups
- Provide mechanism for public comment on the draft WRRP
- Establish risk and provide mitigation measures to reduce negative media coverage, with an aim to achieving neutral or positive comments in local and social media

Phase 2:

- Announce the adoption of the final WRRP
- Acknowledge public comments and provide feedback as to how this feedback is incorporated or considered in the final strategy.
- Establish risk and provide mitigation measures to reduce negative media coverage, with an aim to achieving neutral or positive comments in local and social media

3. Audience

Internal
Waste Management Councillor Working Group
Executive Director, Infrastructure Services
Manager, Waste and Resources Management
Coordinator Business Operations, Waste and Resources Management
Media and Marketing
Customer Services
SCC Staff and Councillors

External
Community Groups – Steps, Endeavour, Community Recycling Incorporated
Waste Industry – Envirocom, Remondis
Sunshine Coast residents and ratepayers
Sunshine Coast media

4. Risk and Mitigation

	Mitigation
Council does not provide kerbside cleanup, there is a risk, any communication around waste will raise this issue	Prepare strong messaging detailing council's position on kerbside. The most recent media blast was rebuffed by promoting kerbside as an old fashioned, un-environmental and expensive exercise.
External stakeholders including media will use the ability to comment on the draft strategy to re-raise the WRIQ agenda	Use standard council response to this issue. Holding statements are already available
Environmental groups such as SCEC, especially those who were so involved with the previous strategy will question the reduction in waste minimisation targets	Reinforce council's position to mirror the national and state government's waste strategy and the measures we will use to monitor progress. Report at key milestones

5. Action Plan

Phase	Objective	Audience	Technique	Supporting materials	Date
1	Ensure the Sunshine Coast community is aware of the ability to provide comment on the draft WRRP	All	<ol style="list-style-type: none"> Utilise council's communication tools <ul style="list-style-type: none"> local newspaper columns commercial radio segments newsletters website homepage webpage columns facebook and twitter hard copies provided to libraries and customer service centres Media release to all local media at least one week prior to the start of consultation Use internal communication channels to alert staff to the opportunity to comment Provide copies of the draft strategy to councillors. Provide content for councillors to use in their communication mediums 	<ul style="list-style-type: none"> New webpage on council's website with a link to the strategy. To be uploaded and tested three working days prior to the release of the draft strategy for comment Graphic Design of draft strategy – to be outsourced – timeframe TBC 	TBC
1	Achieve neutral or positive comments in local and social media	media	Refer to the risk and mitigation table		TBC

1	Ensure the draft WRRP is available in formats suitable for all user groups	All	Provide draft strategy in both digital and hard copy formats	Printed copies	TBC
1	Provide mechanism for public comment on the draft WRRP		<p>Create an online feedback form as directed by the SCC web admin team.</p> <p>Create a hardcopy feedback form for use in customer service centres. Use SCC template if available, if not engage internal GD</p> <p>Ensure those who provide feedback receive a thank you response noting how their information and contributions will be used/considered.</p>	<p>hard-copy feedback form</p> <p>Online feedback form</p>	TBC
1	Establish risk and provide mitigation measures to reduce negative media coverage, with an aim to achieving neutral or positive comments in local and social media	All	Refer to the risk and mitigation table		
2	Announce the adoption of the final WRRP	All	<p>1. Utilise council's communication tools</p> <ul style="list-style-type: none"> • local newspaper columns • commercial radio segments • e-newsletters • website homepage 	SCC Signage	

			<ul style="list-style-type: none"> • webpage • columns • facebook and twitter <ol style="list-style-type: none"> 2. Media release to all local media on adoption day 3. Host media opportunity with Mayor 4. Provide content for councillors to use in their communication mediums 5. Provide hard copies to councillors, customer service centres and libraries 		
2	Acknowledge public comments and provide feedback as to how this feedback is incorporated or considered in the final strategy.		Provide a summary document on council's 'have your say' community engagement page.		
2	Establish risk and provide mitigation measures to reduce negative media coverage, with an aim to achieving neutral or positive comments in local and social media		TBC after submissions close		

			Media release for opening of community engagement process		TBC
			Media release for close of community engagement process		TBC

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6. Measurement

A number of tools will be used to measure the success of the community engagement process and communication activity. The starting point for these measures is the communication objectives.

Specific tools include:

- Media monitoring
- Social media metrics
- Feedback responses

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