

Community consultation and external communication strategy- Maroochy River entrance works

Overview

- Council unanimously passed a motion at the Ordinary Meeting on 25 January 2017 requesting that a further analysis of the economic, tourism, cultural, social and environmental impacts of the Maroochy Coastal Infrastructure upgrade, including retaining the geofabric bags at the Maroochy River entrance, be undertaken by officers.
- The motion also called for greater community engagement and consultation to be undertaken to inform future recommendations to council.

The chart below outlines a plan to engage the local community and ensure widespread consultation:

February	<p>Meetings with State Government to review options based on ability to gain state/ fed approvals</p> <p>RFQ consultants for CBA</p> <p>Review previous community feedback</p> <p>Review options advantages/ disadvantages</p> <p>Provide broad detail/ consult with Mayor and Councillors</p>
March - May	<p>Delivery of cost benefit analysis</p> <p>Develop consultation survey</p> <p>Develop draft project web page</p>
April	<p>Report to council seeking:</p> <ul style="list-style-type: none"> • Endorsement to form Maroochy Estuary Consultation Group (MECG) • Approval for community consultation plan • Extension of June deadline to report back to council
May	<p>EOI Maroochy Estuary Consultation Group (MECG)</p> <p>Form MECG and develop Terms of Reference</p>

June

Provide documentation to MECG and councillors prior to delivery of consultation

Post CBA/ previous report information on website

Go live on community engagement web page

Public meetings



July - August

Launch survey on community engage web page

September/ October

Compile feedback analysis/ draft report

December

Report back to Council December OM

Communication options for consideration

Timing	Communication tool	Content/info required	Target audience	Budget/cost
May/ June/ July	Council webpage advising of community information session times and venues.	Tourism/Economic, Environment and cultural heritage assessments. We want to hear from community re: Maroochy River entrance come and have your say.	o General public	N/A
	Form Maroochy Estuary Consultation Group	EOI process for selection primarily from – DAF, EHP, DLGIP, Councillor, Indigenous reps, Chamber of Commerce, SLSQ, SLSC, SCEC, SCU, community	o General public	Required
	Facebook/social media events created advising of dates, times and venues of community information sessions	We want to hear from community re: Maroochy River entrance come and have your say. Point to council website for background info.	o General public	N/A
	Media release advising of community information sessions	As above	Media/ general public	N/A
	Invites to key stakeholder representatives for each area and local councillors to attend community information sessions or offer written submissions.	As above	Councillors Maroochy Water Watch SCEC Board Riders Club Chambers of Commerce etc.	Possible graphic design costs if timeframe is too short to deliver internally
	Community information sessions held at five locations: -Kings Beach/Caloundra -Maroochydhore/Cotton Tree -Nambour/ RSL -Coolum -Maleny	Presentation required outlining: -Options -Economic, tourism, environmental, cultural assessment and cost of each option -Registration form for people to receive updates and outcomes -Q&As -Information on how to make a submission.	Councillors Business/tourism reps General public Community organisations Residents	N/A

	Councillor columns	Event details made available to councillors should they choose to encourage attendance community information sessions/ visit website etc.	General public	N/A
	Radio Advertising	Come and hear from coastal engineers and have your say on the Maroochy River entrance works- visit council website for more information and info session times.	General public	N/A
	Posters/ A4 Flyers	Have your say on the Maroochy River entrance works: Information session dates, times, venues available online	General public	Possible graphic design costs if timeframe is too short to deliver internally
July	Update council webpage	Update and include link to Bang the Table engagement forum.	General Public	N/A
	Electronic Direct Marketing (EDM)	Email members of the public who registered at the information sessions with updated CBA and encourage them to engage through online platform.	General Public, community groups, businesses etc,	N/A
	Messages on hold with council	Have your say on the Maroochy River entrance works etc.	Council customers/ general public	N/A
	Media release	Encouraging people to go online and engage with the survey. Find out more information and have your say online.	General public/ Hinterland communities	N/a
	Social Media/ Facebook Advertising	Have your say on the Maroochy River Entrance visit council website and take the survey now.	General public	TBC
	Bang the Table- Engagement platform	Questions to elicit community response to options.	General public- registered with Bang the Table.	Bang the Table engagement platform costs
	Radio Advertising	Have your say on the Maroochy River entrance- visit council website for more information.	General public	TBC

Aug	Media release	Submissions closing on Maroochy River entrance.	General public/ media	N/A
	Social Media/ Facebook Advertising	Have your say on the Maroochy River Entrance visit council website and have your say.	General public	N/A
	Radio Advertising	Submissions closing soon	General public	TBC