



Shire of Broome Local Planning Strategy & Local Planning Scheme 7 Review

Community Engagement Plan

**Hames
SHARLEY**

With:

**SHAPE URBAN
Franklin Planning**

Shire of
Broome
people • place • prosperity



Document Title:

Shire of Broome Local Planning Strategy and Local Planning Scheme No. 7 - Community Engagement Plan

Review Table

No.	Author	Reviewed by	Date	Approvals
1	Martin Spencer	Anna Kelderman	11 May 2020	Draft for discussion
2	Anna Kelderman	Anna Kelderman	June 5 2020	Final Draft for Council Decision
3	Anna Kelderman	Shire of Broome Council	June 26 2020	Council Resolution C/0620/008

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1. INTRODUCTION

The Shire of Broome is a place like no other. The region has a proud and diverse history. It sits on the rich country of our first nations people, from the Bardi to the north to the Karajarri in the south and the Yawuru in the townsite area, part of a unique and vast landscape.

As the primary regional centre in the Kimberley, the Broome Townsite is of State significance, evidenced by its inclusion in the State Government's Regional Centres Development Program.

The Broome Growth Plan sets out a framework with four defined pathways by which Broome can capitalise on the global economy and position itself as a resilient and prosperous centre. Whilst much has changed globally, these pathways can still provide a framework for the Broome area.

The objectives of the stakeholder engagement will be to extend the engagement journey beyond global economic responses to the detail needed to ensure local responsiveness and flexibility.

A new Shire of Broome Local Planning Strategy (LPS) and Local Planning Scheme No. 7 (LPS7) should be driven by the Shire community and its key stakeholders reflecting and facilitating their aspirations for the future of the Shire overall and its townsite and environs.

The production of a new Local Planning Strategy and Scheme presents an exciting opportunity for the region, to build on opportunities and help to holistically shape the future of the Shire.

1.1 DOCUMENT PURPOSE

This document describes the key activities and supporting actions that together make up the Community Engagement Plan (CEP) for completing a review and creation of a new LPS and LPS7.

It is to be read as an engagement management tool, describing activities and actions in accordance with proposed timeframes and clarifying the objective of each activity, linking back to the requirements of Shire and the State planning legislative requirements.

The proposed engagement also has to consider the complexity of the current time - physical distancing requirements and travel restrictions, as well as the deep respect necessary for remote and town-based Aboriginal communities.

This CEP provides a methodology for connecting with and listening to the needs of locals and other stakeholders, with adequate flexibility to change and pivot the method if conditions change.

1.2 OVERALL OBJECTIVE

The objective of the engagement process is to provide the community with an opportunity to be part of the process of developing a new LPS and LPS7. It will build on the information gained from the community input to the Broome Growth Plan, and the relationships and energy built throughout that process.

2. PROJECT DETAILS

Project Name:

Shire of Broome Local Planning Strategy and Local Planning Scheme 7

Project Manager:

Kirsten Wood, Manager Planning and Building Services,

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Other Project Team Members:

Shire of Broome: Nathan Cain, Luke Servi, Gareth McKnight

Hames Sharley, Shape Urban and Franklin Planning Team - Nicholas Temov, Naden Scarfone, Rebecca Spencer, Anna Kelderman, Martin Spencer, Claire Franklin

2.1 KEY CONSULTANT ROLES AND RESPONSIBILITIES

Team Members	Roles and Responsibilities	Contact
Nicolas Temov, Hames Sharley	Project Lead, Strategic Planning, Urban Design	(08) 9381 0235 0402 204 372 n.temov@hamessharley.com.au
Anna Kelderman, Shape Urban	Stakeholder engagement lead, designing, facilitating and reporting stakeholder activity	0459 787 888 anna@shapeurban.place
Claire Franklin, Franklin Planning	Statutory planning and schemes	0488 019 634 cfranklinplanning@gmail.com

2.2 TIMEFRAME

The engagement activities are expected to run from June 2020 through to approximately September 2020. Further engagement will occur once the WAPC has adopted the Scheme and Strategy for Public comment.

Specific stages to support the engagement objectives are listed in Table 1 and illustrated in Figure 1.

The plan is set up in five stages. More detail on the execution of each stage is shown in the Action plan (Chapters 5-10).

Table 1 - Engagement Stages and Timing

Stage	Timing
1. Inception	April to May 2020
2. CEP design and development	May to June 2020
3. Engagement Phase 1 - Awareness and Vision Setting	July to September 2020
4. Preparation of New Strategy and Scheme	September 2020 to February 2021
5. Engagement Phase 2 - Formal advertising and submissions review	2021

2.3 NEGOTIABLES AND NON - NEGOTIABLES

When we engage with any stakeholder, we need to be clear about what it is they are being engaged for and what they can influence. The negotiables and non-negotiables enable us to clearly identify their role in the project.

In this project, the negotiable elements of the project that can be influenced and shaped by stakeholders are:

- General changes to the expected form and function of development in various neighbourhoods;
- The composition of land use in the area and within each land use zone the type of development supported; and
- The conditions upon which land use may be supported eg Airb'n'b or taller/more dense development.

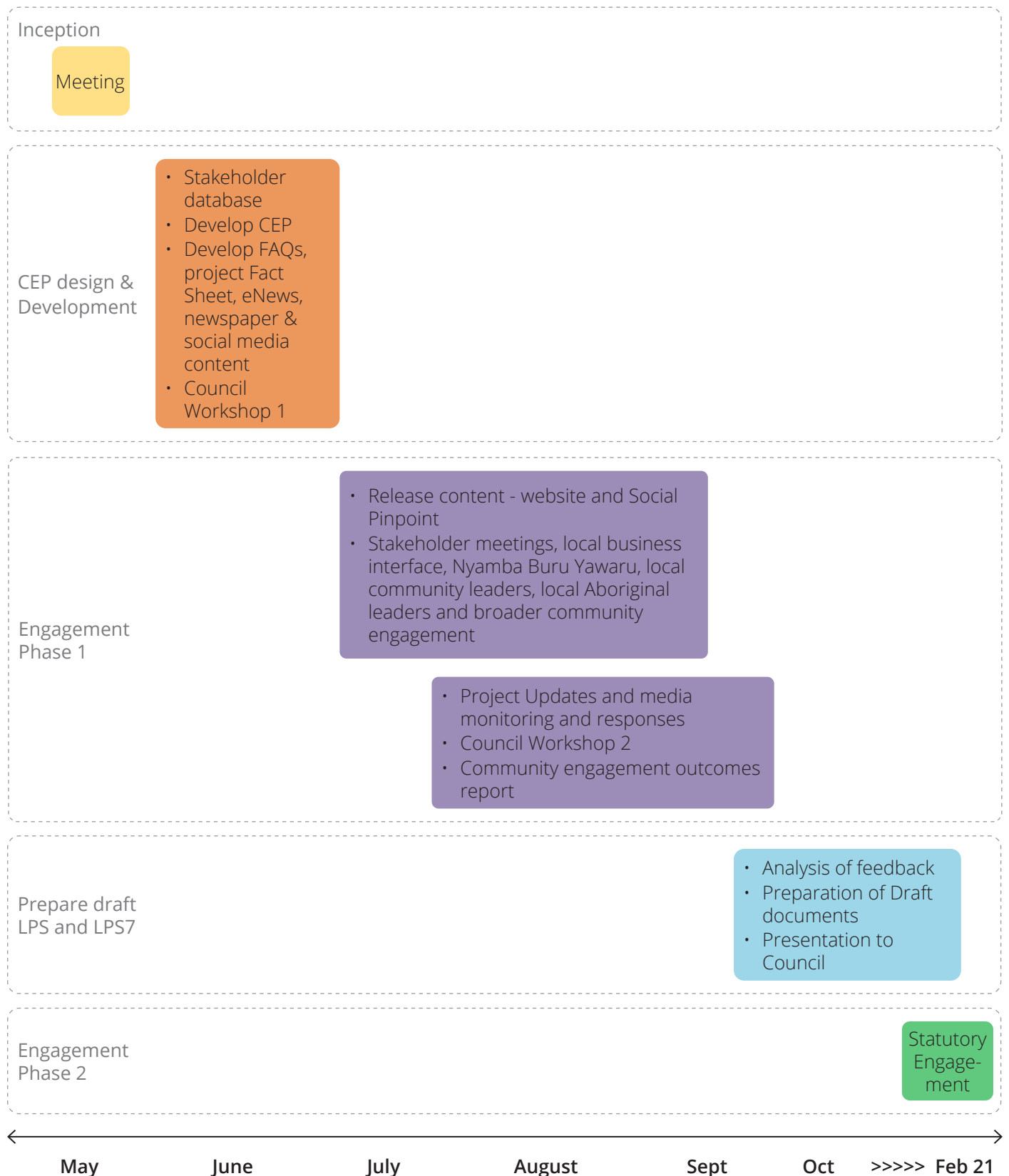
The **Non-negotiable** elements of the project that are fixed and cannot change are:

- LPS and LPS7 need to be reviewed;
- Land reserved for State purposes;
- Land subject to the Native Title Determination;
- Approved Activity Centre Plans;
- Approved Local Development Plans;
- Existing permitted use of the land.

The framework is to be consistent with State guidance and is ultimately endorsed by the WAPC.

Existing planning exercises such as the Broome Boating Facility will continue to be progressed and will feed into our process.

Figure 1 - Program



3. KEY MESSAGES

Key Messages will be used throughout the project to help the community to understand project stages, their inputs and the desired outcomes. Messages will differ depending on the stage of the project, and documents will be updated through the engagement process accordingly.

3.1 THROUGHOUT THE PROJECT

- An up to date local planning framework helps the Shire to take advantage of opportunities and to best respond to challenges.
- Our planning framework needs to be up to date to respond to recent strategic planning for Broome as an important regional centre in WA.
- The current Local Planning Strategy was endorsed in 2014 and the Local Planning Scheme No. 6 was gazetted in early 2015. A review of these documents ensure they remain relevant and accord with the vision of the Shire's Strategic Community Plan and the Broome Growth Plan strategic goals.
- A review of Local Planning Scheme No. 6 is also required by the State Government legislative framework. Schemes must be reviewed every 5 years.
- The new Strategy and Scheme will be driven by the Shire community and its key stakeholders reflecting and facilitating their aspirations for the future of the Shire overall and its townsite and environs.
- We will be providing as many opportunities as possible for you to get involved. Opportunities will be in person and online.
- The engagement is open to people of all ages, all cultures and all abilities. We want as many people as possible to be involved to help shape the future of the Shire of Broome.

3.2 IN ENGAGEMENT PHASE 1 - AWARENESS AND VISION SETTING

- A Local Planning Strategy is a framework for local planning over the long term, linking State and regional policies, strategies, and strategic development initiatives to local planning.
- The Local Planning Strategy will help us respond to economic, resource management, environmental and social issues.
- A Local Planning Scheme defines the planning 'rules' that we need to follow in order to achieve our local planning strategy.
- The Local Planning Strategy and new Local Planning Scheme No. 7 will be prepared by the Shire in collaboration with the community and key stakeholders. When they are drafted, the Western Australian Planning Commission will review the documents and allow them to be advertised.
- You will have multiple formal and informal opportunities to influence the draft documents.
- The Western Australian Planning Commission is the final decision maker, and ensures that the documents align to State Government legislation and strategic directions.

3.3 IN ENGAGEMENT PHASE 2 - FORMAL ADVERTISING AND SUBMISSIONS REVIEW

- The draft Local Planning Strategy and draft Local Planning Scheme No. 7 present a consolidated view from the community and stakeholders of the future for the Shire.
- This is your formal opportunity to influence the draft documents.

Other messages will be developed as required, reflecting the key issues of the overall engagement.

4. STAKEHOLDERS

All members of the Broome community and surrounding areas and others with an interest in the Broome Shire are invited to be participants. The following roles will be fulfilled by various members of the community:

Ministers - this group are the final decision makers but also have a key role in advocating various strategic directions for the Shire.

Elected Members - this group are an important connection between the community and the project. They can provide important feedback to the project team to ensure that the objectives and intent of the various activities are being honoured, and they will help the project team to resolve any shortcomings by providing local knowledge and locally appropriate advice.

Elected Members will also have a critical community facing and encouragement role throughout the project. Their role is both as advocates and as participants in the process.

Government Agencies - have an important role in advocating for State level strategic outcomes. Local offices of agencies also play an important connecting role between the State and the community and have regular community interface. Many Government Agencies are also significant land holders or managers in the area.

Nyamba Buru Yawuru - are a significant landholder in the townsite of Broome through Native Title Determination. Land will be subject to controls through the draft documents. May enable broader Aboriginal engagement in the area through shared communications channels.

Residents, owners and business community - this group are owners and occupiers of land and buildings within the Shire and have important local knowledge and perspective. Land will be subject to controls through the draft documents and businesses may be affected.

Advisory groups, formalised community groups and sporting clubs – this group are known to help shape, organize, support and connect with the broader community, and may also be owners and occupiers of the land. This community is an excellent existing conduit to many members of the community and their role is to provide a link into the broader community network. They may also be called on for their more intimate knowledge of how the land is currently used, and informal uses and community efforts at rehabilitation.

Shire of Broome - administrators of the final documents, but also members of the local community.

This group plays an important role in ensuring that any communication of the project is accurate and clear, making sure that shared information is consistent. This group should be kept informed of the activities are planned, in case it impacts on their other projects or in case they are called upon to answer any questions.

4.1 STAKEHOLDER ANALYSIS

This section provides a summary of stakeholder groups and organisations that will need to be considered, engaged and activated throughout this process. Each stakeholder group is considered in terms of the level of Interest, the impact the project might have on them, and the Influence they may have over the project outcomes.

Table 2 provides the summary stakeholder analysis, whilst a more detailed stakeholder database will be developed throughout the process. The detailed stakeholder database will be subject to constant refinement during this project.

Table 2 - Stakeholder Analysis

Stakeholder	Reason for interest	Interest *	Impact *	Influence *
Hon. David Templeman	Minister for Local Government; Heritage. Media and public interest.	M	M	H
Hon. Rita Safioti	Minister for Transport and Planning. Media and public interest.	M	M	H
Elected State Members (Members of the Legislative Assembly and Council)	MLA - Hon Josie Farrer, MLC - Hon Ken Baston, Hon Stephen Dawson, Hon Jacqui Boydell, Hon Kyle McGinn, Hon Robin Scott, Hon Robin Chapple State Members who may be interested in the process. May be conduit to/for community members with specific interests or concerns. Hon Josie Farrer and Hon Ken Baston are located in Broome.	M	M	M
Elected Members	Key participants as decision maker. Elected Members will need to be engaged to provided full and complete support for the process and once supportive will need to be enabled with support tools to encourage broader community input.	H	H	H
Government Agencies (incl. Development WA)	Advocates/conduits to State level strategic expectations, local land managers, responsible for key economic, environment and social/community outcomes in the region. Local community members.	M	M	M
Nyamba Buru Yawuru	Significant landholder in the Shire of Broome through Traditional Ownership and Native Title Determination with knowledge of sensitive sites for environmental and cultural reasons. Will have significant interest in land use outcomes in the townsite where the majority of land use controls apply.	H	H	H
Other Shire of Broome Native Title Owners	Native Title holders across the rural and remote hinterland of the Shire through Traditional Ownership and Native Title Determination with knowledge of sensitive sites for environmental and cultural reasons. Will have high levels of interest in land use outcomes if they affect specific Native Title Lands. Includes Bardi Jawi, Bindunbur, Birrri-man-gan, Jabirr Jabirr/Ngumbari, Karajarri A and B, Nyikina, Ngurrara, Nyangumarta and those awaiting determination - Joombarn-buru, Mount Jowlaenga.	H	H	H

Stakeholder	Reason for interest	Interest *	Impact *	Influence *
Aboriginal Community	Local community members from Broome and nearby country. Have ongoing connection and stories about the land within Broome townsite and in the surrounding area. Local leaders may help to share the project amongst their own groups during these unusual times.	M	M	M
Residents and residential land owners	Owners and occupiers of land and buildings with important local knowledge and perspectives. Land will be subject to controls through the draft documents and may be affected.	H	H	H
Businesses and business land owners	Owners and occupiers of land and buildings within the Shire and have important local knowledge and perspective of how land use controls affect business. Includes specific representative bodies such as Broome Futures and Broome Chamber of Commerce and businesses which interact with the planning system such as architects, drafts-persons, builders, real estate agents, land valuers.	M	H	H
Short-stay and other tourism accommodation providers	Owners and occupiers of accommodation within the Shire and have specific interest and perspective of how land use controls affect accommodation businesses.	M	H	H
Home business and home occupation operators	Owners and occupiers of dwellings within the Shire that have a business purpose and understand how land use controls affect business. Likely to include smaller consulting firms including architects, drafts-persons, land valuers.	M	H	H
Logistics and Transport Sector	Stakeholders that provide an important transport service to and from the Broome area including Kimberley Port Authority and Broome International Airport.	M	H	H
Community Groups	Provide local information and be directly and indirectly impacted. This group will help build awareness for the project through information sharing within their own stakeholder community. This group will be able to highlight some of the key issues and concerns within the community.	H	M	M

Stakeholder	Reason for interest	Interest *	Impact *	Influence *
Environment Groups	Have a specific interest in environmental outcomes and may have established views on specific sites. Will likely communicate the project amongst their own stakeholders, who may be outside of the local area.	H	M	M
Schools and youth organisations	Potential conduit to youth feedback. This group can build awareness for the project through sharing amongst their families, particularly during physical distancing restrictions.	M	M	M
Shire of Broome Staff	Key participants as coordinator and final user of the documents. Staff will need to be engaged and provide support for the process. Will help encourage broader community input.	H	M	M
Local Media	Community outreach - build awareness, community voice. Possibly raise areas of concern or amplify community concerns.	H	M	M

***SCALE:**

L = Low - low level of interest, impact or influence on the project,

M = Medium - medium level of interest, impact or influence on the project and

H = High - high level of interest, impact or influence on the project.

5. ACTION PLAN

5.1 ENGAGEMENT PRINCIPLES

This CEP has been prepared to align with the International Association for Public Participation (IAP2) engagement principles set out in the IAP2 Code of Conduct.

These principles are - Public Participation:

- is based on the belief that those who are affected by a decision have a right to be involved in the decision-making process.
- includes the promise that the public's contribution will influence the decision.
- promotes sustainable decisions by recognising and communicating the needs and interests of all participants, including decision makers.
- seeks out and facilitates the involvement of those potentially affected by or interested in a decision.
- seeks input from participants in designing how they participate.
- provides participants with the information they need to participate in a meaningful way.
- communicates to participants how their input affected the decision.

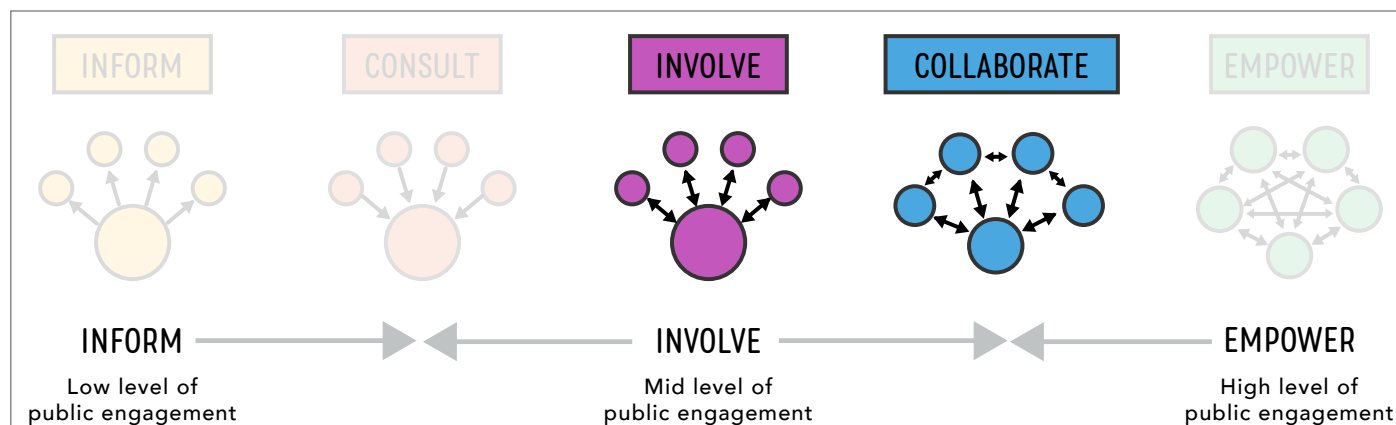
In addition to these principles, which are largely based on a decision point, the approach to stakeholder engagement in the Community Engagement Plan includes principles based on the recognised benefits of Community Engagement, acknowledging that the outcomes of engagement are often greater than what the engagement is explicitly trying to achieve. These additional principles are:

- Public participation promotes local agents for implementation, bestowing decision making power to communities and enabling local support for delivery.
- Public participation develops a shared agenda and alignment to shared tasks and activities.

IAP2 has developed a framework that defines the level of public participation in a spectrum that begins with Inform and Consult and moves to Involve, Collaborate and Empower (see Figure 2).

In the IAP2 spectrum, the further to the right of the spectrum, the greater the ability of the public to influence or impact decision-making.

Figure 2 - IAP2 Spectrum of Engagement focussed on our proposed level of engagement



5.2 LEVEL OF ENGAGEMENT

The proposed level of engagement for this project is **Involve-Collaborate**.

Our CEP attempts to provide opportunities for the engagement process to achieve the level of **Collaborate**, through planned peer-to-peer discussion with the Shire, consultant team and the community.

It is also noted that an Empower engagement process is desirable. However, it is not authentic to promise that a strategy and scheme review could be delivered by providing the community full empowerment, as the final documents have to be endorsed and gazetted by the State through the Western Australian Planning Commission and the elected Members also have to provide their recommendations.

In addition, the Shire Community Engagement Policy outlines that Empower can only be used where Council has established a Committee of Council with delegated decision making power, which is not applicable in this case.

Public Participation Goal - To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered and to involve the public in making decision on where new, different or alternative development might occur, respecting their local knowledge.

Promise to the Public - We will work with you to ensure that your concerns and aspirations are reflected in the documents developed and incorporate your advice and recommendations into the final documents where possible, recognising that there is likely to be conflicting views on many issues related to the scheme and strategy documents.

5.3 ENGAGEMENT ACTIVITIES

Section 6-10 describe the draft engagement program and actions required in each Stage. This will be subject to change depending on the complexity of various stages of the engagement, and results from earlier engagement activities.

The Action Plan needs to be regularly reviewed and potentially updated to guide the implementation of the community engagement and communications actions for the project.

6. STAGE 1 - INCEPTION

This CEP has been developed following the inception meeting and review of planning documents which clarified the key challenges, timelines and project team requirements, key stakeholders and expected access to web portals and social media.

As part of this inception phase the consultant team has commenced a background review and preparation of engagement materials.

The Action Plan for this stage is detailed in Table 3.

Table 3 - Stage 1 Actions

Task	Outcomes	Deliverable	Resp.	Timing
Internal Stakeholder Engagement	Early engagement with Shire of Broome staff to understand key issues and risks. To develop an agreed CEP which recognises the Shire of Broome communications channels and opportunities to engage the community	Liaise with key Shire of Broome staff, including marketing and communications	AK	Early May 2020

7. STAGE 2 - COMMUNITY ENGAGEMENT PLAN DESIGN & DEVELOPMENT

Stage 2 concentrates on preparation for engagement and finalising key background materials. This stage includes stakeholder mapping, key messages, risk identification and detailed engagement programming.

Analysis of stakeholders and proposed key messages inform the development of this CEP. The CEP will be finalised after presentation to Council in a Council Workshop.

This phase will include:

- Development of a stakeholder database to identify and classify key stakeholders.
- Allocation of stakeholders to appropriate people within the project team as the main source of contact.
- Finalisation of key messages for agreement across the project team (all team to follow these).
- Preparation of clear guidelines on communications processes and responsibilities for the project.
- Preparation of communication and engagement assets (tools) and online content.
- Preparation of a draft Council Workshop presentation for Shire review.
- Presentation at an online Council Workshop to discuss and seek feedback on the engagement approach.
- Preparing agreed materials subsequent to Council Workshop 1 including FAQs, online feedback opportunities, mail-out letters template and posters; tailored to suit engagement activities.
- Preparation of an Elected Members briefing pack and staff pack including key messages and responses which can be use when engaging with the community.
- The preparation of an instructional video explainer so that when the preliminary engagement phase is released participants can view key project background at their own leisure. The video will need to include introductions from the Shire President and CEO.
- The building of a project questionnaire and 'kid-friendly' engagement questions.
- Preparation of a social media program to be provided to the Shire for implementation including staged messages and target dates.
- The development of a mapping tool to support community feedback in a spatial context (Social Pinpoint). Themes would relate to business, residential type, tourism, industry, cultural and opportunities or as agreed.
- Preparation of launch materials and launch meeting to prepare for launch.

7.1 OUTCOMES

The outcomes of this stage will be a process for engagement with the community agreed to by Council with supporting material prepared ready for launch.

The Action Plan for this stage is detailed in Table 4.

Table 4 - Stage 2 CEP Design and Development

Task	Outcomes	Deliverable	Resp.	Timing
Finalise CEP & communications strategy	Agreed engagement & communication actions and timeline	Stakeholder Engagement and Communications Plan	SU	Early May
Development of a stakeholder database	Identify and classify key stakeholders and contacts.	Detailed stakeholder analysis	SU	Early May
Preparation of a draft Council Workshop	Draft Council Workshop Presentation	Draft Council Workshop Presentation	HS/ SU/FP	Early May
Council Workshop 1	Council Workshop and general support to engage	Council Workshop	All	26 May
Council Meeting	Council Meeting and approval to engage	Council Meeting	SoB	June
Develop engagement assets	Develop project background sheet, timeline, survey questions, polls, introductory emails/letter, Social Pinpoint mapping tool, website content and short introduction video. Agree community engagement plan to be used (map for hard copy discussions). Prepared early June to allow 3 weeks for preliminary approval (prior to Council approval)	All engagement assets and content	SU	Early June
Develop communications assets	Prepare FAQs, newspaper and ENews content and proposed social media posts and responses Prepared early June to allow 3 weeks for preliminary approval (prior to Council approval)	Communications assets and suggested program	SU	Early June

Task	Outcomes	Deliverable	Resp.	Timing
Elected Members briefing pack	Pack including key messages and social media responses which Elected Members can use when responding to the community	Briefing pack prepared and provided to Elected Members	SU	Mid June
Shire Staff briefing pack	Pack including key messages and social media responses which staff can use when interfacing with the community	Briefing pack prepared and provided to staff	SU	Mid June
Prepare Launch	Test website and Social Pinpoint. Online meeting with key project team members to present content	All material ready for launch	SU	Late June
Coordinate events	Program of initial meetings (dates and times set) that can be communicated upon launch	Meeting dates included in personalised emails to key stakeholders	SU	Late June

8. STAGE 3 - ENGAGEMENT PHASE 1

Stage 3 of the project will concentrate on engagement with the community and will be designed to recognise any enduring gathering restrictions and physical distancing requirements.

An online portal will be established and will be supported by face to face meetings and pop up events, whilst printed materials, news articles and sharing of information through known community groups will enhance awareness and involvement in the project.

NB: Final engagement activities will still need to be agreed formally at the Council workshop.

The activities are all designed to gather information from the community about their aspirations, thoughts and priorities on points of the strategy and scheme review relevant to them.

We will use themes that reflect identified key concerns or challenges, including:

- Commercial activity
- Tourism uses and accommodation
- Conflicts of use
- Environment and heritage
- Changes in density and form

This phase will include:

- An introductory letter to key stakeholders and community groups to advise of the launch of the project.
- Release of all communications and engagement materials in online and printed versions.
- Individual stakeholders meetings via face to face or video meetings, including meetings with DPLH, Broome Futures, Broome International Airport and others.

- Engagement with Nyamba Buru Yawaru and other Aboriginal community leaders to encourage participation of local Aboriginal people remotely.
- Regular broadcasts through the Broome Advertiser, eNews, Facebook, Twitter and Instagram, as well as on the Shire's website.
- Two Q&A sessions/pop-up information booths at community gatherings (e.g shopping centre or market locations if allowed under gathering restrictions).
- Preparation of a guide to 'do-it-at-home' engagement, including a map, sticky dots and questionnaire that can be sent to interested parties for filling in and returning.
- Council presentation and/or project updates.
- Updated communications materials.

The Action Plan for this stage is detailed in Table 5.

8.1 OUTCOMES

The outcomes of this stage are:

- Engagement with the broader community.
- A report on key findings compiled into themes.
- An understanding of the results of engagement that will inform the review and future planning.

Table 5 - Stage 3 Actions

Task	Outcomes	Deliverable	Resp.	Timing
Launch Communications	eNews mail out, Facebook, Twitter and Instagram post, website, posters and Social Pinpoint tool. All content approved by late June. Aim at Monday 29 June for launch unless start delayed.	Launch of engagement including all communication materials and engagement opportunities	SU / SoB	Monday 29 June
Launch Communications	Inclusion of launch information in Broome Advertiser (full page add insert). Final newspaper copy submitted by 25 June for 2 July paper or following fortnight if start date delayed		SU / SoB	25 June for 2 July
Stakeholder Introduction	Provide official introduction and legitimacy of project and introduce consultants	Introduction email	SU / SoB	Monday 29 June
Radio	Prepare media release and script for radio (Triple M, ABC, Goolari). Repeat if engagement not achieving goals.	Content/script	SU	Early July & as req.
Individual Stakeholders meetings	A series of meetings based around semi-structured interview questions will be held with Individual stakeholders including DPLH, Broome Chamber of Commerce, Broome Futures, Development WA, Broome International Airport, Kimberley Port Authority and Kimberley Development Commission.	Meetings and notes	HS	July/ August
Nyamba Buru Yawaru engagement	Meeting with NBY and Department of Premier and Cabinet to understand key opportunities and constraints as well as implications of Native Title Agreement on land use in Broome. We will prepare hard copy visual mapping and questionnaire to be disseminated locally and attempt to undertake a video meeting to elicit further responses. This component will be flexible until we have agreed the format with Nyamba Buru Yawaru.	Meetings and notes	HS/SU	July/ August

Task	Outcomes	Deliverable	Resp.	Timing
Media monitoring	Shire of Broome to monitor media locally, SU to monitor online content. Respond as required	Content (in response to feedback)	SoB/ SU	As req.
Youth engagement	Preparation of a guide to 'DIY' engagement, including a map, sticky dots and questionnaire that can be sent to interested parties for filling in and returning. Focused distribution to hard to reach communities and direct engagement via Youth Advisory Council	Content and support	SU/ SoB	July/ August
Aboriginal community engagement				
Business engagement	Coordinate with Broome Business Breakfast to encourage local business community input.	Content and support	SU	July/ August
Social media updated	Regular updates, approximately fortnightly across channels. Pre-approved responses prepared for each.	Strategy and process, pre-approved responses	SU	Per fort-night
Project Team updates	Fortnightly summary of feedback and actions recommended if engagement not achieving goals	Fortnightly summary	SU	Per fort-night
eNews	At launch, and then end of July and late August as reminder, or as required	Content (in response to feedback)	SU	As req.
Q&A 'pop-in'	Two Q&A 'pop-in' sessions for community and stakeholders to provide targeted feedback and more nuanced input to the consultant team.	Coordination and facilitation. (reminder in eNews)	SU	TBC - Early August
Council presentation	The engagement outcomes and key issues will be presented to a Council workshop before an engagement outcomes report is finalised.	Draft Council Workshop Presentation	HS/ SU/FP	Mid Sept

9. STAGE 4 - PREPARATION DRAFT LPS & LPS7

This phase will concentrate on analysing the information received from the community and stakeholders and preparing the key strategy and scheme documentation.

This phase will include:

- Preparation of a summary report (including engagement outcomes and maps); and
- An updated web portal including FAQs, project information sheet, social media posts and newspaper/ENews notice.

This phase will also include the presentation to Council at Council Workshop 3, likely in person.

The Action Plan for this stage is detailed in Table 6.

9.1 OUTCOMES

The outcomes of this stage are:

- Update communications materials.
- Draft versions of the Local Planning Scheme 7 and Local Planning Strategy ready for presentation to Council.

Table 6 - Stage 4 Actions

Task	Outcomes	Deliverable	Resp.	Timing
Summary of Engagement	Preparation of an Engagement Outcomes Report to detail feedback and key themes/ suggestions/ideas	Final Engagement Outcomes Report	SU	Late Sept
Updated communications assets	Update FAQs, project information sheet, website and Social Pinpoint portal to reflect process and feedback. Thank stakeholders for their involvement. Focus on feeding back contributions. Content prepared by mid September for late September communications.	FAQs, project information sheet, website update, newspaper copy, eNews copy, email/letter update, social media content and suggested responses	SU	Late Sept
Draft Scheme and Strategy liaison	Liaison with WAPC, EPA and DPLH	Meetings and notes	HS	Sept-Nov
Council briefings	Draft scheme and strategy presented to Council	Council presentation	HS/ SU/FP	Oct - Dec 2020

10. STAGE 5 - ENGAGEMENT PHASE 2

NB: THIS STAGE SUBJECT TO AGREEMENT

The statutory engagement phase is a requirement of gazettal of a scheme and endorsement of a strategy. Communications will be focused on explaining the importance of specific and constructive feedback.

This phase will include:

- A summary document indicating the difference between the existing and proposed planning strategy and planning scheme.
- Ongoing liaison with DPLH.
- Communications to encourage participation.
- Monitoring of feedback and media.
- Submissions Reporting
- Updated communications materials at conclusion.

The draft Action Plan for this stage is detailed in Table 7.

8.1 OUTCOMES

The outcomes of this stage are:

- Engagement with the broader community.
- A report on submissions.
- An understanding of the results of engagement that will inform the final documents.
- Update communications materials.

NB: All timing is to be confirmed

Table 7 - Stage 5 Actions

Task	Outcomes	Deliverable	Resp.
Summary of Changes/New Elements	Preparation of summary document indicating the difference between the existing and proposed planning strategy and planning scheme	Changes/New Element summary information package	SU
Updated communications assets	Update FAQs, project information sheet, website, social media package and Elected Member and staff information packs. At start of engagement and updated at release of final documents.	FAQs, project information sheet, website update, newspaper copy, eNews copy, email/letter update, social media content, information packages	SU
Liaison with WAPC, EPA and DPLH	Liaison with WAPC, EPA and DPLH	Meetings and notes	HS
Media monitoring	Shire of Broome to monitor media locally, SU to monitor online content. Respond as required	Content (in response to feedback)	SoB/ SU
Summary of Engagement	Preparation of an Engagement Outcomes Report to detail feedback and key themes/suggestions/ideas	Formal Statutory engagement period Summary of Engagement Report	SU
Council briefings	Presentation to Council as required	Council presentation materials	HS/ SU/FP
Submissions Report	Preparation of Submissions Report to detail feedback and key themes/suggestions/ideas	Final Engagement Outcomes Report	HS

11. COMMUNICATIONS

11.1 COMMUNICATION GOALS

- Raise awareness of the local community and identified stakeholders about the process of review for the LPS and LPS 7.
- Inform and educate stakeholders about how the community can participate.
- Invite two-way conversations across the community to gather thoughts, ideas and feedback.

11.2 HOW WILL WE COMMUNICATE

The primary communication channels used will be the Shire of Broome channels to ensure identified stakeholders are targeted on platforms that they are already following or engaged.

All content will be prepared by Hames Sharley and Shape Urban and approved by Shire of Broome. It will follow Shire of Broome branding style guides.

11.3 BRAND VOICE

- Use casual, but professional tone.
- Be authentic, friendly and limit the amount of built form jargon – make it relatable.
- More serious and technical tones will be taken when necessary or required with stakeholders.
- Keep it visual where possible, using images, illustrations and graphics.

12. EVALUATION

Evaluating community engagement involves assessing the quality of the engagement process. It seeks to measure how well the engagement process was planned, implemented and managed and informs continuous improvement of the engagement approach.

Table 8 describes our expected reach and evidence targets.

Table 8 - Evaluation Targets

Measures of success	Evidence
Number of people aware (impressions on social media, website visits, document downloads etc)	4,000
Reach (total visits to Social Pinpoint)	1000+
Number of people directly engaged by the project (submissions, attendees, social comments, emails sent/received, direct stakeholder liaison, activities complete on Social Pinpoint)	150
Open rate on eNews / click throughs	35%

