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# 1 INTRODUCTION

The Shire of York has engaged GHD to deliver a new local planning strategy and local planning scheme No. 3 for the Shire of York.

The local planning strategy and scheme support Council's Strategic Community Plan, 2016. The Strategic Community Plan confirm the community's aspirations for the future, across five key themes:

**THE PLACE TO LIVE:** To be a place which is attractive and accessible for the young and elderly and attracts people in the middle age groups to work and settle in the Shire. The York community aspires to be a balanced population structure in the long term.

**A LEADER IN CULTURAL HERITAGE AND ENVIRONMENT:** To be a place which is renowned for its cultural heritage and the quality of its natural environment, and for the care taken by the community of both

**DRIVING THE YORK ECONOMY FORWARD:** To have a vibrant, diverse and prosperous local economy which is sustainable in the long term, makes sustainable use of its natural and built heritage and community assets and delivers benefit in the form of local jobs, business opportunities and a positive image for the Shire.

**BUILT FOR RESILIENCE:** To have secured an infrastructure base (e.g. buildings, roads, footpaths, parks, communications, water and energy ...) which is affordable, is managed at a level of risk accepted by the community, supports and sustainable environment, increases rural and town resilience, and is responsive to community needs.

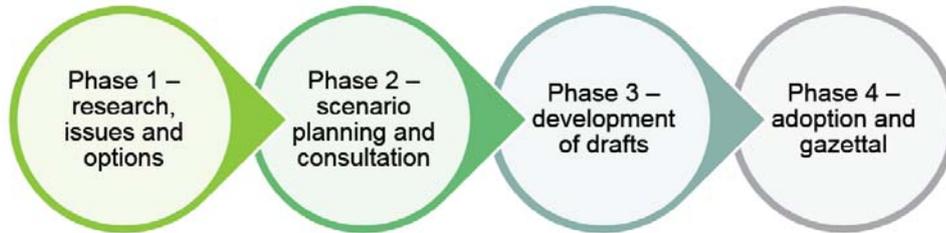
**STRONG LEADERSHIP AND GOVERNANCE:** To be a community where there is effective and responsive leadership and governance, a sense of collective purpose and shared direction and a willingness and desire to work together for that future.

The local planning strategy and scheme are an effective tool to implement the above key community aspirations through the planning and development framework.

The local planning strategy will articulate the vision for the planning and development of the Shire of York, and provide the strategic context for future land use, development, and infrastructure provision.

The local planning scheme will set the "rules" for land use and development.

The project will be delivered in the following phases:



A key objective of the project is to engage with the community and other key stakeholders throughout the project. Engagement and consultation throughout the project will provide a continual testing of how the local planning strategy and scheme adequately capture and support community aspirations articulated in the Strategic Community Plan.

## **1.1 PURPOSE OF THIS REPORT**

This strategy articulates the proposed objectives, nature and methods for community and stakeholder engagement in each stage of the project.

## 2 ENGAGEMENT AND CONSULTATION PLAN

### 2.1 OBJECTIVES

Objectives for community and stakeholder engagement are:

- Inform the community and stakeholders of the project
- Communicate the role of the planning strategy and scheme
- Gain an understanding of the community's aspirations for the future, as relevant to the scope of a local planning strategy and scheme
- Provide opportunity for the community to provide feedback on scenarios, options, and draft strategies

### 2.2 LEVEL OF ENGAGEMENT

For engagement to be effective it is crucial that the expectations of the community and stakeholders are managed so that they understand the level of input required and their overall role and level of influence in the development of the local planning strategy and scheme. The phases and aspects of the process have been defined to illustrate what stakeholders and community are being asked to contribute to and/or be involved in and, in terms of decision-making, what is negotiable and not negotiable.

The engagement strategy follows the International Association of Public Participation (IAP2) public participation spectrum that begins with inform, consult and moves to involve, collaborate and empower (refer to Figure 1). The project's approach to stakeholder engagement will be grounded in the principles of the IAP2, providing a basis in internationally recognised public participation practice. Aligning engagement and consultation with the IAP2 public participation spectrum aligns the consultation approach with Council Policy G2.9 – Community Engagement and Consultation.

## IAP2'S PUBLIC PARTICIPATION SPECTRUM



The IAP2 Federation has developed the Spectrum to help groups define the public's role in any public participation process. The IAP2 Spectrum is quickly becoming an international standard.

		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 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 look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

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Figure 1 IAP2 Spectrum

The local planning framework must respond to state and regional planning frameworks and policies. Therefore, it is not possible to promise the public that we can directly reflect their concerns and aspirations in all cases. As a result, the levels of participation will vary between inform and consult.

The local planning strategy and scheme will be approved by the Western Australian Planning Commission and Minister for Planning respectively, on the advice of the Department of Planning, Lands and Heritage. To facilitate and expedite approval, the Department of Planning, Lands and Heritage will be engaged at a level of involve throughout the project.

The overall public participation goal will be to obtain public feedback on analysis, alternatives and/or decisions ensuring that community values, issues and concerns are consistently understood and considered.

The importance and value of community and stakeholder comment in the development of the local planning strategy and scheme will be reflected in the final, informed document that will assist the local planning strategy and scheme in being accepted and its final recommendations implemented.

## 2.3 STAKEHOLDERS

A stakeholder is defined as any individual, group of individuals, organisations or political entity with an interest in the outcome of a decision. They may, or perceive that they may, impact or be affected directly or indirectly by the outcome of a decision.<sup>1</sup>

Research on stakeholder interests, in relation to decisions made by the project team will assist in the implementation of the engagement strategy by:

- designing effective and relevant engagement and communication activities;
- preparing for and managing identified and emerging issues; and
- tailoring project key messages to relevant stakeholder groups and individuals.

Key stakeholders for the project are shown in the following table.

Table 1 - Stakeholders

Stakeholder type	Interest	Influence
Community	Community members will be directly influenced by land use change and development in the local area. The community can share their aspirations, opinions and preferences for local changes to land use and development requirements.	The community will have a high level of influence on the project and recommendations.
Local business	Local businesses can provide information and opinion in relation to how local planning influences business viability. Local businesses will be directly influenced by the local planning framework.	Local business will have a high level of influence on the project and recommendations.
Community groups	Community groups can provide information and opinion in relation to community infrastructure and services in the community. Community groups will be influenced by future availability of community infrastructure.	Community groups will have a high level of influence on the project and recommendations.

<sup>1</sup> International Association of Public Participation (2006) *Planning for Effective Public Participation*

Stakeholder type	Interest	Influence
Government and infrastructure agencies	<p>Infrastructure providers will be directly responsible for managing and upgrading infrastructure in the Shire of York. Infrastructure agencies can provide information about current capacity and future plans for infrastructure delivery.</p> <p>Government agencies will have various policies that may interact with local planning decisions. Various government agencies may look to the local planning framework to assist with delivering various state policy outcomes.</p>	Government and infrastructure agencies will have a medium to high level of influence on the project and recommendations.
Planning authorities	<p>The local planning strategy and scheme require approval of state government, through the Western Australian Planning Commission and the Minister for Planning. The Department of Planning, Lands and Heritage will assess the strategy and scheme against state and regional policy and make recommendations to state decision makers. They will, therefore, have a strong influence on the content and operation of the project outcomes.</p>	Planning authorities will have a high level of influence on the project, and the ability to directly require modifications.

A stakeholder contact list will be developed. This list will be updated throughout the project as further stakeholder analysis is conducted.

## 2.4 KEY MESSAGES

Key messages for the project include:

- The local planning strategy and scheme review will develop a new local planning strategy and scheme for the Shire of York.
- The Shire's current planning scheme was first gazetted in 1996. Being over 20 years old, it requires significant review to reflect changes in the planning system put in place by the state government.
- The documents generated by the project will focus on future land use planning and development across the Shire, in town, other settlements and on rural land.
- The local planning strategy and scheme must respond to state and regional planning frameworks and policies. Therefore, it is not possible to promise the public that we can directly reflect their concerns and aspirations in all cases. As a result, the levels of participation in the project will vary between inform and consult.
- There are many other stakeholders in the adoption and delivery of the local planning strategy and scheme. The strategy is to be approved by the Western Australian Planning Commission and the scheme requires approval of the Minister for Planning.
- During implementation of the new local planning strategy, there are a number of agencies involved in delivering infrastructure within the Shire of York.
- The focus for consultation in the project will be on implementing an effective local planning framework, rather than revisiting visioning work that was undertaken with the community in preparing the Strategic Community Plan in 2016.
- Being land use planning documents, there may be issues associated with infrastructure, capital works funding, and investment that the strategy and scheme cannot resolve. The Strategic Community Plan provides actions for Council to work with the community on other things.

## 2.5 ENGAGEMENT AND COMMUNICATION ACTIVITIES

The engagement methodology involves a number of key activities to identify stakeholders, inform them about the project process, provide opportunities for comment and document feedback for consideration by the project team.

The consultation process will be undertaken in three key phases:

- Community dialogue - to inform and educate the community about the project and to obtain initial community feedback and ideas, particularly from demographics that have not been well engaged in previous work.
- Scenario consultation - to present initial thoughts and ideas for the local planning strategy and scheme, and obtain feedback on those that are supported and not supported
- Formal advertising – to present the draft local planning strategy and scheme and encourage formal, written feedback.

Each of these consultation phases will utilise a range of engagement and communications activities, as listed in Table 2. Table 2 also shows how the engagement outcomes will inform the strategy and scheme, and the anticipated timeframes for the engagement.

Table 2 - Engagement Activities

	INFORM	CONSULT	INVOLVE	TIMEFRAMES AND OUTCOMES
PHASE 1 – Community Dialogue	<p>Shire of York website information</p> <p>Project flyer/poster for display and distribution</p> <p>QR code</p> <p>Media release</p> <p>Community “drop-in” session</p>	<p>Community survey (online and pedestrian capture surveys)</p> <p>Youth consultation (targeted survey and information)</p> <p>Direct meetings with key businesses and community groups</p> <p>Liaison as required with state government agencies</p>		<p>The community dialogue will occur from late-October to late-November 2017.</p> <p>An intensive consultation period is planned in late November 2017, with the community drop in session and pedestrian capture surveys on a Saturday during that week (subject to confirmation).</p> <p>Outcomes of the community dialogue will be used to consider key planning and land use issues that the strategy and scheme should address. Ideas that arise from the consultation will be used in the development of scenarios in the next phase.</p>
Phase 2 – Scenario Consultation	<p>Shire of York website information</p> <p>Scenario plans for display and distribution</p> <p>QR code</p>	<p>Seek feedback on scenario plans (online and community event)</p>	<p>Scenario planning workshops with Department of Planning, Lands and Heritage officers</p>	<p>Scenario plans will be developed in December 2017.</p> <p>Community consultation on the scenario plans is anticipated to occur in February 2018.</p> <p>The scenario plans will present a range of options and ideas for land use across the Shire. Consultation outcomes will inform the assessment and preferred options/ideas that will be used to develop the draft strategy and scheme in the next phase.</p>
Phase 3 – Development of Drafts	<p>Shire of York website information</p>	<p>Record rationale for drafts, and how community influenced</p>	<p>Preliminary review of draft documentation by Shire of York and Department of Planning, Lands and Heritage</p>	<p>No specific consultation activities with the community are planned during this phase.</p>

Phase 4 – Adoption and Gazettal	Shire of York website information	Formal advertising of draft strategy and scheme	Workshop with Department of Planning, Lands and Heritage officers to discuss submissions and modifications	Advertising of the draft scheme and strategy requires the approval of the Department of Planning, Lands and Heritage therefore exact dates cannot be confirmed.
	Project poster/flyer for display and distribution	Community drop in event to discuss drafts		It is anticipated formal advertising will occur in the second half of 2018.
	QR code and social media campaign	Encourage submissions		Submissions received on the draft documents will be reviewed, summarised and presented directly to Council. Modifications to the documents will be recommended based on submissions received.
	Media release			

## 2.6 INVOLVEMENT OF COUNCILLORS

Councillors can support and be involved in the delivery of the engagement and consultation plan in a variety of ways, in particular:

- Promotion of information and consultation activities through local networks and social media
- Attendance at community consultation events, such as drop-in sessions

### 3 EVALUATION

A critical component of the engagement strategy is the monitoring and evaluation of performance. The engagement strategy will be monitored on an ongoing basis against certain criteria to assess whether it is achieving its objectives.

Table 3 details the consultation and communication objectives, specific evaluation criteria and the method for evaluating the engagement strategy. The table emphasises that the strategy will be evaluated throughout its implementation. This will enable the consultation approach to be modified to address any new or emerging matters between each phase of the project.

Data gathered through these tools will be evaluated at the completion of each major milestone. This evaluation will then inform the implementation of engagement and communication activities of subsequent phases.

Table 3 - Evaluation Mechanisms

Objectives	Criteria	Method of assessment
Inform the community and stakeholders of the project and role of the planning strategy and scheme	<p>Community and stakeholders are informed about the engagement activities planned.</p> <p>Community and stakeholders are aware of the objectives of the consultation activity.</p> <p>Community and stakeholders are made aware of how their inputs have been considered and applied by the team in completion of the Project.</p>	<p>Number of attendees representing a broad demographic at engagement activities</p> <p>Feedback from attendees – qualitative and quantitative</p> <p>Review of minutes of meetings</p>
Gain an understanding of the community's aspirations for the future, as relevant to the scope of a local planning strategy and scheme	<p>Diverse range of stakeholders participate in engagement activities</p> <p>Community and stakeholders are invited and attend relevant workshops</p> <p>Issues identified by the community are able to be properly received and responded to</p> <p>Community members are made aware of how their inputs have been considered and applied by the team in completion of the project.</p>	<p>Attendance at stakeholder meetings</p> <p>Feedback from attendees – qualitative and quantitative</p> <p>Participation in surveys</p> <p>Alignment of demographic survey responses with demographic profile of Shire of York</p> <p>Level of satisfaction at engagement events, based on feedback from evaluation forms</p>
Provide opportunity for the community to provide feedback on scenarios, options, and draft strategies	<p>Diverse range of stakeholders participate in engagement activities</p> <p>Community and stakeholders are invited and attend relevant workshops</p> <p>Issues identified by the community are able to be properly received and responded to</p> <p>Community members are made aware of how their inputs have been considered and applied by the team in completion of the project.</p>	<p>Attendance at stakeholder meetings</p> <p>Feedback from attendees – qualitative and quantitative</p>

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