

Communication Plan

Project:	Draft Biodiversity DCP
Unit:	Natural Resource Management
Directorate:	DCNR
Prepared by:	Scott Green
Responsible Officer:	Mark Kingston
Date:	31 August 2017

Visit the [Communications Toolbox](#) for a wide range of templates to assist your project.

Delivery Program / Operational Plan



Civic Leadership



Supporting Community Life



Strengthening the Economy



Caring for the Environment

Strategy Number:

Item Number:

Community Engagement Strategy

View Council's [Community Engagement Strategy](#) for assistance with definitions.

Impact of Project (please tick one only).

Shire-wide / High Impact: Strategic plans, major projects and resource issues.

Shire-wide / Low Impact: Management Plans and Policy Development, minor projects and major projects with limited impact.

Locality Based / High Impact: Locality improvement and site specific matters and events or small audience numbers in comparison to the Tweed population.

Locality Based / Low Impact: Council service / program planning and delivery.

Stages of engagement for this project (please tick one only)

Inform - *Keep the community informed about the project.*

When a project involves one-way communication that requires straight forward awareness/promotion consider using the [Quick Communication Checklist](#), rather than a full communication plan.

Consult and Inform - *Listen to community members, consider their ideas and concerns and keep them informed.*

Involve/Collaborate, Consult and Inform - *Work with community members so their ideas, concerns and aspirations are considered.*

Introduction/Background

The Biodiversity Development Control Plan (DCP) aims to ensure the planning and design of new development maintains or improves ecological values in Tweed Shire by:

- retaining and restoring native vegetation and habitats for native species, in patches that are an adequate shape and size to enable existing plant and animal communities to survive in the long term
- providing development controls to prevent the degradation of ecological values
- providing guidance to enable informed decision-making
- ensuring the construction and operational impacts of development are avoided and/or mitigated using best practice standards
- compensating for unavoidable habitat losses, in accordance with contemporary best practice

The draft DCP applies mostly to larger scale development (including subdivision), on parcels of land that are 2500m² or more and containing bushland or waterways. It does not generally apply to:

- small, privately-owned parcels zoned for residential, business or industrial purposes
- development within an established development envelope

The draft plan establishes specific objectives and development controls relating to biodiversity themes:

- bushlands and wetlands
- wildlife corridors
- threatened and significant species
- koala habitat
- waterways and riparian areas
- flying fox camps
- other key habitats (raptor nests, tree hollows etc.)
- climate change

It also addresses:

- roads
- fencing and barriers
- noise and lighting
- pest animals
- domestic animals
- environmental weeds

A Development Control Plan to address biodiversity and habitat management issues was a key recommendation of the Tweed Vegetation Management Strategy adopted by Council in 2007. In 2008, Council received funding from the Northern Rivers Catchment Management Authority to develop a model Biodiversity DCP which could be used by all councils on the NSW north coast. The draft model plan was completed in 2009 and parts of it have been used by Tweed Shire Council and other Councils to inform the assessment of development applications that have potential to impact on the natural environment.

Council officers have continued to assess biodiversity issues associated with developments on *ad hoc* basis, guided by statutory requirements, limited guidance from the existing DCP (particularly the A5 Subdivision Manual) and overarching policy directions from all levels of government. This approach has generally yielded sound environmental outcomes but the process is not entirely clear to proponents or the broader community.

The Biodiversity DCP should mean considerable cost savings for proponents of small developments, who will no longer need to commission expensive ecological assessments for smaller developments with low potential impact.

It will also provide clear guidance on the types of habitat that should be retained and addresses the management of ongoing impacts associated with development.

It includes considerable technical support for proponents, with a substantial package of guidelines, databases such as threatened species and environmental weed lists, and indicative mapping.

It will provide greater clarity and certainty for proponents and community.

Communication Plan

Communication Objectives

- Maximise community awareness and understanding about the Biodiversity DCP and its objectives
- Maximise informed input to the draft Biodiversity

Key Messages

- The Biodiversity DCP will provide greater clarity and certainty for development proponents and community
- The Biodiversity DCP applies mostly to larger scale development (including subdivision), on parcels of land that are 2500m² or more and containing bushland or waterways.
- The plan will establish specific objectives and development controls.
- The Biodiversity DCP will provide a foundation for a number of Council's other policies and management plans guiding development and environmental protection.

Target Audience / Stakeholders

Primary:

Developers in Tweed Shire
 Development consultants
 Tweed Shire Council staff

Tweed councillors
 Tweed residents

Secondary:

Media
 Residents associations

Chambers of Commerce

Equity Stakeholders

Tweed Shire Council

Issues Matrix

Issue	Affected Target Audiences	Impact/Implication	Mitigation Measures (optional section)
<i>The Biodiversity DCP is a higher-level document.</i>	<i>Tweed residents Residents Associations Media Chambers of Commerce Developers Consultants</i>	<i>Could make it more difficult to attract community interest and comment.</i>	<i>Campaign will emphasise the Biodiversity DCP is an underpinning document that provides the foundation for the other documents</i>
<i>Council has many different policies and action plans to protect biodiversity and environmental protection</i>	<i>Tweed residents Residents Associations Media Chambers of Commerce Developers Consultants</i>	<i>Could create confusion about how the Biodiversity DCP fits in with the rest of the documents</i>	<i>Campaign will emphasise the Biodiversity DCP is an underpinning document that provides the foundation for the other documents</i>

Timeline

The draft Biodiversity will be on public exhibition from Monday 2 October to Monday 1 December 2017.

Key milestones and deadlines:

- 2/10/17 Exhibition period starts
- 1/12/17 Exhibition period ends
- 1/12/17 Submission period ends

Communication Plan – Implementation Table

Dates/Schedules	Target Audience	Communication Method	Distribution Methods	Budget	Action Officer and Additional Comments
August 2017	Councillors	Workshop	Workshop		Mark Kingston
22 September 2017 -	Contact Centre staff	Presentation <ul style="list-style-type: none"> Update Council's Contact Centre staff 	Presentation		Mark Kingston
22 September 2017 -	<ul style="list-style-type: none"> Developers Development Consultants 	Direct email <ul style="list-style-type: none"> Advise about breakfast Advise about Information Sessions Invite to arrange personal meeting Include draft plan as attachment 	Email	0	Mark Kingston Scott Green
26 September 2017 -	Development Planners and consultants	Presentation <ul style="list-style-type: none"> Address to Planning consultants breakfast 	Presentation	0	Mark Kingston
28 September 2017 -	All	Web <ul style="list-style-type: none"> Update corporate website Upload draft plan List on 'On exhibition' 	Corporate website		Scott Green Mark Kingston
28 September 2017 -	<ul style="list-style-type: none"> Tweed residents Developers Development Consultants 	Displays <ul style="list-style-type: none"> Printed copies of Draft Biodiversity DCP at Council's Tweed Heads and Murwillumbah Contact Centre customer desks 	Council's Tweed Heads and Murwillumbah customer desks		Scott Green
30 September 2017 -	All	Engagement Website <ul style="list-style-type: none"> Update Biodiversity page on Your Say Tweed or create new page Upload draft plan Create automated email for submissions 	Your Say Tweed website		Scott Green
30 September 2017 -	All	Tweed Link <ul style="list-style-type: none"> Exhibition period has begun Direct readers to Your Say Tweed site 	Tweed Link		Scott Green
30 September 2017 -	Media	Media release <ul style="list-style-type: none"> Exhibition period has begun Direct readers to Your Say Tweed site 	Media release distribution network		Scott Green Fran Silk

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Dates/Schedules	Target Audience	Communication Method	Distribution Methods	Budget	Action Officer and Additional Comments
30 September 2017 -	Residents Associations	Direct email <ul style="list-style-type: none"> • Advise about Information Sessions • Offer to speak to associations • Include draft plan as attachment 	Email		Mark Kingston Scott Green
30 September 2017 -	Tweed residents	Digital screens <ul style="list-style-type: none"> • Slide on digital screens at Council's Murwillumbah and Tweed Heads front counters 	Digital screens		Scott Green
October 2017 -	Tweed residents	Information Sessions <ul style="list-style-type: none"> • Three-hour drop-in sessions • Afternoon session at Murwillumbah • Evening session in Tweed Heads • Weekend session at Kingscliff Markets 	Information session	0	Mark Kingston Scott Green
September 2017 October 2017	All	Social media <ul style="list-style-type: none"> • Council's facebook page • Council's Twitter account <ul style="list-style-type: none"> ○ Exhibition period has begun ○ Direct readers to Your Say Tweed site • Information sessions 	Social media	0	Fran Silk Scott Green

Engagement Matrix

	What to do?	When you are dealing with...			
	1 = every time 2 = in most circumstances 3 = on specific occasions 4 = on rare occasions	Shire-wide / High Impact	Shire-wide / Low Impact	Locality Based / High Impact	Locality Based / Low Impact
INFORM	Customer Contact Centre	1	1	1	1
	Tweed Shire Council website	1	1	1	3
	Tweed Link/Advertising/Features	1	1	2	3
	Media Release	1	1	2	3
	Publications/information material	1	2	2	4
	Councillors' community catch up	3	4	2	3
	Social Networking	2	2	3	3
	Council facilitated events	4	4	4	4
	Letterbox Drop	4	4	3	3
	Targeted Direct Mail	2	2	2	3
	Presentation/Public Speaking	2	3	3	4
	Community Notice Boards	3	3	3	3
	Site Specific Signage	3	3	3	3
CONSULT	Tweed Shire Council website (eg: On Exhibition)	2	3	3	4
	Community Conversation	3	3	2	3
	Public exhibitions/submissions	1	2	3	4
	Community displays/information sessions	2	2	3	4
	Surveys	3	4	4	4
	Site Meeting/Tour	2	3	2	4
	Personal briefing	1	1	2	2
	Tweed Shire Council website (moderated forums)	3	3	3	4
	Meetings by invitation	1	2	2	4
INVOLVE / COLLABORATE	Meetings with Council committees/advisory groups	1	3	3	4
	Large Group/Stakeholder Collaboration	2	2	3	4