



Planning &  
Environment



PITTWATER  
COUNCIL



UrbanGrowth  
NSW

# Ingleside Community Engagement and Communications Plan

7 July 2015

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## Introduction

The Minister for Planning and Environment and Pittwater Council are undertaking a Precinct Planning process for Ingleside Release Area. The Department of Planning and Environment's Precinct Planning process, already established in the Sydney Region Growth Centres, is the model upon which planning for Ingleside is based. The Department of Planning and Environment (DP&E) will lead this planning process, in partnership with Pittwater Council and UrbanGrowth NSW.

DP&E, Pittwater Council and UrbanGrowth NSW are committed to actively engaging with the community throughout this process and a comprehensive community engagement and communications plan has been prepared and outlined below to ensure all members have an opportunity to contribute.

Community engagement for the Ingleside Precinct is also based on Council's Community Engagement Policy and GreenStar Communities requirements.

## **Overview of Study Area**

Ingleside was first earmarked for urban development in 1991.

The Ingleside Release Area is located at the south-western corner of the Pittwater Local Government Area (LGA) and is the western entrance into Pittwater LGA (refer Appendix 1). It comprises of approximately 700 hectares of land, with approximately a third of the land owned by the NSW Government. The area borders the Garigal and Ku-ring-gai Chase National Parks, with Ingleside Chase reserve abutting the south-eastern portion of the study area.

Mona Vale Road, the main arterial road into Pittwater LGA from the west, traverses the study area in a west-easterly direction.

The topography in the study area is undulating comprising two distinct areas separated by Mona Vale Road. The McCarrs Creek catchment comprises the precinct north of Mona Vale Road and the precinct south of Mona Vale Road contains the Mullet Creek - Narrabeen Creek catchment area.

Development within the study area is characterised by residences within a semi-rural setting. Non rural development is also interspersed in the area, including the Baha'i Temple, the Sydney Conference and Training Centre (at Ingleside Road), HASG College (at Chiltern Road). The urban areas of Bayview and Elanora Heights respectively are immediately north and south of Ingleside. There are approximately 700 landowners within the area.

## **Pittwater Council's Policy Statement on Community Consultation**

Pittwater Council is committed to informing the community and involving them in decision making processes on issues that are important and that affect them. Council's policy recognises the enormous value of engaging the community and involving them in a dialogue which shapes and influences outcomes which the community supports.

An ultimate goal of community engagement is to strengthen trust between Council and the community and build confidence in Council's ability to plan and make decisions that will respond to present and future needs of the community.

Community engagement is always multifaceted and requires a standard of consultation that appropriately responds to the nature, complexity and impact of the issue/s involved. The range of methodologies utilised may be dependent on the resources that are available.

Council's policy emphasises that the community should be kept informed throughout the consultation process and receive feedback that demonstrates how their input has influenced decisions. It recognises that the community also has the responsibility to avail themselves of the information and take up opportunities provided by Council for input if they wish to do so.

Ingleside is a unique project for Pittwater Council. Council is a key partner in developing the project but is not the final decision-maker. Council's role in connecting the project team with the Pittwater community is critical to the success of the project.

## Participation Spectrum

The planning approach of this project has been informed by the internationally recognised “Public Participation Spectrum” developed by the International Association for Public Participation (IAP2) which outlines five levels of public participation.

The Ingleside community engagement processes are generally at the Inform, Consult and Involve levels. Community members and key stakeholders have a vital role in voicing concerns, shaping ideas and concepts and informing but not making decisions.

## Aim of the Community Engagement and Communications Plan

To ensure that the Ingleside landowners and broader community are:

- kept informed;
- authentically consulted and
- have opportunities to provide meaningful input in the Ingleside Precinct Planning process.

## Objectives

- To inform the community of the planning process being undertaken by DP&E, in partnership with Pittwater Council and UrbanGrowth NSW.
- To involve the community in developing proposals and allow meaningful input and contribution of local knowledge throughout the planning process.
- To inform the community about what the outcomes of the precinct planning will mean for them.

- To educate the community on how the planning process works and understand how community input will shape decisions made by DP&E, in partnership with Pittwater Council and UrbanGrowth NSW.

## Overarching messages

- With Sydney’s population set to grow by 1.6 million by 2031, State and Local Governments must plan for and manage growth in an efficient and sustainable manner.
- The NSW Government, Pittwater Council and UrbanGrowth NSW are planning for a community that is liveable, sustainable and supports economic development opportunities, reflecting the constraints and opportunities of the landscape and infrastructure.
- *A Plan for Growing Sydney* released by the Government in 2014 estimates that Sydney will need another 664,000 new homes by 2031. DP&E will continue to work with Council during subregional planning for the North Subregion to identify suitable locations for housing and employment growth coordinated with infrastructure delivery.
- There is a demographic shift in the North Subregion requiring a greater diversity of housing types, in particular, for smaller homes.
- The delivery of additional homes within the Pittwater LGA will help relieve upward pressure on the local property market and make housing more accessible for a range of household incomes

## The process

- DP&E will work in partnership with Pittwater Council and UrbanGrowth NSW to investigate in detail the land within

Ingleside, with the view to rezone land for urban development where appropriate. This will be based on the capability and suitability of the land and the financial feasibility and viability.

- Planning for the development of Ingleside considers a wide range of factors, which will be examined through the Precinct Planning process. Consultation with agencies, stakeholders and the community will inform planning outcomes.
- A summary of the key stages in the Precinct Planning process is provided in appendix 2.

### **Communications & engagement**

- DP&E, Council and UrbanGrowth NSW are committed to working with the community to develop the precinct plan for Ingleside.
- Engagement will be ongoing throughout the Precinct Planning process.
- Opportunities for the community to actively participate in key stages of the planning process are outlined in the Community Participation Plan and will ensure the community plays an important role in shaping the future of the area.
- Feedback from the wider community will play an important role in shaping the future of the area, and will be considered alongside the views of landowners, agencies and stakeholders.
- A draft Indicative Layout Plan will be placed on exhibition for public comment before the plan is finalised. Following post-exhibition work, submissions will be made publicly

available, to provide an understanding of the community engagement and decision making processes.

- Evaluation of community engagement will occur at key milestones and improvements will be implemented where possible.

## Issues and risks

| Potential issue  | Response   |
|--|--|
| Confusion amongst community about who to contact for information or mixed messages about the project | <ul style="list-style-type: none"> <li>• DP&amp;E will lead the communications and community engagement activities, in partnership with and with assistance from Council.</li> <li>• Roles and responsibilities are clearly defined in this plan, and a communications protocol that outlines timing and review of material, media releases and responses to correspondence will be actioned.</li> <li>• Clear messages will be sent to community with contact details.</li> </ul>                 |
| Landowners not aware of the Precinct Planning process  | <ul style="list-style-type: none"> <li>• Letters will be sent to all landowners at the start of the process.</li> <li>• Landowners will be invited to attend an initial information session.</li> <li>• Representatives of landowner groups will participate in the Ingleside Reference Group.</li> <li>• A variety of communication techniques will be used and there will be ongoing communication with landowners.</li> </ul>   |
| Timeframes for delivering consultation activities and precinct planning are changed or delayed       | <ul style="list-style-type: none"> <li>• A project plan and schedule will be prepared identifying key milestones and timeframes.</li> <li>• Project schedule to be reviewed regularly.</li> <li>• Changes or delays to be communicated.</li> </ul>   |
| Community cynical about process  | <ul style="list-style-type: none"> <li>• Objectives and expectations clearly defined.</li> <li>• Ongoing communication delivered.</li> <li>• Reporting and access to information that is not commercial-in-confidence (transparency) will occur.</li> <li>• Feedback provided on how the community's input and comments are being considered.</li> <li>• As the project progresses engagement will need to be more tailored/targeted to meet the changing needs of affected landowners.</li> </ul> |
| Managing landowner expectations  | <ul style="list-style-type: none"> <li>• Clearly defined process, objectives and expectation provided from outset.</li> </ul>  |
| Managing Councillor expectations   | <ul style="list-style-type: none"> <li>• Briefings and status reports being presented to Council on key milestones (including Minutes from Ingleside Reference Group meetings).</li> </ul>   |
| Lack of support/opposition to project  | <ul style="list-style-type: none"> <li>• A clear reasoning and explanation of need for the project will be identified.</li> <li>• A clear analysis of the character of the area to define approach.</li> </ul>   |
| Lack of interest/engagement  | <ul style="list-style-type: none"> <li>• A variety of methods will be used to engage with landowners and the broader community.</li> <li>• A variety of communication methods will be used to inform and publicise opportunities for involvement.</li> </ul>   |
| Perception that key planning issues have not   | <ul style="list-style-type: none"> <li>• Evidence and findings from technical reports clearly communicated (evidence based).</li> </ul>  |

| <b>Potential issue</b>   | <b>Response</b>   |
|--|---|
| been considered to be adequately addressed   | <ul style="list-style-type: none"> <li>• Expectations clearly defined.</li> </ul>   |
| Perception of conflict of interest as NSW Government and Council own land in Ingleside | <ul style="list-style-type: none"> <li>• Clearly defined roles and objectives in process.</li> <li>• Implementation of probity and probity advisor.</li> <li>• Evidence based planning will be undertaken.</li> </ul> |

## Stakeholder analysis

| Stakeholder   | View/Issue/Interest   | Level on Spectrum  | What they will want to know   | Timing  |
|---|---|--|---|---|
| Public including: <ul style="list-style-type: none"> <li>• Ingleside landowners, residents, business owners and clubs</li> <li>• Adjoining landowners and wider community including residents along Powderworks Road</li> </ul> | <ul style="list-style-type: none"> <li>• Landowner within precinct</li> <li>• Directly impacted by precinct plan</li> </ul>                           | <ul style="list-style-type: none"> <li>• Inform</li> <li>• Consult</li> <li>• Involve</li> </ul> | <ul style="list-style-type: none"> <li>• How it will affect them</li> <li>• How they can be involved</li> <li>• How to raise issues</li> <li>• Timing</li> <li>• How their feedback was used</li> </ul> | <ul style="list-style-type: none"> <li>• Ongoing</li> </ul>                                   |
| Community groups registered with Pittwater Council  | Directly impacted by precinct plan  | <ul style="list-style-type: none"> <li>• Inform</li> <li>• Consult</li> <li>• Involve</li> </ul> | <ul style="list-style-type: none"> <li>• How it will affect them</li> <li>• How they can be involved</li> <li>• How to raise issues</li> <li>• Timing</li> <li>• How their feedback was used</li> </ul> | <ul style="list-style-type: none"> <li>• Ongoing</li> </ul>                                   |
| School community of Galstaun College  | Directly impacted by precinct plan  | <ul style="list-style-type: none"> <li>• Inform</li> </ul>                                       | <ul style="list-style-type: none"> <li>• How it will affect them</li> <li>• How they can be involved</li> <li>• How to raise issues</li> <li>• Timing</li> <li>• How their feedback was used</li> </ul> | <ul style="list-style-type: none"> <li>• Ongoing</li> </ul>                                   |
| Businesses in and adjoining area including Elanora Village Centre operators<br>e.g. Nurseries, horse riding   | Directly impacted by precinct plan  | <ul style="list-style-type: none"> <li>• Inform</li> </ul>                                       | <ul style="list-style-type: none"> <li>• How it will affect them</li> <li>• How they can be involved</li> <li>• How to raise issues</li> <li>• Timing</li> <li>• How their feedback was used</li> </ul> | <ul style="list-style-type: none"> <li>• Ongoing</li> </ul>                                   |
| Recreation users including: Horse-riding, Camp Kedron, Monash Golf Club   | Directly impacted by precinct plan  | <ul style="list-style-type: none"> <li>• Inform</li> </ul>                                       | <ul style="list-style-type: none"> <li>• How it will affect them</li> <li>• How they can be involved</li> <li>• How to raise issues</li> <li>• Timing</li> <li>• How their feedback was used</li> </ul> | <ul style="list-style-type: none"> <li>• Ongoing</li> </ul>                                   |
| Minister for Planning (Rob Stokes, (Lib)  | <ul style="list-style-type: none"> <li>• Work being undertaken by DP&amp;E on instruction from Minister.</li> <li>• Minister has statutory</li> </ul> | <ul style="list-style-type: none"> <li>• Inform</li> </ul>                                       | <ul style="list-style-type: none"> <li>• What is being proposed</li> <li>• Key timing i.e. exhibition</li> <li>• How we are consulting</li> </ul>   | <ul style="list-style-type: none"> <li>• Release of Precinct</li> <li>• Exhibition</li> </ul> |



| <b>Stakeholder</b>  | <b>View/Issue/Interest</b>  | <b>Level on Spectrum</b>   | <b>What they will want to know</b>   | <b>Timing</b>   |
|---|---|--|--|---|
|   | decision making role in rezoning process.   |  |  | <ul style="list-style-type: none"> <li>• At key project milestones</li> <li>• As requested</li> </ul> |
| Pittwater Council (partnership)                                     | <ul style="list-style-type: none"> <li>• Ingleside located in LGA</li> <li>• Project partner</li> </ul>   | <ul style="list-style-type: none"> <li>• N/A</li> </ul>  | <ul style="list-style-type: none"> <li>• How it will affect the community</li> <li>• Timing and progress</li> <li>• Critical issues</li> </ul>                                     | <ul style="list-style-type: none"> <li>• Ongoing</li> </ul>   |
| Pittwater Council property owner                                    | Landowner in Ingleside  | <ul style="list-style-type: none"> <li>• Inform</li> </ul>                                       | <ul style="list-style-type: none"> <li>• Probity arrangements</li> </ul>   | <ul style="list-style-type: none"> <li>• Ongoing</li> </ul>   |
| NSW Government property owner including Crown Lands                 | Landowner in Ingleside  | <ul style="list-style-type: none"> <li>• Inform</li> <li>• Consult</li> <li>• Involve</li> </ul> | <ul style="list-style-type: none"> <li>• Probity arrangements</li> </ul>   | <ul style="list-style-type: none"> <li>• Ongoing</li> </ul>   |
| Media & Communications staff within DP&E and Pittwater Council      | How they will need to be involved and when  | <ul style="list-style-type: none"> <li>• Inform</li> <li>• Consult</li> <li>• Involve</li> </ul> | <ul style="list-style-type: none"> <li>• Milestones and associated activities</li> <li>• Overall strategy</li> <li>• Key messaging</li> </ul>                                      | <ul style="list-style-type: none"> <li>• Ongoing</li> </ul>   |
| Government Agencies i.e. RMS, Sydney Water, Department of Education | <ul style="list-style-type: none"> <li>• Contribute to provision of supporting infrastructure</li> <li>• Comment on proposed new planning controls</li> </ul> | <ul style="list-style-type: none"> <li>• Inform</li> <li>• Consult</li> <li>• Involve</li> </ul> | <ul style="list-style-type: none"> <li>• Issues relevant to their area of work</li> <li>• Funding</li> <li>• Timing</li> </ul>   | <ul style="list-style-type: none"> <li>• Ongoing</li> <li>• Especially during exhibition</li> </ul>   |
| UrbanGrowth NSW   | Member of Project Control Group (advisory capacity)   | <ul style="list-style-type: none"> <li>• N/A</li> </ul>  | <ul style="list-style-type: none"> <li>• Will be closely involved in the process</li> </ul>  | <ul style="list-style-type: none"> <li>• Ongoing</li> </ul>   |
| Community Reference Group   | A variety of views representing various groups  | <ul style="list-style-type: none"> <li>• Inform</li> <li>• Consult</li> </ul>                    | <ul style="list-style-type: none"> <li>• What is being proposed and impacts</li> <li>• How can they have a say</li> <li>• Timing</li> <li>• How their feedback was used</li> </ul> | <ul style="list-style-type: none"> <li>• At key project milestones</li> </ul>                         |
| Kimbriki site and adjoins   | Planned expansion of Kimbriki and impact from   | <ul style="list-style-type: none"> <li>• Inform</li> </ul>                                       | <ul style="list-style-type: none"> <li>• How it will affect them</li> <li>• How they can be involved</li> </ul>  | <ul style="list-style-type: none"> <li>• At key project</li> </ul>                                    |

| <b>Stakeholder</b>                                       | <b>View/Issue/Interest</b>  | <b>Level on Spectrum</b>   | <b>What they will want to know</b>   | <b>Timing</b>   |
|--|---|--|--|---|
|  | precinct plan   |  | <ul style="list-style-type: none"> <li>• How to raise issues</li> <li>• Timing</li> <li>• How their feedback was used</li> </ul> | milestones  |
| Professional/Industry Groups                             | Need to be kept informed of changes to planning policy                          | <ul style="list-style-type: none"> <li>• Inform</li> <li>• Consult</li> </ul>                    | <ul style="list-style-type: none"> <li>• Proposed changes</li> <li>• Impacts on them</li> </ul>                                  | <ul style="list-style-type: none"> <li>• Exhibition</li> </ul>  |
| Manly, Mosman, Warringah and Kuring-Gai Councils         | Adjoining LGA's with implications on regional transport, housing and employment | <ul style="list-style-type: none"> <li>• Inform</li> </ul>                                       | <ul style="list-style-type: none"> <li>• Impact of changes on their LGA's</li> </ul>   | <ul style="list-style-type: none"> <li>• Exhibition</li> </ul>  |
| Federal Member for Mackellar (Bronwyn Bishop (Lib))      | Federal representative  | <ul style="list-style-type: none"> <li>• Inform</li> <li>• Consult</li> </ul>                    | <ul style="list-style-type: none"> <li>• Impact on their area and community</li> </ul>   | <ul style="list-style-type: none"> <li>• Release of Precinct</li> <li>• Key milestones</li> <li>• Exhibition</li> </ul>                         |
| State Member for Pittwater (Rob Stokes (Lib))            | State representative  | <ul style="list-style-type: none"> <li>• Inform</li> <li>• Consult</li> <li>• Involve</li> </ul> | <ul style="list-style-type: none"> <li>• Impact on area and community</li> </ul>   | <ul style="list-style-type: none"> <li>• Release of Precinct</li> <li>• Key milestones</li> <li>• Exhibition</li> <li>• As requested</li> </ul> |
| SHOROC (Mosman, Pittwater, Warringah and Manly Councils) | Shore Regional Organisation of Councils   | <ul style="list-style-type: none"> <li>• Inform</li> <li>• Consult</li> </ul>                    | <ul style="list-style-type: none"> <li>• Impact on area</li> </ul>   | <ul style="list-style-type: none"> <li>• Exhibition</li> </ul>  |
| Aboriginal Land Councils                                 | Traditional Owners  | <ul style="list-style-type: none"> <li>• Inform</li> <li>• Consult</li> </ul>                    | <ul style="list-style-type: none"> <li>• Proposed changes</li> </ul>   | <ul style="list-style-type: none"> <li>• Exhibition</li> </ul>  |

## Action plan

The communication and engagement strategy aims to provide landowners, stakeholders and the wider community with opportunities for early and ongoing participation in the Precinct Planning process for Ingleside. A wide variety of tools and techniques have been identified to engage the broadest cross section of the community in the process. Additional strategies will be employed to ensure that the hardest to reach will have opportunities to participate.

The following table outlines the key communication and engagement activities to be undertaken by DP&E in partnership with Council and UrbanGrowth. The action plan is a guide and may vary as a result of changes to project timing and other factors.

| Activity/Method   | Audience   | Associated Resources  | Lead   | When  |
|---|--|---|--|---|
| <p><b>Consistent brand/identity</b><br/>Will ensure project materials including collateral such as brochures, website etc. are clearly recognisable</p>   | <ul style="list-style-type: none"> <li>Public</li> </ul> | <ul style="list-style-type: none"> <li>Style Guide</li> <li>Website</li> <li>Future brochures and resources</li> </ul>  | <ul style="list-style-type: none"> <li>DP&amp;E to develop with Council</li> </ul>           | <ul style="list-style-type: none"> <li>Mid July 2013</li> </ul>   |
| <p><b>Website and interactive mapping</b></p> <ul style="list-style-type: none"> <li>Project website at <a href="http://www.inglesideplanning.com.au">www.inglesideplanning.com.au</a> includes all relevant information and enables consultation activities</li> <li>Format will be simple and user friendly</li> <li>Site will include functionality for an interactive map (using Social Pin Point), blog forums and uploading of key information and photos</li> <li>A link to the DP&amp;E website and Pittwater Council will exist</li> <li>The website will be regularly updated</li> <li>Exhibition page will direct public to DP&amp;E site during exhibition, to allow them to view planning package and make a submission</li> </ul> | <ul style="list-style-type: none"> <li>Public</li> </ul> | <ul style="list-style-type: none"> <li><a href="http://www.inglesideplanning.com.au">www.inglesideplanning.com.au</a></li> <li>Social Pin Point and E-Planning for public exhibition stage</li> </ul> | <ul style="list-style-type: none"> <li>Council to lead with support from DP&amp;E</li> </ul> | <ul style="list-style-type: none"> <li>Mid July 2013</li> <li>During Land owner consultation on draft plans</li> <li>During formal public exhibition</li> </ul> |

| Activity/Method   | Audience   | Associated Resources  | Lead   | When  |
|---|--|---|--|---|
| <p><b>Information session/s</b><br/> <b>Introductory information sessions</b></p> <ul style="list-style-type: none"> <li>• Overview of process, timing etc.</li> <li>• Announcement of mapping tool.</li> <li>• Announcement of expressions of interest for nomination to be an active member in Ingleside Community Reference Group.</li> </ul>  | <ul style="list-style-type: none"> <li>• Public</li> <li>• Landowners</li> </ul>   | <ul style="list-style-type: none"> <li>• Information packs containing contact details and Guide to the Precinct Planning process brochure</li> <li>• EOI documents to be available at the information sessions</li> </ul> | <ul style="list-style-type: none"> <li>• DP&amp;E with support from Council</li> </ul>         | <ul style="list-style-type: none"> <li>• Information session for Late July early August 2013</li> </ul> |
| <p><b>Ingleside Community Reference Group</b></p> <ul style="list-style-type: none"> <li>• The group will be appointed for the duration of the project with the aim of providing regular feedback to and from the community and input to the planning process.</li> <li>• The group will be representative of the broader community.</li> <li>• The reference group will be involved in various workshops and meetings at key stages of the process.</li> </ul> | <ul style="list-style-type: none"> <li>• Appointed community members through EOI and selection process</li> </ul>  | <ul style="list-style-type: none"> <li>• Terms of Reference</li> <li>• Code of Conduct</li> <li>• Minutes and agendas on website</li> <li>• Reports to PCG and Council</li> </ul>   | <ul style="list-style-type: none"> <li>• Council to lead with support from DP&amp;E</li> </ul> | <ul style="list-style-type: none"> <li>• To align with key project milestones</li> </ul>                |
| <p><b>Internal Workshops</b></p> <ul style="list-style-type: none"> <li>• The project team involving DP&amp;E and Council staff will meet at key stages of the project workshoping outcomes and revisions to the planning proposals.</li> <li>• Technical consultants will be involved in these workshops as will State Agencies as required.</li> </ul>  | <ul style="list-style-type: none"> <li>• DP&amp;E, Pittwater Council &amp; UrbanGrowth NSW</li> <li>• Technical consultants</li> <li>• State agencies</li> </ul> | <ul style="list-style-type: none"> <li>• Terms of Reference</li> <li>• Code of Conduct</li> <li>• Minutes and agendas on website</li> <li>• Reports to PCG and Council</li> </ul>   | <ul style="list-style-type: none"> <li>• DP&amp;E with support from Council</li> </ul>         | <ul style="list-style-type: none"> <li>• To align with key project milestones</li> </ul>                |

| Activity/Method  | Audience   | Associated Resources   | Lead   | When   |
|--|--|--|--|--|
| <p><b>Community Workshops</b><br/> <b>Workshop #1 (Enquiry by Design)</b></p> <ul style="list-style-type: none"> <li>The first workshop will provide an overview of the precinct, key constraints/issues and a character analysis.</li> <li>A facilitator will provide an opportunity for feedback about the community's views on key issues/concerns, vision for the area.</li> <li>Input to defining future character of sub-precincts.</li> </ul> | <ul style="list-style-type: none"> <li>Landowners</li> <li>Reference group</li> <li>Random sampling to target representative sample of the population</li> </ul> | <ul style="list-style-type: none"> <li>Mapping/interactive tools</li> <li>Possible use of Instagram</li> <li>Plans and other master planning materials</li> <li>Ongoing update to website</li> </ul> | <ul style="list-style-type: none"> <li>DP&amp;E with support from Council</li> </ul> | <ul style="list-style-type: none"> <li>March 2014</li> </ul>                           |
| <p><b>Workshop #2 (draft Structure Plan)</b></p> <ul style="list-style-type: none"> <li>May be targeted to chosen areas based on character definition and development potential.</li> <li>Will provide landowners with an opportunity to comment on draft land use options.</li> </ul>   |  |  |  | <ul style="list-style-type: none"> <li>Nov/Dec 2014</li> </ul>                         |
| <p><b>Media</b></p> <ul style="list-style-type: none"> <li>DP&amp;E and Council will work together to issue media releases at key stages of the process. These are likely to include precinct release, prior to or following key consultation activities, announcing exhibition and at rezoning.</li> <li>A proactive approach to keeping the media informed will be adopted to stimulate discussion within the community.</li> </ul>                | <ul style="list-style-type: none"> <li>Public</li> </ul>   | <ul style="list-style-type: none"> <li>Local newspapers</li> <li>Website</li> </ul>  | <ul style="list-style-type: none"> <li>DP&amp;E &amp; Council</li> </ul>             | <ul style="list-style-type: none"> <li>To align with key project milestones</li> </ul> |

| Activity/Method  | Audience   | Associated Resources  | Lead   | When   |
|--|--|---|--|--|
| <b>Social media</b> <ul style="list-style-type: none"> <li>Social media options, primarily Facebook, Twitter &amp; Instagram will be explored and utilised where and when considered useful.</li> </ul>  | <ul style="list-style-type: none"> <li>Public/ followers</li> </ul>          | <ul style="list-style-type: none"> <li>Website</li> </ul>   | <ul style="list-style-type: none"> <li>DP&amp;E &amp; Council</li> </ul>                             | <ul style="list-style-type: none"> <li>To align with key project milestones</li> </ul> |
| <b>1300 Info Line and dedicated email address</b> <ul style="list-style-type: none"> <li>Enquiries will be handled in a timely manner in accordance with Communications Protocol) by DP&amp;E with assistance from Council.</li> <li>Enquiries to be reported back to PWG &amp; Communications Teams on monthly basis to monitor issues.</li> <li>DP&amp;E will provide Council with access to Ingleside Darzin consultation management system.</li> </ul> | <ul style="list-style-type: none"> <li>Public</li> </ul>                     | <ul style="list-style-type: none"> <li>1300 730 550</li> <li>community@planning.nsw.gov.au</li> <li>Darzin</li> </ul> | <ul style="list-style-type: none"> <li>DP&amp;E with support from Council</li> </ul>                 | <ul style="list-style-type: none"> <li>Ongoing</li> </ul>                              |
| <b>Printed Resources</b> <ul style="list-style-type: none"> <li>A variety of resources will be developed to communicate key milestones. These may include items such as brochures and factsheets.</li> </ul>   | <ul style="list-style-type: none"> <li>Public</li> <li>Landowners</li> </ul> | <ul style="list-style-type: none"> <li>Brochures/newsletters/ factsheets</li> </ul>                                   | <ul style="list-style-type: none"> <li>DP&amp;E with support from Council</li> </ul>                 | <ul style="list-style-type: none"> <li>As needed at key points in project</li> </ul>   |
| <b>Online</b> <ul style="list-style-type: none"> <li>In addition to the website the use of an online forum such as 'Have your Say' will be explored for the exhibition period.</li> <li>Use of discussion forums will also be explored.</li> <li>The use of e-planning tools and visual models for exhibition will also be</li> </ul>  | <ul style="list-style-type: none"> <li>Public</li> </ul>                     | <ul style="list-style-type: none"> <li>Website</li> </ul>   | <ul style="list-style-type: none"> <li>Council to lead with support from DP&amp;E and Cox</li> </ul> | <ul style="list-style-type: none"> <li>Ongoing</li> </ul>                              |

| Activity/Method   | Audience   | Associated Resources   | Lead   | When  |
|---|--|--|--|---|
| <p>delivered.</p> <ul style="list-style-type: none"> <li>Utilisation of Social Pin Point during the exhibition phase.</li> </ul>  |  |  |  |   |
| <p><b>Advertising</b></p> <ul style="list-style-type: none"> <li>Local newspaper advertising will be utilised during exhibition, to announce rezoning and if/when deemed necessary, however the use of online methods and social media will be the preferred approach.</li> </ul> | <ul style="list-style-type: none"> <li>Public</li> </ul>   | <ul style="list-style-type: none"> <li>Website</li> <li>Social media</li> <li>Manly Daily</li> </ul>                           | <ul style="list-style-type: none"> <li>DP&amp;E with support from Council</li> </ul> | <ul style="list-style-type: none"> <li>To align with key milestones</li> </ul>  |
| <p><b>Community updates</b></p> <ul style="list-style-type: none"> <li>Ingleside specific newsletters (e-news and/or hardcopy) will be sent out at key stages to provide updates about the process.</li> <li>Notification letters.</li> </ul>                                     | <ul style="list-style-type: none"> <li>Landowners</li> <li>Subscribers</li> <li>Community Reference group</li> </ul> | <ul style="list-style-type: none"> <li>Website</li> <li>Social media</li> <li>Media release</li> <li>Public notices</li> </ul> | <ul style="list-style-type: none"> <li>DP&amp;E</li> </ul>                           | <ul style="list-style-type: none"> <li>Preceding workshops and information sessions</li> <li>Announce community consultation prior to formal exhibition</li> <li>Announce formal public exhibition of draft plan and statutory controls</li> <li>Announce notification</li> </ul> |

| Activity/Method   | Audience  | Associated Resources  | Lead   | When  |
|---|---|---|--|---|
| <b>Community Noticeboards</b> <ul style="list-style-type: none"> <li>Pittwater monthly e-newsletter and Mayoral column – inclusion of progress of Ingleside at key stages.</li> </ul>   | <ul style="list-style-type: none"> <li>Pittwater community</li> <li>Subscribers</li> </ul>        | <ul style="list-style-type: none"> <li>Website</li> <li>Manly Daily</li> <li>Social Media</li> </ul>  | <ul style="list-style-type: none"> <li>Council</li> </ul>                                    | <ul style="list-style-type: none"> <li>To align with key milestones</li> </ul>  |
| <b>Enquiries in person</b> <ul style="list-style-type: none"> <li>Walk-in enquiries at Council or DP&amp;E offices</li> </ul>   | <ul style="list-style-type: none"> <li>Land owners</li> <li>Public</li> <li>Developers</li> </ul> | <ul style="list-style-type: none"> <li>Enquiries at Council handled by Council Land Release staff</li> <li>Enquiries at DP&amp;E offices handled by Community Relations team</li> </ul> | <ul style="list-style-type: none"> <li>DP&amp;E &amp; Council</li> </ul>                     | <ul style="list-style-type: none"> <li>Ongoing</li> <li>Community consultation prior to formal exhibition</li> <li>Formal public exhibition of draft plan and statutory controls</li> </ul> |
| <b>Engagement Sessions</b> <ul style="list-style-type: none"> <li>The community will be invited to attend drop in sessions during the exhibition period to view the draft plans and speak to staff from DP&amp;E and Council. These sessions will help community members understand the proposed plan and the submission process and will involve a series of bookable one-on-one sessions for affected landowners either face-to-face or over the phone (up to 20 minutes).</li> <li>Pop up stalls in key locations (e.g. Elanora Heights Shopping Centre) will</li> </ul> | <ul style="list-style-type: none"> <li>Public</li> <li>Landowners</li> </ul>                      | <ul style="list-style-type: none"> <li>Website</li> <li>Letters</li> <li>Social media</li> <li>Media release</li> <li>Stall</li> </ul>  | <ul style="list-style-type: none"> <li>Council to lead with support from DP&amp;E</li> </ul> | <ul style="list-style-type: none"> <li>Community consultation prior to formal exhibition</li> <li>Formal public exhibition of draft plan and statutory controls</li> </ul>                  |



| Activity/Method  | Audience   | Associated Resources  | Lead   | When   |
|--|--|---|--|--|
| be considered.   |  |   |  |  |
| <p><b>Submissions</b></p> <p><b>Prior to formal exhibition:</b></p> <ul style="list-style-type: none"> <li>• Opportunity for owners and other interested stakeholders to make submissions in response to the draft planning package.</li> <li>• Submissions will be formally acknowledged.</li> <li>• Submissions responded to in a 'Summary Report', to be made available prior to formal public exhibition.</li> </ul> <p><b>Formal public exhibition</b></p> <ul style="list-style-type: none"> <li>• General public will be invited to make submissions in response to the draft planning package and statutory controls.</li> <li>• Submissions will be formally acknowledged.</li> <li>• Submissions responded to in a 'Summary Report', to be publicly released concurrent to the rezoning package forwarded to Minister of Planning for approval/notification.</li> <li>• Questions/enquiries that may be received during this time could result in updating of the FAQ on the website.</li> </ul> | <ul style="list-style-type: none"> <li>• Public</li> <li>• Landowners</li> </ul> | <ul style="list-style-type: none"> <li>• Media release/s</li> <li>• Public stall/s</li> <li>• Information sessions/s</li> <li>• Phone, email, website</li> <li>• Tailored letters to landowners (including proposed changes to their properties)</li> <li>• Social Pin Point interactive mapping</li> <li>• E-plan property enquiry system (GIS system showing current and proposed zoning including tailored s149 notations)</li> <li>• Receipt of submissions via online or letter. Comments made on Social Pin Point (interactive mapping with comment functionality) or other social media sources e.g. Blog</li> </ul> | <ul style="list-style-type: none"> <li>• DP&amp;E to lead with support from Council</li> </ul> | <ul style="list-style-type: none"> <li>• Community consultation prior to formal exhibition</li> <li>• Formal public exhibition of draft plan and statutory controls</li> </ul> |

| Activity/Method   | Audience  | Associated Resources   | Lead  | When  |
|---|---|--|---|---|
| <p><b>Post-formal exhibition sessions</b></p> <ul style="list-style-type: none"> <li>• Present main issues from submissions and relevant responses.</li> <li>• Communicate the final planning package that will be presented to the Minister for approval.</li> <li>• Not an opportunity for further submissions/feedback.</li> </ul> | <ul style="list-style-type: none"> <li>• Land owners</li> <li>• Public</li> <li>• Submitters</li> </ul> | <ul style="list-style-type: none"> <li>• Planning package for Minister's approval</li> </ul> | <ul style="list-style-type: none"> <li>• DP&amp;E with support from Council</li> </ul>                      | <ul style="list-style-type: none"> <li>• Post-formal exhibition, prior to ministerial approval</li> </ul> |
| <p><b>Post-rezoning information event</b></p> <ul style="list-style-type: none"> <li>• Inform land owners about how the development process works.</li> </ul>   | <ul style="list-style-type: none"> <li>• Land owners</li> </ul>   | <ul style="list-style-type: none"> <li>• Gazetted planning controls</li> </ul>               | <ul style="list-style-type: none"> <li>• Urban-Growth to host, support from DP&amp;E and Council</li> </ul> | <ul style="list-style-type: none"> <li>• Post-rezoning</li> </ul>   |

### Community Consultation Milestones

This revised Community Engagement and Communications Plan looks more closely at the upcoming community consultation milestones, which include:

- Community consultation prior to formal exhibition,
- Formal public exhibition of draft plan and statutory controls,
- Post public exhibition.

For more information about the methods of engagement during these milestones please refer to Appendix 3 on page 25.

## Key considerations

In implementing the abovementioned strategies the following key considerations will be given:

- Council and DP&E lead times for approvals and reporting requirements,
- Consistent branding and messages,
- Information presented in a clear and easy to understand manner,
- Easy access to information,
- Contact details and where to obtain further information clearly stated,
- Opportunities for participation clearly stated,
- Feedback to community and stakeholders throughout process is critical,
- Coordination between DP&E, Council and Urban Growth on all public release of information under the Communications Protocol.

## Role of Ingleside Community Reference Group

The Ingleside Community Reference Group was established by Council to expressly consider matters on the Precinct Planning process for Ingleside. The aims of the Community Reference Group is to provide a safe and equitable forum where members, derived from registered community groups, community associations and Pittwater residents:

- *Have equal opportunity to contribute and be involved in discussions with the Ingleside Project Team on relevant issues,*

- *Complement other elements of the broader consultation frameworks established for the Ingleside Precinct Planning project,*
- *Act as another mechanism through which Council and the Ingleside Project Team can bring items where consultation is required,*
- *Be a means of identifying innovative ideas that can enhance the precinct planning of Ingleside.<sup>1</sup>*

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<sup>1</sup> Extract from “Terms of Reference for Ingleside Community Reference Group”

## **Consultation Notice Periods**

The project team will endeavour to provide minimum two weeks' notice to the community prior to information sessions or workshops.

## **Responding to Enquiries**

The primary enquiry line is the DP&E, Community Info line, 1300 730 550, and the [community@planning.nsw.gov.au](mailto:community@planning.nsw.gov.au) email address. Information on the enquiries will be recorded in Darzin, and if required, assistance to do this will be provided by Council. Responses to phone enquiries are to be provided within 2 business days, while written enquiries (outside of the public exhibition period) are to be responded to within ten (10) business days. Responses to written correspondence from the Minister's/Local Member's Office may require additional time.

During the public exhibition phase, an acknowledgement letter is to be provided as a response to written correspondence (within 5 business days). The FAQ section of the website will be updated by Council (with support from DP&E), based on questions received through enquiries.

## **Use of Darzin**

The Darzin consultation management system is the primary tool for capturing information on enquiries and submissions for the Ingleside Precinct Planning project and will be accessible by both DP&E and Pittwater Council staff.

## **Social media**

Pittwater Council utilises social media to communicate with their community including Facebook, Twitter and Instagram. These channels require proactive management and very quick responses. This protocol allows Council to produce outward messaging consistent with previously approved materials

without requiring any further review by DP&E, making the conversation via social media channels rather like a telephone call. Complex enquiries or those requiring a detailed response will be subject to the same protocol as a complex telephone or email enquiries.

## Reporting & Evaluation

The following reporting and evaluation measures will be used to monitor the level of participation:

- Regular Communications team meetings,
- Stakeholder management software (Darzin) reports – to indicate the number of calls and key issues raised,
- Website statistics – number of visits, hits, most popular pages,
- Number of attendees at events/ workshops/ drop-in sessions/ one-on-one sessions,
- Response to surveys (where applicable),
- Response to interactive map,
- Response to online forums and social media (where applicable),
- Media interest ,
- Number of submissions and issues raised,
- Response from Community Reference Group, and
- Feedback from Council.

## Ingleside's Community profile

### Total Population ~7,603 (2,783 dwellings)

Demographics (Warriewood/Ingleside Statistical Suburb, 2011 Census)

#### Socio-Economic Index for Areas (SEIFA)

A higher score on the index means a lower level of disadvantage. A lower score on the index means a higher level of disadvantage.

- Pittwater Council Area – 1094.4
- Warriewood-Ingleside – 1089.1
- NSW average – 995.8

#### Age

- The median age is 42 years.

#### Cultural & Language Diversity

- The most common ancestries are English (39.9%), Australian (36%), Irish (10.5%), Scottish (9.7%), and Italian (4.6%).
- 71.8% of the population were born in Australia.
- 10.6% of the population were born in countries in which English is not spoken.
- 0.9% of the population speak another language and speak English not well or not at all.

#### The top languages spoken at home include:

- English (only) 85.6%
- Italian 1.3%
- Serbian 1.3%
- Croatian 0.9%
- German 0.7%

#### Employment

- 61% of the residents work full time and 37% work part time.
- 40.8% of occupations are in management/professional capacity.

The most common occupations include:

- Managers (17.3%)
- Professionals (23.5%)
- Clerical and Administrative Workers (16.7%)
- Technicians and Trades (13%)
- Sales (9.9%)
- Community & Personal Service (9.2%)

#### Income

- 34.5% of the population earn over \$1094 per week

- 31% of households earn over \$2500 per week
- 26.7% of households earn below \$1233 per week

#### Education

- 22.5% hold bachelor degrees
- 19.8% of the population have achieved at certificate levels
- 12.8% have advanced diplomas and diplomas

#### Home ownership

- 93.4% of private dwellings were occupied and 6.3% were unoccupied.
- Of occupied private dwellings, 63% were separate houses, 33.4% were semi-detached, row, terrace, townhouses and villa units, plus flats and apartments in blocks of 1 or 2 storeys, and flats attached to houses, 3% were flats or apartments and 0.3% were other dwellings.
- 32.5% are owned outright, 42.1% are owned with a mortgage and 16.5% are rented.

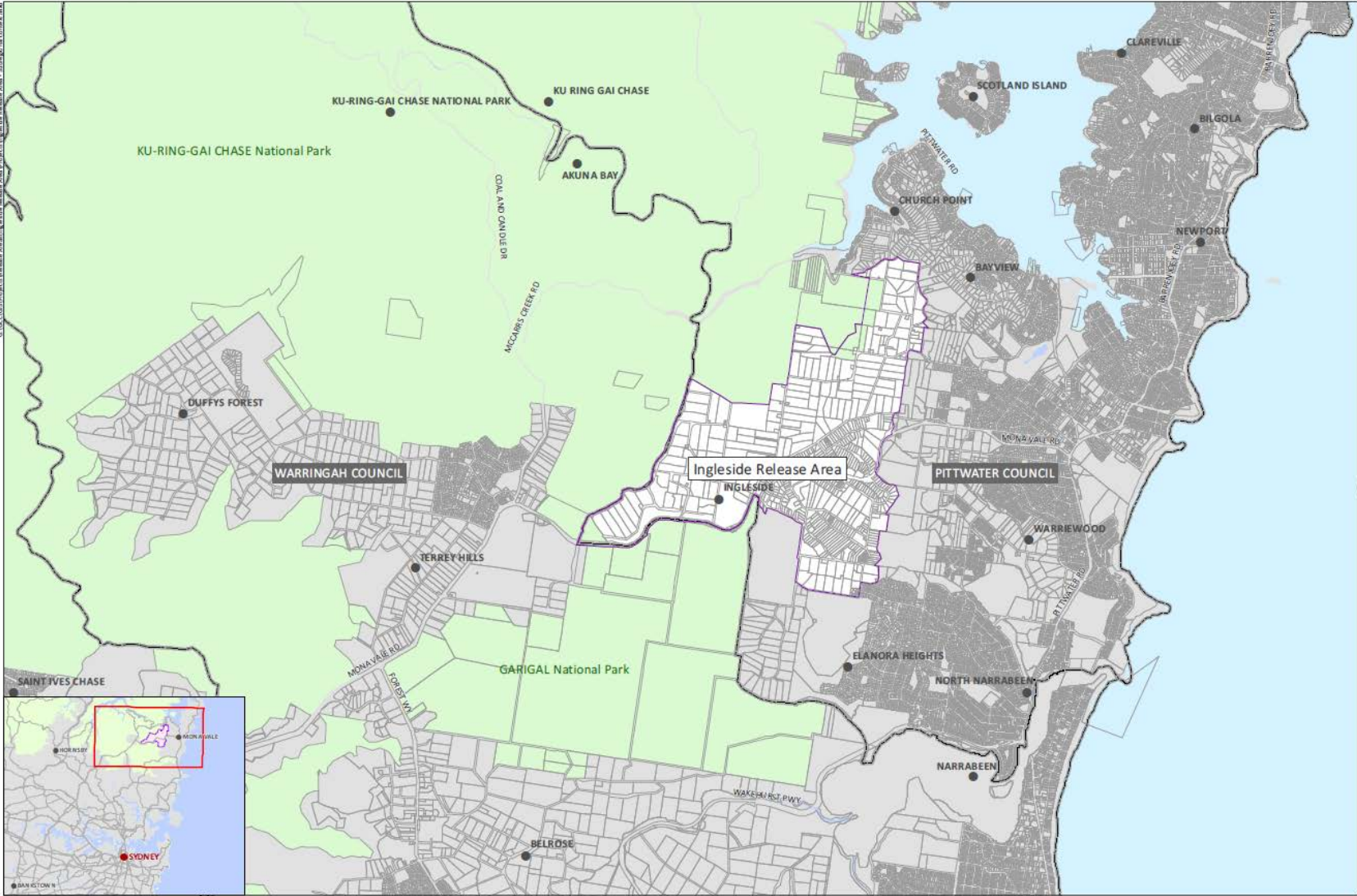
**Internet connection**

- 82.7% of households had internet connection (76.9% broadband, 3.2% dial-up, and 2.5% other).
- About 11.2% of households had no internet connection.

**Families**

- Of the families in Warriewood-Ingleside, 42.5% were couples with children, 23.6% were couples without children, and 10% were one parent families.
- 17.8% of households were single person households.

# Appendix 1 - Ingleside Release Area



Ingleside Release Area - Subregional Context

Friday 6 June 2015 © LPI Cadastre

Disclaimer: The information contained on this map is, to the best of the Government's knowledge, correct. However, no warranty or guarantee is provided by the Government and no liability is accepted for any loss or damage resulting from any person relying upon or using the information contained in the map.



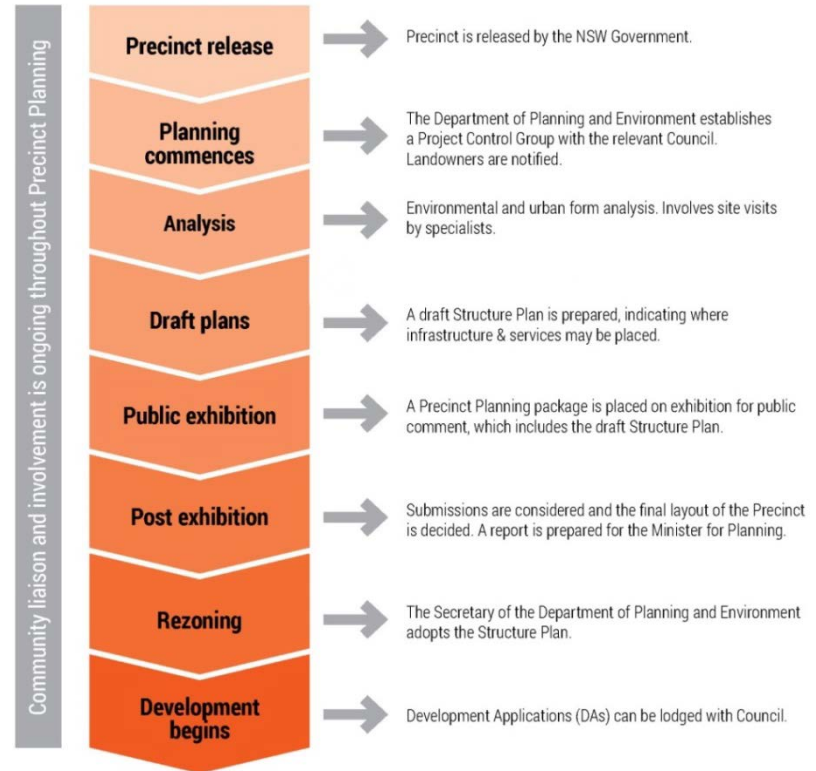


## Appendix 2 - Precinct Planning process

Community workshops in late 2014 sought input on an initial draft Structure Plan. The Department, Council and UrbanGrowth will undertake a further stage of community consultation prior to formal exhibition in late 2015 with formal public exhibition of the draft planning package, including the draft Indicative Layout Plan and statutory controls in 2016.

During the public exhibition stage submissions in response to the draft planning package will be considered by Government before a final plan is adopted.

To be informed when new information is available please check our website [www.inglesideplanning.com.au](http://www.inglesideplanning.com.au), email us at [community@planning.nsw.gov.au](mailto:community@planning.nsw.gov.au) to subscribe to our mailing list, or contact us on 1300 730 550.



### Appendix 3 - Major Consultation Milestones (from June 2015)

Please note: The timing of and strategies listed below are dependent on the outcome of the results of the Angus Onion Orchid surveys.

#### COMMUNITY CONSULTATION ON DRAFT PLAN PRIOR TO FORMAL PUBLIC EXHIBITION (Release of draft ILP, technical studies and draft Planning Report)

| Type of Engagement  | Detail  | Resources/Lead  |
|---|---|---|
| E-news and Mail out   | Announce community consultation on draft plan, invite to drop in/pop up sessions etc.   | DP&E  |
| Drop in sessions<br>"In situ" panel display with 1 on 1 meetings (booked) & "world café" - To be conducted over 3 days in same meeting room | Panel display available with 1-2 people manning the display; set times during the 3 days for 1 on 1 meetings (booked for 20mins for landowners to discuss their specific property) & set times for world café (an officer per panel where people can ask questions in relation to that specific panel); potential to have set time for 1 on 1 meetings to be run concurrent with 'world café' (dependent on staff numbers). | Council & DP&E (2 officers for 1 on 1 meetings; 1 officer per panel – Panel(s) could be theme specific e.g. traffic and transport arrangements);<br>Communications team to assist |
| Social Pin Point  | Online platform allowing community members to zoom in on key elements of the plan and make comments – level of zoom is customisable.  | Council lead with DP&E assistance   |
| Pop-up stall at various venues (min 4 hours but Warriewood Square min 9 hours)  | Set days & times – Elanora Heights Shopping Centre; Mona Vale Centre; Warriewood Square (potentially).  | Council lead  |
| Phone Enquiries   | DP&E 1300 number – Darzin registration & overflow to be returned next day.  | DP&E with Council to assist (overflow)  |
| Update FAQs for website   | FAQ section of website updated on needs basis.  | Council lead with DP&E assistance   |
| Submissions and feedback  | Opportunity for land owners to provide comments on the draft Indicative Layout Plan.<br><br>Submissions summary report will be circulated prior to formal public exhibition and will demonstrate how land owner feedback is proposed to be addressed in the final draft planning package for formal public exhibition.  | DP&E with Council to assist   |

**FORMAL EXHIBITION** (draft Planning Package, statutory documents including DCP, S94, Biodiversity Certification Strategy)

| Type of Engagement  | Detail  | Resources/Lead  |
|---|---|---|
| ICRG meeting at start of exhibition   | Discussion on outcomes of studies following release.  | Council to organise<br>Council & DP&E   |
| Drop in sessions<br>“In situ” panel display with 1 on 1 meetings (booked) & “world café” - To be conducted over 3 days in same meeting room | Panel display available with 1-2 people manning the display; set times during the 3 days for 1 on 1 meetings (booked for 20mins for landowners to discuss their specific property) & set times for world café (an officer per panel where people can ask questions in relation to that specific panel); potential to have set time for 1 on 1 meetings to be run concurrent with ‘world café’ (dependent on staff #'s). | Council & DP&E (2 officers for 1 on 1 meetings; 1 officer per panel – Panel(s) could be theme specific e.g. traffic and transport arrangements) |
| 1 on 1 meetings (booked) up to 20 mins per booking  | Up to 2 officers for 1 on 1 meeting – bookings on specific days & times; book via Council (landowner to provide property details & other specific issues).  | Council lead with DP&E assistance   |
| Enquiries over Council counter – ‘walk-ins’   | Council customer service centre (outside of the ‘booked’ days & times) to be handled by Council Land Release officer –if detailed property-specific enquiry a 1 on 1 meeting will need to be booked.  | Council   |
| Pop-up stall at various venues  | Set days & times – Elanora Heights Shopping Centre; Mona Vale Centre; Warriewood Square (potentially).  | Council lead  |
| If required, meet with specific landowner groups  | Venue – Monash Country Club or at specific Association meeting (e.g. presentation to Terry Hills Progress Association).   | Council/DP&E  |
| Phone Enquiries   | DP&E 1300 number – Darzin registration & overflow to be returned next day.  | DP&E with Council to assist (overflow)  |
| Update FAQs for website   | FAQ section of website updated on an as needed basis.   | Council lead with DP&E assistance   |
| Social Pin Point  | Online platform allowing community members to zoom in on key elements of the plan and make comments – level of zoom is customisable.  | Council lead with DP&E assistance   |

| Type of Engagement       | Detail   | Resources/Lead              |
|--------------------------|--|-----------------------------|
| Submissions and feedback | <p>Opportunity for community to provide comments on the draft planning package.</p> <p>Submissions summary report will be prepared and made available following public exhibition.</p> | DP&E with Council to assist |

## POST PUBLIC EXHIBITION

| Type of engagement   | Detail  | Resources/Lead  |
|--|---|---|
| Information sessions pre-ministerial approval<br>OR<br>Targeted meetings with landowners | <ul style="list-style-type: none"> <li>• At local venue,</li> <li>• Invite all land owners and submitters,</li> <li>• Present main issues raised in submissions and how project team have responded to them,</li> <li>• Communicate that this is the package that we will be recommending to the minister,</li> <li>• Not intended as an opportunity for people to provide more feedback - we are informing them of our decisions.</li> </ul> OR <ul style="list-style-type: none"> <li>• Identify and invite land owners to one on one appointments to explain changes where the exhibited proposed land use is different to what we will be recommended to the Minister.</li> </ul> | DP&E x 3 staff<br>PC x 3 staff<br><br>DP&E x 2 staff<br>PC x 1 or 2 staff |
| E-News   | <ul style="list-style-type: none"> <li>• Inform about rezoning.</li> <li>• Invite to post-rezoning info event.</li> </ul>   | DP&E CR team  |
| Mail out (all rezoned landowners)  | <ul style="list-style-type: none"> <li>• Inform about rezoning.</li> <li>• Invite to post-rezoning info event.</li> <li>• NB: (Mail out printed version of e-news).</li> </ul>  | DP&E CR team<br>PC  |
| Post-rezoning information event  | <ul style="list-style-type: none"> <li>• UrbanGrowth to host.</li> <li>• Provide information about how to develop land and how the process works.</li> </ul>  | UG x 2 staff<br>DP&E x 2 staff<br>PC x 2 staff                            |