

APPENDIX M – Consultation Strategy

M Consultation Strategy

The consultation strategy outlined in **Table M. 1** describes the approach to consultation adopted for this study. The approach is in accordance with the IAP2 framework and the requirements of the NSW Government’s Floodplain Development Manual (2005).

Table M. 1 Consultation Strategy Outline.

IAP2 Engagement Strategy Guide	Woy Woy FRMSP
<p style="text-align: center;">Context</p> <p><i>The internal and external drivers, pressures and other background information that is of relevance to the consultation strategy, and in particular how these may influence how the community receives and responds to the consultation program.</i></p>	<p>The context of the consultation has been defined by the following:</p> <ul style="list-style-type: none"> • Floodplain Development Manual. • Australian Emergency Management Handbook 7. • Council’s policies. • Flood behaviour (e.g. Brisbane Water levels, waterway flooding and overland flow and the coincidence of these). • Past flooding experiences and local, regional, and national media on flooding. • Council’s contact with flood impacted residents following previous flood events. • Consultation undertaken as part of the 2010 Flood Study and 2015 Brisbane Water FRMSP (it is important to build on this rather than just repeat or supersede it). The consultation approach, breadth and outcomes of relevant projects will be reviewed prior to finalising the consultation program and materials.
<p style="text-align: center;">Scope</p> <p><i>The scoping statements are based on the project context and articulate why the consultation is being undertaken for this project, what the desired outcomes would be, and what the limitations of the engagement are.</i></p>	<p>The scope of the consultation strategy is to engage with stakeholders and the community to better understand the flood risks within the study area, to identify preferred methods of floodplain management and to develop community understanding and ownership of the study outcomes.</p>
<p style="text-align: center;">Stakeholders</p> <p><i>This section provides an overview of the different categories of stakeholders, and their relative level of interest, influence, and impact.</i></p> <p><i>This process is useful in identifying the level of engagement under the IAP2 Consultation Spectrum that may be suitable for different types of stakeholders.</i></p>	<p>A stakeholder matrix has been provided below this strategy. This has informed the selection of appropriate consultation methods.</p>

IAP2 Engagement Strategy Guide	Woy Woy FRMSP
<p style="text-align: center;">Purpose</p> <p><i>The purpose relates to the purpose of the consultation not the overall project. Stakeholders will be linked to each purpose and the goals within each purpose for each stakeholder will be identified.</i></p>	<p>The purpose of the consultation is to:</p> <ul style="list-style-type: none"> • Inform the community and stakeholders of the study • Gain an understanding of the community and stakeholders’ concerns relating to flooding in the study area • Seek input from the community on management options • Gather information from the community by participation • Obtain feedback on the Draft Floodplain Risk Management Study • Develop and maintain community confidence and collaboration with the study results.
<p style="text-align: center;">Methods</p>	<p>Details of the engagement methods are provided in Section 7 of the FRMS.</p>

M.1 Stakeholder Matrix

It is important to ensure that all those who need to be involved in the floodplain management (i.e. those with responsibility for managing flood risk and those with a vested interest in its management, such as property owners) are kept informed and invited to contribute to the process to establish a common understanding of flood risk and how decisions are made.

Stakeholders may tend to make judgements about risk based solely on their own perceptions. These perceptions can vary due to differences in values, needs, assumptions, concepts, concerns and degrees of knowledge. Stakeholders’ views can have a significant impact on the decisions made, so it is important that differences in their perceptions of risk be identified, recorded, and addressed.

A stakeholder matrix (**Table M. 2**) has been developed to provide an overview of the different categories of stakeholders, and their relative level of interest, influence, and impact on the FRMS. Each stakeholder has been recommended a type of consultation based on the IAP2 consultation spectrum (**Table M. 3**).

Table M. 2 Stakeholder Matrix

Stakeholder	Level of Impact	Level of Interest	Level of Influence	Recommended Type of Consultation
Impacted Stakeholders				
Central Coast Council	High	High	High	Empower
Department of Planning, Industry and Environment	High	High	High	Empower
Brisbane Water and Gosford Lagoon Catchments and Coast Committee	High	High	High	Involve
State Emergency Service	High	High	Moderate	Collaborate
Impacted Infrastructure Service Providers (Ausgrid, Telstra, Jemena Gas, Optus, Ambulance Service, Rail)	Low	High	Low	Inform
Internal Sections at Council and Council Officers	Moderate	Moderate	Moderate	Involve
Interested Stakeholders				
Roads and Maritime Service / TfNSW	High	High	Low	Inform
WaterNSW	Moderate	Moderate	Low	Inform
Ecosystem managers	Moderate	Low	Moderate	Inform
Darkinjung Aboriginal Land Council	Moderate	Low	Moderate	Inform
Impacted Community Stakeholders				
Flood-affected property owners	High	High	Low	Consult
Flood-affected residents	High	High	Low	Consult
Flood-affected business owners	High	High	Low	Consult
Property owners directly impacted by proposed flood risk management options	Moderate – High (depending on type of option)	Moderate – High (depending on type of option)	Moderate	Involve
Residents and owners of properties not affected by flooding but within the study area (e.g. impacted by flood access)	Moderate	Moderate	Low	Consult
Users of the area (e.g. impacted by flood access)	Low	Moderate	Low	Consult
Interested Community Stakeholders				

Stakeholder	Level of Impact	Level of Interest	Level of Influence	Recommended Type of Consultation
Community groups: Peninsula Environment Group, South Woy Woy Progress Association, Ettalong Ratepayers & Citizen Progress Association, The Bays Community Group, Woy Woy Bay Bushcare, Everglades Probus Club, Central Coast Inc., Rotary Club of Woy Woy, Peninsula Mainstreet (Chamber of Commerce), Woy Woy Peninsula Neighbourhood Service Inc., Country Womens Association of NSW Woy Woy Branch	Moderate	Low	Low	Consult
Wider community	Low	Low	Low	Consult

Table M. 3 IAP2 Consultation Spectrum

INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
Public Participation Goal	Public Participation Goal	Public Participation Goal	Public Participation Goal	Public Participation Goal
To provide the public with balanced and objective information to assist them in understanding the problems, alternatives 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 Council
Promise	Promise	Promise	Promise	Promise
We will keep you informed.	We will keep you informed, listen to, and acknowledge concerns 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 direct 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.
Stakeholders	Stakeholders	Stakeholders	Stakeholders	Stakeholders

INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
Impacted Infrastructure Services RMS WaterNSW Department of Industry Ecosystem Managers Local Member (MP)	Impacted Community Stakeholders	Impacted Stakeholders-Internal Business Units Council	Office of Environment & Heritage State Emergency Services Catchments & Coast Committee	Councillors
Engagement Tools	Engagement Tools	Engagement Tools	Engagement Tools	Engagement Tools
Media Releases Have your Say Website (including access to online survey) Technical Papers (Study & Plan)	Newsletter & Survey (directly mailed to potentially flood affected residents) Briefings Public Information Sessions (2) Submissions Have your Say Website Stakeholder meetings	Direct email / mail and follow up phone calls, as required	C & C Committee meetings Technical Subcommittee Workshops Briefings Internal	Council Workshops Council Meetings

M.2 Engagement Approach and Communication Deliverables

Based on the objectives of the consultation (identified in the consultation strategy outline), the level of consultation identified for each of the stakeholders (in the stakeholder matrix), and discussions with Council, engagement methods were selected to achieve the project objectives (**Table M. 4**).

Table M. 4 Engagement Methods

Event/Activity	Action / key messages	Target Audience	Engagement level	Responsibility
Brief sent to Communication and Engagement		Internal	N/A	Project Officer
Contact Council's Knowledge Management Officer of Customer Relationships	Currently Sandra Smith – on x8317	Internal	N/A	Project Officer
Inception meeting	<ul style="list-style-type: none"> • Provide overview of project scope • Identify key issues for the study • Discuss approach to consultation 	Internal Business Units Council, SES and OEH	Collaborate and Involve	Project Officer and Consultants
South Woy Woy Progress Association briefing	<ul style="list-style-type: none"> • Provide brief summary of the project 	Progress Association	Inform	Council
Your Voice Our Coast page – with a link to the project website	<ul style="list-style-type: none"> • Provide scope and context of project. • Invite community input on what they see as the key flooding issues and how they would like to see them managed. • Provide project updates throughout project. 	Impacted and interested stakeholders	Inform and consult	Council and Rhelm (Consultant)
Community newsletter and questionnaire	<ul style="list-style-type: none"> • Provide scope and context of project. • Invite community input on what they see as the key flooding issues and how they would like to see them managed. 	Residents, property owners, local business owners, and the wider community.	Consult	Rhelm (Consultant)
Media release	<ul style="list-style-type: none"> • Advise of the project and advertise the engagement activities 	Residents, property owners, local business owners, and the wider community.	Inform	Rhelm to provide draft content. Council to finalise and release.
Public notice in Coast Community News	<ul style="list-style-type: none"> • Advise of the project and advertise the engagement activities 	Residents, property owners, local business owners, and the wider community.	Inform	Communications

Event/Activity	Action / key messages	Target Audience	Engagement level	Responsibility
Community information sessions	<ul style="list-style-type: none"> • Provide scope and context of project. • Invite community input on what they see as the key flooding issues and how they would like to see them managed. • Provide interactive mapping via WaterRide dongles, laptops, iPad, TVs and connecting cables for ease of representing the study 	Residents, property owners, local business owners, and the wider community.	Consult	Engagement, Project Officer and Rhelm
Stakeholder meetings	<ul style="list-style-type: none"> • Provide scope and context of project. • Invite community input on what they see as the key flooding issues and how they would like to see them managed. 	Community groups, action groups and other key stakeholders identified	Consult and Involve	Project Officer and Rhelm
Engagement summary	<ul style="list-style-type: none"> • A one-page summary of the engagement campaign to be uploaded to Your Voice Our Coast 	All stakeholders	Inform	Engagement to create and upload summary
Technical Papers Committee Meeting	<ul style="list-style-type: none"> • Recommendation to Council regarding public exhibition 	Catchment and Coasts Committee	Consult	Council and Rhelm (Consultant)
Technical Papers Council Meeting	<ul style="list-style-type: none"> • Approval for documents to go on public exhibition 	Councillors	Consult	Council
Media release	<ul style="list-style-type: none"> • Advise of the project and advertise the engagement activities 	Residents, property owners, local business owners, and the wider community.	Inform	Rhelm to provide draft content. Council to finalise and release.
Public notice in Coast Community News	<ul style="list-style-type: none"> • Advise of the project and advertise the engagement activities 	Residents, property owners, local business owners, and the wider community.	Inform	Communications
Public Exhibition – Your Voice Our Coast page, with a link to the project website	<ul style="list-style-type: none"> • Invite feedback on draft documents 	Residents, property owners, local business owners, the wider	Consult	Council and Rhelm (Consultant)

Event/Activity	Action / key messages	Target Audience	Engagement level	Responsibility
		community, agency stakeholders and community groups.		
Community information sessions	<ul style="list-style-type: none"> • Invite feedback on draft documents 	All stakeholders	Consult	Council and Rhelm (Consultant)
Stakeholder meetings	<ul style="list-style-type: none"> • Provide scope and context of project. • Invite community input on what they see as the key flooding issues and how they would like to see them managed. 	Community groups, action groups and other key stakeholders identified.	Consult	Council and Rhelm (Consultant)
Engagement summary	<ul style="list-style-type: none"> • A one-page summary of the engagement campaign to be uploaded to Your Voice Our Coast 	All stakeholders	Inform	Engagement to create and upload summary
Finalisation and handover	<ul style="list-style-type: none"> • Data uploaded to SES Web portal 	DPIE, SES		Council and Rhelm (Consultant)