



hear every voice, know where you stand

STRAIGHTTALK

WOOLOOWARE BAY

Stage 4 Residential/Retail Proposal

Communication and engagement plan

December 2016

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Document

Woolooware Bay -
Communication and
Engagement Plan

Client

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1. INTRODUCTION

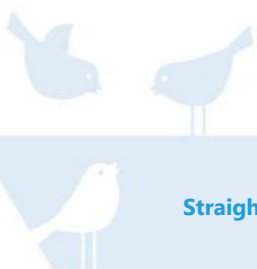
This Communication and Engagement Plan is designed to guide the engagement activities to support the exhibition of the Stage 4 Residential/Hotel modification to the existing approval for the development of Woollooware Bay. This mixed-use residential and retail development in Woollooware received Part 3A concept approval in 2011 for the development of land owned by the Cronulla Sutherland Leagues Club (the Club).

This Plan provides details of the engagement approach only and forms part of, and should be read in conjunction with, the full modification application and supporting documentation. This Plan and Program details:

Project background.

- 🦋 Engagement aims, objectives and outcomes.
- 🦋 Stakeholder and communities with an interest in the project.
- 🦋 Engagement approach.
- 🦋 Key deliverables, roles and responsibilities and critical project timescales.

The Communication and Engagement Plan will be implemented during the exhibition of the application and the feedback from all activities reported and provided to the relevant determining authorities.



2. BACKGROUND

The redevelopment of the Cronulla Rugby League club (Sharks) site was announced over five years ago. The project has progressed into a transformative development for the Sutherland Shire region, known as the Woollooware Bay Town Centre, which is planned to include over 800 residential apartments, a new shopping centre and a hotel, along with a rejuvenated Sharks club. This development will bring wide benefits to the local community and the Club as well as being a successful project for Capital Bluestone.

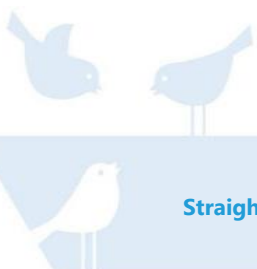
Stage one of the project was approved and has been constructed with new owners taking possession from November 2016. Stage 2 has commenced construction with Stage 3 forecast to start in 2017.

Engagement on this current proposal commenced in late 2014 with preliminary displays and discussions with owners, Club members and the local community. A report on these activities and feedback has been prepared by Straight Talk (Capital Bluestone Engagement Report to support S75w application, December 2016).

The proposal for a town centre adjoining the Club has always been an integral part of the overall project; in fact, creating a town centre with retail and services opportunities was a key driver for providing local employment, activity and vibrancy and encouraging the extension of public transport to this part of the Sutherland Shire.

The original concept for a modification has been amended- the hotel has more rooms, more adequately meeting the strategic aims of Sutherland Shire Council (Council) to support and grow tourism and the local economy; changes have been made to vehicular and pedestrian access and buildings have changed in height and form to create a more pleasing visual aesthetic, particularly from a distance. These changes have been made in response to feedback from the Department of Planning and Environment, Sutherland Shire Council and key stakeholders including local residents and new owners.

The proposal is, therefore, well understood in principle by local residents and stakeholders, and the thrust of this communication strategy is to ensure that these changes are understood and that the community and stakeholders are aware of the opportunities to provide feedback to the Department of Planning and Environment, should they wish, on this application.




3. AIMS AND OBJECTIVES

The purpose of this engagement process is to:

- 🦉 Meet statutory planning requirements.
- 🦉 Provide stakeholders, owners, Club members and the local community with accurate information about the modification and the planning approval process.
- 🦉 Identify and understand any issues, concerns or ideas that the stakeholders and the community may have.
- 🦉 Respond and report on these in documentation to the relevant planning authorities.
- 🦉 Continue to develop, maintain and build relationships with stakeholders and the community based on trust, respect and integrity.

The engagement activities for this program of engagement are at the 'Consult' level of the IAP2 Spectrum of Participation, the industry benchmark for identifying the level of engagement and influence activities will have. The Spectrum is presented below:

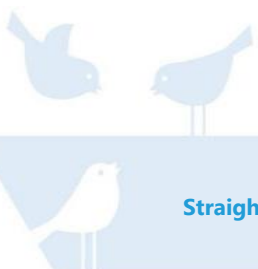
Increasing Level of Public Impact 					
	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problems, alternatives and/or solutions.	To obtain public feedback on analysis, alternatives and/or decision.	To work directly with the public throughout the process to ensure that public issues and concerns 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 provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and issues 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.
EXAMPLE TOOLS	<ul style="list-style-type: none"> • Fact sheets • Websites • Open houses 	<ul style="list-style-type: none"> • Public comment • Focus groups • Surveys • Public meetings 	<ul style="list-style-type: none"> • Workshops • Deliberate polling 	<ul style="list-style-type: none"> • Citizen Advisory committees • Consensus-building • Participatory decision-making 	<ul style="list-style-type: none"> • Citizen juries • Ballots • Delegated decisions

Capital Bluestone has committed to implementing engagement activities that meet the promise of 'Consult'.

3.1.1. Engagement outcomes

The outcomes of this consultation will be:

- 👉 Broad understanding within the community and by stakeholders about the changes to the proposal.
- 👉 Appreciation of the opportunities for feedback afforded by the exhibition.
- 👉 A Summary Report which details activities, participation, feedback and how it has been addressed.



4. STAKEHOLDER ANALYSIS

Stakeholders and communities for this project are well known, given that the project has been the subject of active engagement since 2010 and construction has completed on Stage One. They include:

Stakeholder or community	Their interest	How we will reach them
Cronulla Sutherland Leagues Club Board	Changes, timing and implications for Club.	<ul style="list-style-type: none"> • Presentation and briefings by Capital Bluestone Directors
Cronulla Sutherland Leagues Club management	Timing, construction impacts for Club members and staff.	<ul style="list-style-type: none"> • Briefing and text for staff newsletters and website for members
Cronulla Sutherland Leagues Club staff	Impacts of construction and their access to Club and parking. Key details of engagement to share with members.	<ul style="list-style-type: none"> • Note with salary slips on key issues directing to website and notifying of engagement activities, timing etc • Website
Cronulla Sutherland Leagues Club members	Changes, timing, impacts of construction on game days and club use.	<ul style="list-style-type: none"> • Information session • Notifications in emails, adverts and newsletters • Website
New owners within the development	What is proposed, how it is different, construction impacts, timing.	<ul style="list-style-type: none"> • Information session • Notification in emails, adverts and facebook • Website and portal
North Cronulla Precinct Committee	Changes, timing, traffic and heights.	<ul style="list-style-type: none"> • Information session • Invitation by email • Website
Sutherland Shire Council Councillors	Changes, timing, implications for Shire economy, visitor economy.	<ul style="list-style-type: none"> • Briefing and presentation
Sutherland Shire Council officers	Requirements to meet approvals	<ul style="list-style-type: none"> • Briefing and presentation

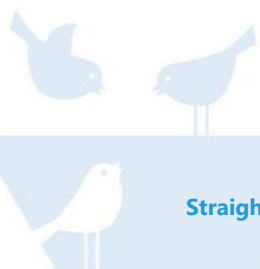
Stakeholder or community	Their interest	How we will reach them
	Implications for Shire economy and visitor economy Opportunities for community facilities.	
St George and Sutherland District Leader	Key details of changes, rationale, planning process.	<ul style="list-style-type: none"> • Information session • Media kit
Residents living in close proximity to the development	Heights, traffic, construction impacts.	<ul style="list-style-type: none"> • Letterbox drop • Advertisement in Leader • Information session • Website
Local schools, sporting clubs, chamber of commerce etc	Traffic, construction impacts.	<ul style="list-style-type: none"> • Email inviting to information session, directing to website and with key issues



5. APPROACH

The following activities will be undertaken:

- 🦋 Update of website and development of text and graphics for media kit, Facebook, newsletters for the Club and for presentations.
- 🦋 Advertisement placed in Leader.
- 🦋 Letterbox drop of surrounding residents (see marked up distribution area).
- 🦋 Information session for local schools, sporting clubs, St George and Sutherland Leader (two hour drop in).
- 🦋 Information session for Stage 1, 2 and 3 owners (two hour drop in).
- 🦋 Information session for local residents, North Cronulla Precinct Committee (two hour drop in).
- 🦋 Briefing and presentation for Councillors.
- 🦋 Briefing and presentation for Club Board and management.



6. ACTION PLAN

Supporting communication material

Deliverable	Details	Responsibility	Date	Completion date
Website text	<ul style="list-style-type: none"> Plain English explanation and presentation of the key elements of: The project planning approval process Technical studies and findings Proposal building form, shadows, landscaping and access Traffic management How submissions can be made 	Straight Talk to draft Capital Bluestone approve and produce	Drafts by 16 January Finals by 26 January	January 30
Graphics to explain proposal	<ul style="list-style-type: none"> Infographic on planning approval process and how feedback has informed and changed it Graphics on built form, access, landscaping 	Straight Talk draft and designer design Architect	Draft by 16 January Finals by 26 January	
Advertisements	<ul style="list-style-type: none"> Invitation to attend public sessions 	ST draft Capital Bluestone approve and place	Draft by 16 January	Placed end January and first week February
Letter box drop	<ul style="list-style-type: none"> Invitation to local residents to attend public sessions 	ST draft Capital Bluestone approve ST coordinate production and distribution	Draft by 16 January	Distribution end January
Display materials	Display boards with proposal, planning process, technical studies, site views etc	Text by ST Visuals by Architect	Draft by 16 January	30 January

Deliverable	Details	Responsibility	Date	Completion date
			Capital Bluestone approve final End January	
Model	Available for presentations	Capital Bluestone	November	Completed

Meetings

Deliverable	Details	Responsibility	Date	Completion date
Briefing and presentation for Club Board	Key elements of the proposal as submitted presented in powerpoint by executive of Capital Bluestone. Comments and issues raised recorded.	Capital Bluestone Straight Talk	Draft 16 January	30 January
Briefing and presentation for Councillors	Key elements of the proposal as submitted presented in powerpoint by executive of Capital Bluestone. Comments and issues raised recorded.	Capital Bluestone Straight Talk	Draft 16 January	30 January
Information session for stakeholders and media	Two hour drop in session with display boards and members of the project team. Media to be provided media kit comprising graphics, media release, presentation slides etc.	Straight Talk to coordinate Left Field		By mid February
Information session for new owners and club members	Two hour drop in session with display boards and members of the project team.	Straight Talk to coordinate		By mid February
Information session for local residents and precinct committee	Two hour drop in session with display boards and members of the project team.	Straight Talk to coordinate		By mid February

Reporting

Deliverable	Details	Responsibility	Date	Completion date
Draft report on feedback from all activities	Straight talk will compile a succinct report.	Straight Talk	28 February	28 February

Deliverable	Details	Responsibility	Date	Completion date
Finalise report	Straight Talk will incorporate comments and finalise.	Straight Talk	7 March	14 March, 2017

