

COMMUNITY ENGAGEMENT PLAN

Project name:	Recreational Boating Facility Business Case
Project owner:	Sam Mastrolembo
Project manager:	Jeremy Macmath

IDENTIFY TARGET STAKEHOLDERS

Primary Stakeholders	
<ul style="list-style-type: none"> • Broome Boat Harbor Advisory Group <ul style="list-style-type: none"> ○ Kimberley Port Authority ○ Nyamba Buru Yawuru ○ Department of Transport • Shire of Broome Council • Broome North Fishing Club • Dinosaur Coast Management Group • Environs Kimberley • Kimberley Marine Supply Base Pty Ltd (KMSB) 	<ul style="list-style-type: none"> ○ Kimberley Marine Tourism Association ○ Broome Fishing Club ○ Kimberley Development Commission (observer)
Secondary Stakeholders	
<ul style="list-style-type: none"> • Broome Community • Tourism WA • Shire Staff • LandCorp • Cruise Broome • Consultants 	<ul style="list-style-type: none"> • Recfishwest • Tourism Operators • Boating Industry Association • Broome Sailing Club • Broome Chamber of Commerce and Industry • Boat and watercraft owners (Broome, state, national)
Tertiary Stakeholders	
<ul style="list-style-type: none"> • Other State and Federal Government Authorities • Potential Funding Bodies • Media Agencies <ul style="list-style-type: none"> ○ Print (Broome Advertiser, West Australian, Western Angler) ○ Radio/TV (GWN, ABC, Red FM) 	

DETERMINE LEVEL OF ENGAGEMENT

Project Scores

	SCORE 1 - 2	SCORE 3 - 4	SCORE 5 - 6	This Project
Degree of complexity	There is one clear issue and or problem that needs to be addressed.	There are more than one or two issues/problems that can be resolved.	There are multiple issues/problems and it is unclear how to resolve them.	4
Degree of potential community impact and political sensitivity	<p>The project will have little effect on stakeholders and they will hardly notice any changes.</p> <p>The project has acceptance</p>	<p>The project will fix a problem that will benefit stakeholders and the change will cause minor inconvenience.</p> <p>There are groups who may see potential in raising the profile of a project to gain attention for their cause.</p>	<p>The project will create a change that will have an impact on stakeholders and the living/working environment and the degree of impact/outrage and acceptance will vary.</p> <p>Stakeholder expectations about the project are different to those of the decision makers and</p>	5

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	throughout the community.		there is high potential for individuals and groups to use the uncertainty to gain attention.	
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Engagement Matrix

The engagement level for this project is varied, based on the level of Stakeholder:

For **Primary Stakeholders**, the level of engagement for the project will be “**Collaborate**”, based on it being a high profile, long-running project with major advantages in gaining buy-in from multiple stakeholders and significant risks should a solution not be identified.

For **Secondary Stakeholders**, the level of engagement for the project will be “**Involve**”, whereby community concerns and aspirations will be highly valued and reflected in project development.

Tertiary Stakeholders will be utilized to distribute information.

INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
<i>Public Participation Goal:</i>				
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.	<i>To place final decision-making in the hands of the public.</i>
<i>Promise to the Public:</i>				
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.	<i>We will implement what you decide.</i>

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COMMUNICATION TOOLS

The following communication tools have been selected for this project:

Targeted Communication

Stakeholder Meetings

- Ongoing Broome Boat Harbour Advisory Group Meetings
- Individual stakeholder meetings as required

Broad Communication

Information Sessions

- 'Meet and Greet' - information session at Broome Fishing Club, launching public display boards that will remain erected for duration of project
- 'Question Time' - Focused engagement sessions to target fishing community, including during fishing competitions and at fishing clinics.

Information Displays

- Public Displays in Shire Administration Office, Library, Fishing Stores and Boulevard Shopping Centre
- Public Displays at key Shire events, including Australia Day, Christmas Party and any other events that fall within project period.
- Project signage at Entrance Point boat ramp

Advertising – Print Media

- Shire News and formal notices in the Broome Advertiser
- Advertorial in key industry magazines or Recfishwest broadcasts

Other

- Quarterly fact sheet for general public Shire of Broome Website updates
- Social Media presence
- Questionnaire

The way these tools will be used throughout the project will depend on the project stage and the engagement level of the audience, as demonstrated in the Engagement Action Plan below.

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ENGAGEMENT ACTION PLAN

The Action Plan outlines the course of engagement activities based on phases of the project. Exact dates are to be confirmed and are pending initial project phase development. Status to be updated following

Engagement Phase One: Demand Study and Concept Option Development							
Date	Tool/Activity	S/holder involved	Purpose	Resp. Officer	Budget (ex GST)	Communication/ message	Feedback/ Follow up
Bi monthly	BBHAG Meeting	BBHAG	Collaborate	SPC	Nil	Project status updates	Meeting minutes and via following meeting update
Bi monthly	One on one Meetings	Primary	Collaborate	SPC, MCED	Nil	Introduce project, discuss project history and present concept options. Present project status updates	Meeting minutes and via following meeting update
TBC	Meet and Greet at Broome Fishing Club	All	Collaborate	SPC	\$2000	Introduce project, discuss project history and present concept options	Establishment of mailing list for feedback and launch of questionnaire.
TBC	Public Display Boards: BFC events, Boulevard, Fishing Stores	All	Collaborate	SPC	\$1500	Introduce project, present project history and concept options. To be launched at key dates and to be manned by project representatives.	Establishment of mailing list for feedback and launch of questionnaire.
TBC	Public Display Boards- Shire Admin and Library	All	Involve	SPC	\$500	Introduce project, present project history and concept options. To be unmanned.	Establishment of mailing list for feedback and launch of questionnaire.
TBC	Website Updates	All	Inform	SPC, MPO	Nil	Major Milestones or updates (quarterly updates at a minimum)	Link to mailing list and questionnaire.
TBC	Shire News and Broome Advertiser Notices	All	Inform	SPC, MPO	\$2000	Major Milestones or updates (quarterly updates at a minimum)	Via mailing list and questionnaire
Quarterly	Quarterly Fact Sheet	All	Inform	SPC, MPO	\$2000	Quarterly Project Update	Via mailing list and questionnaire
Weekly	Social Media Presence	All	Inform	SPC, MPO	Nil	To monitor and respond to comments that may arise following released of public information	Via mailing list and questionnaire

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Engagement Phase Two: Masterplan Finalisation and Preliminary Design							
Date	Tool/Activity	S/holder involved	Purpose	Resp. Officer	Budget (ex GST)	Communication/ message	Feedback/ Follow up
Bi monthly	BBHAG Meeting	BBHAG	Collaborate	SPC	Nil	Present final master plan and project status update	Meeting minutes and via following meeting update
Bi monthly	One on one Meetings	Primary	Collaborate	SPC, MCED	Nil	Present final master plan and project status updates	Meeting minutes and via following meeting update
TBC	Public Display Boards: Fishing club events, Boulevard, Fishing Stores	All	Collaborate	SPC	\$1500	Present final masterplan option and project status updates. To be launched at key dates and to be manned by project representatives.	Via mailing list and questionnaire
TBC	Public Display Boards- Shire Admin and Library	All	Involve	SPC	\$500	Present final master plan	Via mailing list and questionnaire
TBC	Project Signage at Entrance Point boat ramp	All	Inform	SPC	\$2000	Invite community to review masterplan	Via mailing list and questionnaire
TBC	Website Updates	All	Inform	SPC, MPO	Nil	Present final master plan	Via mailing list and questionnaire
TBC	Shire News and Broome Advertiser Notices	All	Inform	SPC, MPO	\$2000	Present final master plan	Via mailing list and questionnaire
Quarterly	Quarterly Fact Sheet	All	Inform	SPC, MPO	\$2000	Present final master plan	Via mailing list and questionnaire
Weekly	Social Media Presence	All	Inform	SPC, MPO	Nil	To monitor and respond to comments that may arise following released of public information	Via mailing list and questionnaire

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Engagement Phase Three: Business Case Preparation							
Date	Tool/Activity	S/holder involved	Purpose	Resp. Officer	Budget (ex GST)	Communication/ message	Feedback/ Follow up
Bi monthly	BBHAG Meeting	BBHAG	Collaborate	SPC	Nil	Present Business Case, thank stakeholders, process moving forward	Meeting minutes and via following meeting update
Bi monthly	One on one Meetings	Primary	Collaborate	SPC, MCED	Nil	Present Business Case, thank stakeholders, process moving forward	Meeting minutes and via following meeting update
TBC	Community Event- BFC	All	Inform	SPC	\$2500	Present Business Case, thank stakeholders, process moving forward	Project follow up via mailing list
TBC	Website Updates	All	Inform	SPC, MPO	Nil	Announce completion of Business Case and process forward	Project follow up via mailing list
TBC	Shire News and Broome Advertiser Notices	All	Inform	SPC, MPO	\$2000	Announce completion of Business Case	Project follow up via mailing list
TBC	Advertorial in Recfishwest, fishing media	All	Inform	SPC, MPO	\$2000	Announce completion of Business Case	Project follow up via mailing list
Quarterly	Quarterly Fact Sheet	All	Inform	SPC, MPO	\$2000	Announce completion of Business Case and process moving forward	Project follow up via mailing list
Weekly	Social Media Presence	All	Inform	SPC, MPO	Nil	Announce completion of Business Case and process moving forward	Project follow up via mailing list

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FEEDBACK ACTION PLAN

Date	Tool/ Activity	Stakeholders involved	Responsible Officer	Budget (ex GST)	Communication / message
TBC	Feedback Report	Primary	SPC, MPO	Nil	To occur following endorsement by Council
TBC	Project Questionnaires	Secondary	SPC, MCEd	\$2000	One per project phase, giving stakeholders opportunity to provide comment on the project. Questionnaires to target key feedback to inform design development. Information used to inform feedback report.
TBC	Media Release	All	MPO, SPC	Nil	To occur following endorsement by Council
TBC	Social Media Responses	All	MPO, SPC	Nil	As needs
TBC	Face to Face Meetings	Primary	SPC, MCEd	Nil	Following completion of each project phase.
TBC	Thank you message	All	SPC, MCEd	Nil	Event, following completion of Business Case
TBC	Acknowledgement of contributions	All	SPC	Nil	To be included within the Business Case.