

WHYALLA FORESHORE REVITALISATION MASTER PLAN

Engagement Plan



LIESL
CODRINGTON

Table of Contents

1	Project background	3
1.1	Study area	3
1.2	Project output	3
1.3	Key project objectives	4
1.4	Key engagement objectives	4
1.5	Previous engagement undertaken	4
2	Purpose of this document	5
3	Engagement approach	5
3.1	Guiding principles	5
3.2	Level of engagement	6
3.2.1	Level of engagement for specific stakeholders	6
4	Key messages	7
5	Stakeholders	8
6	Engagement methods	10
6.1	Overview of engagement methods proposed	10
6.2	Online engagement platform options	11
6.2.1	Social Pinpoint	11
6.2.2	Bang the Table	12
6.3	Poster with QR code	12
7	Engagement plan	13
7.1	Draft Enquiry by Design agenda	17
	Appendix A – Project timeline	18



1 Project background

Whyalla City Council has commissioned work to develop a Master Plan for a revitalised Whyalla Foreshore precinct. The overall objective of this project is to create and revitalise existing public spaces and tourism, recreation and commercial land uses within the Whyalla Foreshore precinct, which contribute to the social, cultural and economic wellbeing of the Whyalla community.

1.1 Study area

The study area is shown on the map below.



1.2 Project output

The project output will be a Master Plan for the future development of the foreshore and surrounding area that will form the base for longer term revitalisation of the foreshore, the historic main street and surrounding hinterland. The long-term aim is to identify and develop high quality land use opportunities, recreational and tourism infrastructure and activities that will increase utilisation of the precinct by residents of Whyalla and visitors to the region and catalyse private sector development within the city.

1.3 Key project objectives

1. Create and revitalise existing public spaces and tourism, recreation and commercial land uses for the Whyalla Foreshore precinct.
2. Further diversify Whyalla's economy and transform the profile of Whyalla as a tourism destination.
3. Build on the foreshore precinct's potential to act as a drawcard for tourism and recreation activities that services the existing and growing population as well as visitors.
4. Build partnerships required across various stakeholders, government, and private, aimed at delivering the master plan into the future.
5. Stimulate confidence in private sector development, and facilitate public sector investment in infrastructure and place, supported by clear staging and small, quick win projects.
6. Bring the community along on the journey in its formation, and ensure ongoing support for the ideas and opportunities that exist along the foreshore and its environs.

1.4 Key engagement objectives

The objectives of the engagement are to:

- Engage with stakeholders and the community with IAP2 best practice underpinning the approach, respecting their right to be involved and involving them from the start of the project
- Raise awareness, generate interest, provide updates and seek involvement from the Whyalla community in the master planning process
- Engage collaboratively with key stakeholders for a genuine two way exchange of information and ideas
- Liaise and consult with Council staff and elected representatives about the process and potential development scenarios
- Develop relationships that may lead to investment opportunities
- Ensure there is a clear understanding of the master planning process for stakeholders and the community by keeping all lines of communication open and providing regular updates.
- Build trust with the local community and invite open dialogue
- Engage with stakeholders and the community with:
 - Clear purpose
 - Openness and respect
 - Authentic intent
 - Mindfulness of inclusiveness and diversity
 - Clarity of information
 - Opportunity for feedback.

1.5 Previous engagement undertaken

- Consultation and community forums for foreshore and town centre master plan (2005-2007)

2 Purpose of this document

This engagement framework aims to outline an approach to successful engagement for this project by:

- defining the strategic engagement approach and principles
- outlining key messages
- identifying stakeholders
- outlining engagement methods and
- presenting a plan to structure the engagement for the duration of the project.

3 Engagement approach

3.1 Guiding principles

We use the International Association for Public Participation (IAP2) Public Participation Spectrum as a guiding framework. This framework is considered to be industry 'best practice'.

IAP2'S PUBLIC PARTICIPATION SPECTRUM



The IAP2 Federation has developed the Spectrum to help groups define the public's role in any public participation process. The IAP2 Spectrum is quickly becoming an international standard.

		INCREASING IMPACT ON THE DECISION				
		INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL		To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities 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 public.
	PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision. We will seek your feedback on drafts and proposals.	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 work together with you to formulate solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

© IAP2 International Federation 2014. All rights reserved.

IAP2's Public Participation Spectrum shows that differing levels of participation are legitimate depending on the goals, time frames, resources and levels of concern in the decision to be. The Spectrum also sets out the promise being made at each participation level.



The further to the right on the Spectrum, the more influence the community has over decisions, and each level can be appropriate depending on the context, noting that higher levels are not necessarily better – it is about what is appropriate in the given context.

3.2 Level of engagement

For the Whyalla foreshore master plan we aim to achieve a level of engagement that ranges between Inform and Collaborate.

We will:

- Inform – the community about the project and the ideas it generates
- Consult – affected stakeholders and the wider community during the design process, and again when the draft master plan has been prepared
- Involve – stakeholders with a direct or special interest in the project, through participation in online and/or design workshop process, one on one discussions, or through public consultation
- Collaborate – work closely with stakeholders on design solutions and priorities for final outcomes.

3.2.1 Level of engagement for specific stakeholders

Inform	Consult and Involve	Collaborate
Wider community of Whyalla	Local foreshore residents	Whyalla City Council project team
Businesses and landowners in broader Whyalla	Businesses and landowners within the project area	Renewal SA
Visitors or tourists to the area	Whyalla City Council staff	
MPs	Whyalla City Council elected representatives	
Community groups and sporting organisations in Whyalla	Department of Education & schools	
	Government agencies	
	Community groups and sporting organisations from within project area	
	Indigenous stakeholders	

4 Key messages

- Council welcomes stakeholder and community input on the Whyalla Foreshore Revitalisation master plan.
- The Whyalla Foreshore Revitalisation master plan will provide the vision and direction for the future development of the Whyalla Foreshore and surrounding precinct.
- The master plan project seeks to fully activate the Whyalla Foreshore recreation and tourism precinct, and provide full connectivity with the main street precinct, Whyalla High School site and the surrounding neighbourhoods.
- Through this project there is the exciting opportunity to harness new economic, recreational and tourism development opportunities, injecting new life into the Whyalla foreshore area.
- The Whyalla Foreshore Revitalisation is a project of regional significance that will provide the tourism, events, and recreational infrastructure required to support development of Whyalla as a tourist destination, generate economic development and jobs, and be a major catalyst and driver for private sector investment and increased business confidence in the city.
- The project output will be a comprehensive Master Plan for the future development of the Whyalla Foreshore and environs that will form the base for longer term revitalisation of the foreshore, the historic main street and surrounding hinterland.
- Council seeks opportunities to proactively enter into partnerships to facilitate development projects that will benefit the community, character, appearance and function of the wider Whyalla Foreshore precinct.

5 Stakeholders

Stakeholder group	Stakeholder	Interest level	Level of engagement
Foreshore precinct landowners	Discovery Holiday Park	High	Involve
	Yacht Club	Medium	Involve
	Boat Owners Club	Medium	Involve
	Sportsfishing Club	Medium	Involve
	South Whyalla Football Club	High	Involve
	Westlands United	High	Involve
	Whyalla High School	Medium	Consult
	Foreshore Motor Inn	High	Involve
	Surf Life Saving SA	High	Involve
	Sea Rescue	High	Involve
Foreshore precinct residents	Owners	Medium	Consult
	Tenants	Medium	Consult
Whyalla residents	Owners	Medium	Inform/Consult
	Tenants	Medium	Inform/Consult
Indigenous stakeholders	Barngarla Determination Group (Norman Waterhouse Lawyers)	High	Involve
	Barngarla people	High	Consult
Commercial, Business, Industry	Whyalla Chamber of Commerce and Industry	Medium	Consult
	Office of the Small Business Commissioner	Low	Inform
	Boating Industry of SA	Low	Inform
	Australian Hotels Association (SA)	Low	Inform
	Upper Spencer Gulf Common Purpose Group	Low	Inform
Community groups	Arts, inc 2 or 3 groups e.g. Country Arts, Middleback	Medium	Involve
	Community Services – via Council	Medium	Involve
	Youth Advisory Council + Plaza Youth	Medium	Involve
	SA Recreational Fishes Association	Low	Inform
	Sporting Clubs e.g. YCW with Souths + Boxing Club	Medium	Consult
	Primary School	Low	Inform
	Catholic School	Low	Inform

Government agencies and organisations	Renewal SA	High	Collaborate
	Department for Environment and Water (sand dunes)	High	Involve
	CPB Contractors (transport)	Low	Inform
	Department for Infrastructure and Transport	Low	Inform
	Department of Human Services	Low	Inform
	Wellbeing SA	Low	Inform
	EPA SA	Low	Inform
	Country Arts SA	Medium	Involve
	Eyre Peninsula Landscapes Board	Medium	Inform
	Business SA	Low	Inform
	Office for Recreation, Sport and Racing	Low	Consult
	South Australian Tourism Commission	Medium	Involve
	State Heritage Branch	Low	Involve
	SA Police	Low	Inform
	Regional Development Eyre Peninsula	Low	Involve
Department of Education	Medium	Involve	
Members of Parliament	Eddie Hughes MP	Medium	Consult
	Rowan Ramsey MP	Medium	Consult
Whyalla Council	Project Team	High	Collaborate
	Whyalla Staff	Medium	Consult
	Councillors	High	Involve
Media		Low	Inform
Service Clubs	Rotary	Medium	Consult
	Lions	Medium	Consult
	Men's Shed	Medium	Consult
Other	GFG Alliance	Medium	Consult
	History Trust of SA	Low	Consult
	Whyalla Tourism Focus Group	Medium	Consult
	Whyalla Sports Advisory Group	Medium	Consult
	Whyalla Interagency Network (inc. Centacare, Mission Australia, Housing SA, Youth Justice, Country & Outback Health, Country Arts SA, Aged & Community Services Aust)	Low	Inform

6 Engagement methods

6.1 Overview of engagement methods proposed

Engagement method	Purpose	IAP2 level of engagement
Site visit and early engagement	Familiarise with project area, develop launch video content, conduct early initial conversations	Inform/Consult
Launch video	Provide key information about the project, including ways that will be available to contribute	Inform
Media releases	Inform the community and stakeholders about the project scope, critical project milestones and opportunities to input into the project	Inform
Online engagement <i>(additional opportunity for discussion, following inception meeting)</i>	Provide a platform to enable the community to find out key project information and respond to requests for input or comment. This could be via Council's existing platform, or a platform using software such as Social Pinpoint or Bang the Table may be worth investing in for the duration of the project (see 6.2 below)	Inform/Consult/Involve
Dedicated email address	A dedicated email address for the community to use to provide feedback and comment will streamline the capture of submissions and make it easier to track community input. It also elevates the project as important to Council	Consult
Letters to landowners	Provide key information to landowners at critical points in the project and ensure they remain informed	Inform
Poster in local area <i>(additional opportunity for discussion, following inception meeting)</i>	Posters with QR codes can be provided on posters at public locations (e.g. on public bins) to point the public to the online engagement portal with key project information (see 6.3 below)	Inform/Consult
Online visioning workshops	Engage with stakeholders, capture information, issues and opportunities about the precinct, hear about experiences from elsewhere and undertake early visioning work	Consult/Involve
Online one-on-one meetings	For specific stakeholders one on one meetings provide the opportunity for targeted input to the project	Consult/Involve

Multi-day codesign workshop	Bring together key stakeholders and technical experts in person to collaborate and create visions and designs for positive community change	Involve/Collaborate
Stakeholder and community engagement on draft master plan (by Council)	Seek stakeholder and community feedback on the draft master plan	Consult/Involve
Elected Member booth/community engagement (by Council)	Share Master Plan materials with community members	Inform/Consult

6.2 Online engagement platform options

Council have shown an interest in doing some online engagement in our early discussions, and we have talked about what might be an appropriate platform to use to undertake engagement.

Noting that it is possible to use the existing website with a dedicated page and email address, another option may be to invest in a more comprehensive engagement platform for the duration of this project. We have taken the initiative to look at available platforms, inclusions and costing for this if Council wish to pursue this, and an overview of two of these is provided below.

Social Pinpoint and Bang the Table are online, web-based community engagement platforms that provide similar services. They are available on a project basis, or for longer term subscriptions. The idea with each of these platforms is that a project page is created as a portal or entry point to the project. Platforms are used to:

- To inform and educate - Present complex information by placing points of interest, project layers and imagery using an interactive mapping tool. This is a great way to provide regular updates to stakeholders and to close the loop on recent consultation processes.
- To generate ideas - Gather a range of ideas and opinions from the community using an ideas wall and location-based mapping tool. Focus the input using specific marker types and encourage people to deepen the conversation by commenting and voting on ideas.
- To gain and review feedback - Present draft concept plans or proposals and invite specific feedback directly onto the map or through tailored surveys.
- To collaborate - Partner with the community to understand local issues, values and aspirations for their local neighbourhoods.

These platforms are available via paid subscription models. Quotes have been obtained for single project use and are as follows. Note there are other pricing options available should Council wish to commit to longer term use of an online engagement platform for all consultation.

6.2.1 Social Pinpoint

Single Project License is \$4,050 + GST for a single project and 5 admin users, 6 months hosting (includes onboarding).

Example sites:

<https://strathfieldcouncil.mysocialpinpoint.com.au/lep-2021>

<https://transportandmainroads.mysocialpinpoint.com.au>

<https://bunbury.mysocialpinpoint.com.au/bunbury-local-heritage-strategy>

Total cost (6 months) - \$4,050 + GST

6.2.2 Bang the Table

A single project is priced at \$1,200 per month, plus a one-off onboarding package for \$2,750 + GST. Council can choose a length of time for the contract on commencement. The price is based on 1 x site admin user, and 3 project admins.

Example sites:

<https://speakuphv.com/copperas-branch-park-master-plan>

<https://yoursay.georgesriver.nsw.gov.au/beverly-hills-town-centre>

<https://yoursay.westtorrens.sa.gov.au/kesmond-reserve-master-plan>

<https://livedemo.engagementhq.com/green-space-master-plan>

<https://haveyoursay.wirral.gov.uk/1new-brighton-masterplan>

<https://yoursay.bmcc.nsw.gov.au/katoomba-masterplan>

Total cost (6 months) - \$9,950 + GST

*NB: could do 3 months @ \$6,350 + GST

6.3 Poster with QR code

Hard copy posters would likely capture a broader audience than online engagement alone.

The below photo shows an example of how a poster with a QR code might be posted in prominent public places. The community can use this to be directed to a webpage with information about the Whyalla Foreshore Revitalisation master plan, or to the online engagement platform should that be an option Council chooses to pursue.



7 Engagement plan

Stage/task	Activity	IAP2 engagement level	Stakeholders involved	When	Lead
Task 1.4	<p>Site tour in Whyalla and early engagement With background material reviewed (or underway), our project director will visit the study area (with client input) to gain a solid understanding of topical issues and master planning priorities.</p> <p>We plan to begin the engagement process early by meeting with a small number of selected stakeholders, groups or potential champions.</p>	Inform/Consult	Council project team, Jensen Plus project lead	9 April 2021	Jensen Plus
Task 1.5	<p>Project launch video We will create an initial communication to explain the project and the ways businesses and the community can get involved, for Council to distribute online.</p>	Inform	Council project team, Jensen Plus	Mid-April 2021	Jensen Plus
Task 1.5b	<p>Council led engagement initiatives -Media release: to launch the project, introduce consultant team and point to engagement opportunities</p>	Inform	Council project team with support from consultant team as required	Mid-April 2021	Council



	<p>-Letterbox drop: for landowners within the study area to let them know about the project and opportunities to engage</p> <p>-QR code posters: in prominent public places to point the community towards an online platform with information and opportunities to engage/provide feedback.</p>				
Task 2.1	<p>Online visioning workshops (1.5 hours)</p> <p>Workshops will use online software (Zoom and MURAL) to engage with multiple stakeholders, capture information, issues and opportunities about the precinct, hear about experiences from elsewhere, and undertake early visioning work.</p> <p>Proposed workshop topics are:</p> <ul style="list-style-type: none"> - Council members - Tourism, economic development, retail and commercial - Open space & public realm - open space, art, culture and inclusion, sport, marina - Youth, education & liveability - liveability/wellbeing, leisure & recreation/youth, school site and education 	Consult/Involve	Key stakeholders for each workshop focus area, Government agencies, Council project team and staff, consultant team	22–30 April 2021	Liesl Codrington with Jensen Plus

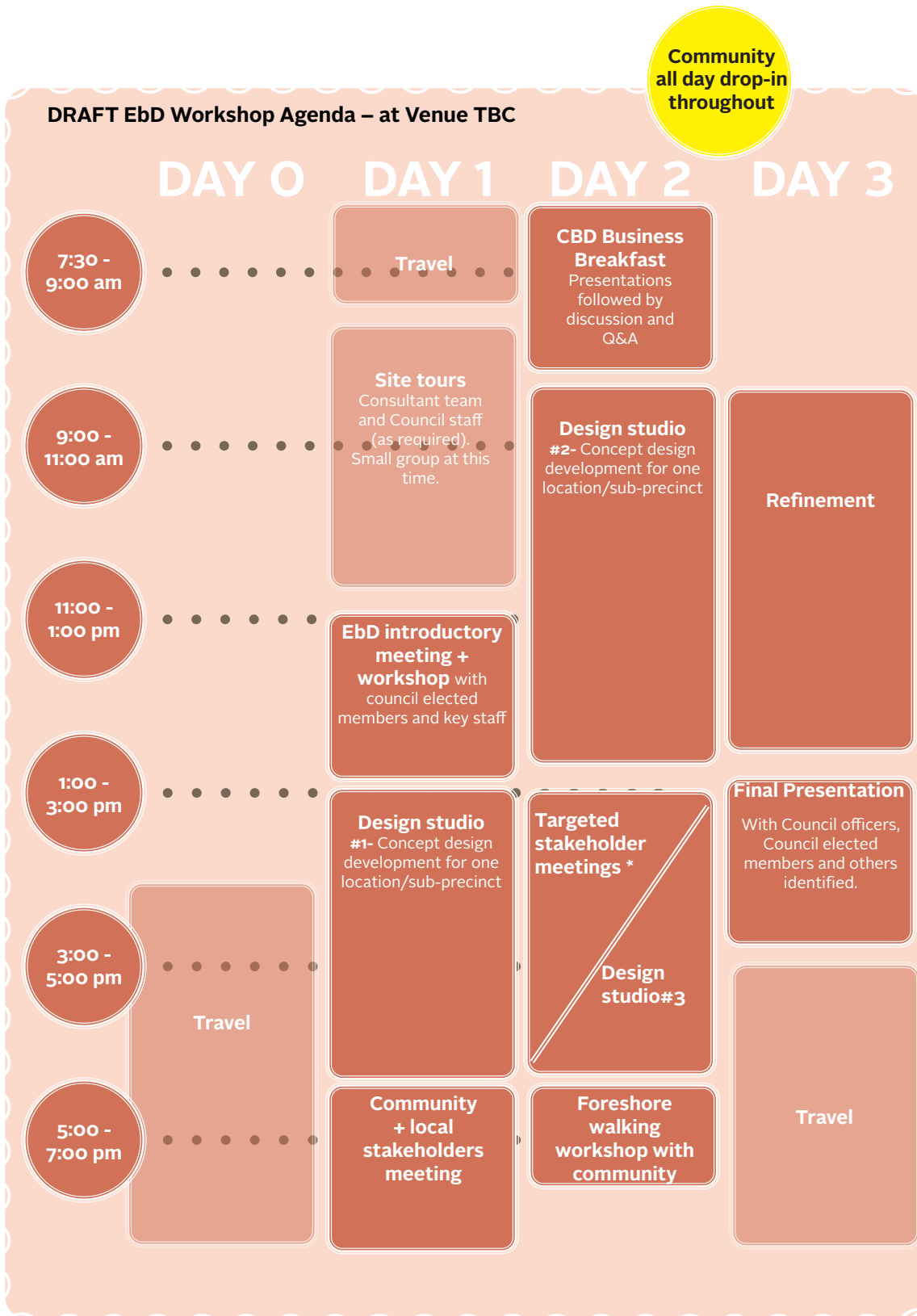


	These will have technical leads from the consultant team to provide prompts and set the scene, test early ideas and observations.				
	<p>Online one on one meetings with selected stakeholders (30-45 minutes)</p> <p>One on one meetings have been added to this task to undertake some focussed engagement with key stakeholders on matters that would not be relevant to the broader stakeholders but are important for the direction of the project.</p>	Consult/Involve	<p>-Barngarla Indigenous community</p> <p>-Renewal SA, education department and school</p> <p>-Other key landowners e.g. hotel and others</p>	22-30 April 2021	Liesl Codrington with Jensen Plus
Task 2.1b	Online engagement , via dedicated Council email address, social media and (TBC) online platform, or online survey using survey monkey	Inform/Consult/Involve	Council project team with support from consultant team as required	From mid-April to the end of the project	Council
Task 2.4a	Promote co-design workshop , by media release and online communication	Inform	Council project team with support from consultant team as required	Week before codesign workshop – w/c 10 May 2021	Council
Task 2.4	Co-design workshop in Whyalla This Enquiry by Design workshop will bring together key stakeholders to collaborate and create visions and designs for positive community change.	Consult/Involve	Key stakeholders, Government agencies, Elected Members, Council project team and staff, consultant team	18-20 May 2021	Liesl Codrington with Jensen Plus

	<p>This will include key urban design, architecture, landscape and planning specialists. With stakeholder and community input designs/scenarios will be developed and tested for the Whyalla foreshore precinct including public spaces, streets and movement patterns, environmental frameworks.</p> <p>See over the page for draft agenda.</p>				
Task 2.4b	<p>Follow up communication, via media release and online communication</p>	Inform	Council project team with support from consultant team as required	Week after codesign workshop – w/c 24 May 2021	Council
Task 4.1	<p>Prepare engagement materials, including online survey, posters, flyers, and supporting text.</p>	Consult/Involve	Council project team, Jensen Plus plus engagement lead from Jensen Plus team (TBC)	TBC	Jensen Plus
Task 4.2	<p>Stakeholder and community engagement on draft master plan materials</p> <p>Stakeholder engagement on the draft master plan is expected to attract a mix of stakeholder and broader community input, and be promoted using Council's normal engagement policies and processes.</p> <p>We can also prepare a stakeholder feedback summary to demonstrate a feedback loop to ensure ideas and responses are captured in our design development.</p>	Consult/Involve	Community and stakeholders, Council project team and staff, Jensen Plus and engagement lead from consultant team (TBC)	TBC	Council



7.1 Draft Enquiry by Design agenda



Appendix A – Project timeline

Whyalla Foreshore Revitalisation Master Plan																	
7th April 2021	March				April				May				June				
Weeks from project commencement	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
STAGE 1 _ START-UP + BACKGROUND REVIEW																	
S C H O L S																	
1.1 Start-Up Meeting (online)																	
1.2 Review Background Documents + Data																	
1.3 Confirm Stakeholder Engagement + Workshop Plan																	
1.4 Site Tour in Whyalla by project lead					#												
1.5 VALUE ADD Project Launch (Video) Communication																	
1.6 Project management + client liaison																	
STAGE 2 _ CO-DESIGN																	
2.1 Co-Design #1 _ Online Visioning workshops etc (assume 5 X 2hrs + prep)							#	#									
2.2 Prelim vision + framework																	
2.3 EbD workshop preparation																	
2.4 Co-design #2 _ Enquiry by Design workshop in Whyalla													*				
2.5 Prepare Workshop Record																	
2.6 Project management and Client Liaison																	
STAGE 2 _ DRAFT MASTER PLAN																	
3.1a Urban design investigations (led by Jensen PLUS + Peter Richards)																	
3.1b Movement + infrastructure investigations (led by Tonkin Consulting)																	
3.1c Economic analysis (led by Stafford Strategy)																	
3.1d Public art theme and strategy (by Brecknock Consulting)																	
3.1e OPTIONAL TASK Ecological footprint analysis (by D Squared)																	
3.2 Draft Master Plan																	
3.3 VALUE ADD P&D Code review																	
3.4 Client and key stakeholder review																	
3.5 Final Draft Master Plan																	
3.6 Project Management + Client Liaison																	

