SUNSHINE COAST
NEW PLANNING SCHEME PROJECT

Sunshine Coast
COUNCIL

Meeting Agenda
And Notes
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New Planning Scheme Community Reference Group
Meeting 3

Date	Monday, 13 September 2021 5.15pm arrival (light food and drinks served) 5:30pm-8pm meeting
Location	Maroochy RSL
CRG Chairperson	• Karen Neuendorf
CRG Attendees	• Stephen Burton • Melva Hobson • Abbey Lindley • Narelle McCarthy • Gunter Nolle • Trevor Rice • Sarah Sargent
Discussion Facilitator	• Kerry Riethmuller, Independent Planner and Facilitator
Presenter	• Cate Coughlan, Principal Consultant, The Comms Team • Stephen Patey, Manager Strategic Planning Sunshine Coast Council
Observers	• James Ruprai, Group Executive, Customer Engagement and Planning Services Group, Sunshine Coast Council • Jason Krueger, Coordinator Planning Scheme & Projects, Sunshine Coast Council
Notetaker	• Lynette Bunker, Senior Strategic Planner, Sunshine Coast Council
Apologies	• Robert Elliot • Carl Nancarrow • Louise Formosa

Agenda items

Item No	Agenda topic	Time	By whom
1.	Welcome and feedback from Meeting 2	5 mins	Chairperson
2.	Preliminary Consultation: Communication and engagement tools	10 mins	Cate Coughlan
3.	GUIDED DISCUSSION 1: Opportunities and challenges	50 mins	Kerry Riethmuller
4.	GUIDED DISCUSSION 2: Fit for purpose tools	55 mins	Kerry Riethmuller
5.	Additional input from the group	20 mins	Kerry Riethmuller
6.	Next steps • Shaping the Preliminary Consultation Program • How feedback will be used	5 mins	Stephen Patey
7.	General business and meeting close	5 mins	Chairperson

Meeting Notes

Item No.	Notes
1.	Welcome and feedback from Meeting 2 CRG welcomed.
2.	Preliminary consultation A copy of the Agenda Item 2 presentation slides is attached. These slides are Confidential for the purposes of the CRG Terms of Reference and Code of Conduct.
3.	Guided discussion 1: Opportunities and challenges The following comments by the CRG Members were noted: *Youth engagement* • Use Instagram – short and sharp. Photos are the key • Use TikTok and post to Instagram • YouTube considered old-school by some • Use short, sharp polls, lots of visuals • Use story polls • Different views on what is considered youth e.g. up to 23, 25 or up to 30, 12-25yrs • Instagram is the best tool to engage the under 16s • Show feedback from surveys *Education piece for youth* • Use layman terms – get to the point, but not be talked down to • Be clear as to why planning is important to youth – what does it mean – simply! • Council could visit schools to engage youth and they can take the message home o Consider accessing Year 11 building design unit

Item No.	Notes

	o Consider accessing via Well Being unit where students learn real world skills
	    o Take along an engaging activity to school assemblies
	    o 12-14 year olds are likely to be interested in things like building heights
	    o Council's Youth Development Area could be more deeply involved and coordinate messages within council departments
	• Council could give a guest lecture to university planning students
	• Consider gaming such as MineCraft or SimCity for engaging youth
	
	Use of Technology
	
	• Older community members are less likely to use Social Media as an important platform for Council information
	• Explore a range of platforms for different demographics
	• Emails
	    o should only go to those who opt in
	    o provide a headline that is of interest to the person opening the message
	    o utilise contact lists
	• Virtual reality – having visuals and images very important
	• Use QR codes and voting buttons
	• Virtual Events Centres could be useful, particularly ones using polls and voting buttons
	• Large on-line Zoom events with 40 or more people, don't seem to work well
	
	Visuals
	
	• Make visuals realistic and authentic
	• Montage of photographs is useful
	• Corporate website
	    o Consider pop-ups and scrolling ads to grab the attention of people who are visiting
	• 3D and virtual reality need to be relevant and realistic
	• At a regional level, use visuals that could be used to show aspects such as environment, building heights, roads etc
	• Showing which areas are affected and not affected is good.
	• Letterbox drops should include visuals for older people to view
	• Use images to demonstrate good examples and bad examples e.g. medium density best practice; wide streets/narrow streets
	• Use easily understood language
	
	Surveys
	
	• Avoid phone surveys
	• Short surveys – 5 mins max. to complete
	• Bite sized chunks
	• Allow free text for additional comments
	• Allow comments in sections
	• Mail/hard copy surveys are good for some people
	• Quick polls are good
	• Close the loop
	• Idea of using Multilevel Regression with Poststratification (MRP) was raised (a statistical technique for correcting known differences in sample populations)

Item No.	Notes
	Reporting Back
	• Make sure there is an opt in button on surveys to receive the results
	• Reporting should be transparent including different views expressed
	• Regular short feedback is appreciated
	• Send courtesy acknowledgements to people who have contributed.
4.	**Guided discussion 2: Fit for purpose tools**
	The following comments by the CRG Members were noted:
	Table 1 – Knowledge Building
	Preferred:
	• Talk to a planner
	• Social media
	• Understand and better explain growth
	• Urban growth scenarios – TV advertising, graphics, online virtual reality walk through
	• Engaging specific demographics with relevant and accessible content
	• Branding – content buckets, personalised content. Avoid referring to "the planning scheme" (not interesting or engaging)
	• Fact sheets to be short and factual
	• SCC website – to be interactive with links to more information and assistance on different issues
	• Direct engagement with university classes and select high schools
	• Utilise community events for example shows, local markets etc. with information stands
	• Have an interactive tool for example showing a choice such as a house next to a factory or koalas
	Not preferred:
	• Advertising
	• Blog articles
	Table 2 – Engagement awareness
	Preferred:
	• Influencers – encouraging people to be involved. Explain what is at stake
	• New Town Plan – Quotes – personal, photo, use Instagram squares
	• Social media – visual (i.e. Instagram square) and Facebook stories
	• Podcast – Spotify, weekly at the same time and day, different people
	• Festivals
	o Council run stalls at festivals
	o Opportunity to engage a wide demographic in person
	o Human connection
	o Creates positive conversation; social cohesion
	o Designed to educate community on planning scheme and get immediate engagement
	o Fetes

Item No.	Notes

- Stall with information – community halls, community sport, community hub, tourist information office, community events (i.e. festivals/fetes), shopping centres
- Traditional media articles – free advertising including radio, print and local television
- Advertising – bus shelters, radio, television, QR codes, on buses
- Target interest groups – briefs, emails
- Return postage surveys + postage stamp
- Using utility notices to reduce costs
- Local poster board

Not preferred

- Ambassadors/advocates
- Email questions

Table 3 – Self-Selected participation

Preferred:

- Physical ideas wall – e.g. marquee with butchers paper, all ideas accepted, no crossing out
- Town hall meetings using Mentimeter and hardcopy forms (local)
- Workshop – talk to a planner, talk to chat on website, virtual event, in person
- Talk to planner session – not dominated or pushed, trauma, disability, age informed, community engaged
- Direct engagement interviews with community groups
- Surveys – 5-10min condensed and visuals not just words. Online, hardcopy, phone.
- Social media – Instagram, Facebook, Linkedin, Twitter, Tiktok – interest, polls, survey
- Quick polls – Sunshine Coast Daily, websites
- Pinpoint map – transparent, seeing what other people post
- Feedback on the feedback (after survey or engagement)

Table 4 – Invited participation

Preferred:

- Focus groups
- Inform advocates
- For people with speech difficulties – use of electronic tools
- Actively promoting – seeking out participants, on the streets, posters, demographic, being prepared
- Drawing on existing networks – your networks, disability networks, aged care homes, environment, stakeholder
- One-on-one meetings – but is there capacity?
- Identify barriers to participation first and then work with them to determine most suitable tools – disabilities, time poor, youth etc
- Emails to advocate groups – inform, provide tools, mechanism to give feedback to Council and notification to initiator of email for records

Not preferred:

Item No.	Notes
	• Randomly selected e-panels **Table 5 – Highly interested stakeholders** Preferred: • Existing reference groups • Debates • Workshops – cross sectoral and dedicated sectors • Meetings and forums • Briefing sessions • Leave brochures and fact sheets at neighbourhood centres, libraries etc • Emails with detailed project information and opportunities for feedback • Meet the Councillor events • Long documents – detailed, transparency • Youtube videos • Detailed downloads from council website
5.	Additional feedback Knowledge sharing is important. Explaining planning schemes better. Importance of managing expectations. Degree of scepticism in the community about not being listened to. Willingness expressed for the CRG to meet again on a proposed community engagement plan for preliminary consultation and also prior to a draft planning scheme being placed on formal consultation. Periodic email updates would be welcomed by the group as well.
6.	Next steps A further CRG Meeting will be convened to discuss a proposed community engagement plan for preliminary consultation for the new planning scheme.
7.	General business and meeting close CRG agreed to an additional meeting for members who wish to attend.

Next meeting

Date and venue	TBA, but likely in early/mid-October following school holidays