

**Introduce
yourself! Add
a sticky note
with your
name.**

GROUP 1 - Add a sticky note for example projects at each profile of the CEM.

Community Engagement Model



GROUP 2 - Add a sticky note for example projects at each profile of the CEM.

Community Engagement Model



GROUP 3 - Add a sticky note for example projects at each profile of the CEM.

Community Engagement Model



GROUP 4 - Add a sticky note for example projects at each profile of the CEM.

Community Engagement Model



Case Study – Silver Coast Planning Scheme

Background

Silver Coast City Council is reviewing its local Planning Scheme over the next 18 months.

Local government planning schemes describe a council's plan for the future direction of a particular local government area and can span 20 years or more.

Planning schemes provide a detailed direction for the area focusing on community planning and aspirations, whilst ensuring the needs of the state and the regional community are incorporated. The planning scheme will:

- identify the strategic outcomes for the area
- include measures to achieve the strategic outcomes
- identify the preferred growth pattern
- coordinate and integrate community, state and regional interests
- include a local government infrastructure plan (LGIP).

Local planning integrates and balances economic, social and environmental needs and the aspirations of the local community to provide an orderly approach to land use and change. Planning schemes focus on land use, development, infrastructure and valuable features of the area.

Current Context

Silver Coast sits along a beautiful coastline in Queensland, and stretches inland across manufacturing precincts, agricultural land – some of which has been developed into large master planned communities – and then a large area of protected national park.

Silver Coast has grown significantly since it was last updated in 2006. Its population has doubled and aged, and its traditional manufacturing jobs base been reduced by 25%. The locals are now calling it “Grey-Haired Coast” after a decade of wealthy sea changers pouring into the area.

Meanwhile, it's become increasingly recognised as a tourism destination, attracting a 40% increase in domestic tourism and a 20% increase in international tourism over the same period.

It's just an hour's drive from a major city, but still has a laidback beach community. Plus, its organic food cottage industry, and influx of coffee shops and restaurants are making Silver Coast hot property.

In updating its planning scheme, Council must consider:

- The recently-released Regional Plan says Silver Coast will grow by an additional 10,000 people over the next 20 years
- Council will go the polls in the next 2 years
- Rumours that the Developer BuildingsRUs plans to lodge a DA for a 12-storey beachfront luxury development at Pamplng Cove
- There are calls by some residents for a population cap and a halt to development
- Council can't afford many of the services that the community wants, and is worried about how it will make the budget balance
- Council has been approached by a resident who's been speaking with an energy company to create a wind farm on the ridge of his property close to the coastline.

What's next?

You're responsible for managing the engagement for the planning scheme and need to create a community and stakeholder engagement strategy within the next month to present to the CEO.

Stakeholders

Residents, ratepayers, businesses, investors, state agencies, community groups and media.

Step 1. Understand Context



Step 1. Understand Context



Step 1. Understand Context



Step 1. Understand Context



GROUP 1:
Identify the
focus, context,
parameters of
the case
study.

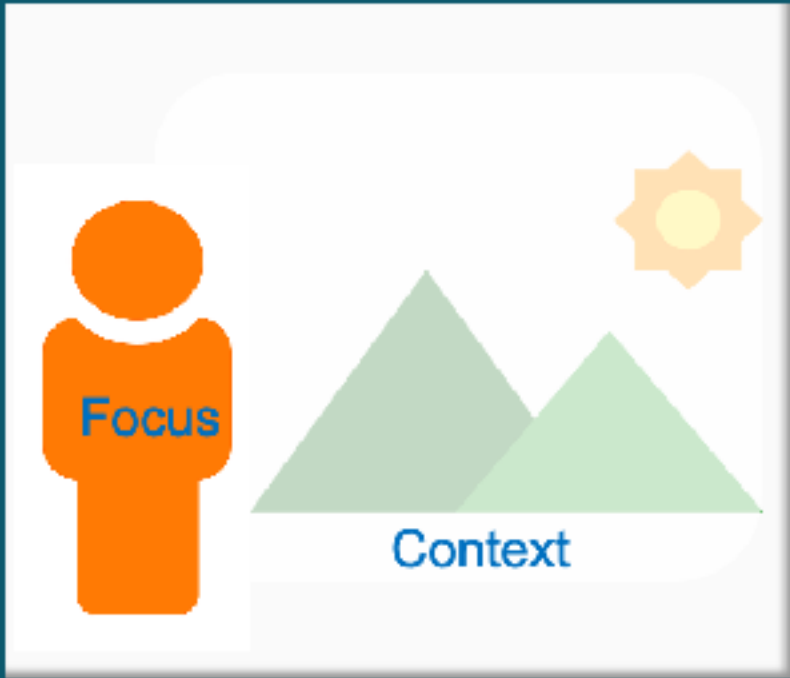
**You can do better
than this... "To
develop a planning
scheme for Silver
Coast in 18 months."**

FOCUS

CONTEXT

PARAMETERS

**Write
notes
under
heading**



Parameters (Limitations/Non-Negotiables)

GROUP 2:
Identify the
focus, context,
parameters of
the case
study.

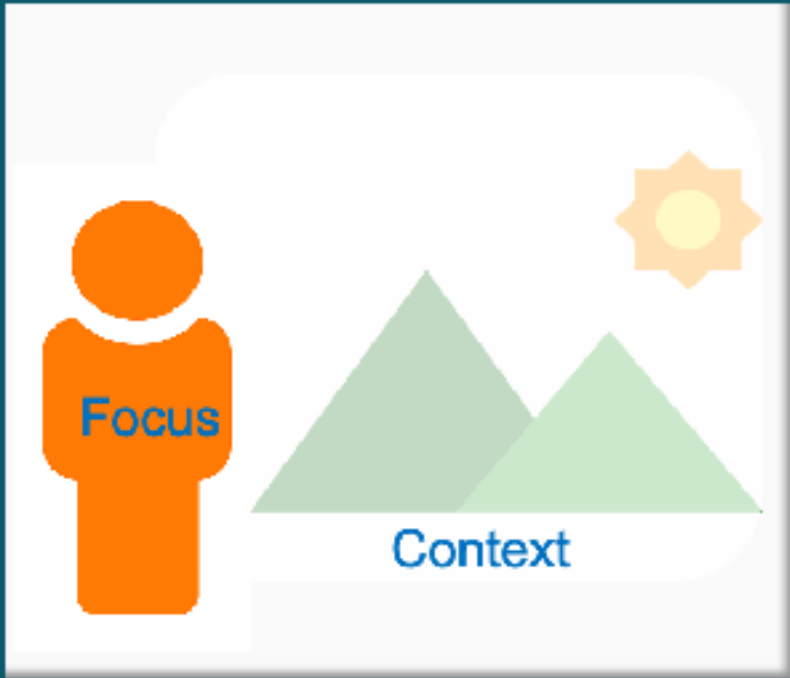
You can do better
than this... "To
develop a planning
scheme for Silver
Coast in 18 months."

FOCUS

CONTEXT

LIMITATIONS

**Write
notes
under
heading**



Parameters (Limitations/Non-Negotiables)

GROUP 3:
Identify the
focus, context,
parameters of
the case
study.

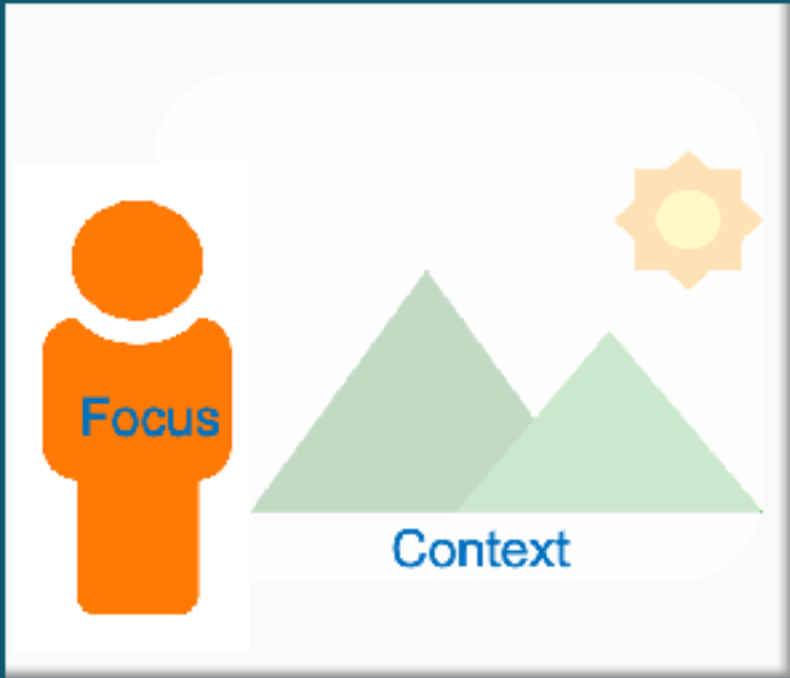
You can do better
than this... "To
develop a planning
scheme for Silver
Coast in 18 months."

FOCUS

CONTEXT

PARAMETERS

Write your
sticky notes
under the
relevant
heading.



Parameters (Limitations/Non-Negotiables)

GROUP 4:
Identify the
focus, context,
parameters of
the case
study.

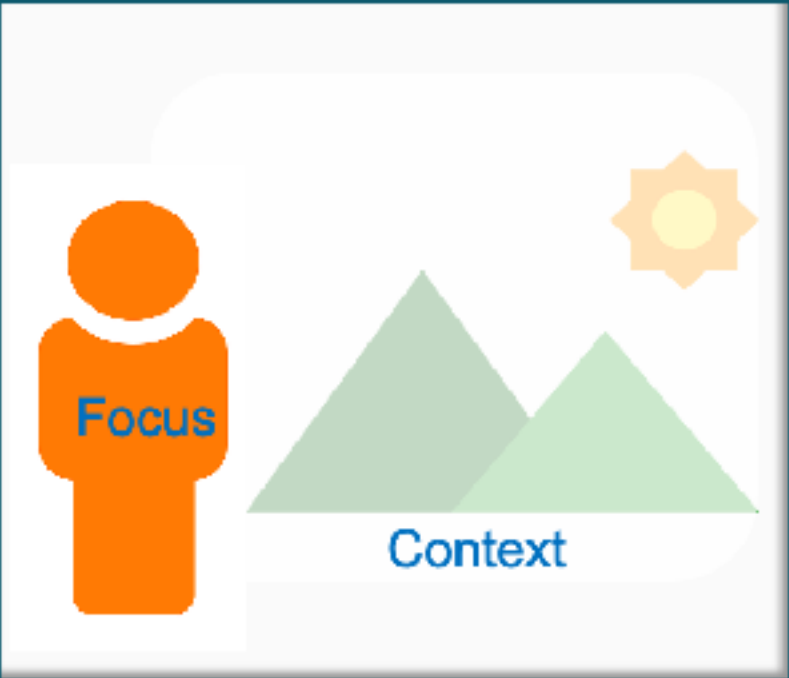
**You can do better
than this... "To
develop a planning
scheme for Silver
Coast in 18 months."**

FOCUS

CONTEXT

LIMITATIONS

Write your
sticky notes
under the
relevant
heading.



Parameters (Limitations/Non-Negotiables)

Which orbit
would your
character
want to
participate at?

Orbits of Participation

Long-term
resident

Chamber of
commerce

Young
people

Dad
with
kids

Mayor

Head of
Planning

Developer
at
Pamplung
Cove

First nations
representative

President
of local
waterway
society



Councillor

Editor

Retiree

Resident
at
Pamplung
Cove

Owner of
a holiday
home

15-year
old

Wind farm
proponent

GROUP
1

Stakeholder	Role	Benefits	Interest	Influence	Impact
				We will do this later	
				We will do this later	

**GROUP
2**

Stakeholder	Role	Benefits	Interest	Influence	Impact
				We will do this later	
				We will do this later	

GROUP
3


Stakeholder	Role <ul style="list-style-type: none">	Benefits	Interest	Influence	Impact
				We will do this later	
				We will do this later	

GROUP
4

Stakeholder	Role	Benefits	Interest	Influence	Impact
				We will do this later	
				We will do this later	

IAP2 Spectrum of Public Participation

IAP2's Spectrum of Public Participation was designed to assist with the selection of the level of participation that defines the public's role in any public participation process. The Spectrum is used internationally, and it is found in public participation plans around the world.

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 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 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.

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