

Bill Hicks Reserve off-leash dog exercise area – Engagement Plan

1. Background.

Ordinary Council Meeting resolution:

1. RESOLVES that Reserve R50321 - Bill Hicks Reserve, Plaistowe Boulevard, Byford, be designated as an “off leash dog exercise area”, with the following conditions:

- a) A short term designation UNTIL 31 December 2019 as an off leash dog exercise area.
- b) **During this short term designation, the Shire consult with the community on the future designation of Bill Hicks Reserve as an off leash park OR not an off leash dog park, given the Shire’s new dog park is 260m away from this reserve.**
- c) That a report be presented to Council at the Ordinary Council Meeting in December 2019 with a recommendation on whether to retain Bill Hicks Reserve as an off leash dog exercise area or not.

2. Purpose

To receive community feedback on whether they would like Bill Hick’s Reserve to be designated an off-leash dog exercise area.

3. Objectives

- Community to be informed about what dog exercise areas are available in Byford, and the Shire.
- Shire to understand how the community is currently using Bill Hicks Reserve.
- Community to inform what recreation uses they would like at Bill Hicks Reserve in the future (off-leash dog exercise area, nature play and splash park, retained as existing use etc)

4. Risks

Risk	Risk Likelihood (based on history and with existing controls)	Risk Impact / Consequence	Risk Rating (Prior to Treatment or Control)	Principal Risk Theme	Risk Action Plan (Controls or Treatment proposed)
Complete list of stakeholders not consulted resulting in negative feedback	Unlikely (2)	Insignificant (1)	Low (1-4)	Reputation - 2 Minor - Substantiated, localised impact on key stakeholder trust or low media item	Manage by targeted communication and consultation
Lack of community buy-in	Possible (3)	Minor (2)	Moderate (5-9)	Reputation - 2 Minor - Substantiated,	Manage by completing Engagement

				localised impact on key stakeholder trust or low media item	Plan and undertaking extensive consultation
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Consequence		Insignificant	Minor	Moderate	Major	Catastrophic
Likelihood		1	2	3	4	5
Almost Certain	5	Medium (5)	High (10)	High (15)	Extreme (20)	Extreme (25)
Likely	4	Low (4)	Medium (8)	High (12)	High (16)	Extreme (20)
Possible	3	Low (3)	Medium (6)	Medium (9)	High (12)	High (15)
Unlikely	2	Low (2)	Low (4)	Medium (6)	Medium (8)	High (10)
Rare	1	Low (1)	Low (2)	Low (3)	Low (4)	Medium (5)

5. Planned start and finish dates for engagement

Start: Monday, 4 November 2019

Finish: Monday, 18 November 2019

6. Stakeholder Analysis

Stakeholder group	Level of Interest	Level of Impact	Level of Influence	Method of Engagement
EXTERNAL				
Byford residents living around Bill Hicks Reserve (500m radius)	HIGH	HIGH	HIGH	<ul style="list-style-type: none"> Letter
Community/sporting groups who use Bill Hicks Reserve	MEDIUM	HIGH	HIGH	<ul style="list-style-type: none"> Letter or email
Shire residents (other localities)	MEDIUM	LOW	MEDIUM	<ul style="list-style-type: none"> Social media Website eNewsletter
Local schools in Byford	MEDIUM	MEDIUM	LOW	<ul style="list-style-type: none"> Email
Media	HIGH	LOW	HIGH	<ul style="list-style-type: none"> Media Release
Politicians	HIGH	LOW	HIGH	<ul style="list-style-type: none"> Email
Local vets	Medium	Low	Low	<ul style="list-style-type: none"> Email
INTERNAL				
Shire staff	MEDIUM	LOW	LOW	<ul style="list-style-type: none"> Email Intranet
Elected Members	HIGH	HIGH	HIGH	<ul style="list-style-type: none"> Email PCF

7. Communication methods

- Letter
- Email
- FAQs
- Media Release
- Social Media
- Public Notice
- SJ matters newsletter
- Scarp voice (monthly advert in Examiner)
- Dedicated page on website
- Online survey
- Pop up engagement at event Bill Hicks Reserve
- Pop up engagement at Byford Dog Park opening

8. Communication plan

Activities				
What	Channel	Responsibility	Due	Status
Pre –engagement				
Develop FAQs	Website Pop-up engagement event	Ranger and Emergency Services	25 Oct	
Develop letter and email content	Hard copy and email	Ranger and Emergency Services	25 Oct	
Develop survey questions	N/A	Ranger and Emergency Services Community Development Manager	25 Oct	
Create page on website	Website	Communications	25 Oct	
Create online and hard copy survey	Website Email Pop-up engagement event	Communications	25 Oct	
Draft Media release	Media release	Communications	25 Oct	
Engagement period				
Story in Scarp Voice	The Examiner advert	Communications	25 Oct	
Story in SJ Matters	eNewsletter	Communications	25 Oct	
Public Notice advertising engagement	The Examiner	Ranger and Emergency Services	28 Oct	
Email Elected Members and Shire staff about Community Engagement activity to be carried out	Email	Communications	1 Nov	

Send Media Release to local media	Email	Communications	1 Nov	
Website goes live	Website	Communications	4 Nov	
Email Community/sporting groups, local vets and schools promoting community engagement	Email	Communications	4 Nov	
Email local politicians about engagement opportunities for project if constituents contact them	Email	Communications	4 Nov	
Promote online survey and pop-up engagement session	Social Media	Communications	4 Nov – 18 Nov	
Deliver pop up engagement event	Bill Hicks Reserve	Ranger and Emergency Services Community Development Manager	6 Nov 4.30pm - 6pm	
Post –engagement				
Produce report outlining outcomes of engagement	Report	Communications	22 Nov	
Update Elected Members of engagement outcomes and next steps	PCF	Director Development Services	25 Nov	
Email registered participants the engagement outcomes and next steps	Email	Communications	29 Nov	
Update webpage with engagement outcomes report	Website	Communications	29 Nov	
Report to December OCM	Report	Director Development Services	27 Nov	