

Engagement Plan

Local Heritage Survey - Engagement Plan

Purpose of engagement:

The purpose of this engagement is to notify stakeholders of the public advertising of the Draft Local Heritage Survey and engage stakeholders within the planning process.

Background:

The Shire's Corporate Business Plan 2020-2024 highlights the importance of Arts, Culture and Heritage within the Shire. The Shire shall "provide local programs and opportunities for residents to participate and engage in arts, culture and heritage."

Within the Service Plan Summary, mention is made of the significance of Strategic Land Use Planning. A key service included promotes the "strategic integration of economic growth, sustainable environmental practice, transportation and other bulk infrastructure, water management and the planning of urban form with participative community involvement."

The heritage survey will facilitate the communication between the Shire and various stakeholders, as well as recoding important detail regarding heritage sites within the Shire.

Summary of project/proposal:

The Local Heritage Survey identifies local heritage places providing base heritage information needed for local planning to achieve recognition of place, consistency, strategic direction and community support.

The Heritage of Western Australia Act 2018 requires all local government authorities in Western Australia to compile, and periodically update and review their Local Heritage Survey and List.

What do you want to achieve from the community engagement?

<input checked="" type="checkbox"/> Gathering information <input checked="" type="checkbox"/> Obtaining local knowledge <input type="checkbox"/> Obtaining feedback on activity/proposal <input type="checkbox"/> Obtaining feedback on draft plan/document <input type="checkbox"/> Identifying need(s) <input type="checkbox"/> Exploring values and trade-offs	<input type="checkbox"/> Validating research/data <input type="checkbox"/> Seeking guidance/direction <input type="checkbox"/> Educating community members <input type="checkbox"/> Other
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What is the relevant legislation to take into account?

Contact Us

Enquiries

Call: (08) 9526 1111
 Fax: (08) 9525 5441
 Email: info@sjshire.wa.gov.au

In Person

Shire of Serpentine Jarrahdale
 6 Paterson Street, Mundijong WA 6123
 Open Monday to Friday 8.30am-5pm (closed public holidays)



www.sjshire.wa.gov.au



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- Heritage Act 2018 of WA
- Aboriginal Heritage Act 1972 (under review)
- Australia ICOMOS Charter for Places of Cultural Significance (Burra Charter 2013)

The Planning and Development Act 2005, Heritage of Western Australia Act 2018 and the Aboriginal Heritage Act 1972 provides the statutory framework for heritage and planning in Western Australia.

State Planning Policy 3.5 Historic Heritage Conservation specifically 'applies principally to historical cultural heritage including heritage areas, buildings and structures, historic cemeteries and gardens, man-made landscapes and historic or archaeological sites with or without built features'.

Key messages to the community:

- Provide community with information regarding the significant role that history plays within the Shire of Serpentine Jarrahdale.
- The cultural significance of a place and other issues affecting its future are best understood by a sequence of collecting and analysing information before making decisions. Understanding cultural significance comes first, then development of policy and finally management of the place in accordance with the policy.

Target/stakeholder groups

- | | |
|--|---|
| <input checked="" type="checkbox"/> General community/residents/ratepayers | <input checked="" type="checkbox"/> Local businesses |
| <input type="checkbox"/> Young people | <input type="checkbox"/> Industry groups/peak bodies |
| <input type="checkbox"/> Seniors | <input type="checkbox"/> Local schools/educational institutions |
| <input type="checkbox"/> Community groups/sporting clubs | <input type="checkbox"/> Media |
| <input type="checkbox"/> Faith/religious groups | <input type="checkbox"/> Other local governments |
| <input type="checkbox"/> Environmental/friends' groups | <input checked="" type="checkbox"/> State government(s) |
| <input checked="" type="checkbox"/> Resident/ratepayer groups | <input type="checkbox"/> Federal government |
| <input type="checkbox"/> Parents' groups | <input type="checkbox"/> Parliamentarians/politicians |
| <input type="checkbox"/> Culturally and linguistically diverse people | <input checked="" type="checkbox"/> Shire Elected Members |
| <input type="checkbox"/> People with disability | <input checked="" type="checkbox"/> Shire Executive |
| <input checked="" type="checkbox"/> Aboriginal and Torres Strait Islander people | <input type="checkbox"/> Shire staff |

Specific stakeholders:

Government Stakeholders

- National Trust
- Department Planning, Lands and Heritage
- Heritage Council
- InHerit
- Aboriginal Heritage Council
- Main Roads
- Department of Defence
- Department of Biodiversity, Conservation & Attractions
- Tourism WA
- Department of Education



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Community Group Stakeholders

- Byford Progress Association
- Mundijong Friends of the Library
- Serpentine Historical Society
- Jarrahdale Heritage Society
- Machine & Tractor Museum

Independent Stakeholders

- Brookfield Rail
- Alcoa
- Byford Trotting Training Complex
- Serpentine Primary School
- National Trust

Areas/location are to be targeted as part of the engagement:

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|---|-------------------------------------|
| <input type="checkbox"/> Issue specific – not location targeted | <input type="checkbox"/> Jarrahdale |
| <input checked="" type="checkbox"/> Whole of Shire | <input type="checkbox"/> Karrakup |
| <input type="checkbox"/> <Insert number> metres radius | <input type="checkbox"/> Keysbrook |
| <input type="checkbox"/> Other | <input type="checkbox"/> Mardella |
| | <input type="checkbox"/> Mundijong |
| <input type="checkbox"/> Byford | <input type="checkbox"/> Oakford |
| <input type="checkbox"/> Cardup | <input type="checkbox"/> Oldbury |
| <input type="checkbox"/> Darling Downs | <input type="checkbox"/> Serpentine |
| <input type="checkbox"/> Hopeland | <input type="checkbox"/> Whitby |

Expected/desired number of participants

- | | |
|--|-------------------------------------|
| <input type="checkbox"/> < 50 | <input type="checkbox"/> 201 - 500 |
| <input checked="" type="checkbox"/> 50 - 100 | <input type="checkbox"/> 501 -1,000 |
| <input type="checkbox"/> 101 - 200 | <input type="checkbox"/> >1,000 |

Budget for engagement

\$500 – newspaper advert (To be featured in the Examiner Newspaper twice)

The budget excludes staff time and operational resources.

Planned start and end dates:

Start: TBD

End: TBD

Engagement methods

- | | |
|---|--|
| <input checked="" type="checkbox"/> Focus group | <input type="checkbox"/> Interview |
| <input checked="" type="checkbox"/> Forums/workshop | <input type="checkbox"/> Popup at venue or event |
| <input type="checkbox"/> Hardcopy questionnaire | <input checked="" type="checkbox"/> Meeting |



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<input checked="" type="checkbox"/> Online questionnaire <input type="checkbox"/> Interactive display board <input type="checkbox"/> Public open house <input type="checkbox"/> Door knocking	<input checked="" type="checkbox"/> Working group <input type="checkbox"/> Feedback form <input checked="" type="checkbox"/> Working group <input checked="" type="checkbox"/> Letter Box
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Description of above methods:
 A survey will be made available on the survey monkey website which be accessible via the Shire website. Alternatively, the questions listed may answered via email or letter.

Valid responses (if relevant)
 For a response to be valid, the respondent must submit in one of the following ways:

- Submit a completed via survey monkey
- Submit via email
- Submit by hand or by mail with a handwritten letter

Multiple/duplicate responses (if relevant)
 The Shire will only accept 1 response per relatable property per person.

Communication methods		
<p>Direct communication</p> <input checked="" type="checkbox"/> Email <input checked="" type="checkbox"/> Letter <input checked="" type="checkbox"/> Meeting/face-to-face <input checked="" type="checkbox"/> Telephone call	<p>Online communication</p> <input type="checkbox"/> SJ Matters (monthly Shire eNewsletter) <input checked="" type="checkbox"/> Facebook post <input type="checkbox"/> Facebook advertisement <input type="checkbox"/> Google advertising <input type="checkbox"/> Twitter post <input type="checkbox"/> LinkedIn post <input checked="" type="checkbox"/> Website (consultation page) <input type="checkbox"/> Website (homepage banner)	<p>Electronic communication</p> <input type="checkbox"/> Television advertisement <input type="checkbox"/> Radio advertisement (Heritage FM) <p>Miscellaneous</p> <input type="checkbox"/> Bus stop advertising <input type="checkbox"/> On site meeting/listening post <input type="checkbox"/> Shopping centre pop up <input type="checkbox"/> Special event/launch <input type="checkbox"/> Signage <input type="checkbox"/> Other

Communication method	Target stakeholders	Purpose and distribution method
First letter to owner advising possible inclusion in LHS.	Residents Ratepayers Visitors	<p>Local Heritage Survey</p> <p>The Shire of Serpentine Jarrahdale is in the process of considering additional items to be included in the Local Heritage Survey (LHS). The LHS identifies and records places that are, or</p>



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		<p>that might become, of cultural heritage significance.</p> <p>A property you own, known as <<insert>> at <<insert address>> is being Choose an item. into the LHS.</p> <p>The final decision on those listed in the LHS will be made by the Council, but not before information has been gathered on the property and made available for your comment.</p> <p>Please find enclosed a brochure that outlines what a Local Heritage Survey is, the process and what it means for your property to be listed. The Shire has appointed <<insert>> to complete a technical assessment of all property being considered for inclusion in LHS. <<insert name>><<title>> from <<consultant>> may contact you on behalf of the Shire to gain further information or historical documents that may be of assistance in assessing the heritage significance of the place.</p> <p>If you have any further enquiries, please contact <<insert name>>, <<insert title>>, on 9526 1111.</p> <p>Yours faithfully / sincerely</p>
<p>Letter to owner – Advising listing and item going to OCM</p>	<p>Property Owners</p>	<p>Dear</p> <p>Local Heritage Survey</p> <p>Following previous correspondence on <<dd/month/year>> regarding the placement of your property on the Local Heritage Survey, the draft listing has now been prepared.</p> <p>The Local Heritage Survey identifies and records places that are, or that might become, of cultural heritage significance.</p> <p>For this purpose, a draft listing of your property known as <<insert>> at <<address>>, has been placed in the <<insert>> category;</p> <p>CATEROGY #: CONSERVATION <<INSERT>> RECOMMENDED</p> <p><<insert draft listing>></p> <p>A report will be presented to the <<insert>> Council meeting proposing that your property be included in the Local Heritage Survey. Please provide any comments in writing to <<insert>> by <<insert>>.</p> <p>If you have any further queries, please contact <<insert name>>, <<insert title>> on 9526 1111.</p> <p>Yours faithfully / sincerely</p>



Continued

10.1.12 - attachment 1

Engagement Plan

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**Local Heritage Survey - Engagement Schedule**

#	Activity	Outcome / detailed description	Target stakeholder	Key dates	Notes	Responsibility	Output / record
1. Seek Council endorsement							
1.1	Complete community engagement plan.	Community Engagement Plan to be completed in preparation of Council consideration.	Shire of Serpentine Jarrahdale Community and Council.	TBC	Council will give the final decision on the community engagement plan.	Leisure Planner, Mitchell Taylor	Complete draft of community engagement plan.
1.2	Approval of community engagement plan	Shire staff approval of community engagement plan.	Shire of Serpentine Jarrahdale Community and Council.	TBC	Community engagement plan to be finalized prior to it being assessed by Council.	Manager Strategic Planning, Deon van der Linde/ Director Development Services, Andrew Trosic	Director of Development Services to approve community engagement plan.
1.3	Community Engagement Plan to be considered by Council.	To be included in an Ordinary Council Meeting agenda.	Council	TBC	Can proceed with community engagement strategy once endorsed by Council.	Director Development Services, Andrew Trosic	Community Engagement Plan approved by Council
2. Advertising of the Local Heritage Survey and Draft Heritage Strategy.							
2.1	Advertise to the community for 42 days.	Advertising to be done via public notice, social media, Your Say SJ, Shire website and Shire notice board.	Shire of Serpentine Jarrahdale Community.	TBC	Nominations are to be new places for the heritage survey, or for updated information regarding existing places on the heritage survey.	Leisure Planner, Mitchell Taylor	Various forms of advertising completed.
2.2	Email to landowners and groups	An email will be sent to the landowners and other relevant groups.	Relevant landowners.	TBC	To be ensured that the relevant landowners are aware of the heritage survey.	Leisure Planner, Mitchell Taylor/ Manager Strategic Planning, Deon	Email sent out



						van der Linde	
3. Shire officers assess all nominations and report the relevant outcomes to Council in the form of a new Local Heritage Survey.							
3.1	Submissions assessed	Assessment of all valid submissions by Shire officers in preparation of completing the revised heritage list.	Shire of Serpentine Jarrahdale Community and Council.	TBC	All relevant submissions to be considered.	Leisure Planner, Mitchell Taylor/ Manager Strategic Planning, Deon van der Linde	All submissions considered
4. Shire officers compile new heritage list.							
4.1	Heritage list	Heritage list to be compiled.	Shire of Serpentine Jarrahdale Community	TBC	Outline what will and will not be included.	Leisure Planner, Mitchell Taylor	Draft heritage list compiled
4.2	Heritage list approved	Heritage list finalized and approved by Shire staff.	Internal Shire staff.	TBC		Manager Strategic Planning, Deon van der Linde/ Director Development Services, Andrew Trosic	Director of Development Services to approve heritage list.
4.3	Heritage list finalised	Heritage list to be assessed by Council.	Council	TBC	List is finalized once endorsed by Council.	Leisure Planner, Mitchell Taylor/ Manager Strategic Planning, Deon van der Linde	Heritage list, finalised by internal staff and endorsed by Council.



Engagement Plan

Evaluation and reporting of engagement outcomes

Outcomes from the engagement will be analysed and reported to the community via a Community Engagement Outcomes Report.

The report will be presented at a Council Meeting and will be uploaded to the "Your Say SJ Consultation" section of the Shire's website.

Approval

Manager Strategic Planning	Date
Director Development Services	Date
Chief Executive Officer	Date