

Waste Management Strategy – Communication and Engagement Plan

Purpose of engagement:

To receive comments/feedback on the Shire's draft Waste Management Strategy 2020 – 2024

Background:

The Shire of Serpentine Jarrahdale (the Shire) is one of the fastest growing areas in metropolitan Perth. Increasing population provides challenges for waste management service delivery and requires the Shire to plan sufficiently for the future. This Waste Management Strategy covers waste-related issues and opportunities in the Shire, which through consultation with the community, outlines the planned waste services and infrastructure that are required to provide a secure and cost-effective future of waste management in the Shire.

The Shire aims to move towards a low waste and low carbon society and recognises that this will require a co-operative effort from industry, community groups, schools, households and individuals within the region. Ongoing engagement with the residents of and visitors to the Shire will be a critical aspect to achieving the vision.

Summary of project/proposal:

The draft draft Waste Management Strategy 2020 – 2024 is being presented to Council's February 2020 meeting, which proposes the strategy be advertised for a 28 day comment period.

What do you want to achieve from the community engagement?

- | | |
|---|---|
| <input type="checkbox"/> Gathering information
<input type="checkbox"/> Obtaining local knowledge
<input type="checkbox"/> Obtaining feedback on activity/proposal
<input checked="" type="checkbox"/> Obtaining feedback on draft plan/document
<input type="checkbox"/> Identifying need(s) | <input type="checkbox"/> Validating research/data
<input type="checkbox"/> Seeking guidance/direction
<input type="checkbox"/> Educating community members
<input type="checkbox"/> Other
..... |
|---|---|

Is there a statutory/legal requirement to engage?

- ☐ Yes
☒ No

Planned start and end dates:
Start: Tuesday, 18 February, 2020
End: Monday, 16 March, 2020

Budget for engagement
\$ 200. <i>The budget excludes staff time and operational resources.</i>

Key messages to the community:
<ul style="list-style-type: none"> The Shire has developed a new Waste Management Strategy, which will provide the framework and direction for the Shire's waste activities from 2020 to 2024. The Shire's strategy is linked to the State Government's Waste Avoidance and Resource Recovery Strategy 2030, which was revised in February 2019. The centrepiece of both the Shire and the State's strategies is the proposed three-bin system for Food Organics and Garden Organics (FOGO). The document incorporates the collection of kerbside waste and recycling, and the proposed Food and Garden organics collection. The strategy also makes consideration to Tip Passes, illegal dumping, verge collections and the opportunity to reopen its Waste Transfer Station to the Shire. Residents and community groups can view the draft Strategy on the Shire's website, or a hard copy is available to view at the Shire's administration centre. Community feedback on the strategy and proposed projects and initiatives are important to ensure we can achieve the Shire's vision for the management of waste.

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

Areas/location are to be targeted as part of the engagement:	
<input type="checkbox"/> Issue specific – not location targeted <input checked="" type="checkbox"/> Whole of Shire	<input type="checkbox"/> Jarrahdale <input type="checkbox"/> Karrakup

<input type="checkbox"/> <Insert number> metres radius <input type="checkbox"/> Other <input type="checkbox"/> Byford <input type="checkbox"/> Cardup <input type="checkbox"/> Darling Downs <input type="checkbox"/> Hopeland	<input type="checkbox"/> Keysbrook <input type="checkbox"/> Mardella <input type="checkbox"/> Mundijong <input type="checkbox"/> Oakford <input type="checkbox"/> Oldbury <input type="checkbox"/> Serpentine <input type="checkbox"/> Whitby
Expected/desired number of participants	
<input type="checkbox"/> < 50 <input checked="" type="checkbox"/> 50 - 100 <input type="checkbox"/> 101 - 200	<input type="checkbox"/> 201 - 500 <input type="checkbox"/> 501 -1,000 <input type="checkbox"/> >1,000

Engagement methods	
<input type="checkbox"/> Focus group(s) <input checked="" type="checkbox"/> Forums(s)/workshop(s) <input type="checkbox"/> Hardcopy questionnaire <input type="checkbox"/> Online questionnaire	<input type="checkbox"/> Interview(s) <input type="checkbox"/> Meeting(s) <input checked="" type="checkbox"/> Other
Description of above methods:	
People will be invited to make a formal comment/submission as per the Shire's formal processes.	

Communication methods		
Direct communication <input type="checkbox"/> Email <input type="checkbox"/> Letter <input type="checkbox"/> Meeting/face-to-face <input type="checkbox"/> Telephone call Print communication <input type="checkbox"/> Brochure <input type="checkbox"/> Flyer <input checked="" type="checkbox"/> FAQs <input checked="" type="checkbox"/> Scarp Voice (monthly newsletter in The Examiner newspaper) <input checked="" type="checkbox"/> Media Release <input type="checkbox"/> Newspaper advert <input type="checkbox"/> Poster <input checked="" type="checkbox"/> Public Notice	Online communication <input checked="" type="checkbox"/> SJ Matters (monthly Shire eNewsletter) <input checked="" type="checkbox"/> Facebook post <input checked="" 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 checked="" type="checkbox"/> Website (homepage banner)	Electronic communication <input type="checkbox"/> Television advertisement <input type="checkbox"/> Radio advertisement (Heritage FM) Miscellaneous <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"/> Other
Communication method	Target stakeholders	Purpose and distribution method

Public Notice	All	Public Notice in The Examiner Newspaper inviting public comment on draft strategy.
Consultation page on website	All	Key information, consultation dates, how to make a comment, FAQs and access to the draft strategy.
Media Release	Media	Media Release advising of draft strategy open for public comment
SJ Matters/Scarp Voice	All	Newsletter content advising of draft strategy open for public comment.
Social Media	All	Social Media posts advising of draft strategy open for public comment.
FAQs	All	FAQs to be developed to assist people understanding the strategy.
Information forum	All	Deliver an information forum for people to attend in person and learn more about the strategy and provide comment/feedback

Risk/s: Consider what risks are associated with the project or proposal.

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)
Negative feedback about draft Strategy.	Possible (3)	Minor (2)	Moderate (5-9)	Reputation - 2 Minor - Substantiated, localised impact on key stakeholder trust or low media item	Treat through public comment period and further report to Council on community feedback.
Community not aware of draft Strategy and opportunity to provide feedback.	Possible (3)	Moderate (3)	Moderate (5-9)	Reputation - 2 Minor - Substantiated, localised impact on key stakeholder trust or low media item	Manage by implementing engagement plan.

Risk Matrix

Consequence Likelihood		Insignificant	Minor	Moderate	Major	Catastrophic
		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)

Valid responses (if relevant)

Responses must cite the reference number associated with the strategy and address correspondence to 6 Paterson Street, Mundijong WA 6123 or info@sjshire.wa.gov.au.

Multiple/duplicate responses (if relevant)

The Shire will only accept:

- 1 formal response per person
- 1 formal response per organisation

Evaluation and reporting of engagement outcomes

Outcomes from the engagement will be analysed and presented back to Council and the community through a Council report.