



Coastal Headlands Walking Trail

Community Engagement Plan

July 2022

Acknowledgment of Country

Eurobodalla recognises Aboriginal people as the original inhabitants and custodians of all land and water in the Eurobodalla and respects their enduring cultural and spiritual connection to it.

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Project Background

The Coastal Headlands Walking Trail concept was first approved by Council in 2010. With significant government funding secured over the past two years, the Trail was ready to enter the final planning and construction-ready phases in 2021.

The Trail links the headlands and beaches between Batehaven and McKenzies Beach through a series of upgraded existing natural bush tracks on public land adjacent to private properties, with alternative routes in case of high tides and adverse swell conditions. It will connect the villages of Batehaven, Surf Beach and Malua Bay. The Trail will be a beautiful recreational feature for both residents and visitors, showcasing Eurobodalla's unmatched coast, diverse nature, and unique Aboriginal heritage through urban areas and dense forests, next to clifftops, and along ocean foreshore. Walkers can complete the whole distance in a single day, complete sections of the Trail, or enjoy scenic views from the recreational structures, such as picnic tables and benches, throughout the route. [A video outlining key opportunities for the walk was made available to the public in early 2019 via Council's YouTube channel.](#)

Observation Point in Batehaven will act as a gateway to the trail and upgrading Observation Point Lookout is included in this project. Upgrades will include a wheelchair-accessible viewing platform and lookout points, interpretations of Aboriginal and European cultural and historical information, formal car parking, and picnic areas.

Construction on the route will be low-impact and only where required. This will include:

- Erosion control,
- Upgraded walkways and stairways,
- Footbridges,
- Safety barriers,
- Information signage, and
- Vegetation trimming.

The Trail runs adjacent to nearly 300 privately owned properties in addition to crossing crown land and comprises many unique construction observations and challenges already noted throughout the route.

Engagement with the community is required for large Council projects, but consultation with landowners adjacent to the Trail as high-impact stakeholders is essential for Council to continue building positive relationships with members of the community by acknowledging and responding to concerns raised, increasing public understanding of the project, and developing a sense of community ownership of the Trail. Other stakeholder groups are identified in this Plan and landowners adjacent to the Trail are a significant group.

In July 2021, Eurobodalla Shire Council contracted Threesides Marketing to deliver initial communications and consultation activities to landowners adjacent to the Trail, record responses from landowners and prepare responses as required, develop this Community Engagement Plan, and a report on initial community engagement during the contract.



Council staff preparing for a new set of timber stairs to complement the trail.



Former Mayor Liz Innes and Tourism Manager Tim Booth show off some of the stunning views along the trail.

Community Engagement for Eurobodalla Shire Council

As noted in the Eurobodalla Shire Council's Community Engagement Framework (2017), "[The Council] is committed to including its community in decisions that affect it."

Effective community engagement is more than fulfilling a legal obligation, it can also lead to:

- A better understanding of community needs and expectations
- Identifying issues and perspectives that might not otherwise be known
- Building positive relationships between Council and its community
- Increasing understanding of Council projects and plans
- The community being better informed about Council responsibilities and actions
- Community ownership of decisions and outcomes.

Community engagement encompasses a range of activities for different levels of engagement, ranging from informal discussions, formal consultation processes, to collaborative activities with the community and more.

Council defined levels of engagement to provide clarity about its approach and processes for community engagement in its Community Engagement Framework (2017):

- **Inform** – keep the community informed by providing objective information, regularly.
- **Consult** – seek feedback from the community on proposals, decisions and analysis.
- **Involve** – public aspirations and concerns are addressed by community participation.
- **Collaborate** – partnering with the community to identify preferred solutions.
- **Empower** – giving the community a role in the decision-making process.

The above definitions have been used to guide the purpose of engagement activities in this plan.

Principles of Community Engagement

Eurobodalla Shire Council's principles of community engagement will guide the strategic approach in this plan. The principles are:

Be open and inclusive

- Recognise that community participation is a right of all citizens.
- Create and promote opportunities for the community to actively and meaningfully participate in the decision-forming process.
- Use engagement activities that are accessible and inclusive to maximise the opportunities for a wide range of community members to participate.
- Commit to informing the community about Council's service delivery, planning and decision making processes.

Generate mutual trust and respect, and be accountable

- Treat all engagement activity participants with respect.
- Ensure engagement processes are not biased towards any stakeholders.
- Explain how the community's input will be used.
- Be able to demonstrate how the community's input is used.

Engage early and provide information that is clear

- Engage the community early in a project, wherever practical.
- Clearly communicate the goals of the engagement process.
- Communicate any limitations of the engagement process to participants from the start; including legislative or policy requirements, conflicting community views, budget constraints and any non-negotiable aspects.
- Provide staff and the community with all the information they need to participate meaningfully.

Be considerate and provide feedback

- Demonstrate that we have considered the community's input and other relevant information before a project decision is made.
- Acknowledge the contributions that participants have made.
- Give feedback to participants at key stages in the project and upon completion.
- Let participants know how they can seek feedback or ask questions in the future.

Value and acknowledge skills and resources

- Recognise that community members have knowledge and experience to contribute.
- Allocate adequate timeframes and resources to engagement processes.
- Coordinate engagement processes to avoid duplication and wasting resources.
- Provide training opportunities for staff to develop community engagement skills.

Why we need to engage the community on this project

Following Council's decision-making tool to identify the need to engage the community (Community Engagement Framework, 2017), the project working group determined that to meet project and statutory

requirement along with existing policy within council, that a community engagement plan is required for this project.

Project assessment criteria and direct walking trail communication needs assessment

| | |
|-----------------|---|
| Yes | <ul style="list-style-type: none"> • Is there a high level of impact? • Does it affect areas identified for community use? • Is it a complex project? |
| Yes | <ul style="list-style-type: none"> • Is there a statutory requirement to engage? |
| Somewhat | <ul style="list-style-type: none"> • Can the community influence the decision? • Is there a high level of difficulty addressing the problem? • Can the community help improve the solution or outcome? |
| Yes | <ul style="list-style-type: none"> • Is it contentious or likely to be? • Is there a high level of community &/or media interest? • Is there a history of difficult engagement on this topic? • Does it affect areas identified for community use? |
| Inform & engage | <ul style="list-style-type: none"> • Has a decision already been made? • Providing information on decisions, proposals or plans is important communication, but not necessarily community engagement. |

CHWT Community Engagement Goals

The following questions from Council's Community Engagement Framework (2017) help define the purpose of engaging the community for the Coastal Headlands Walking Trail Project and uncover engagement goals:

- What are the negotiable aspects of the project or plan that can be influenced by the community?
- What do we want the community engagement to achieve?
- What questions would we like the engagement activities to answer?
- Who are the decision-makers?
- What do the decision-makers need from engaging the community?

Project Goals

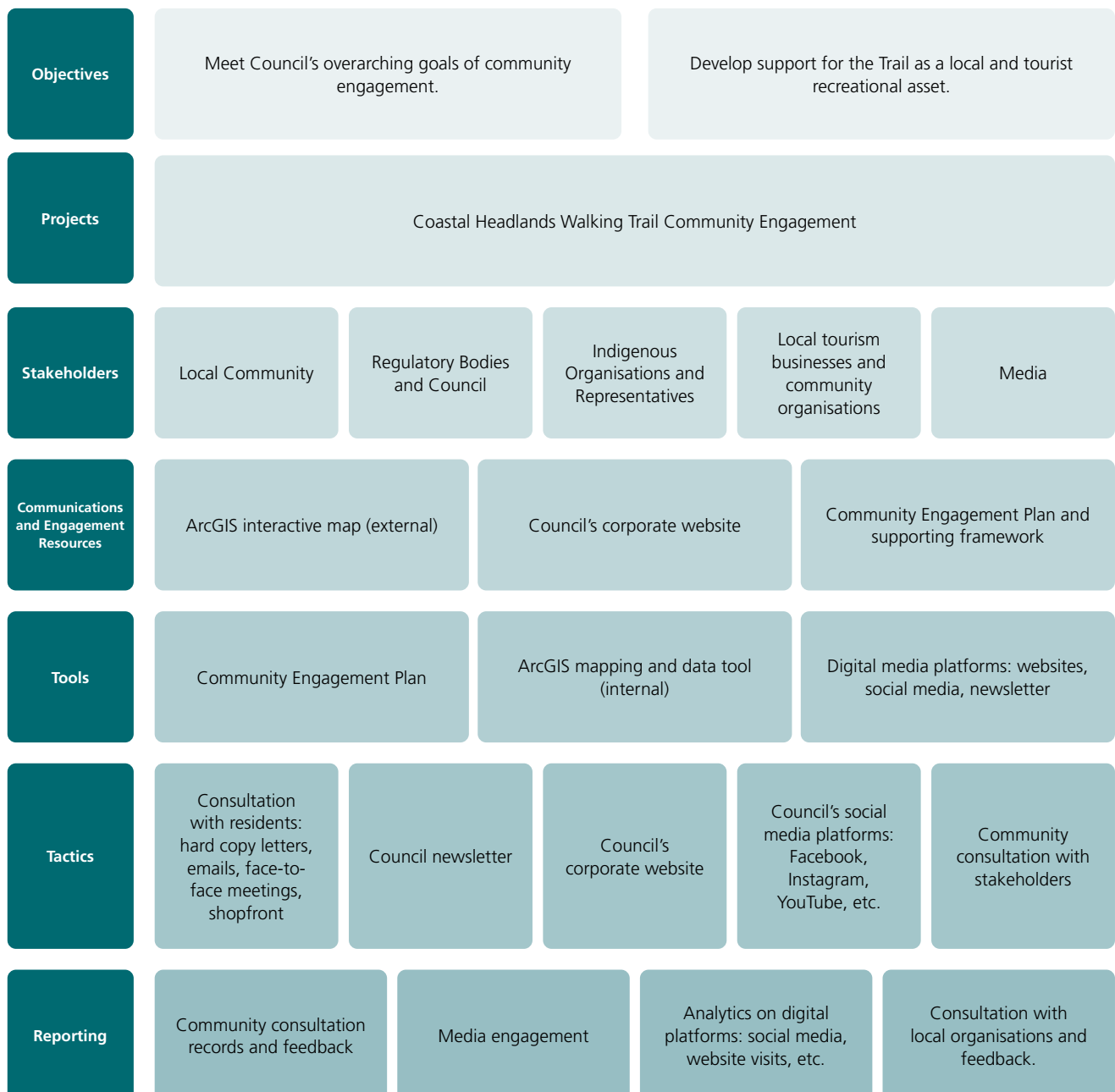
| Stakeholder/Group | Engagement Goals |
|---|---|
| Overarching Community Engagement Goals | <ol style="list-style-type: none"> 1. Meet Council's overarching goals of community engagement: <ol style="list-style-type: none"> a. Create a better understanding of community needs and expectations; b. Identify issues and perspectives that might not otherwise be known; c. Build positive relationships between Council and its community; d. Increasing understanding of Council projects and plans; e. The community being better informed about Council responsibilities and actions; and f. Community ownership of decisions and outcomes. 2. Support operational goals of the build phase of the project and address potential risks and barriers to timely delivery. 3. Grow support for the Trail as a local use and tourist recreational asset. |

| Stakeholder/Group | Engagement Goals |
|---|---|
| Overarching Community Engagement Goals | <ol style="list-style-type: none"> 1. Inform landowners of construction plans and any relevant direct impacts, and invite consultation to reduce/manage those impacts and discover other opportunities. 2. Community adopts the Trail as a positive development for their neighbourhood that they want to use and promote to others. 3. Address concerns regarding impact of construction and Trail use on landowners through effective communication and consultation where possible. |

| Stakeholder/Group | Engagement Goals |
|---|---|
| Local Community: people with properties/ living near the Trail and in the Eurobodalla Shire. | <ol style="list-style-type: none"> 1. Community sees Trail as a positive development for their neighbourhood that they want to use and promote to others. 2. Impacts on local community members are considered and limited where possible. |
| Regulatory Bodies | <ol style="list-style-type: none"> 1. Relevant processes and project requirements are followed and met. 2. Collaboration with regulatory bodies to effectively preserve, protect, and promote the Eurobodalla's environmental, cultural, and heritage assets. 3. Potential impacts from construction, use, and maintenance of the Trail are considered and limited. |
| Indigenous Organisations, Communities, and Representatives | <ol style="list-style-type: none"> 1. Aboriginal cultural and historical sites and artefacts along the Trail are identified, protected, and preserved with minimal impact during construction and use phases. 2. Through consultation, Aboriginal cultural and historical knowledge relevant to the Trail is captured and shared with Trail users. 3. Meet Council's overarching goals of community engagement (as above). |
| Eurobodalla Shire Council Teams, Staff and councillors | <ol style="list-style-type: none"> 1. Key messages about the Trail are clearly communicated and used across Council for consistency. 2. Project team members are clearly identified as owners of community consultation, media enquiries, and further questions. 3. Councillors are kept up to date of project progress and emerging issues to assist with answering any questions from local residents |
| Tourism: businesses and organisations in the Eurobodalla Shire | <ol style="list-style-type: none"> 1. Draw more visitors and enhance economic impacts to the Shire. 2. Opportunities to collaborate with local organisations to promote and use the Trail are delivered. 3. Promote the Trail as a recreational asset to the local community and tourism market. |
| Local Community: Community Organisations | <ol style="list-style-type: none"> 1. The Trail is promoted and used by local community organisations as a recreational asset. |
| Media | <ol style="list-style-type: none"> 1. Key messages are shared with the community via media. 2. A mutually beneficial relationship is nurtured. 3. The Trail is promoted as a unique recreational asset beyond the Eurobodalla Shire, attracting more visitors to the region. |

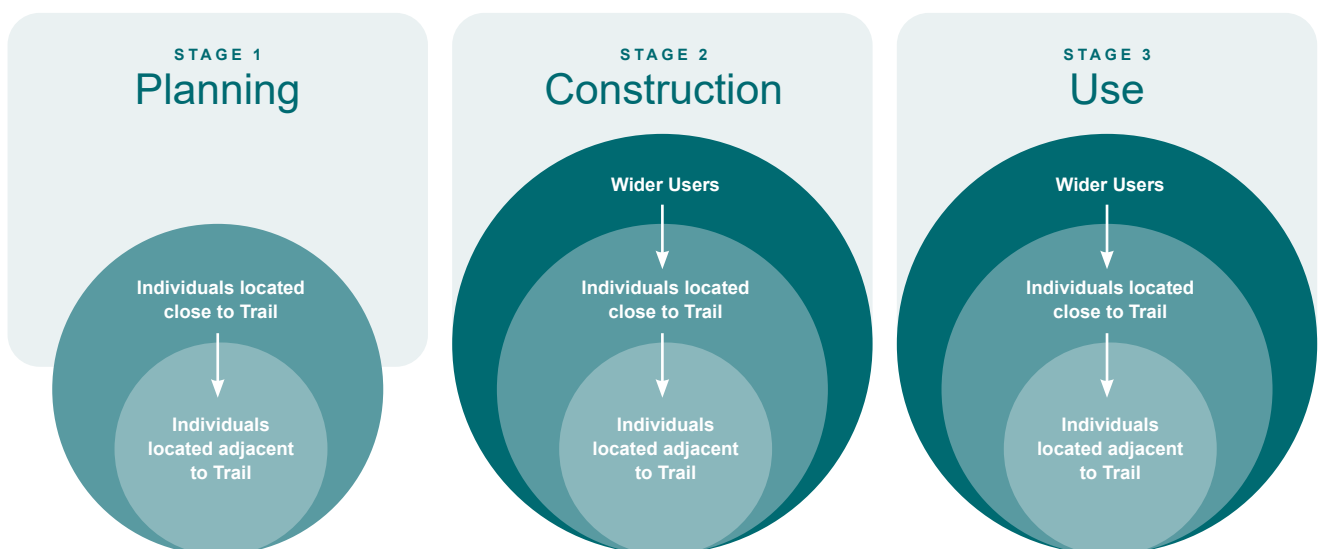
Communications and engagement map snapshot

This map shows a snapshot of the various interrelated elements of the project.



Stakeholders and impact assessment

Key stakeholders in this project have been identified in order to tailor communication and engagement activity to the specific needs of each group. These needs then will be triggered and may change over time based on the different stages of the project starting and ending.



| Stage | Proximity / relationship |
|------------------------------|--|
| Stage 1: Planning | <ol style="list-style-type: none"> 1. Adjacent to Trail 2. Near Trail 3. Indigenous organisations 4. Council |
| Stage 2: Construction | <ol style="list-style-type: none"> 1. Adjacent to trail 2. Near to Trail 3. Indigenous community representatives 4. Council and contractors (if applicable) 5. Local community/wider users |
| Stage 3: Use | <ol style="list-style-type: none"> 1. Adjacent / Next to Trail 2. Indigenous community and leaders 3. Council 4. Local recreation and tourism businesses 5. Community organisations 6. Wider users |

Stage 1: Planning

Actions undertaken by Council during the Planning phase include environment, safety and route assessments and planning activities, community consultation and public information, media engagement, and project planning.

The most directly impacted group of stakeholders are individuals who are located adjacent and close to the Trail. They fall into the following groups:

- Live at a property next to or near the Trail full-time;
- Live at a property next to or near the Trail part-time; or
- Own a property next to or near the Trail and rent out the premises or visit sparingly throughout the year.

Individuals/Landowners Located Adjacent to the Trail

Individuals and landowners located adjacent to the Trail are considered a high-impact stakeholder group. 281 properties adjacent to the Trail were identified in this group and were deemed to require direct contact and engagement.

Of these properties, just under half (140) were found to have specific construction considerations that were noted by the Project Team.

Direct engagement resulted in a tailored letter in the initial community consultation with adjacent landowners.

Due to their immediate proximity to the Trail, a lot of individuals in this group have shared interests about and a sense of ownership over the public land the Trail is located on, as many residents have been maintaining the land as an informal extension of their properties.

Some landowners (current and previous) have installed private structures such as stairs, gardens, and seating on public land that will likely need to be removed because they may not meet current safety standards, building code or present another form of hazard.

From initial consultation undertaken in October 2021, there is comment amongst some landowners about lack of Council maintenance for these public lands in the past. Communicating the extent of Council's responsibilities for these areas and impacts on these stakeholders in each stage of the project is a high priority for Council.

Individuals/Landowners Located Near the Trail

These individuals are located within approximately 100m of the Trail route and will experience some of the same potential impacts as landowners adjacent to the Trail. Being so close to the Trail, this group are likely to have interests in the environmental preservation of the area and the amenity of these spaces.

Indigenous Organisations

In the planning stage of the project, Council has needed to engage various Aboriginal organisations, Local land councils and representative bodies regarding active Aboriginal Land Claims, culturally and historically significant sites for local Indigenous communities.

The Council has pre-existing relationships with Aboriginal corporations and bodies and council staff that have worked with those individuals will be utilised for the engagement aspects of this project due to this existing trust.

Impacts in the planning stage on stakeholder groups requiring engagement or consultation may include:

| Planning Stage | |
|---|---|
| Group | Impacts on Group |
| Landowners/individuals adjacent to the Trail | <ol style="list-style-type: none"> 1. Technical outcomes from assessments, e.g. erosion, trees, and safety assessments. 2. Surveyor likely needing site access to delineate private property boundaries and outcomes from reports. 3. Current impacts from the informal trail: foot traffic near the properties, instances of littering, privacy and trespassing concerns and experiences, etc. 4. Increased public interest in trail route, possibly increasing foot traffic and potential impacts, erosion, littering. 5. Any private structures on public land that belong to/were developed by landowners, e.g. stairwells and gardens. 6. Future potential impacts raised during consultation in planning phase, e.g. trespassing, breaches of privacy, theft, littering, erosion, safety issues, etc. |
| Landowners/individuals near the Trail | <ol style="list-style-type: none"> 1. Outcomes from planning assessments, e.g. erosion, trees, safety assessments. 2. Current or future potential impacts from the Trail, which may increase slightly due to public interest: foot traffic near properties, erosion, littering. |
| Indigenous organisations | <ol style="list-style-type: none"> 1. Potential impacts of Trail on active Aboriginal Land Claims and culturally and historically significant sites. 2. Process of reporting and mitigating potential on land claims. |
| Council | <ol style="list-style-type: none"> 1. Increased public interest and enquiries about the Trail from community engagement activities. 2. Feedback from adjacent landowners during the consultation period. 3. Media engagement and interest about the Trail during community consultation period. 4. Time and resource requirement to undertake direct one-on-one consultations |

Stage 2: Construction

During the Construction Stage of the project, the Trail will actually be established and additional infrastructure installed. It will involve:

- Clearing the trail route and trimming vegetation as needed, including possible tree removal.
- Installing safety barriers to address safety hazards and lookouts.
- Working adjacent to properties along the Trail.
- Completing sections of the Trail over time, some sections will be open before project completion.

Impacts during the 'Construction Stage' on stakeholder groups requiring engagement or consultation may include:

| Construction Stage | |
|---|--|
| Group | Impacts on Group |
| Landowners/individuals adjacent to the Trail | <ol style="list-style-type: none"> 1. Possible temporary closure of access to sections of the existing headland walking trail route as construction progresses. 2. Presence of project team adjacent to property for construction, possible noise and minor disturbances. 3. Potential parking congestion from project team on-site. 4. Construction impacts, e.g. vegetation trimming, erosion control, stairwell construction next to property, removal of private structures found confirmed to be on public land, obstructions any materials on-site. 5. Public interest in trail construction increasing foot traffic. 6. Potential trespassing from individuals trying to walk through sections closed for construction. |

| Construction Stage | |
|---|--|
| Group | Impacts on Group |
| Landowners/individuals near the Trail | <ol style="list-style-type: none"> 1. Possible temporary closure of access to sections of the existing headland walking trail route as construction progresses. 2. Possible noise and other minor disturbances from presence of project team. 3. Potential parking congestion from project team on-site. 4. Public interest in trail construction increasing foot traffic. |
| Indigenous organisations and representatives | <ol style="list-style-type: none"> 1. Possible temporary closure of access to sections of the existing headland walking trail route as construction progresses. 2. Potential impacts from construction on culturally and historically significant sites and active Aboriginal Land Claims. 3. Input on Aboriginal cultural and historical signage information. |
| Council | <ol style="list-style-type: none"> 1. Increased public and resident interest and feedback about Trail construction, reduced access and closures 2. Project team: being on-site with landowners that may not support the Trail nearby. |
| Local Community | <ol style="list-style-type: none"> 1. Sections of existing informal trail route may be temporarily closed as its being constructed/cleared. |

Stage 3: Use

During the Use Stage, sections and finally the whole Trail will be open and ready for public use and enjoyment. Council will be maintaining and

managing the Trail during this stage, trimming vegetation where required, monitoring areas with high erosion, managing safety hazards and installing new or upgrading safety barriers as required, and promoting the trail to the community, as well as interstate, intra-state, and international visitors.

Impacts on stakeholders in the ‘Use Stage’ on stakeholder groups requiring engagement or consultation may include:

| Use Stage | |
|---|---|
| Group | Impacts on Group |
| Landowners/individuals adjacent to the Trail | <p>Potential negative impacts associated with increased traffic along the trail uncovered during first stage of community consultation were identified:</p> <ol style="list-style-type: none"> 1. Increased erosion on non-stabilised areas of the track. 2. Increased safety incidences, especially associated with clifftops. 3. Trespassing, private nuisance, littering, theft as a result of easier access to the walking trail 4. Increased breaches of privacy from lookouts and structures built for trail in addition to obstruction of adjacent landowners’ views. 5. Parking and traffic congestion on streets from visitors. <p>Positive impacts include: Improved access to the walking trail, improved visual amenity and safety on the track, deterrence of nuisance behaviour due to increased foot traffic, improved maintenance of the natural and built environment surrounding the track.</p> |

| Use Stage | |
|---|--|
| Group | Impacts on Group |
| Landowners/individuals near the Trail | <ol style="list-style-type: none"> 1. Increased erosion on non-stabilised areas of the track. 2. Increased safety incidences, especially associated with clifftops. 3. Trespassing, private nuisance, littering, theft as a result of easier access to the walking trail 4. Parking and traffic congestion on streets from visitors. <p>All positive impacts apply from adjacent landowners group.</p> |
| Indigenous organisations and representatives | <ol style="list-style-type: none"> 1. Increased foot traffic could damage culturally significant sites. <p>Potential positive impacts include</p> <ol style="list-style-type: none"> 2. More knowledge sharing about local Indigenous culture in community for locals and tourists. 3. improved maintenance of the natural and built environment surrounding the track. |
| Council | <ol style="list-style-type: none"> 1. Management and mitigation of safety hazards and dealing with any incidents that increased foot traffic and community use may create. 2. Another public owned natural recreational tourism and community asset to attract visitation and economic inputs to the region |
| Local Community/Wider Users Local Businesses and Community Organisations | <ol style="list-style-type: none"> 1. Wellbeing benefits from walking, outdoor activity and having another high standard, signed walking trail in the area. 2. Ability for groups and organisations to hold events and gatherings 3. Local cultural and historical information shared on the Trail, including Aboriginal culture and history. |

Regulatory Consultation

Regulatory consultation required for this project has been undertaken and forms part of the formal engagement and consultation for this project.

These consultations included work undertaken with the following groups:

1. Heritage and environment regulators
2. Aboriginal Land Council, organisations, and representatives
3. Project works regulators

Regulatory organisations [identified in the stakeholder map](#) include:

1. Crown Land Managers:

- a. Eurobodalla North
- b. Eurobodalla Central
- c. Eurobodalla South

2. Public Works Advisory

3. Batemans Marine Park

4. Lands and Forestry (Department of Primary Industries)

5. Native Title Service Corporation

6. Heritage NSW, Department of Premier and Cabinet

Council has been engaging these regulatory bodies as required since May 2021.

[More detail on engagement with these organisations can be found in the stakeholder map.](#)

Engagement Tactics

The following engagement tactics are under consideration, have been planned or are already completed as part of the delivery of the community consultation and engagement plan.

Stage 1: Planning

1. Direct Community consultation: Landowners were directly engaged and invited to provide feedback on the concept planning stages of the project during the project conceptualisation stages. Community support and funding received for the trail indicated high engagement and enthusiasm for the project.

2. Hardcopy letter distributed to landowners adjacent to the proposed Trail route.

- a. Dedicated feedback email address for local community to send formal feedback from community consultation: coastaltrail@esc.nsw.gov.au.
- b. Responses from Council to adjacent landowners who sent formal feedback about the Trail.
[See: Attachment: Letters Correspondence Process Workflow.](#)

3. Invitation for consultation with Project Team: consultation was invited for all stakeholders to engage with the project team including the senior project engineer via in-person meeting (on site), via phone, through email or via written correspondence.

4. Project webpage: Existing information via council's website was updated

- a. Responses to frequently asked questions were added to the webpage after receiving initial feedback from adjacent landowners.

5. Interactive Map launched: A detailed [interactive map](#) of the trail for local community to learn more about the Trail and construction project was launched via the council website.

6. Council newsletters: project update and notice of community consultation with adjacent landowners was included in the monthly council email newsletter, while project updates have been included in each quarterly edition of Council's print newsletter.

7. Consultation with regulatory bodies and Aboriginal organisations/representatives as required was completed.

8. Media engagement: Media release to local media with project updates and notice of community consultation with adjacent landowners.

- a. Manage media enquiries and respond to interest as required.

Stage 2: Construction

1. Hardcopy letters to landowners: where specific and relevant construction decisions may affect landowners, construction timeline for the area, and other updates.

2. Consultation with Project Team as requested by community/landowners. In person representations from project team onsite with landowners.

3. Construction updates included in Councillor briefings: Councillors are kept informed of project progress and community feedback.

4. Councillor engagement: Community can connect with elected councillors through Council's monthly Public Access sessions or by calling or emailing councillors (details on website).

5. Ongoing engagement and consultation with Aboriginal community and representatives as needed for construction phase and knowledge sharing on the Trail.

Digital Platforms:

1. Social media posts about the construction phase on Council channels (Facebook, Instagram, YouTube, etc.), and alerts when major sections are complete.

- a. Include photo and/or video where possible to show progress.
- b. 'Interview' construction staff and ask for an update on the Trail.
- c. Manage community engagement, answering questions as required.

2. Project webpage: add project updates as required and shift messaging from planning phase to construction phase for more relevance to community.

- a. Adjust FAQs on webpage as community consultation continues and include more construction-related information.

3. Update interactive map: with sections complete as required.

4. Council email newsletter: periodic updates on project with photos of works being undertaken and sections completed.

Media engagement:

1. Media release to local media with project updates and completed sections

- a. Manage media enquiries and respond to interest as required.

Stage 3: Use

1. Official Trail opening and launch event: inviting key stakeholders, political representatives, government stakeholders, community leaders, media and key council staff.

2. Update Project web page: Project webpage converts construction messaging to community asset messaging.

- a. Remove construction FAQ's and change to maintenance and access FAQ's
- b. Maintain information about the building phases to provide insights and a historical snapshot of activity

3. Social media posts:

- a. 'Official opening' of Trail when final section is completed.
- b. Periodic posts promoting trail on Eurobodalla Shire Council's platforms and Eurobodalla Tourism's platforms (Facebook, Instagram).

4. Council email newsletter updates on the trail competition and usage opportunities encouraging locals to get outside and use their community facilities.

Promotion of the trail, inform the community of accessibility and encourage trail use:

1. Develop Coastal Headland Walking Trail promotional materials including: brand design, website development, maps, brochure, video and photography assets, graphic design and content development, promotion across digital channels, PR.

2B. Promotional assets distributed to local partner businesses when Trail is completed.

2. Eurobodalla Shire Tourism website included in local walking trail content.

3. ATDW listing and Visit NSW: inclusion in Australian Tourism Data Warehouse listings for the trail and linking into Visit NSW journeys content.

4. Add walk and route notes to walking trail apps and websites such as www.alltrails.com and www.Gaiagps.com.

5. Submit trail route as a new route on to Google maps: <https://support.google.com/maps/thread/13248350/how-to-add-a-hiking-trail-for-public-google-maps?hl=en>

6. Create a Google my business listing for the route that allows people to add reviews and feedback on the trail and community sourcing reviews. https://www.google.com/intl/en_au/business/

Community Engagement and Communication Risk Assessment

| | | Inherent risk rating | | |
|---------------------|--|----------------------|----------|---|
| Risk Category | Risk Description | Likelihood | Impact | Mitigation |
| Business Objectives | Failure to meet regulatory and legislative requirements regarding consultation | Low | High | Effective project management and engagement with regulatory bodies. Completion and acceptance of community consultation and engagement plan including implementation. |
| | Ineffective community engagement | Low | Moderate | Deliver on activities outlined in the Community Engagement Plan and deliverables outlined in Plan. |
| | Public complaint escalated to council, or local planning state level beyond standard consultation. | Moderate | High | Proactive community consultation and engagement with residents in line with plan. Direct consultation with further affected residents. |
| | Low adoption of use or rejection of the trail by community due to poor consultation or complaints | Low | Low | Ensure engagements remain positive where possible and engage widest rang of community users in lead up to and post launch of trail. |
| Reputation | Negative media attention from project | Low | Moderate | Manage media enquiries and vet information released. Ensure councillors are kept up to date |
| | Failure to vet information released by or on behalf of Eurobodalla Shire Council | Low | Low | Establish key messages and share with staff, update as needed. Ensure important issues are tabled in project steering meetings. Clear lines of responsibility set and maintained. |

Evaluation and Reporting

Evaluation and reporting methods for this project's community engagement include:

1) Consultation with landowners:

- a. Total number of landowners contacted
- b. Number of responses received and how they were received
- c. Sentiment of landowner feedback and specific feedback
- d. Responses Council responds to
- e. Number of and attendance at face-to-face meetings; sentiment and outcomes of meetings

2) Consultation with community:

- a. Outcomes from engagement with Aboriginal organisations and representatives, sentiment and support.
- b. Outcomes from engagement with local business and local tourism sector, sentiment, support.

3) Media:

- a. Number of media releases sent and to how many/which outlets; readership of outlets
- b. Media coverage achieved (number of articles / mentions) and sentiment analysis on articles.
- c. Number, type and result of media enquiries to Council about the project.

4) Digital Platforms:

- a. Project webpage analytics: pageviews, unique visitors, length of visit, clicks and conversions.
- b. Social media analytics: impressions, engagement, feedback, clicks, views, etc.
- c. Email newsletter analytics: number of recipients, open rate, delivery and bounce rate, click rate, etc.

Challenges and lessons

Any specific learnings from landowner engagement and developing this plan.

Challenges and learnings noted after initial consultation with residents include:

1. Significant time passed between Council delivering the Concept Plan in 2010 and approval for the project in 2021. Some residents felt the initial consultation conducted in October 2021 was "out of the blue".
2. Council's feedback email address failed to receive responses for the first week of the consultation period due to a technical issue. Some landowners were frustrated and it resulted in Council receiving feedback via different channels, most notably via the Head Engineer (whose details are available on the project page).
3. COVID-19 lockdowns delayed the planning stage and initial consultation, and impacted Council's ability to hold face-to-face drop-in sessions with landowners, who expected a public forum like that.

Post-Project Feedback

Notifying stakeholder groups about how their input was used will form an important part of closing the loop on the inform and engage stages of the consultation.

Action: Update the project page on the ESC website once the project has been completed and leave this page live for 12 months or more to provide a record of outcomes of the project. Include in this page a summary of changes and improvements that were made as a result of undertaking the different forms of public consultation.

Links

Link 1: Consultation FAQ's

<https://www.esc.nsw.gov.au/council/major-projects/current-projects/planning-recreation-business/batemans-bay-coastal-walking-trail>

