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| Project Name | Holbrook Structure Plan - Stakeholder Engagement Plan |
| Project Team | Colin Kane, Director Environment & Planning (Project Lead) Rebecca Marks, Team Leader Assets (Mapping) Marg Killalea Economic Development Coordinator (Engagement) |
| Engagement Plan Authors | Director Environment & Planning - Colin Kane (DEP) Economic Development Coordinator - Marg Killalea (EDC) |
| Date of Plan | 6 March 2023 |
| Project Number | SP 2023.1 |
| Work Order | W 3810.1015.0504 |
| Project Overview | Council will prepare a structure plan for the township of Holbrook which will determine a plan for the orderly growth of Holbrook for the next 20 years. The plan will investigate the need for various forms of residential development (standard residential allotments, larger lot residential allotments and rural residential allotments), capacity to provide additional industrial land and determine the optimal configuration for commercial land. A footprint (map) has been proposed for the study area. |
| Project Objectives | The Holbrook Structure Plan will: <ol style="list-style-type: none"> 1. Identify landowners within the defined footprint of the study who are willing to consider rezoning land. Note: The plan will also consider suitable land even if the current landowner has not requested their land to be considered 2. Engage key stakeholders to consult with them and develop a framework to guide actions for future development 3. Deliver a strategy document which will guide the orderly growth of Holbrook for next 20 years that identifies distinct zonings. |
| Stakeholder Engagement Objective | <ol style="list-style-type: none"> 1. Create awareness and community interest in the study 2. Hear a range of stakeholder views and aspirations for future rezonings 3. Use a range of engagement techniques to gather a range of ideas to inform the development of the strategy 4. Seek feedback on the draft Holbrook Structure Plan. |
| Stakeholders | Engagement will be designed to gather input from the following stakeholder groups: <ol style="list-style-type: none"> 1. Landowners, business owners and tenants 2. Government representatives – NSW Departments – Crown Lands, LLS, Planning, Greater Hume Councillors 3. Infrastructure – Riverina Water, Greater Hume Council (sewerage services), Essential Energy, APA (Natural Gas), NBN 4. Groups: Local indigenous groups, Holbrook District Business and Community Group, local real estate agents 5. Investors and property developers. |

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| <p>Stages and expected timeline</p> <p>(engagement opportunity)</p> <p>(engagement opportunity)</p> <p>(engagement opportunity)</p> | <p>1 – Background Research and Review</p> <p>2 – Consultation Phase 1 Expressions of Interest close to submit land for consideration for the Holbrook Structure Plan</p> <p>3 - Issues and Opportunities Analysis</p> <p>4 - Preparation of Draft Strategy</p> <p>5 - Report to Council to present the draft plan to seek endorsement for exhibition</p> <p>6 - Consultation Phase 2 – Public Exhibition</p> <p>7 – Report to Council following review of feedback from Consultation Phase 2 and final report presented to Council for adoption</p> | <p>February/March 2023</p> <p>20 March – 5 May 2023</p> <p>May – June 2023</p> <p>July – August 2023</p> <p>Prepared by 7 September 2023 September Council meeting</p> <p>25 September to 3 November 2023</p> <p>Prepared by 8 December 2023 December Council meeting</p> |
| <p>Level of Engagement (IAP2 Spectrum)</p> | <p>Stage 2 – consult Raise awareness of the project with community and specific stakeholder groups Inform internal customer service staff of the project and where to direct any enquiries Interested landowner parties submit land and agree for Council to specifically investigate the development potential of their landholding identified within the study footprint</p> <p>Stage 3 – Involve Impacted stakeholders (landholders and other key stakeholders) be given the opportunity to provide feedback. This stage will seek feedback and hear any concerns people may have about the proposed zoning.</p> <p>Stage 6 – Consult After feedback from Stage 2, a draft Holbrook Structure Plan will be finalised, and Council will consult with the community through the Public Exhibition process. This process will check the Draft Holbrook Land Use Strategy has accurately captured and reflected stakeholder views, and allow opportunity for further feedback and input.</p> <p>Stage 4 – Inform If formally adopted by Council, the loop will be closed by informing that the Holbrook Structure Plan has been finalised.</p> | |

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| Media Interest | <p>Some media interest is anticipated.</p> <p>Council officers should: Proactively provide media releases promoting the project objectives</p> <p>Monitor and respond to requests for comments</p> <p>A project risk is low engagement and limited feedback.</p> |
| Budget | <p>Consultation costs such as venue hire, catering costs</p> <p>Newspaper advert</p> <p>Two-sided colour A4 flyer for insert to Holbrook Happenings March issue</p> <p>Postage, if email addresses are not available</p> <p>Creating physical maps and displays for public exhibition of the draft strategy (place in Holbrook Library and take to community consultation session(s))</p> <p>Desk top publishing to produce an informative and effective Holbrook Structure Plan document</p> |
| Evaluation | <p>Number of people registering interest in the project,</p> <p>Have Your Say submissions received</p> <p>Number of post-it-note informal responses</p> <p>Number of landowners submitting land parcels for investigation</p> <p>Number of media articles</p> <p>Number of formal submissions received</p> <p>Number of participates in forums/drop in session</p> |
| Approval | <p>Stakeholder Engagement Plan approved by: General Manager 8 March 2023</p> |

| Techniques and Deliverables | Estimated Dates for Delivery |
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| Engagement NSW Planning – getting the lead about removing the RU5 blanket zoning across Holbrook and refinement potentially to targeted zones. | DEP – February 2023 |
| Request a list of addresses of landowner within the defined footprint in readiness for correspondence to landowners. This communication should reinforce that Council is looking for owners of land to put their land forward for investigation for potential rezone. | Finance staff to supply by 13 March 2023 |
| Write an information report to Council, outlining the project and including the Stakeholder Engagement Plan | DEP - Report to March Council meeting |
| Article and info supplied/written for website Have Your Say portal developed and open on website | EDC - Prepared prior and page created by 16 March 2023 |

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| Website updated at milestone stages so content is current to the project stage | Website team - Ongoing during life of project |
| Media Release prepared, approved to support awareness of the study, suggest quote by General Manager, Director Planning to be included | DEP/EDC - Prepared and approved. Release 20 March 2023 |
| Write correspondence email and written (mailed) correspondence to landholders in the study footprint | DEP/EDC - 15 March 2023 |
| Correspondence sent to email addresses within the footprint | EDC – Letters posted 20 March |
| Social media posts prepared | 16 March 2023 |
| Flyer double sided colour A4 prepared and approved for March issue of Holbrook Happenings (distribution 1,000) | EDC - Creative prepared by 7 March 2023 Approved for printing 1,000 copies Inserted into newsletter |
| Article written and supplied for GH Staff News | EDC - Deadline 9 March, released 17 March to all Cstaff |
| Meet with Holbrook Business group | DEP/EDC - Council officers to meet with Business Group to discuss long term commercial zones potentials for Holbrook, residential zones and industrial zones Meeting dates tba |
| Meet with local real estate agents | DEP - Council officers to meet with agents and other key stakeholders to discuss long term commercial zones potentials for Holbrook residential zones – industrial zones Meeting date: tba |
| Consultation with landholders who have put land forward for investigation | DEP - to respond to and liaise with with potential impacted landholder(s) date: tba |
| Displays for community consultation, may require large format maps to be produced | DEP - to coordinate |
| Drop In Sessions | DEP – plan date(s) – to view the draft Holbrook Structure Plan |
| Post It Notes Board at display / drop in session | DEP – EDC - Community can comment informally |
| Have Your Say Portal | Website - Community can comment, or make submission formally to Council |
| Graphic artist may be engaged to draft final Plan | TBA - High level, high standard document produced |