

# Communications Strategy

## New Ipswich Planning Scheme

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### 1.0 Introduction and Context

Section 18 of the *Planning Act 2016* and Chapter 1 Part 1 of the *Minister's Guidelines and Rules* (MGR) provide the legislative and statutory guidance framework for preparing a new planning scheme including the key points in the process where community engagement needs to be carried out by Council and associated minimum timeframes. Critically, whereas the previous legislation and statutory guidance prescribed a set process, the new legislation and guidance require that the plan making process to be used is agreed between the Council and State government (a 'tailored process').

The draft planning scheme will be prepared in two stages. The initial focus of stage 1 will be the preparation and public consultation of a Statement of Proposals/draft Strategic Framework. The Statement of Proposals/draft Strategic Framework provides the overall policy and strategy direction for the City. Stage 2 will involve the drafting and formal (statutory) public consultation of detailed zoning and operational provisions to implement these strategies in the form of the new draft Ipswich Planning Scheme.

To agree and establish the process for preparing the planning scheme the Council must give a Notice to the chief executive and other information including a:

- statement about the nature and objectives of the proposed planning scheme;
- statement of likely state interests affected by the proposed planning scheme;
- statement that Chapter 4 of the MGR will apply (relating to Natural Hazards and Risk Assessments);
- preferred (plan making) process and indicative timeline for the process; and
- communications strategy.

This communications strategy has been prepared as part of the requirements for giving notice for preparation of a new Ipswich Planning Scheme under section 18 of the *Planning Act 2016* (the Act). A Notice will be prepared by the chief executive of the Department of State Development, Manufacturing, Infrastructure and Planning (DSDMIP) setting out the plan making process ('tailored' process) for preparing the new Ipswich Planning Scheme, with this communications strategy setting out how communication and consultation will be undertaken in accordance with the plan making process.

A copy of the chief executive's Notice and this communications strategy will be published on Council's website.

The Department of State Development, Manufacturing, Infrastructure and Planning's (DSDMIP) non-statutory *Community Engagement Toolkit for Planning* (2017) has been referred to in preparing, and supports the elements of this communications strategy.

## **2.0 Statutory Requirements for the Public Consultation of a draft Planning Scheme**

### **2.1 Overarching Legislation and Policy**

The key overarching legislation and policy that informs the approach to consultation and matters to be considered in the preparation of the new Ipswich Planning Scheme includes the:

- *Planning Act 2016 and Planning Regulations 2017;*
- Minister's Guidelines and Rules (MGR) (2017);
- State Planning Policy (SPP) and State interest guidance material which detail state interests to be applied and met in preparing the planning scheme; and
- South East Queensland Regional Plan (*ShapingSEQ*) that sets out the regional land use plan and policies.

### **2.2 Consultation with the State government (early State interests review and integration of *ShapingSEQ*)**

Consultation with the State agencies will occur primarily during preparation of and consultation on the Statement of Proposals/draft Strategic Framework to confirm State interests (i.e. an early State interest review) to ensure that State interests as set out in the State Planning Policy and the South East Queensland Regional Plan (*ShapingSEQ*) are considered and properly integrated during the early stages of drafting the planning scheme.

Further formal comment will be sought from all relevant State government agencies as part of the statutory State interest review of the whole of the draft new Ipswich Planning Scheme that will be co-ordinated by DSDMIP.

### **2.3 'Properly made' submissions and consultation report**

Feedback from the community and stakeholders (including State agencies) will be encouraged through 'properly made' submissions (electronically and in writing) on the proposed land use designations, policies and operational provisions in the draft planning scheme as part of the statutory public consultation of the draft new Ipswich Planning Scheme in accordance with section 18 of the Act. Under the Act, Council must consider and respond to all 'properly made' submissions to the draft planning scheme.

In accordance with the Act and the MGR, Council must consider every 'properly made' submission about the draft planning scheme and must prepare a consultation report about how Council has dealt with 'properly made' submissions that will be made available on Council's website. The consultation report is a written report that outlines, as a minimum, consultation undertaken with the public, any issues raised in 'properly made' submissions and the outcomes reached. The consultation report is to be:

- a) provided to each person who made a 'properly made' submission (which may be given electronically or by providing a link to the location of the consultation report on the Council's website); and
- b) available to view and download on the Council's website; or
- c) available to inspect and purchase in each of the Council's offices.

In accordance with the Act, Council must respond to each submitter advising how their submission has been dealt with and all submissions and the associated responses must be provided to DSDMIP in support of Council's request to the Minister to adopt the planning scheme.

#### 2.4 'Significantly Different' changes to the Draft Planning Scheme and Potential for Further Consultation

Through the assessment of submissions made to the draft planning scheme some changes may need to occur to the planning scheme. If changes are proposed to be made to the draft planning scheme that was available for public consultation, the Act requires Council to determine whether those changes are 'significantly different' to the consultation draft. If changes are significantly different to the consultation draft additional public consultation will be warranted as per the Act requirements.

#### 2.5 Adoption of the Planning Scheme

In accordance with the Act requirements, once all submissions have been reviewed and the draft planning scheme amended as determined necessary, Council must decide whether to write to the Minister for DSDMIP seeking approval to adopt the proposed planning scheme. Council must provide the Minister of DSDMIP with the consultation report, a copy of all 'properly made' submissions and Council's response to the submissions, and details of any changes made to the draft planning scheme.

### **3.0 The Plan Making Process**

The plan making process to be followed in preparing the new Ipswich Planning Scheme is set out in Attachment 1 - *Appendix Notice* of the chief executive's Notice. The plan making process includes the order and timing of steps in the process and indicative timelines. The minimum statutory timeframe for the consultation of the draft planning scheme is 40 business days. The commencement of the public consultation is dependent on approval from the Minister for State Development, Manufacturing, Infrastructure and Planning.

This communications strategy should be read in conjunction with the approved process for preparing the new Ipswich Planning Scheme and indicates the approach to communication with stakeholders relative to particular milestones in the plan making process. The strategy provides an overview of:

- the statutory requirements for the consultation of a new draft planning scheme;
- the proposed framework for Council's consultation which involves a two stage process – Stage 1 - a Statement of Proposals/draft Strategic Framework and Stage 2 - formal (statutory) public consultation of the detailed draft zoning and operational provisions including:
  - setting out the purpose, principles and proposed consultation activities with stakeholders and the community relative to the various stages of preparing the new Ipswich Planning Scheme as set out in the chief executive's Notice; and
  - a framework for receiving, reviewing, reporting and responding to comments and submissions received during non-statutory consultation periods and 'properly made' submissions received during the statutory consultation period.

A key element of the plan making process and approach to consultation is to adopt the long established plan making process (e.g. as prescribed by the previous Statutory Guideline *Making and Amending Local Planning Instruments* (MALPI)) as this process is understood, particularly by the key

stakeholders, but taking the opportunity to front-load engagement when setting the overall policy and strategy direction.

The draft planning scheme will therefore be prepared in two stages. The initial focus of stage 1 will be the preparation and public consultation of a Statement of Proposals/draft Strategic Framework. The Statement of Proposals/draft Strategic Framework provides the overall policy and strategy direction for the City. Stage 2 will involve the drafting and formal (statutory) public consultation of detailed zoning and operational provisions to implement these strategies in the form of the new draft Ipswich Planning Scheme.

*Stage 1 - The Statement of Proposals/draft Strategic Framework:*

- will include whole of city and local area strategies and policies;
- will be prepared to align with the vision for the future of the City stated in *Advance Ipswich*;<sup>1</sup>
- will be used to engage and consult early with key stakeholders (including State agencies to confirm State interests), the community and development industry about broad strategy and policy direction and land use allocations and responses;
- includes an integrated consideration of valuable features, development constraints, growth management and strategic infrastructure to inform strategic land use decision making; and
- will be prepared to demonstrate alignment with and integration of the state interests and *ShapingSEQ*.

*Stage 2 – Zoning, Overlay and other operational provisions of the planning scheme:*

- will be prepared after the Strategic Framework is progressed to align zoning, operational policies, codes etc. with the Strategic Framework (clear 'line of sight'); and
- once prepared, will be submitted (along with the draft Strategic Framework) for formal state interest review and then, subject to the Minister's approval, formal statutory public consultation on the whole draft new Ipswich Planning Scheme will be undertaken.

#### **4.0 Purpose and Objectives of Public Consultation**

The communications strategy is considered and comprehensive, recognising the Ipswich Local Government Area as a socially, culturally, demographically and geographically diverse place. At the time of the 2016 ABS Census:

- whilst having an average age lower than that for Queensland, the number of older people is growing;
- 21% of residents were born overseas, with 12.4% speaking a language other than English at home; and
- 4.6% of residents identifying as Aboriginal and/or Torres Strait Islanders.

Residents live in geographically diverse and dispersed areas including in:

- Established urban areas;
- Emerging communities including large master-planned developments; and
- Rural townships and rural areas.

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<sup>1</sup> [www.ipswich.qld.gov.au/\\_\\_data/assets/pdf\\_file/0005/77864/Advance-Ipswich\\_Final2\\_web.pdf](http://www.ipswich.qld.gov.au/__data/assets/pdf_file/0005/77864/Advance-Ipswich_Final2_web.pdf)

The diversity of the community and geography means that a variety of approaches to engagement will need to be provided to maximise the opportunity for people to be involved.

The consultation activities and associated timing proposed within the context of the approved plan making process aim to engage with key stakeholder groups, State government and the broader community in an effective way so as they are informed and given the opportunity to meaningfully engage and provide valuable input to the preparation of the new Ipswich Planning Scheme.

In carrying out consultation throughout preparation of the new Ipswich Planning Scheme, the key objectives are to:

- undertake consultation activities in a meaningful, open, transparent, authentic, and respectful way;
- engage as early as possible ('front-loading');
- provide timely, accurate and easy-to-understand and accessible information;
- be inclusive, equitable and reach the broadest number of interested stakeholders through the use of a variety of engagement mechanisms/media and activities;
- comply with the consultation period requirements in section 18(5)(b) of the Act;
- engage with the State government as statutorily required by the Act;
- encourage and communicate the requirements for stakeholders to be able to make 'properly made' submissions based on enough information to enable them to engage properly and to make submissions based on proper planning considerations in terms of setting out issues, concerns and support in accordance with the Act;
- provide beyond the minimum statutory requirements of the Act with regard to notification to land owners of properties affected by significant changes proposed to the zoning of their land and to overlay mapping affecting their land; and
- notify other local governments neighbouring the Ipswich local government area as part of the formal draft planning scheme consultation.

## **5.0 Consultation with the Indigenous Community**

Section 5(2)(d) of the *Planning Act 2016* expresses as a purpose of the Act the valuing, protecting and promoting of Aboriginal and Torres Strait Islander knowledge, culture and tradition. The new Ipswich Planning Scheme must demonstrate how it advances this purpose.

The South East Queensland Regional Plan – *ShapingSEQ* – was prepared with significant amounts of time and effort being contributed by Aboriginal and Torres Strait Islander people. It recognises that the Traditional Owners in South East Queensland have an ongoing and unique connection to their ancestral lands and have responsibilities to the land and sea under their traditional customs and laws and that both Traditional Owners and historical and contemporary residents are important stakeholders with differing needs and aspirations. This acknowledgement will be advanced in *ShapingSEQ* by ongoing engagement with representatives of Traditional Owners and Aboriginal and Torres Strait Islander people living in South East Queensland including through regular Aboriginal and Torres Strait Islander Planning Forums.

The City of Ipswich has a long history of engagement with Traditional Owners, including through its Indigenous Land Use Agreement (ILUA), one of the first to be entered into. Despite this, engagement with the Traditional Owners at this time is complex owing to competing Native Title claims under the *Native Title Act 1993* that are yet to be determined, and as a consequence the ILUA not being able to be used.

It is proposed that during the preparation of the new planning scheme, that the progress of the Native Title Claims is monitored and opportunities are identified if/as they arise to engage with the Traditional Owners in addition to the other consultation methods and activities as set out in this communications strategy.

## **6.0 Proposed Consultation Activities**

The communications strategy for the public consultation of the Statement of Proposals/draft Strategic Framework and the formal (statutory) public consultation of the draft planning scheme proposes to use multiple communication methods to inform the community and stakeholders during development of the land use policy for the City and to provide the opportunity to have input and make a 'properly made' submission on any aspect of the draft planning scheme.

The strategy recognises the benefits of on-line engagement whilst retaining the best use of print and face-to-face consultation, with the intent that no sector of the community is disadvantaged (e.g. provision will be made for electronic and paper lodgement of submissions). The proposed consultation activities are intended to maximise the potential for meaningful engagement with the community and opportunity for 'properly made' submissions to inform the finalisation of the planning scheme and support transparent decision-making.

The key scope and elements of the communications strategy include:

- *Stage 1 - Statement of Proposals/draft Strategic Framework:*
  - a state agency briefing;
  - notification to every property owner in the Ipswich Local Government Area;
  - roadshow events at various venues across the City staffed by officers of Council's Strategic Planning Branch;
  - a development industry briefing;
  - a display in Council's Administration Building; and
  - publication of information on Council's website and contact information with the opportunity to talk directly to a Council strategic planner.

Following informal public consultation on the Statement of Proposals/draft Strategic Framework, a summary report will be prepared and made available on Council's website of issues raised and how these are proposed to be addressed to inform the draft planning scheme.

- *Stage 2 - new draft Ipswich Planning Scheme:*
  - a statutory notification in accordance with section 18 of the *Planning Act 2016* and Schedule 4 of the *Minister's Guidelines and Rules*;
  - a direct mail / notification to the owners of properties affected by significant changes proposed to the zoning of their land and to overlay mapping affecting their land;
  - government agency and development industry updates;
  - a display in Council's Administration Building; and
  - publication of information on Council's website and contact information with the opportunity to talk directly to a Council strategic planner.

It is proposed to undertake public consultation in accordance with the requirements of the Act, with additional notification actions above and beyond the minimum mandatory requirements such as sending letters to the rateable address of property owners directly affected by proposed changes in zoning and overlay mapping, issuing a Planning and Development eAlert, posting on Council's social media and providing submitter acknowledgement letters. The proposed *minimum* consultation activities are outlined in Table 1 – *Communication Activities*.

**Table 1: Communication Activities**

Activity	Description	Stakeholder Group	Stage 1 – Statement of Proposals/ draft Strategic Framework	Stage 2 – Whole of Planning Scheme
<b>Public Consultation</b>				
Public notice in newspaper	Publish public notices in newspaper/s circulating in the local government area in accordance with the requirements of the Act and MGR.	Broader community	✓	✓
Public notice in Council offices	Display a copy of the public notice in an obvious place in the Council’s office in accordance with the requirements of the Act and MGR.	Broader community	✓	✓
Information in Council offices	Static display at Council’s Administration Building including provision of copies of the draft planning scheme for viewing and information on how to prepare a submission in accordance with the Act.	Broader community	✓	✓
Roving displays/roadshow events	Roving displays/roadshow events at various venues across the City staffed by officers of Council’s Strategic Planning Branch	Broader community	✓	
Notification to property owners	Notification to all property owners in the City providing general details about the Statement of Proposals/draft Strategic Framework, how to provide input and how to find out further information.	All property owners	✓	
	Direct mail/notification to all owners of properties affected by significant changes proposed to the zoning of their land and to overlay mapping affecting their land.	All affected property owners		✓



Activity	Description	Stakeholder Group	Stage 1 – Statement of Proposals/ draft Strategic Framework	Stage 2 – Whole of Planning Scheme
Letters to neighbouring Local Governments	Correspondence to neighbouring local governments seeking their feedback	Neighbouring local governments	✓	✓
State agency briefing	State government agency briefing on Statement of Proposals/draft Strategic Framework.	State government agencies	✓	✓
Development industry briefing	Development industry briefing on Statement of Proposals/draft Strategic Framework.	Development industry	✓	✓
Media releases/advertisements	Preparation and issue of media releases/advertisements to raise awareness of both projects.	Broader community	✓	✓
Dedicated section on Council's website	Publish the public notice, copy of the proposed Statement of Proposals/draft Strategic Framework, new draft planning scheme, how to prepare and lodge a submission and the process and timing for preparation of the draft planning scheme on Council's website available to view and download in accordance with the Act and MGR.	Broader community	✓	✓
eAlert	Issue a Planning and Development eAlert to all subscribers with a hyperlink to Council's established Planning and Development website.	Subscribers of the Ipswich City Council's Planning and Development eAlert service	✓	✓
Social media posts	Post notice of the draft planning scheme on Council's established social media pages (ie Facebook and Twitter) with a hyperlink to Council's established Planning and Development website.	Broader community	✓	✓

Activity	Description	Stakeholder Group	Stage 1 – Statement of Proposals/ draft Strategic Framework	Stage 2 – Whole of Planning Scheme
Phone hotline	Maintain a phone hotline staffed by a professional planner during business hours.	Broader community	✓	✓
Email enquiry address	Provide an email mailbox service for a professional planner to respond to email enquiries.	Broader community	✓	✓
Enquiry counter	Provide for a professional planner to be available to answer queries and how to make a submission during business hours.	Broader community	✓	✓
Submission acknowledgement letters	Issue an acknowledgement letter to submitters of all submissions in the format the submission was received (ie. email or hardcopy).	Submitters of submissions	✓	✓
Meetings with interested parties/groups/individuals	Meetings with interested parties/groups/individuals as required and appropriate based on issue.	Broader community	✓	✓
<b>Post-Consultation Reporting and Response</b>				
Statement of Proposals / draft Strategic Framework (Stage 1)	Summary report prepared that sets out issues raised and how issues will be addressed. The report will be published on Council's Website. Following the summary report being prepared submitters will be advised about the outcome of their submission.	Broader community and stakeholders and members of the community who provided comment	✓	
Statutory Consultation (Stage 2) - Submitter responses	Council is to prepare a consultation report about how it has dealt with 'properly made' submissions. Following the consultation report being presented at the Council meeting, the consultation report is to	Submitters of 'properly made' submissions		✓

Activity	Description	Stakeholder Group	Stage 1 – Statement of Proposals/ draft Strategic Framework	Stage 2 – Whole of Planning Scheme
	be provided to each person who made a 'properly made' submission in accordance with the Act and MGR.			
Established webpage	Following the consultation report being presented at the Council meeting, the report will be made available to view and download on the Council's website in accordance with the Act and MGR.	Broader community and Submitters of 'properly made' submissions	✓	✓