



2. COMMUNICATION AND ENGAGEMENT PLAN

[Insert Project Title]

Template	What is Covered?
1. Project Overview	This document provides information on the project background, scope of works, project program and risk management.
2. Communication and Engagement Plan	This document details key messages, stakeholders and communication mechanisms at different stages of the planning process.
3. Probity Plan	This document provides information on project governance, probity management and procedures.
4. Funding Agreement	This document sets out the contract agreement for Council to undertake precinct planning at full cost recovery.

Table of Contents

DEFINITIONS.....	2
1 INTRODUCTION.....	3
2 KEY MESSAGES.....	5
3 STAKEHOLDER IDENTIFICATION AND ANALYSIS	6
4. COMMUNICATION AND ENGAGEMENT PLAN	9

DEFINITIONS

<ul style="list-style-type: none"> • [Insert Project Title] (“The Precinct”) 	Refers to land identified within [Insert Project Title] of the [Broader Precinct] as per the Figure 1 .
<ul style="list-style-type: none"> • Council 	Refers to Camden Council.
<ul style="list-style-type: none"> • Council Officer 	Refers to any officer of Council who assesses, provides input into, or participates in the Project in any way.
<ul style="list-style-type: none"> • Proponent 	Refers to [Insert Proponent], and any consultant (including the Lead Consultant) acting on behalf of [Insert Proponent]
<ul style="list-style-type: none"> • Lead Consultant 	Refers to [Insert Consultant] acting on behalf of the proponent.
<ul style="list-style-type: none"> • Master-Planner 	Refers to an independent consultant engaged to conduct final master-planning of The Precinct, including finalisation of the Indicative Layout Plan (ILP) and precinct planning package.
<ul style="list-style-type: none"> • Project 	Refers to the [Insert Project Title] Planning Proposal.
<ul style="list-style-type: none"> • Project Participant 	Refers to any person who is involved in the Project.
<ul style="list-style-type: none"> • Camden Precinct Collaboration Group (Camden PCG) 	Comprises a member or members of the Executive of the Department, a member or members of the Executive of Council, and a member or members of the Executive of other NSW Government agencies.
<ul style="list-style-type: none"> • [Insert Precinct Name] Project Control Group (Precinct PCG) 	Comprises the Council Project Manager, Team Leader Strategic Planning, Manager Strategic Planning, and may include senior management officers of Council (as required), and members of other NSW Government agencies (as required).
<ul style="list-style-type: none"> • Project Working Group (PWG) 	Comprises the Council Project Manager and Council officers, Team Leader Strategic Planning, and may include senior management

officers of Council; the Proponent; key consultants (as required), and members of other NSW Government agencies (as required).

I INTRODUCTION

- **1.1 Background**

The site subject to the Planning Proposal that has been submitted to Council relates to land [Insert Location Reference] (refer **Figure 1** below), which forms part of the [Insert Broader Precinct]. The Precinct is located [Insert Surrounding Location]

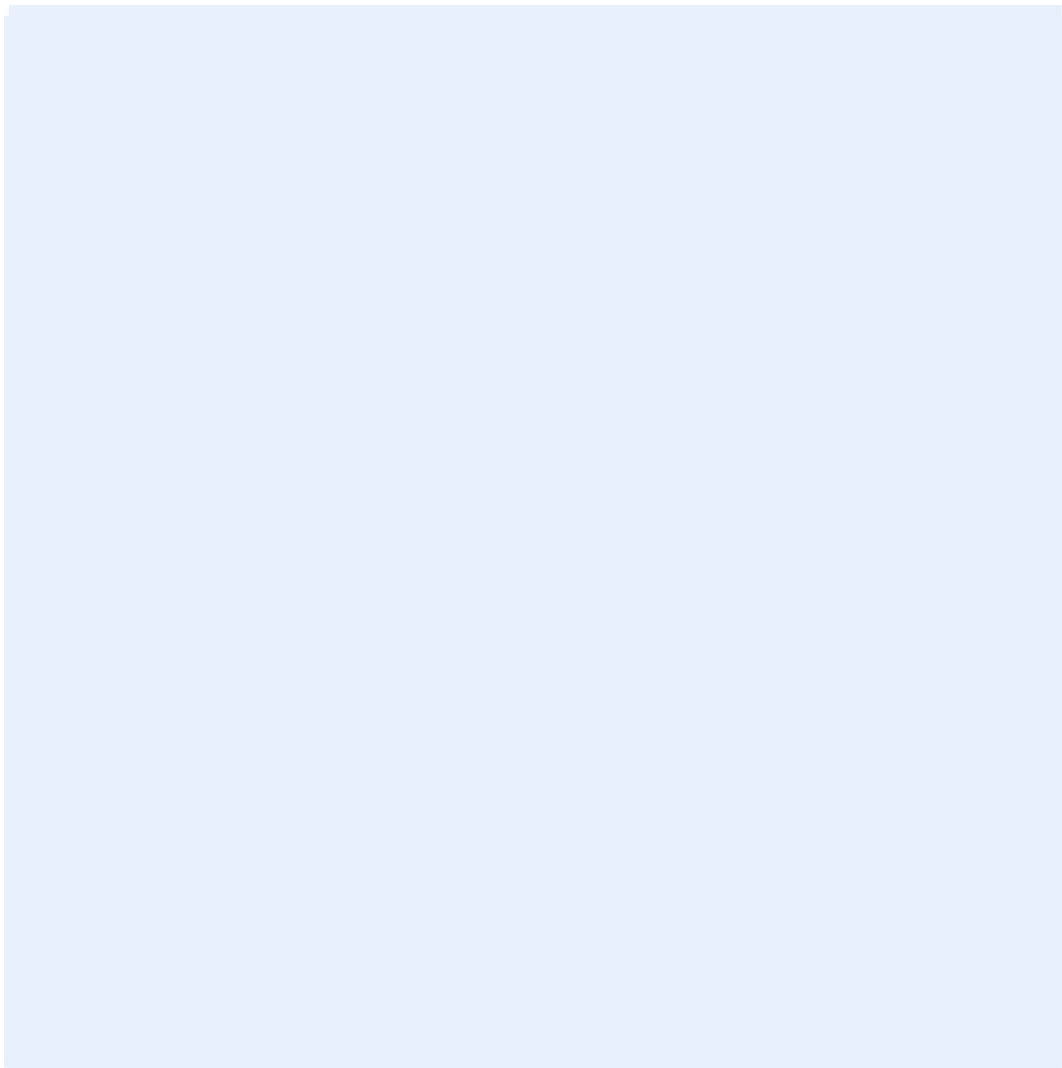


Figure 1: [Insert Image Title]

In November 2019, the Minister announced a new approach to Precinct Planning in New South Wales, comprising of four (4) new precinct pathways as shown in **Figure 2** below.

Strategic Planning

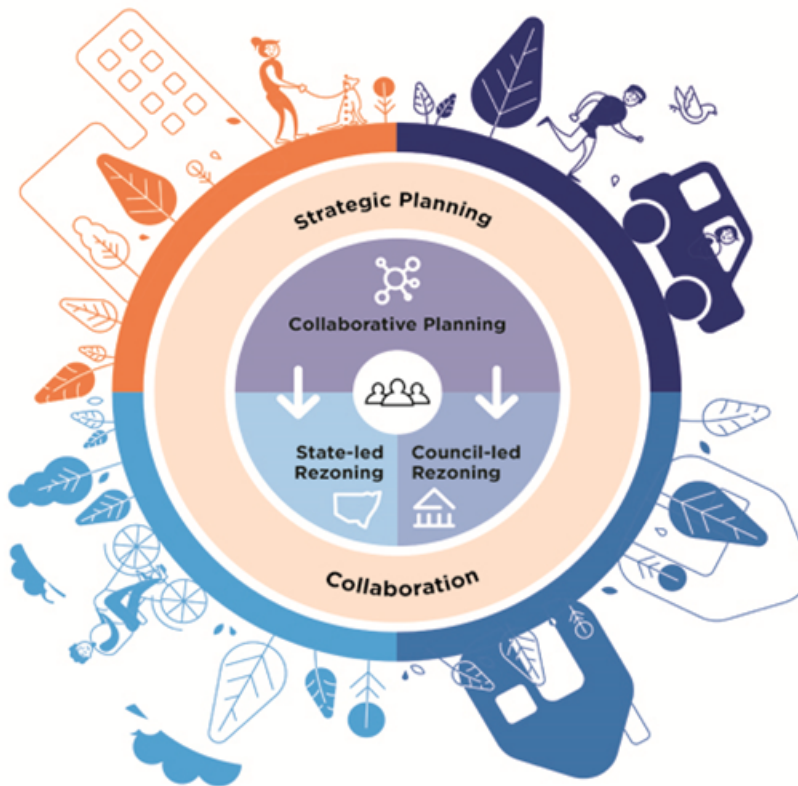
Early work by the Department, councils, State agencies and communities in the development of places and the planning frameworks that support them.

Greater Penrith to Eastern Creek
Western Sydney Employment Area
South West Growth Area
St Leonards - Crows Nest
Macquarie Park
Westmead
Sydenham to Bankstown
Greater Macarthur
North West Growth Area
Greater Parramatta to Olympic Park

State-led Rezoning

Implementing planning frameworks, on behalf of the State, in collaboration with councils and communities.

Glenfield
Wilton Town Centre
Crows Nest
Rhodes
Central Station SSP
Ingleside
Marsden Park North
West Schofields
Frenchs Forest
Cherrybrook
Bays Market District
North Eveleigh



Collaborative Planning

Bringing councils, State agencies and the community together to resolve complex issues and drive quality place outcomes.

Wilton South
South Creek West Precincts 2 and 5
Leppington Precinct Stage 2 and 5
Lowes Creek Maryland
Pondicherry
North Gilead
Wilton West
Camella
Cattai Creek West
Seven Hills
Burwood Strathfield Homebush
Bays West
North Westmead
South Westmead
Pymont

Council-led Rezoning

Providing councils and communities with the support they need as they lead the planning for their areas.

Elizabeth Street Redfern
South Eveleigh
Waterloo Estate
Leppington Town Centre
Horsley Park
Riverstone West
Schofields Town Centre
Marsden Park Town Centre
Riverwood
Franklyn Street Glebe
Cowper Street Glebe

Figure 2 New Approach to Precinct Planning (Source: DPE, 2019)

The ‘collaborative’ planning approach by the Department of Planning and Environment (DPE), requires Council to play a central role in the planning and rezoning of growth precincts. DPE’s role is to co-ordinate and resolve matters with NSW Government Agencies and to drive quality place outcomes.

Prior to the rezoning of land for urban development, a Planning Process must be completed to ensure the orderly and efficient development of the land in accordance with statutory requirements.

1.2 Purpose of the Plan

This Communication and Engagement Plan has been prepared to:

- Identify the key stakeholders of the proposal;
- Provide a guide to engaging and informing key audiences during the precinct planning process;
- Establish the key communication objectives for the proposal;
- Detail the key modes of communication at different stages throughout the assessment of the proposal.
- Determine the agreed messaging for both Council and Proponent led community engagement activities.

This Communication and Engagement Plan has been prepared to be consistent with Council’s Community Participation Plan (CPP).

The Communication and Engagement Plan will be updated regularly to reflect any changes to the Project as assessment progresses.

2 KEY MESSAGES

• 2.1 Key Messages

The key messages to be communicated include the following:

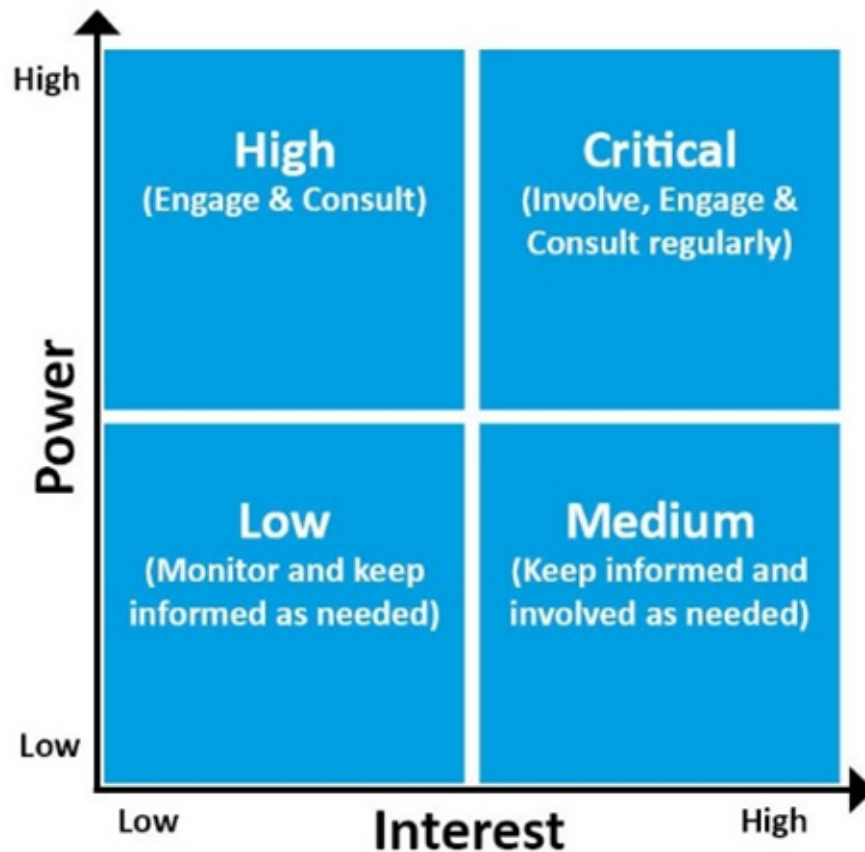
- The Precinct is located [Insert Location] and is bordered by [Insert Location].
- The Precinct ([Insert ha]) will facilitate approximately [Insert no. dwellings] dwellings to accommodate an expected population of [Insert no. residents] residents.
Note: The total number of dwellings and people have been identified by the Proponent and is subject to detailed review/assessment by Council Officers.
- The precinct will provide the services that residents for the new community, including:
 - a neighbourhood centre,
 - public open space,
 - riparian corridors,
 - walking and cycling paths,
 - public transport connections and
 - other required community infrastructure as determined through the assessment of the Project.
- The Precinct will provide diversity in housing typologies and will provide greater choice of housing types to the future community.
- The Precinct will be highly connected, with convenient access to public transport, public open spaces, facilities and amenities.
- The Precinct will celebrate its natural environment through conservation of trees and riparian corridors and will create a sustainable place which protects residents from urban heat island effects, promotes resilience to climate change, and encourages an active, healthy and engaged community.
- Existing landowners and surrounding owners within the Precinct will be offered various opportunities to provide input into the precinct planning process.
- The precinct planning process will be independent, transparent and free of bias. Council will engage independent consultants to undertake community engagement and finalisation of the planning package.

3 STAKEHOLDER IDENTIFICATION AND ANALYSIS

- 3.1 Stakeholder Identification

Stakeholders are identified as individuals or groups of people who may be affected by the outcome of the project. Potential stakeholders/audiences of the project include the following: [Insert list of potential stakeholders/audiences here]

The Communication and Engagement Plan will be tailored to ensure that all audiences/stakeholders are adequately consulted at the relevant stages of the precinct planning process. The following section provides an analysis of each stakeholder, their level of interest/power and the method of consultation required for each stakeholder.



Stakeholder	Power/ Interest	Method/Type of Consultation	Frequency	Responsibility
<ul style="list-style-type: none"> Council (including Council officers and Councillors) 	Process owner	Inform/consult	Ongoing	Responsible for decision making and delivery of rezoning
<ul style="list-style-type: none"> Landowners (public and private, including landowner organisations) 	Medium/ Medium	Inform/consult	Ongoing	Provides consent to the rezoning of the land, informs, and guides the precinct planning process
<ul style="list-style-type: none"> Proponent/ Lead Consultant 	Medium/High	Inform/consult	Ongoing	Initiates and assists in the precinct planning process
<ul style="list-style-type: none"> Camden Precinct Collaboration Group (Camden PCG) 	Critical	Involve/consult/ collaborate	Ongoing	Responsible for coordinating timing and servicing of infrastructure and addressing blockages in the process.
<ul style="list-style-type: none"> Project Control Group (PCG) 	Critical	Involve/consult/ collaborate	Ongoing	Responsible for overseeing the assessment of the proposal.
<ul style="list-style-type: none"> DPE 	Critical	Involve/consult/ collaborate	Ongoing	Responsible for decision making and delivery of rezoning
<ul style="list-style-type: none"> NSW Government Agencies and service providers (e.g., Sydney Water) 	Critical	Involve/consult/ collaborate (i.e., PCG)	Ongoing	Responsible for confirming timing of servicing infrastructure
<ul style="list-style-type: none"> First Nations People 	Medium/High	Inform/consult	During/ post initial notification and public exhibition and in the preparation of any Aboriginal Cultural Heritage Assessment	Identifying potential for impact on cultural traditions and beliefs, cultural use of the land and any archeological artefacts on the site.
<ul style="list-style-type: none"> Adjoining/ nearby landowners 	Medium	Inform/consult	Ongoing	May be affected by future development of the precinct, informs the precinct planning process
<ul style="list-style-type: none"> Submitters (during initial notification and public exhibition stage) 	Medium	Inform/consult	During/ post initial notification and public exhibition	Informs the precinct planning process, may be affected by future development of the precinct

Stakeholder	Power/ Interest	Method/Type of Consultation	Frequency	Responsibility
<ul style="list-style-type: none"> Broader Community 	Low	Inform	As needed	May be affected by future development of the precinct
<ul style="list-style-type: none"> Local, State and Federal MPs 	High	Inform/consult	Ongoing	Responsible for addressing/ managing community concerns
<ul style="list-style-type: none"> Council Committees 	Medium/High	Inform/consult	As needed	Provide advice on matters relevant to the committee and informs the precinct planning process

4. COMMUNICATION AND ENGAGEMENT PLAN

• 4.1 Communication objectives at different stages

Consultation Stage	Objective
<ul style="list-style-type: none"> Initial Notification 	To provide opportunities and invite comments and input from the local landowners, adjoining landowners, as well as the broader community to inform and guide the planning process.
<ul style="list-style-type: none"> Assessment 	To update the community and key stakeholders on key project milestones (i.e., outcomes of initial notification, Local Planning Panel and Council meetings).
<ul style="list-style-type: none"> Public Exhibition 	To provide further opportunities to engage with the community to inform and guide finalisation of the Precinct.
<ul style="list-style-type: none"> Post - Rezoning 	To provide an update on the outcomes of the planning process.

• 4.2 Communication mechanisms at different stages

Communication mechanisms to be utilised at different stages of consultation, as required, are outlined below. This is consistent with Council’s Planning Proposal Policy and Community Participation Plan. This table will be monitored and updated to reflect the current status of consultation throughout the assessment of the proposal.

Engagement Stage	Communication Mechanism	Audience	Details	Budget/ Cost	Responsible	Status
Ongoing	Camden PCG meeting agenda, reports, minutes and actions from meeting	NSW Government Agencies, Council officers, Greater Cities Commission	Ongoing engagement throughout the assessment of the proposal.	N/A	DPE	Not commenced

Engagement Stage	Communication Mechanism	Audience	Details	Budget/ Cost	Responsible	Status
Ongoing	Project Control Group meeting agenda, reports, minutes and actions from meeting	Council officers, proponent	Regular engagement throughout the assessment of the proposal.	N/A	Council officers	Not commenced
Ongoing	Your Voice Camden	Broader community	Council's consultation hub will provide updated information on the proposal throughout the various stages of engagement.	N/A	Council officers	Not commenced
Pre-lodgement and preparation of specialist studies	Letters/e-mails, telephone calls.	NSW Government Agencies, Council officers and First Nations People.	Early engagement with agencies and Council officers prior to the submission of a Planning Proposal (as per Attachment A LEP making Guideline) and in the preparation of specialist studies (LEP Making Guideline 2023) and the Guide to Investigating, Assessing and Reporting on Aboriginal Cultural Heritage in New South Wales (2011).	N/A	The proponent	Not commenced
Lodgement/ Initial Notification	Letters/email and FAQs	Landowners adjoining, nearby and within the precinct, broader community, NSW Government Agencies, MPs	Notify community of initial planning package lodged with Council – provide contact details for Council and FAQ resources.	N/A	Council officers	Not commenced
	Invitation for initial comment prior to webinar or workshop	Landowners adjoining, nearby and within the precinct	Notify community and invite input and comments prior to workshop. Survey, face to face, phone enquiries.	TBC	Council officers/ independent consultant	Not commenced

Engagement Stage	Communication Mechanism	Audience	Details	Budget/ Cost	Responsible	Status
	Online webinar or face to face workshop	Broader community	Visioning workshop is scheduled and to be facilitated by an independent consultant.	TBC	Council officers/ independent consultant	Not commenced
	Information sessions	Broader community	Council officers to be available for information sessions for community to ask questions and discuss notification material.	N/A	Council officers	Not commenced
	Council's website will provide initial documentation associated with the proposal for initial comment -	Broader community	Notify community of initial planning package lodged with Council.	N/A	Council officers	Not commenced
	Councillor update and briefing	Councillors	Notify Councillors that the planning package will be placed on initial notification.	N/A	Council officers	Not commenced
Provide updates on assessment/ project milestones (Council and post-Council meeting)	Camden Local Planning Panel	Panel members	Notify panel of proposal and seek comment/recommendations.	N/A	Council officers	Not commenced
	Council meeting	Proponent, landowners, Council and broader community	Notify of panel outcomes, initial notification outcomes, key issues and recommendations.	N/A	Council officers	Not commenced
	Ongoing customer service and FAQs	Broader community	Provide general details and updates on proposal and planning process. Provide information to inform landowners.	N/A	Council officers	Ongoing

Engagement Stage	Communication Mechanism	Audience	Details	Budget/ Cost	Responsible	Status
	Email subscription list/ phone calls	Broader community	Notify of Council meeting details and provide updates throughout the project – collect details in response to initial letter. Keep ongoing register of customers.	N/A	Council officers	Not commenced
	Ongoing information meetings/ workshops	Broader community	Provide updates to landowners and the community and seek input to the planning process. Allow for individual meetings with landowners where required.	N/A	Council officers	Ongoing
	Updates for MPs (Local, State, Federal)	MPs (Local, State and Federal)	Provide ongoing updates to MPs when requested throughout project.	N/A	Council officers	Not commenced
Submission for Gateway Determination	NSW Planning Portal	Broader community DPE	DPE to make draft proposal documentation available for public viewing following submission of the proposal for a Gateway Determination.	N/A	DPE	Not commenced
Public Exhibition	Councillor briefing at exhibition stage and/or post-exhibition stage to report outcomes.	Councillors	Notify of outcomes of public exhibition.	N/A	Council officers	Not commenced

Engagement Stage	Communication Mechanism	Audience	Details	Budget/ Cost	Responsible	Status
	Letters/ emails (FAQs)	Proponent Landowners adjoining/nearby landowners Councillors Submitters at initial notification NSW Government Agencies MPs (Local, State and Federal)	Notify of public exhibition and invitation for comment/feedback.	N/A	Council officers	Not commenced
	Council's website	Broader community	Notify of public exhibition and invitation for comment/feedback. Update the project page with relevant information and online submission tool.	N/A	Council officers	Not commenced
	NSW Planning Portal	Broader Community DPE	Place public exhibition material on Planning Portal website for viewing by community.	N/A	Council officers/ DPE	Not commenced
	Exhibition material at Council's Administration Building and libraries	Broader community	Notify of public exhibition and invitation for comment/feedback.	N/A	Council officers	Not commenced

Engagement Stage	Communication Mechanism	Audience	Details	Budget/ Cost	Responsible	Status
	Media releases	Broader community	Notify of public exhibition and invitation for comment/feedback.	N/A	Council officers	Not commenced
	Online information video or presentation information	Broader community Landowners Adjoining and Nearby Landowners	Pre-recorded video or presentation available on the Your Voice Camden webpage to provide information about the proposal.	TBC	Council officers and potentially an independent consultant	Not commenced
	Information Sessions	Broader community Landowners Adjoining and Nearby Landowners	Provide opportunity for face-to-face meetings with Council officers to discuss public exhibition material.	N/A	Council officers	Not commenced
	Community Engagement Report	Council DPE Proponent Submitters Broader community Landowners Adjoining and Nearby Landowners	Community engagement report to be prepared by independent consultant.	TBC	Council officers and independent consultant	Not commenced

Engagement Stage	Communication Mechanism	Audience	Details	Budget/ Cost	Responsible	Status
	Response to Submissions	Submitters	Consider submissions and recommend appropriate response to each matter raised.	N/A	Council officers	Not commenced
Post Public Exhibition	Council report (subject to unresolved submissions)	Council Broader Community	Report to Council on any unresolved submissions following public exhibition.		Council officers	Not commenced
Post-rezoning	Media releases	Proponent Broader community Landowners Adjoining and Nearby Landowners.	Notification of SEPP or LEP on the NSW Legislation website	N/A	Council officers	Not commenced
	Letters/emails (FAQs)	Proponent Landowners Adjoining/nearby landowners NSW Government Agencies Councillors/MPs Submitters from exhibition	Notification of SEPP or LEP on the NSW Legislation website and next steps for landowners.	N/A	Council officers	Not commenced
	Websites/ Resources	Update all resources	Notification of SEPP or LEP on the NSW Legislation website and next steps for landowners.		Council officers	Not commenced