



Significant
Planning Proposal
**Communication
and Engagement
Plan**

2. Communication and Engagement Plan

Planning Proposal for [Click or tap here to enter text.](#)

Applicable Land: [Click or tap here to enter text.](#)

Applicant: [Click or tap here to enter text.](#)

On behalf of: [Click or tap here to enter text.](#)

Template	What is covered?
<p>1. Project Overview</p>	<p>This document provides information on the Planning Proposal background, scope of works, project program (milestones) and risk management.</p>
<p>2. Communications Plan</p>	<p>This document details key messages, stakeholders and communication mechanisms at different stages of the planning process.</p>
<p>3. Probity Plan</p>	<p>This document provides information on project governance, probity management and procedures.</p>
<p>4. Fee Agreement</p>	<p>This document sets out the contract agreement for Council to undertake precinct planning at full cost recovery.</p>

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Abbreviations

Camden PCG	Camden Precinct Collaboration Group
CP	Section 7.11 Contribution Plan
DCP	Development Control Plan
DPHI	NSW Department of Planning, Housing and Infrastructure
EP&A Act	NSW Environmental Planning and Assessment Act 1979
GSC/GCC	The former NSW Greater Sydney Commission/Greater Cities Commission
ILP	Indicative Layout Plan
LGA	Local Government Area
LEP	Local Environmental Plan
PCG	Project Control Group
PWG	Project Working Group
s7.11	Section 7.11 of the EP&A Act
SEPP	State Environmental Planning Policy
SINSW	School Infrastructure New South Wales
SWGA	South West Growth Area
VPA	Voluntary Planning Agreement

Definitions

Term	Definition
Project Specific	
Applicant	Refers to the person responsible for submitting the Planning Proposal onto the NSW Planning Portal. This may be the Proponent or may be the Lead Consultant.
Council Consultant	Refers to any specialist consultant engaged by Council to provide technical advice, undertake studies, create maps and drawings, prepare reports or any other work associated with the Proposal.
Planning Proposal	Refers to the Planning Proposal put forward to Council by the Proponent.
Precinct	Refers to land applying to the Planning Proposal as identified in Figure 1 .
Project	Refers to the review and implementation of the Planning Proposal.
Project Control Group (Precinct PCG)	Comprises the Council Project Manager, Team Leader Strategic Planning, Manager Strategic Planning and may include senior management staff of Council (as required); and members of other NSW Government agencies (as required).
Project Manager	Refers to Council's Strategic Planner, who is responsible for project managing the assessment of the Planning Proposal.
Project Participants	Refers to all Council officers and consultants involved in the preparation and assessment of the Planning Proposal including but not limited to: Project Manager, relevant Team Leaders, and Managers, Specialist Council officers, Council Consultants.
Project Working Group (PWG)	Comprises the Council Project Manager and Project Officers, Team Leader Strategic Planning and may include senior management staff of Council; the Proponent; key consultants (as required) and members of other NSW Government agencies (as required).
Proponent	Refers to person and/or company responsible for developing and financing the Planning Proposal.
Proponent's Consultant	Refers to any specialist consultant engaged by the Proponent to provide technical advice, undertake studies, create maps and drawings, prepare reports or undertake any other work associated with the Planning Proposal.
Lead Consultant (if applicable)	Refers to the main consultant contact for the Project (listed on the front page of this plan) who is acting on behalf of the Proponent and where applicable, may be the listed applicant for the Project on the NSW Planning Portal.

General	
Agencies	Government departments and public authorities who have a role in the review and assessment of a planning proposal.
Camden Local Planning Panel (CLPP)	Camden's Local Planning Panel (CLPP) is a panel of three independent expert members and a community member who provide advice to Council on Planning Proposals. LPPs are mandatory in Greater Sydney under the EP&A Act and are intended to ensure that decisions are made on technical merits, efficiency, fairness, and transparency, with the added benefit of local knowledge.
Camden Precinct Collaboration Group (Camden PCG)	Comprises representatives from Council executive and management teams, DPHI and representatives from other State agencies involved in precinct planning and delivery of infrastructure in the Camden Growth Areas. <i>Note: If the Camden PCG ceases or is not operational, support from DPHI will be sought to facilitate the same outcome.</i>
Camden LEP	Refers to the Camden Local Environmental Plan 2010
Consultant	Refers to a matter specialist who provides expert professional advice, undertakes investigations and prepares reports in relation to a Planning Proposal. A consultant can be engaged by either Council or the Proponent.
Council	Refers to means Camden Council through its Council officials and/or any person authorised to act on Council's behalf.
Council officer	Refers to members of Council staff and Council consultants, contractors and committee members but does not include the Elected Council.
Council official	Refers to a Council officer or member of the Elected Council.
DPHI	Refers to the NSW Department of Planning, Housing and Infrastructure.
Elected Council	Refers to the Councillors of Council.
Department or DPHI	Refers to the NSW Department of Planning, Housing and Infrastructure.
Fee Agreement	Refers to a signed agreement for Council to assess a Significant Planning Proposal at full cost recovery in accordance with Councils Fees and Charges.
Land Owner	Refers to the person(s), company, agency or organisation that owns land within the Precinct. who may initiate, provide consent to, or be a key stakeholder in the Project.
Precincts SEPP	Refers to <i>State Environmental Planning Policy (Precincts – Western Parkland City) 2021</i> .
Master-Planner	Refers to the Council appointed consultant to assist with the detailed master planning of the precinct.

1. Introduction

1.1 Background

A Significant Planning Proposal (the Project) has been submitted to Council for assessment. The Project site is within the South West Growth Area (SWGA) with the location of the Project shown in **Figure 1**.

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

Under the new approach, the remaining precincts within the SWGA have been identified under a 'collaborative planning' pathway, allowing precinct planning to be progressed via a Planning Proposal lodged with Council.

Precinct planning is required prior to the land being rezoned and broadly includes:

- Project managing the Planning Proposal to provide a statutory plan and detailed development control plan;
- Coordinating infrastructure provision and agency requirements, including establishing funding arrangements; and
- Achieving Precinct level approval for relevant integrated development and other statutory requirements.

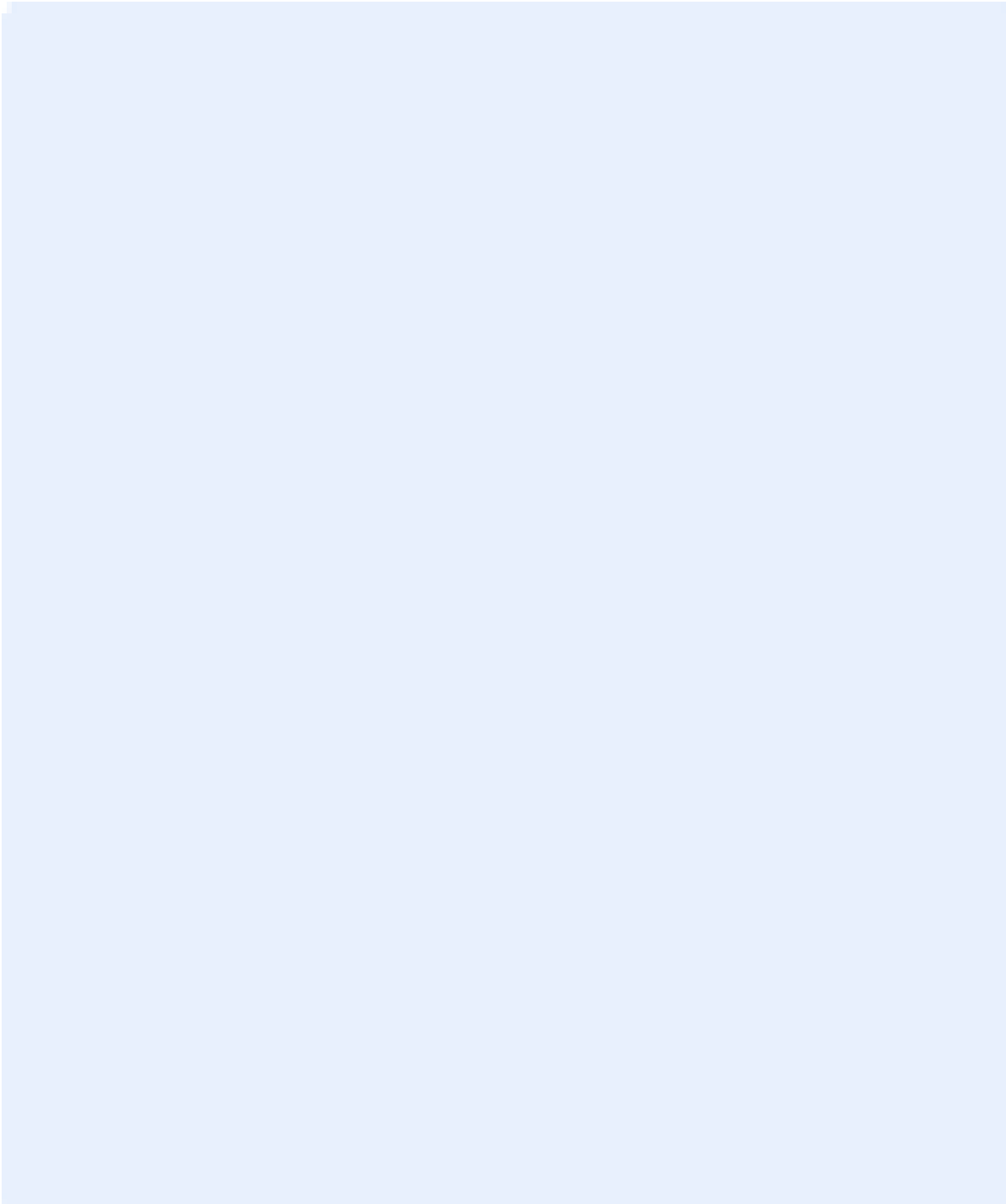


Figure 1: Land Subject to the Project

To guide planning, the DPHI released an updated Structure Plan for the South West Growth Area (SWGGA) and a Guide to the South West Growth Area in December 2022.

A Section 9.1 Ministerial Direction has also been issued to support the SWGA. This Direction requires planning proposals to demonstrate consistency with the 2022 Structure Plan and Guide.

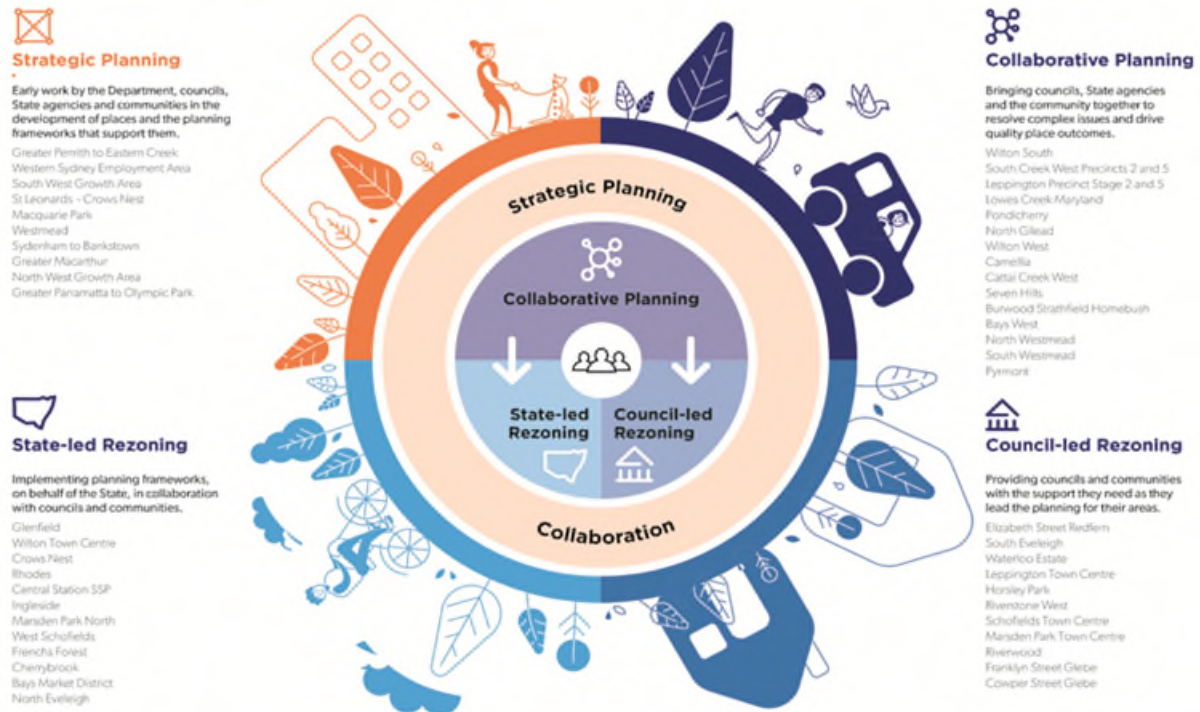


Figure 2: New Approach to Precinct Planning (Source: DPE, 2019)

Camden Council is also responsible for considering proposals to amend the Camden Local Environmental Plan 2010, which applies to land located outside of the South West Growth Area.

All Planning Proposals need to be prepared in accordance with the Department of Planning, Housing and Infrastructure’s (DPHI’s) Local Environmental Plan (LEP) Making Guideline, relevant 9.1 Directions, State Environmental Planning Policies as well as regional, district and local plans and policies.

Proposals within the SWGA also need to be in accordance with the South West Growth Area Structure Plan and Guideline.

All Planning Proposals within the Camden Local Government Area must be in accordance with the Camden Planning Proposal Policy and Procedure and all Community engagement activities

undertaken as part of a Planning Proposal must be developed in accordance with the Camden Community Participation Plan.

1.2 Purpose of the Plan

This Communication and Engagement Plan has been prepared to:

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

The 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:

Insert any key messages to be communicated to the community and these may include some or all of the following examples:

- The location of the Project is shown in Figure 1.
- 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 are subject to detailed review/assessment by Council officers.

- The precinct will provide the services that are required for residents and 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 greater choice of housing types for 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 addresses m urban heat, promotes resilience to climate change, and encourages an active, healthy and engaged community.
- Existing landowners and surrounding owners within the Precinct will be offered opportunities to provide input into the precinct planning process.
- The precinct planning process will be independent, transparent and free of bias.

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. A list of potential stakeholders is provided in Table 1.

The Communication and Engagement Plan will be tailored to ensure that all audiences/stakeholders are adequately consulted at the relevant stages of the Project.

The following section provides an analysis of each potential stakeholder, their level of interest/power and the method of consultation required for each stakeholder.

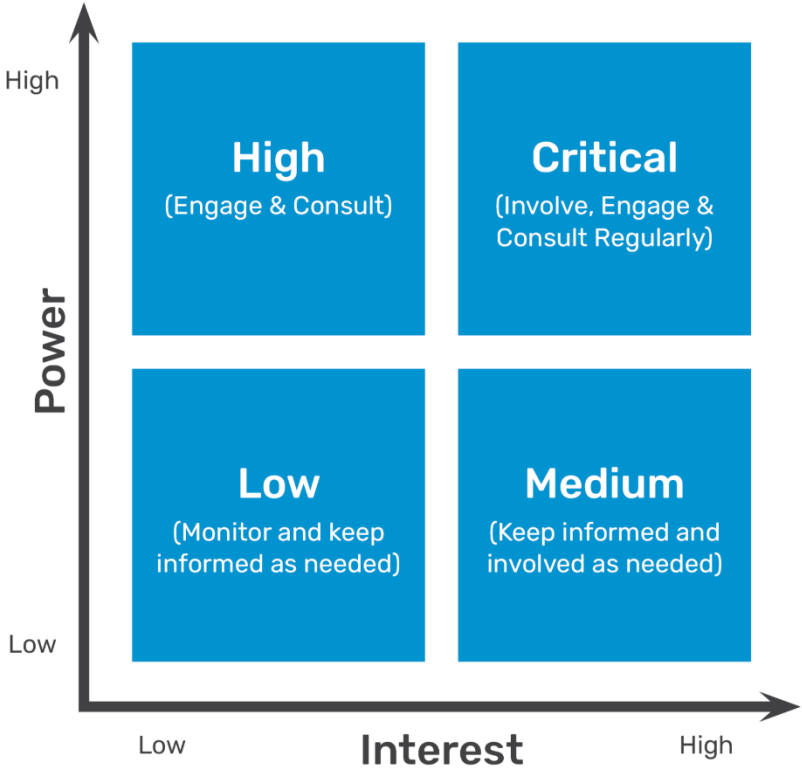


Table 1 – Potential Stakeholders and Consultation Approaches

Potential Stakeholder	Power/Interest	Method/Type of Consultation	Frequency	Responsibility
Camden Council Officials (including Council Officers and Councillors)	Process owner	Inform/consult	Ongoing	Responsible for decision making and delivery of rezoning.
Landowners (public and private, including landowner organisations)	Medium/Medium	Inform/consult	Ongoing	May initiate, provide consent to, or be a key stakeholder whose interests need to be considered in the precinct planning process.
Proponent/ Proponent Consultant	Medium/High	Inform/consult	Ongoing	Initiates and assists in the precinct planning process.
Camden PCG	Critical	Involve/consult/ collaborate	Ongoing	Responsible for coordinating timing, servicing of infrastructure, and addressing blockages/delays in the process. If the Camden PCG ceases or is not operational, assistance from DPHI will be sought to facilitate the same outcome.
PCG	Critical	Involve/consult/ collaborate	Ongoing	Responsible for overseeing the assessment of the Project
DPHI	Critical	Involve/consult/ collaborate	Ongoing	Responsible for finalisation of the SEPP amendment. .
NSW Government Agencies and service providers (e.g. Sydney Water)	Critical	Involve/consult/ collaborate (i.e. Camden PCG or alternative arrangement)	Ongoing	Responsible for confirming timing of/and delivery of servicing infrastructure.

Aboriginal and Torres Strait Islander Communities	Medium/High	Inform/consult	During/ post initial notification and public exhibition, - in the preparation of any Aboriginal Cultural Heritage Assessment and in addressing Connecting to Country requirements.	Identifying potential for impact on cultural traditions and beliefs, cultural use of the land and any archaeological artefacts on the site.
Adjoining/ nearby landowners	Medium	Inform/consult	Ongoing	May be affected by future development of the precinct; inform the precinct planning process.
Submitters (during initial notification and public exhibition stage)	Medium	Inform/consult	During/ post initial notification and public exhibition	Inform the precinct planning process; may be affected by future development of the precinct.
Community	Low	Inform	As needed	May be affected by future development of the precinct.
Local, State and Federal MPs	High	Inform/consult	Ongoing	Responsible for addressing/ managing community concerns.
Council Committees	Medium/High	Inform/consult	As needed	Provide advice on matters relevant to the committee; inform the precinct planning process.

4. Communication and Engagement Plan

4.1 Plan Overview

Insert Name of Project
Introduce and provide a background to the project.

Overview of the Project
Provide an overview of the project.

Planning Proposal Package
The planning proposal package includes the following: <ul style="list-style-type: none">• Click or tap here to enter text.

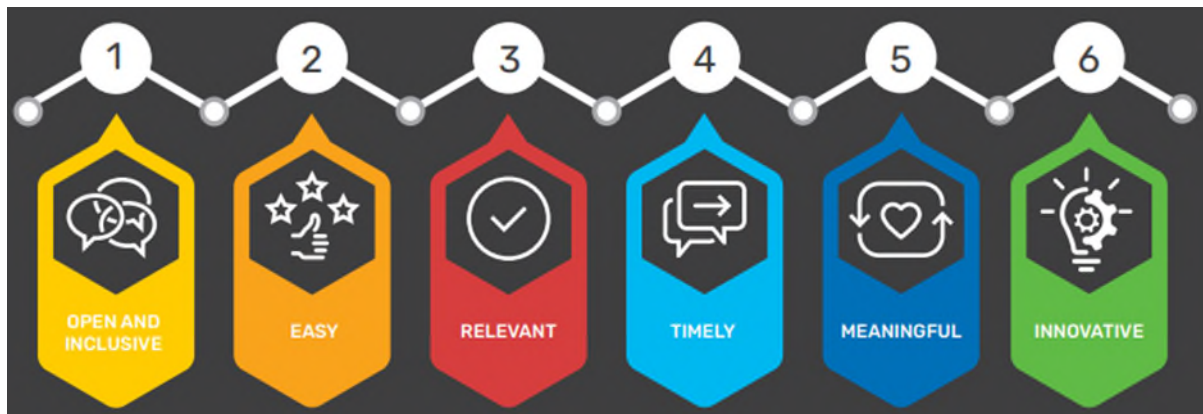
Camden’s Community Participation Plan
Camden Council’s Community Participation Plan encourages open and inclusive, easy, relevant, timely and meaningful opportunities for community participation. The community will have the opportunity to comment on proposed changes during the public exhibition period.

Stakeholders
The people likely to be most interested in or affected by the project can be broadly described as: <ul style="list-style-type: none">• Click or tap here to enter text.

Communication and Engagement Plan
Consideration has been given to the likely interest and needs of stakeholders prior to preparing a Communication and Engagement Plan for the project. A more detailed Communication and Engagement Plan will be prepared to identify tasks, specifically scope individual stakeholder needs and develop the associated engagement material.

4.2 Communication and Engagement Strategy

These six pillars guide all communication and engagement activities delivered by Council.



4.3 Initial Notification (Prior to Endorsement)

Summary

The main priorities of the pre-exhibition consultation is to:

- Seek input from government agencies;
- Seek feedback from local landowners, adjoining landowners;
- Engage with internal staff, Councillors and the Project Working and Control Groups to finalise the draft Planning Proposal; and
- Finalise Council’s Communication and Engagement approach for Public Exhibition and beyond.

Consider the level of interest and needs of stakeholders during this phase of the project is provided in the table below.

Communication	Engagement	Key Stakeholders
<ul style="list-style-type: none"> • Project Working Groups and Meetings • Project Control Group • Camden PCG • Councillor briefing • Council Report • Letters and/or e-mail and/or telephone call • Click or tap here to enter text. 	<ul style="list-style-type: none"> • Internal feedback. • DPHI feedback. • Other agency feedback. • Councillor feedback. • Landowner feedback. • Click or tap here to enter text. 	<ul style="list-style-type: none"> • Camden Council Councillors • Council Officers • Land Owners • DPHI and other government agencies • Click or tap here to enter text.

4.4 Assessment (Prior to Gateway)

Summary		
<p>The main priorities of the assessment stage is to update the community and key stakeholders on key project milestones (i.e. outcomes of initial notification, Local Planning Panel and Council meetings).</p>		
Communication	Engagement	Key Stakeholders
<ul style="list-style-type: none"> • Project Working Groups and Meetings • Project Control Group meetings and updates • Camden PCG/DPHI meetings and updates • Councillor briefing • Camden Local Planning Panel Report • Council Report • Newsletter • Letters and/or e-mail • One on one meetings • Click or tap here to enter text. 	<ul style="list-style-type: none"> • Internal feedback. • LPP feedback. • Councillor feedback. • DPHI feedback. • Other agency feedback. • Landowner/stakeholder feedback. • Click or tap here to enter text. 	<ul style="list-style-type: none"> • Camden Council Councillors • Council Officers • DPHI • LPP • Government agencies • Master Planner • Proponent • Proponent Consultant • Click or tap here to enter text.

4.5 Public Exhibition (Pending Council Endorsement)

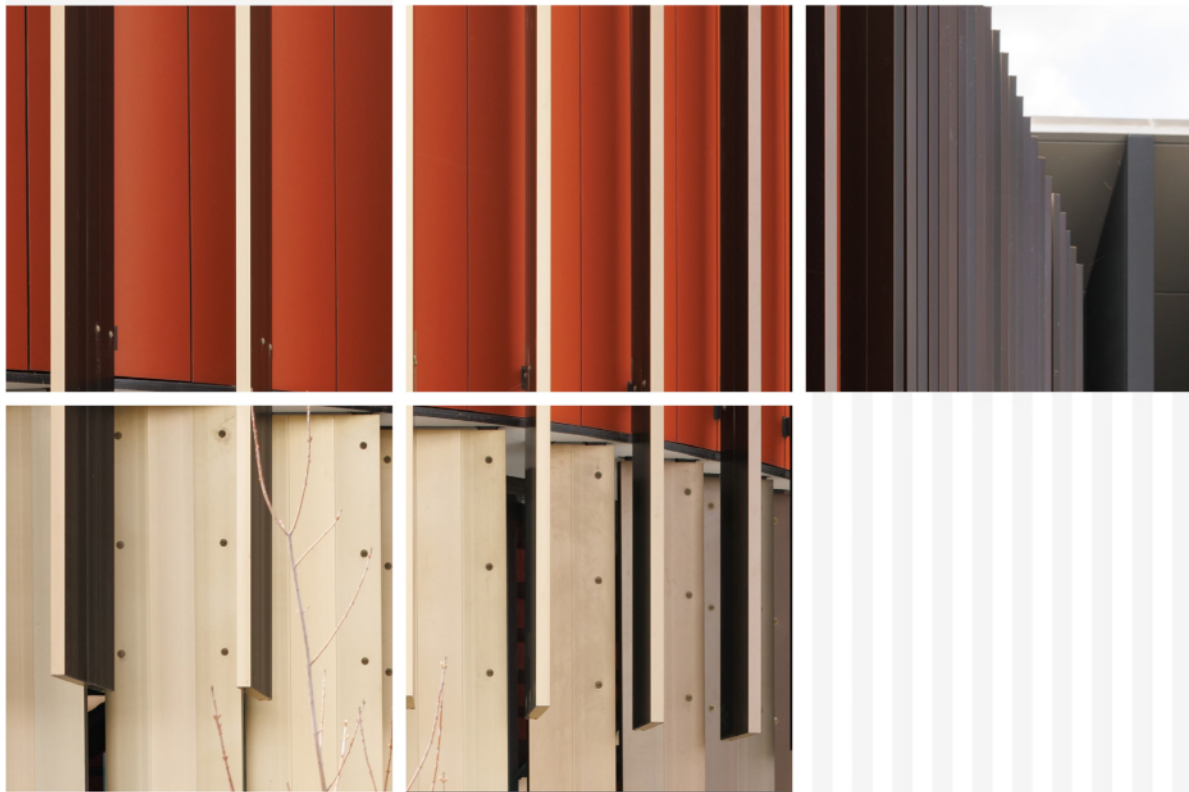
Summary
<p>Number of weeks on exhibition: Click or tap here to enter text.</p> <p>The main priority of the public exhibition stage is to provide further opportunities to engage with the community to inform and guide finalisation of the Precinct. During the public exhibition period, the Project Package will include:</p> <ul style="list-style-type: none"> • Project Overview; • Frequently Asked Questions (FAQ); • Draft Planning Proposal; • Draft Indicative Layout Plan (ILP); • Draft Development Control Plan (DCP); • Supporting technical studies and mapping; and • Click or tap here to enter text.

Communication	Engagement	Key Stakeholders
<ul style="list-style-type: none"> • Councillor briefing (if required). • Councillor update. • Fact and FAQ sheet (including contact details for translation service on back of letter). • Referrals to relevant State Government Agencies. • Social Media. • Online interactive material including FAQ. • Resources on display at all libraries and customer service. • Letters and/or e-mails • Click or tap here to enter text. 	<ul style="list-style-type: none"> • Your Voice Camden project page updated to host (in addition to above) Draft DCP and submission page. • Subscriber notification of exhibition. • Referral via the NSW Planning Portal. • Document display at libraries and Council administration building etc. • One on one meetings with landowners/stakeholders (if required). • Click or tap here to enter text. 	<ul style="list-style-type: none"> • Camden Council councillors and staff. • Residents including landowners • Government agencies and authorities • Aboriginal and Torres Strait Islander Communities • General public via Your Voice Camden and media/social media • Master Planner • Click or tap here to enter text.

4.6 Post Exhibition

Summary		
<p>The main priority of the post exhibition stage is to:</p> <ul style="list-style-type: none"> • Provide an update on the outcomes of the planning process; • Review and respond to submissions received during the public exhibition period; • Refine the final Planning Proposal package and draft DCP in response to submissions (if required); • Further collaborate with State Agencies (if required); • Prepare a report for Council, summarising and responding to submissions received during public exhibition (if required); • Prepare and send the Planning Proposal to DPHI for finalisation; and • Adopt the DCP (if required). 		
Communication	Engagement	Key Stakeholders
<ul style="list-style-type: none"> • Councillor briefing (if required). • Council report (if required). 	<ul style="list-style-type: none"> • Your Voice Camden project page updates. • Clarify submissions where required (potentially conduct 	<ul style="list-style-type: none"> • Camden Council councillors • Council Officers • Proponent • Proponent Consultant

<ul style="list-style-type: none"> • Acknowledge submissions. • Notification of adoption of the SEPP amendment and DCP to submitters and in Councillor update. • Click or tap here to enter text. 	<p>meetings, phone calls etc.).</p> <ul style="list-style-type: none"> • Letters and/or e-mails. • Click or tap here to enter text. 	<ul style="list-style-type: none"> • Engagement consultant. • Your Voice Camden project followers • Submission makers • Government agencies • DPHI • Master Planner • Click or tap here to enter text.
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