

DRAFT Communications and Engagement Plan

Project name	Hockey facility – Victoria Park Xavier Hockey Club	Date	3.10.23
Project manager	Tracy McQue	GL or WO	TBD
Department	Place Planning	Comms/engagement budget	TBD
Engagement advisor	Simon Duffecy	CM9 folder	TBD
Communications advisor	Simon Duffecy	Approving officer	David Doy/Tracy McQue

Introduction & Context

Project introduction, purpose and context

(this information will form the basis of the introductory text on the Town's engagement platform Your Thoughts)

The Victoria Park Xavier Hockey Club have been investigating the potential for a synthetic turf since 2003.

The club is currently based out of Fletcher Park in Carlisle with four grass hockey pitches and a clubhouse (winter use only / shared with Perth Cricket Club).

The Town is looking at new locations that can accommodate one synthetic pitch and grass pitches. A synthetic pitch is key to supporting the club's growth and sustainability, as synthetic is increasingly used for hockey across Australia and internationally.

The project is being guided by the Hockey Working Group (HWG), a community-based stakeholder advisory group consisting of representatives from the community, Victoria Park Xavier Hockey Club, Hockey WA, Elected Members and Town of Victoria Park staff.

After thorough analysis of suitable reserves across the Town by the HWG, on 15 March 2022 the Council endorsed the investigation of three potential locations for a new hockey and other sporting facility to include (summary):

Option 1
Charles Paterson Reserve, including consideration of:

- Synthetic turf, club and change rooms, provision for spectators and necessary storage space.
- Supporting grass fields at GO Edwards Park.
- The potential for co-locating other sporting clubs, community uses and meeting spaces as per the guidance in the draft Social Infrastructure Strategy.

Option 2
McCallum and Taylor Reserve, including consideration of:

- Synthetic turf, supporting grass fields, club and change rooms, provision for spectators and necessary storage space.
- The potential for co-locating other sporting clubs, community uses and meeting spaces.

	<p>➤ The impact on and necessary amendment process to the currently approved Taylor Park and McCallum Park Concept Plan.</p> <p>Option 3 Perth Hockey Stadium at Curtin University including consideration and a request for involvement in the ongoing Perth Hockey Stadium masterplan process. The Council endorsed engagement to illicit the views of the immediate local community during the preparation of the business case for options 1 (Paterson-GO Edwards Parks) and 2 (Taylor-McCallum Reserves).</p> <p>Option 4 – do nothing, remain at Fletcher Park ??</p> <p>The purpose of this engagement at this point in time (can we call this Stage 1 – Business Plan preparation), is to understand the views of the immediate local community living near or with interests associated with Options 1 (Paterson-GO Edwards Parks) and 2 (Taylor-McCallum Reserves). The information will inform the assessment of the suitability of these options being put together in a draft Business Case to be presented to Elected Members for their consideration in early 2024 and permission to advertise the draft business case for wider community input.</p> <p>Engagement of the immediate local community in Stage 1 on Options 1 and 2 is invited from xx until xx.</p> <p>There is an intension for further community engagement on a draft Business Case in Stage 2 – Business Case Finalisation / Support for Preferred Option subject to Council support for engagement on the draft business case in early 2024.</p>
<p>Communication /engagement objectives</p>	<p>Overall, the engagement for the project is at “Consult” level in accordance with the IAP2 (International Association for Public Participation) where the Town commits to:</p> <ol style="list-style-type: none"> 1. seeking public feedback on draft analysis and options, 2. acknowledging and listening to concerns and aspirations, 3. providing feedback on how public feedback was considered and influenced a decision. <p>While this project is not yet a “planning proposal” as per the Town’s policy on planning consultation, there should be some consideration to the engagement requirements of the Policy given the significance of development potentially being proposed.</p> <p>For Stage 1, the following is defined: <i>“Immediate local community”</i> means residents, business and occupier groups in the area outlined in Attachment 1. <i>“Views”</i> means:</p>

Commented [TM1]: For discussion, has been raised previously whether need a do nothing option in BC?

- do residents/stakeholder support or not support the proposal in that location and the reasons why.
- the opinions (positive and negative) about particular aspects of the proposed development and priority of these aspects (ie. minor annoyance to major issue etc).

Stage 1 Business Case Preparation

Primary objectives:

1. Engagement is solely targeted at the immediate local community and their views gained on the proposed development in their locality.
2. To explain the history and rationale for the project and the reason the location was chosen.
3. To explain the extent of the development proposed, user groups, hours of operation etc. to allow the community to make an informed view.
4. To gain feedback on information used in Stage 1 to refine information for Stage 2.
5. To make basic project information available on Town's website ie. That Town is preparing business case, locations and scope of analysis, decision timelines and future engagement stage, explain the project has been set up with HWG community representation in response to previous investigations.

Secondary objectives:

6. To promote community sports / community groups and highlight the role local clubs play in the community, including the positive value the Vic Park Xavier HC has brought to Vic Park.

Stage 2 – Business Case Finalisation / Support for Preferred Option (following Council adoption of draft for advertising in early 2024).

Primary objectives:

1. To capture broader community and stakeholder level of support, views on each of the proposed options and a preferred option.
2. To explain the history and rationale for the project and the reason the locations were chosen.
3. To explain the extent of the development proposed for each option to allow the community to make an informed view. This includes explaining the environment impacts / mitigations of a dry turf.
4. Clearly articulate the advantages, disadvantages and implications of each option.
5. To explain the project has been set up with HWG community representation in response to previous investigations.

Commented [TM2]: What do people think about this? Should we put basic information about the project on our website but not actively promote it at this stage (noting HWG info on website), just have it available in case word gets out we are doing Stage 1 engagement and we're accused of not having any basic info available. We would wait until stage 2 engagement to drive people to the project page to become informed about the project.

	<p>Secondary objectives:</p> <ol style="list-style-type: none"> 1. To promote community sports / community groups and highlight the role local clubs play in the community, including the positive value the Vic Park Xavier HC has brought to Vic Park.
<p>Key messages</p> <p>These will inform the communications materials used in the engagement.</p>	<p>Key messages applicable to both stages:</p> <ol style="list-style-type: none"> 1. VPXHC has been in existence for 61 years. Establishing in 1962 as the Victoria Park Men’s Hockey Club, the Club has undergone several amalgamations over time to become one of the largest sporting club in the Town and Perth with 670 members. 2. The club supports a range of community members to get outdoors, stay physically active and connect with their community. 3. The Club raised the need for a future synthetic turf and a desire for a consolidated home ground in 2003. The Club has been working with the Town since this time to identify a suitable location in the Town, going through two unsuccessful reserve planning exercises (Harold Rossiter and Higgins-Playfield). The Club (as with most Clubs in Perth) view access to synthetic turf as a critical factor in the long-term sustainability of their operations, to remain attractive to the membership base and continue the transition of most grades to higher quality playing surfaces. 4. The transition of community hockey clubs from grass to synthetic turfs is an Australian and international trend. 5. A synthetic turf will support longevity of the Club etc. Benefits of a new location and synthetic turf. 6. The Club’s four priorities for a new home include: <ul style="list-style-type: none"> • Bringing the turf and grass-based teams together to unite the club and improve connection between grades. • Ensure the new home-base meets functional requirements including turf availability, staying close to TOVP member base and functionality of turf and club rooms. • Ensure a new home is financial sustainability, including costs to establish and ongoing management for the club. • To ensure long term security of the facility. 7. It’s the Town’s role to plan and delivery sporting infrastructure / community facilities and there are town-wide / societal benefits eg health and wellbeing. 8. After thorough analysis of suitable reserves across the Town by the HWG, in March 2022, the Council endorsed the investigation of 3 locations for a new hockey facility to accommodate synthetic and grass turf., as well as

providing opportunities for co-location with other groups / clubs. The locations are:

- Option 1 Paterson-GO Edwards Parks (+ reasons why location chosen)
- Option 2 Taylor-McCallum Reserves (+ reasons why location chosen)
- Option 3 Perth Hockey Stadium (Curtin) (+ reasons why location chosen)

9. In accordance with the Town's Social Infrastructure Strategy principle of developing multi-functional and co-located facilities, a new hockey facility must also provide space for other clubs and community groups. I.e. the facility will not be a stand-alone facility.

10. The analysis of the feasibility of each of the location is being assessed through a thorough process in a business case which looks at:

- Spatial capacity to fit the facility and fields on each location.
- Development constraints.
- Facility management options.
- Costs and benefits of each option.
- Other ??

11. Engagement is being carried out in 2 stages:

- Stage 1 – immediate local view only on potential impacts to inform business case analysis and address impacts where relevant / if possible
- Stage 2 – town-wide engagement on draft business case following Council endorsement of draft for public advertising to understand level of support and preferred location.

12. Explain the process for finalising the business case and next steps.

13. If the Club moves, then some space at Fletcher becomes available to other clubs / groups and activities.

Key messages applicable to - **Stage 1 Business Case Preparation**

14. To inform the analysis of each option and preparation of the draft business plan, the Town is seeking the view of the immediate local community on the proposal nearby your property (as per Council resolution) ie. Stage 1 engagement.

Commented [TM3]: Note - there will be more information produced in each option to ensure community gets the full picture of - spatial layout, facility specifications, management options, costs etc.

Commented [TM4]: Any other key messages that apply to both stages? To be worked up and used in comms/engagement.

	<p>15. As such, Stage 1 engagement is targeted to those with an interest in the immediate vicinity of Option 1 (Paterson-GO Edwards) and Option 2 (Taylor-McCallum).</p> <p>16. The Town wants to know your opinion of:</p> <ul style="list-style-type: none"> • challenges and opportunities associated with a facility in this location • are there any major impacts on you and priority of these impacts • do you support the proposal, don't support or undecided. <p>17. Further engagement / wider engagement will occur during Stage 2 following Council permission to advertise the business plan in early 2024.</p> <p>18. Following Stage 2 engagement, the Council will consider the Business Case and supporting a preferred location.</p> <p>Key messages applicable to - Stage 2 – Business Case Finalisation / Support for Preferred Option</p> <p>19. Community input is key to understanding the potential impacts, benefits and viability of each option.</p> <p>20. Stage 2 engagement is broad / townwide.</p> <p>21. Information to provided:</p> <ul style="list-style-type: none"> • History and rationale for the project. • Rationale and method for choosing 3 sites, work of HWG and endorse by Council. • Benefits of the project / each option. • Costs / funding model for each option. <p>NOTE – key messages will be refined:</p> <ul style="list-style-type: none"> • Following feedback on key risks from HWG • Any feedback / learning from Stage 1
<p>Key Risks</p> <p>These are factors associated with the engagement only, to be managed thru the process.</p> <p>Note – these risks will be put into a matrix to priorities them and identify</p>	<ol style="list-style-type: none"> 1. Community concern / criticism / outrage that Stage 1 engagement is not Town-wide, lack of understand and support for staged engagement. 2. Extreme opponents spread false information. 3. Gaps in information in the engagement materials addressing every likely / key issue the community can raise – key issues likely: <ul style="list-style-type: none"> • Sustainability of wet turf • Lights, noise, traffic impacts • Loss of public open space • Loss of trees and habitat, impact on River habitat • How the Town will pay for the facility, is it affordable? Spending compared with other facilities / groups?

<p>actions to address them.</p>	<ul style="list-style-type: none"> • Other ??? <ol style="list-style-type: none"> 4. The purpose of the business case and this stage of the project is not well understood ie. that further decisions are made re funding strategy and LTFF. 5. Community not satisfied with level of information in Business Case ie. want light modelling, enviro impact assessment, traffic assessment etc. 6. Insufficient information about how Option 3 will work which may result in lack of community understanding about this option. 7. Current issues between State and Curtin affecting community opinion of Option 3. 8. Town accused of not advertising the business case sufficiently. 9. Town hasn't secured / identified a co-locating club for the facility which may spark community concern / outrage among the doubters (conspirators). 10. New councillors on-board in November may have strong opinions and request changes to engagement / project. 11. Why not extensive engagement in preparing business case and only consulting on draft business case following analysis. 12. Community not satisfied with level of information and want more eg..
<p>Key dates:</p>	<p>5 - 20 Oct - Feedback on draft engagement plan at Hockey Working Group 12 Oct – Presentation / discussion of draft engagement plan at Hockey Working Group 21 Oct - Local Government elections 20 Nov – Feedback on draft engagement plan at Concept Forum Nov- Dec – Finalise engagement plan / prepare engagement 8 - 29 Jan 2024 (3 weeks) – Stage 1 engagement, survey to nearby residents Mar 2024 – Final Business Plan presented to Council for consideration / permission to advertise. April- May 2024 – public advertising min 28 days.</p>

Note Local Planning Policy – Community Engagement suggests 200 metre for major applications.

Option 1 Paterson-GO Edwards – immediate local community (have included Church as they use Paterson as overflow twice a year).



Option 2 Taylor Mc Callum – immediate local community – note should we include some of the dwellings in the city of south perth ??

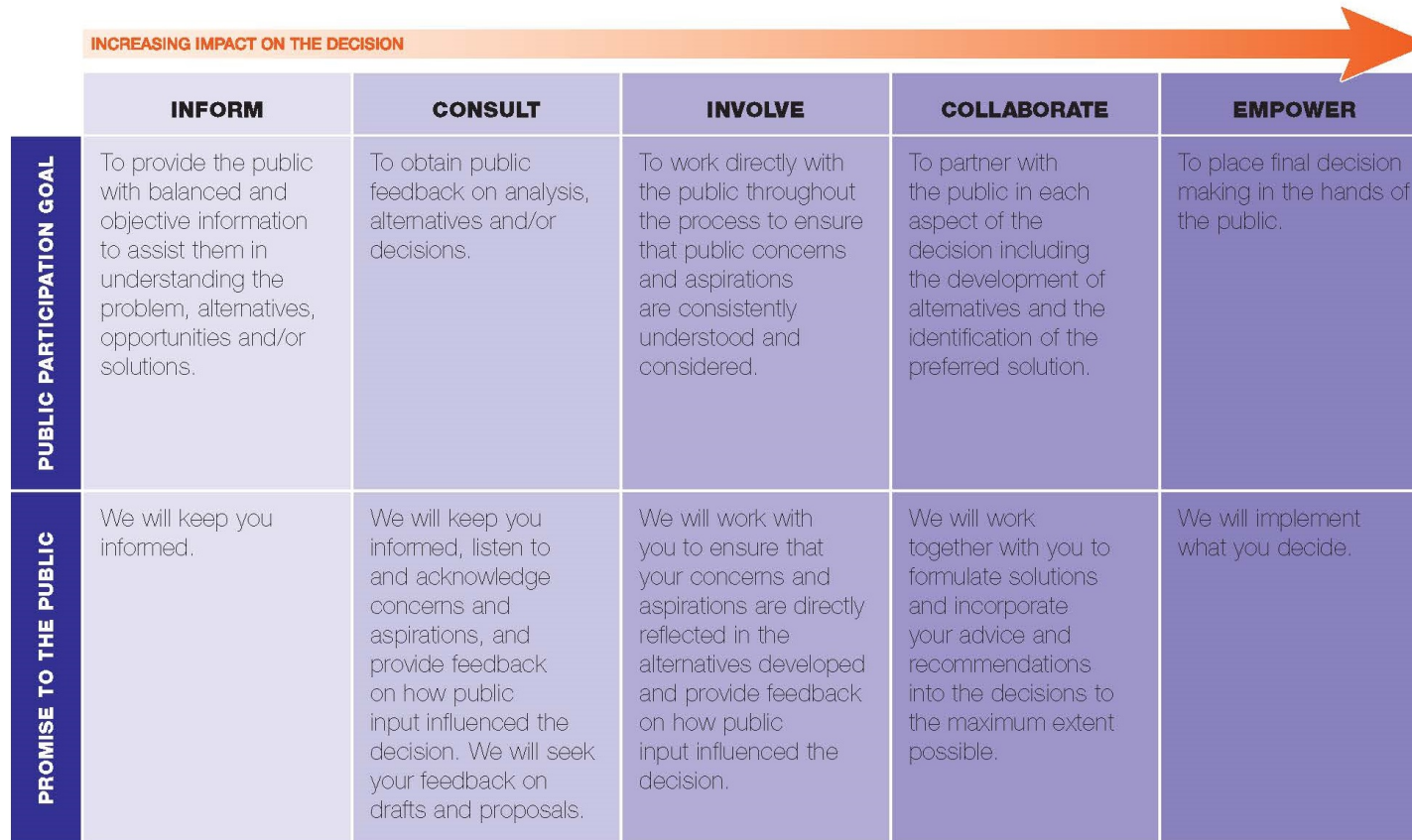


STAKEHOLDER ANALYSIS

STAKEHOLDER		INTEREST (low/medium/high)	INFLUENCE (low/medium/high)	KEY COMMS/ENGAGEMENT TOOLS	NOTES
Victoria Park Xavier Hockey Club		High	High	Direct engagement, Hockey Working Group	
Hockey Working Group		High	High	Direct engagement	
TOVP Council		High	High	Council workshops, EM Portal updates,	
Park visitors		Medium	Medium	On-site signage (stage 2)	Stage 2 engagement - Temporary signage installed at each site with project information and instructions on how to provide feedback
Nearby residents		Medium	High	Stage 1 – direct survey by mail / phone queries	Stage 2 – Letters to residents within 200-500m (approx.) including South Perth residents
Wider TOVP community		Low-medium	Medium	Stage 2 - General TOVP communications (social media, website, e-news)	
Key stakeholder groups	Town advisory groups – Mindeera, Access and Inclusion, VP Young Leaders	High	Medium	Stage 2 briefings on project. Invitation to comment	
	Curtin University	High	High	Stage 1 – email update and informal comment on draft business case Stage 2 – letter referral public advertising	
	State Government - DLGSC/CSRFF, DBCA/SRT	High	Medium	Stage 1 – face-face briefing and discussion on funding / approvals	
	Taylor Reserve Disc Golf users	High	Low	Stage 1 - Direct engagement	The Town will attempt to identify if any formal group uses the disk golf or if just ad hoc usage.
	Park users, including McCallum active area users	High	Low	Stage 2 – signs on site	
TOVP staff		Low-medium	Medium	Customer service briefings, internal communications	

COMMS AND ENGAGEMENT PLAN - SCHEDULE						
PHASE	TARGET / STAKEHOLDER	COMMS / ENGAGEMENT TOOL	TIMING	RESPONSIBILITY	COST	NOTES
Stage 1 – Business Case Preparation	State Government - DLGSC/CSRFF, DBCA/SRT	face-face briefing and discussion on funding / approvals	Oct-Nov 23	TM, DD	Nil	
	Disc golf community	Phone call then direct letter (if they exist)	Oct-Nov 23	TM	Nil	
	Nearby residents/businesses (as per areas shown above)	Direct letter enclosing electronic survey Offer to meet 1-1 if desired	8 - 29 January 2024 (3 weeks)	TM, SD	Nil	
		Your Thoughts project page available on general project (not for engagement) if others want project information.	From 8 January 2024 to end of Stage 2 and beyond.	TM, SD	Nil	
Stage 2 – Business Case Public Advertising / Finalising	Nearby residents / businesses (as shown above)	Direct letter advising of public advertising period	1 week before advertising commences	TM, SD	Nil	
	General community	Information on Your Thoughts, including on-line submission Signs on-sites Website and social media promo 1 x newspaper advert Town's e-newsletter (if timing aligns)	During public advertising period of min 28 days (as per planning policy) April-May 2024	TM, SD	\$1500 (sign)	
		1 x Community drop in session to allow people to browse the materials, ask questions of officers.	During public advertising period of min 28 days (as per planning policy) April-May 2024	TM, SD, DD, DL	Nil.	

IAP2 Engagement Spectrum



The diagram illustrates the IAP2 Engagement Spectrum as a horizontal progression from left to right, indicated by an orange arrow at the top labeled "INCREASING IMPACT ON THE DECISION". The spectrum is divided into five stages: INFORM, CONSULT, INVOLVE, COLLABORATE, and EMPOWER. Each stage is associated with a specific public participation goal and a promise to the public.

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision. We will seek your feedback on drafts and proposals.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will work together with you to formulate solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.