



Greater Newcastle Metropolitan Plan Consultation & Engagement Method Report

Appendix C to the GNMP Consultation & Engagement Outcomes
Report

OCTOBER 2017

Report Revision History

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This document is preliminary unless approved by a Director of City Plan Strategy & Development

CERTIFICATION

This report has been authorised by City Plan Strategy & Development, with input from a number of other expert consultants, on behalf of the Client. The accuracy of the information contained herein is to the best of our knowledge not false or misleading. The comments have been based upon information and facts that were correct at the time of writing this report.

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1. Introduction

The NSW Government is committed to planning for the future housing, jobs, infrastructure and environmental needs of its regions. To deliver this commitment, the NSW Department of Planning and Environment (the Department) released the Hunter Regional Plan 2036 in October 2016.

Action 1.1 of the Hunter Regional Plan required the NSW Government to prepare a Greater Newcastle Metropolitan Plan (GNMP). The GNMP project commenced in late 2016, and consists of 3 main stages: investigation and drafting; exhibition; and preparation of a final plan. A project team was formed to establish an evidence base for planning and prepare a long-term plan for the GNMP area. The GNMP project team is a multidisciplinary team of third party providers, led by the Department.

As part of the GNMP project team, City Plan Strategy and Development (CPSD) assisted the Department to develop and implement a robust engagement program to inform the draft GNMP. The purpose of this program was to raise awareness of the GNMP project, collect and update information about the GNMP area, and provide stakeholders and the broader community an opportunity to contribute to the formulation of a draft vision and strategic directions for the GNMP area. The GNMP project team engaged with stakeholders and the broader community between February and August 2017 to provide inputs into the draft GNMP for public exhibition.

This report is an Appendix to the GNMP Consultation and Engagement Outcomes Report, prepared by City Plan Strategy and Development (October 2017) (Outcomes Report). It summarises methods used to engage stakeholders and the broader community to prepare the draft GNMP, prior to its exhibition.

1.1 Overview

The Department ran concurrent stakeholder engagement and community outreach programs between February and August 2017 to elicit feedback that would assist with preparing the draft GNMP for public exhibition.

A stakeholder analysis was undertaken early in the project, which identified distinct engagement requirements for the following groups to inform the preparation of the draft GNMP for exhibition:

- Internal stakeholders, including selected NSW Government agencies.
- Local Government, with separate considerations for engaging with: council staff; council executive teams; and elected politicians, including council joint organisation.
- Business and Industry, with separate considerations for engaging with: anchor institutions and operators, such as the Airport, Port of Newcastle and University of Newcastle; and broader business and industry representatives.
- Local community members, including people who live, work or visit the area.

This report describes the engagement tools and techniques applied, and provides an overview of level of stakeholder participation. Separate sections describe considerations and methods applied in relation to:

- briefing sessions (Section 2)
- targeted meetings and workshops (Section 3); and
- community outreach (Section 4).

A review of the feedback received from stakeholders and the broader community is presented in the Outcomes Report, provided separately.

2. Briefing sessions

Department staff were invited to brief the following organisations about the GNMP project:

- Hunter Councils
- All six GNMP councils (Cessnock, Lake Macquarie, Maitland, Newcastle, Port Stephens, and Singleton)
- Hunter Water
- UDIA Hunter Regional Chapter
- Hunter Business Chamber
- Dantia-Lake Macquarie City Economic Development Company

These briefings were an opportunity to provide information and answer questions about the GNMP project. Feedback provided at these briefings was general in nature; it has not been catalogued for analysis but will still be considered by the Department.

3. Targeted meetings and workshops

The GNMP project team facilitated several key stakeholder meetings and workshops between February and July 2017. These provided a forum for raising awareness about the GNMP project, and collecting and reviewing evidence in line with baseline studies undertaken by the Department, or consultants working on their behalf.

Five workshops were held over four days. These are summarised in Table 1, and described in Sections 3.1 and 3.2.

Table 1: Summary of stakeholder workshops

Workshop	Target group	Attendance
Project Launch 28 February 2017	Community members, councils, business leaders and government agencies	75 people registered attendance
Opportunities and challenges for the metropolitan area 27 April 2017	Industry	25 people registered attendance
The vision and objectives of the GNMP, and alignment with local planning initiatives 28 April 2017	Local Government	14 people attended
Preliminary considerations from economic research 5 July 2015	Combined Local Government and Industry	55 people registered attendance 30% Local Government 70% Industry
Preliminary considerations from housing research 5 July 2015	Combined Local Government and Industry	55 people registered attendance 30% Local Government 70% Industry

Department staff, or consultants working on their behalf, also held several other meetings to discuss site- or issue-specific matters with key stakeholders, including:

- Port of Newcastle
- Newcastle Airport
- University of Newcastle
- Venues NSW
- Crown Lands

These meetings included discussion of matters that may be commercially sensitive, and feedback has not been publicly presented for analysis, but will still be considered by the Department to prepare the draft GNMP for public exhibition.

3.1 Local Government workshops

Staff from councils considered to be within the GNMP area were invited to participate in a series of workshops, which provided feedback from the Cessnock Lake Macquarie, Maitland, Newcastle, Port Stephens and Singleton local government areas (LGAs). This list of councils reflects the boundary of the GNMP area as it was defined in the Hunter Regional Plan 2036. Further consultation was undertaken by the Department to refine this boundary, which will be presented in the draft GNMP for public exhibition.

The local government workshops brought together staff from all LGAs to collectively discuss specific issues, focussing on:

- the vision and objectives of the GNMP, and alignment with local planning initiatives (28 April 2017); and
- preliminary considerations from housing and economic research (5 July 2015, combined with Industry and Agency stakeholders).

Stakeholder feedback, including comments made by workshop attendees, was recorded at each workshop by facilitators including CPSD and Department staff. This feedback was consolidated and catalogued to allow thematic analysis, which is described in Section 3.3 of this report.

3.2 Industry and Agency workshops

Industry and Agency representatives were invited to participate in a series of workshops, focussing on:

- opportunities and challenges for the metropolitan area (27 April 2017); and
- preliminary considerations from housing and economic research (5 July 2015, combined with Local Government stakeholders).

Collectively, these workshops were attended by various individuals representing over 30 organisations, including:

- Australian Industry Group
- Awabakal Local Aboriginal Land Council
- Castlecrest Consultants
- Compass Housing
- Dantia - Lake Macquarie City Economic Development Company
- GPT Group
- Hunter Development Corporation
- Hunter Research Foundation Centre
- Hunter Water Corporation
- Hunternet
- Johnson Property Group
- Lake Macquarie Tourism Board
- Newcastle Airport
- Newcastle Now Business Improvement Association
- Newcastle Tourism Industry Group
- NSW Business Chamber
- NSW Department of Family and Community Services
- NSW Department of Primary Industries
- NSW Department of Premier and Cabinet
- Planning Institute of Australia
- Port of Newcastle
- Property Council of Australia
- Regional Development Australia
- Roads and Maritime Service
- Scentre Group
- Sport NSW
- Tom Farrell Institute
- Transport for NSW
- Umwelt (Australia) Pty Ltd
- Urban Development Institute of Australia
- Venues NSW

Stakeholder feedback was recorded at each workshop by facilitators provided by CPSD and the Department. This feedback was consolidated and catalogued to allow thematic analysis, which is described in Section 3.3 of this report.

Additional feedback provided by stakeholders directly to Department staff or their consultants outside of the workshop forum has not been catalogued for analysis, but will still be considered by the Department. This feedback may include detailed consideration of local matters.

3.3 Collecting and analysing feedback

Stakeholder feedback at the targeted meetings and workshops was documented by facilitators provided by CPSD and the Department. Comments were catalogued against the thematic framework, presented in Table 2, to allow feedback provided across several meetings or workshops to be compared in relation to similar issues.

The thematic framework identified issues- and place-based considerations that were mainly derived from the matters specified for the GNMP area in the Hunter Regional Plan 2036.

Table 2: Thematic framework applied to catalogue stakeholder feedback

Theme	Sub-theme 1	Sub-theme 2
Purpose of the GNMP	-	-
Vision	-	-
Housing	-	-
	Infill	-
	Greenfield	-
	Demographic submarkets	-
	Medium density	-
Economy/Employment	-	-
	Tourism	-
	Manufacturing	-
	Retail	-
	Healthcare	-
Transport	-	-
	Freight	-
	Roads	-
	Public Transport	-
	Active Transport	-
Enabling infrastructure	-	-
Natural environment and resources	-	-
	Biodiversity	-
	Waste	-
	Energy	-
	Water	-
	Mining	-
Governance	-	-
Other matters	-	-
	GNMP boundary	-
	Alignment with local planning	-

Table 3 (continued): Thematic framework applied to catalogue stakeholder feedback

Theme	Sub-theme 1	Sub-theme 2
Place-based considerations	-	-
	Global Gateways	Port
		Airport
	Centres of Excellence	Education
		Health
		Nominated by stakeholders
	Strategic centres	Broadmeadow Sport and Recreation Precinct
		Central Maitland
		Callaghan (Uni)
		Cessnock
		Charlestown
		East Maitland
		Glendale-Cardiff
		Kotara
		Lambton (Hospital)
		Morisset
		Nelson Bay
		Newcastle City Centre
		Raymond Terrace
		Nominated by stakeholders
	Urban renewal corridors	Maitland Road
		Brunker Road
		Tudor St
Glendale to Cardiff		
Charlestown to Belmont		
Other places	-	

4. Community outreach

A community outreach program was developed to help raise public awareness about the project, and to collect feedback about people's expectations and aspirations for metropolitan-level planning in Greater Newcastle. A series of open-invitation public events and pop-up sessions were held between February and August 2017.

4.1 Public events and publications

The Department held two open-invitation events to provide interested community members an opportunity to learn more about metropolitan-level planning, and the GNMP project. Feedback provided at these events was general in nature; it has not been catalogued for analysis but will still be considered by the Department.

Community information session

The Department held a community event at Fort Scratchley, in Newcastle East, on 28 February 2017 to launch the GNMP project. The event was advertised through the Department's social media and networks.

Seventy-five people attended the event to hear more about how the Department planned to approach metropolitan planning in Greater Newcastle. Presentations were made by industry experts including:

- Chris Isles, Place Design Group;
- **Brian Haratsis, MacroPlan Demassi;**
- Garry White, Chief Planner, NSW Department of Planning; and
- Professor Greg Clark, Global Adviser on Cities.

Public lecture

The Department held a public lecture on 5 July 2017, at the University of Newcastle's NeW Space building in Newcastle City Centre, which opened the same week. Professor Greg Clark was the keynote speaker, and the Department launched Professor Clark's report *Metropolitan Strategic Planning: Case Studies Report for Greater Newcastle, NSW* at the event. The lecture provided an overview of metropolitan strategic planning from cities with similar characteristics to Greater Newcastle. The event was attended by 80 people.

4.2 Pop-up sessions

A series of pop-up sessions provided people with an opportunity to hear more about the GNMP project, and to participate in a "map your story" exercise that was designed to demonstrate the metropolitan nature of the Greater Newcastle area.

Several techniques were used to identify community engagement opportunities and prepare the program of pop-up events. The aim was to collect feedback from a diverse range of people, covering as many locations, age groups, cultural backgrounds, and relationships with the Greater Newcastle area (e.g. residents, employees, and visitors) as possible within the time and budget available.

The approach utilised existing community events or popular destinations to maximise exposure. CPSD reviewed community calendars and sought advice from Council officers in each of the LGAs to identify events or locations that had been most successful in their recent community engagements. Events were selected to ensure one event occurred in each of the five local government areas to allow for a balanced geographic representation. Three additional events were selected to target harder-to-reach groups (Culturally and Linguistically Diverse communities, Indigenous communities, and visitors), based on the type of community events scheduled during the time available.

At each pop-up session, facilitators were available to describe the GNMP project, and answer people's questions. If time permitted, facilitators invited people to describe their experience of the Greater Newcastle area by participating in the "Map your story" exercise. This involved

a semi-structured interview based around an A1 table map showing either the Inner Newcastle or Greater Newcastle area. During the interview, participants were invited to place symbols on the map locating where they lived, worked, shopped or otherwise spent their time. Facilitators would illustrate the map further based on the narrative provided by each participant. Several prompts were used to elicit responses, if required, such as (but not limited to):

- What does a typical Tuesday look like?
- What did you do last Saturday?
- Which is your favourite beach, and how do you get there?
- If money was no option, where would you live?

Each pop-up session was facilitated by a representative from CPSD along with representatives from the Department who are responsible for preparing the GNMP. In total, nine separate Department staff attended, ranging from student planner to Director-level. Several events were also voluntarily attended by Council planning officers, providing support and advice to community members with respect to local planning matters.

Short summaries of each event, along with selected stories, were published on the Department's website. In total, 128 stories were collected, which are provided as a separate Appendix to the Outcomes Report.

Demographic information was not collected from people at any of the events. Based on facilitator feedback, the stories collected generally provide a balanced mix of genders and age groups.

4.2.1 Engaging young people

Young people were identified as a priority engagement cohort in the preparation of the GNMP, noting the long-term nature of the plan. This demographic was reasonably well-represented in the pop-up sessions described above. Several of the community events where pop-up sessions were held were attended by schools, providing young people an opportunity to map their own stories. Parents also included their children in the 'mapping your story' exercise at each of the events.

CPSD consulted the Office of the Advocate for Children and Young People (ACYP) to discuss youth engagement objectives and methods. ACYP provided an overview of recent youth engagement undertaken on behalf of State Agencies, including the Greater Sydney Commission and Transport for NSW, in relation to urban planning or related matters. This information will be used to formulate targeted engagement initiatives that will be undertaken with children and young people once the draft GNMP is on exhibition.

ACYP consulted over 4,000 children and young people to prepare the NSW Strategic Plan for Children and Young People, and have since consulted with a further 6,000 children and young people to support other projects. Based on this feedback, ACYP provided the Department with a summary of the issues most often raised by children and young people in relation to the built environment. They also disaggregated this feedback to identify responses provided by 84 children and young people living in Greater Newcastle area. This feedback is detailed in a separate Appendix to the Outcomes Report.

Table 3: Summary of pop-up sessions completed, in chronological order

Target group	Event / location	Date completed	Comment
Culturally and Linguistically Diverse communities	Hunter Multicultural Services Expo Multicultural Neighbourhood Centre, Lambton	Wednesday 24 May 2017 10am - 2pm	23 stories collected Around 50 people stopped for information
Indigenous communities	NAIDOC Family Day Murrook Culture Centre, Williamstown	Friday 7 July 2017 10am - 2pm	21 stories collected Around 35 people stopped for information
Visitors and travelling residents	Newcastle Airport, departure lounge	Friday 7 July 2017 4pm - 7pm	7 stories collected Around 15 people stopped for information
Newcastle LGA	Newcastle City Farmers Market	Sunday 16 July 2017 7am - 1pm	22 stories collected Around 50 people stopped for information
Port Stephens LGA	MarketPlace Raymond Terrace	Thursday 20 July 2017 4pm - 7pm	15 stories collected Around 30 people stopped for information
Lake Macquarie LGA	Stockland Shopping Centre, Glendale	Thursday 26 July 2017 4pm - 7pm	14 stories collected Around 15 people stopped for information
Cessnock LGA	Corner Charlton and Cooper Streets, Cessnock	Saturday 29 July 2017 10am - 2pm	10 stories collected Around 20 people stopped for information
Maitland LGA	Maitland Aroma Coffee and Chocolate Festival	Saturday 12 August 2017 10am - 4pm	16 stories collected Around 50 people stopped for information

4.3 Collecting and analysing feedback

Following each pop-up session, each facilitator was responsible for providing a synopsis of the feedback they heard, and the predominant themes emerging were discussed amongst the event team. CPSD consolidated all stories and maps into a single document (Appendix A).

The event synopses published on the Department's website and individual stories presented in Appendix A were used to undertake a qualitative review of feedback. The purpose of this review was to identify common themes that were repeated across several pop-up sessions, and issues that may be unique to any of the targeted harder-to-reach groups. The results of this review are presented in Section 5 of the Outcomes Report.