

Economic Development Strategy Draft for Public Exhibition

Consultation and Engagement Plan



Consultation and Engagement period 11 August 2022 to 11 Sept 2022.



Media release, newspaper advertisement, eNews articles and social media promotion (Facebook, LinkedIn), at commencement of public exhibition and throughout campaign. Campaign 'warm up' begins late July 2022.



Shaping Yarra Ranges Economic Development Strategy renewal page (Shaping YR) includes the draft Strategy, background information, FAQ's, glossary and online survey. Also provides access to Background Report and Engagement Findings Report.



Online short survey seeking feedback on the draft Strategy available on Shaping YR.



Emails to participants of Round One Engagement (workshops and consultations), summarising the draft Strategy and detailing available engagement activities with an invite to participate in the focus group webinars.



Two/Three facilitated focus group webinars with participants invited from Round One Engagement. Feedback captured throughout the webinar in designed activities.



Reference, Advisory and Target Group presentations (15) to discuss the draft Strategy in more detail and answer questions. Participants invited to provide feedback via survey on Shaping YR.



Youth Engagement linking into the Yarra Ranges Tech School and Hearing the Voices of YR Youth program and through the Youth Ambassadors. Feedback captured in designed activities.



"Pop Up" stalls for the community and businesses to drop by, find information and ask questions (locations and times to be confirmed), one per region (four in total). Invitations to provide feedback via survey on Shaping YR.



Flyers including promotions, FAQ's and 'Direction and Priority Area Investigations' placed in Community Links, pop venues, Shaping YR and used throughout social media campaign.



Video 'What is Economic Development to me', featuring a variety of voices, available on Shaping YR and used throughout social media campaign.



Hard copies of the draft Strategy available at Lilydale Council customer service centre.