



Draft Yarra Ranges Community Waste and Resource Recovery Plan

- Community Engagement Plan

September – November 2022

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Legislative requirements

There is no legislative requirement for this report or for engagement.

Privacy will be considered when collecting responses during the community engagement process.

All aspects of intersectionality have been considered when developing this phase of engagement.

Alignment with Council strategic priorities:

The Yarra Ranges Community Waste and Resource Recovery Plan (Waste Plan) is listed as a major initiative in the 2021-2025 Council Plan:

Council will develop a Municipal Waste Plan, education programs and pursue innovative waste processing technologies to maximise waste resource recovery for a more sustainable future.

The Waste Plan has considered the following strategies:

- Environment Strategy 2015-2025
- Health and Wellbeing Plan
- Yarra Ranges Liveable Climate Plan 2020
- Draft Economic Development Strategy

Engagement objectives

- Establish strong, transparent relationships with Yarra Ranges stakeholders.
- Proactively seek to understand stakeholder values, issues, and concerns.
- Provide multiple opportunities for stakeholder participation using different and complementary engagement techniques.
- Enable stakeholders to express concerns regarding new waste services, to enable consideration of how council can address these concerns in service transition.
- Clearly define and communicate project parameters and negotiables, particularly what can be influenced through community and stakeholder engagement.

Scope of engagement

Community and stakeholder engagement must be carried out in accordance with Council’s Community Engagement Policy. The level of engagement for the Waste Plan has been defined as ‘Consult’

	Inform & educate	Consult	Involve	Collaborate
Goal:	To provide stakeholders with balanced and objective information to assist them in understanding the issues, alternatives, and opportunities.	To obtain stakeholder feedback on options and/or decisions.	To work directly with stakeholders throughout the process to ensure that their concerns and aspirations are consistently understood and considered.	To partner with stakeholders in each aspect of the decision including the development of alternatives and the identification of the preferred solution.
Promise to Stakeholders:	We will keep you informed and provide you with tailored information for you to better understand key concepts.	We will keep you informed, listen to, and acknowledge concerns and provide feedback on how stakeholder input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how stakeholder input influenced the decision.	We will look to you for direct advice and innovation in formulating solutions and incorporate your advice into the decisions to the maximum extent possible.

Table 2

Engagement timetable

Channel	Timeline
Provide Draft Waste Plan to Councillors at Forum meeting and take on board comments	16/08/2022
Present Draft Waste Plan to Council Meeting	13/09/2022
Engage with community	14/09/2022
Close of engagement	10/11/2022
Assess engagement contributions	14/11/2022 – 14/12/2022
Present final Waste Plan to Council	TBC – February 2023

Table 4

Stakeholders

Key Members	Interest in Project
Residents	Users of waste collection system Participants in community waste minimisation education, activities and measures
Businesses receiving council waste collection services	Users of waste collection system Participants in community waste minimisation education, activities and measures
Relevant State Government departments, agencies,	Provide funding/grant channels Give strategic goals in relation to circular economy and waste policy
Councillors	Decision-makers in approving strategy for consultation and adoption. Represents interest of broader community
Advisory committees	Provide advice to Councillors on specialist areas and representatives of the community
Council Staff	Local residents, visitors, users of waste system; communicate regularly with other stakeholders in professional and personal lives
Waste management contractors	Provision of collection, processing and recycling services for waste materials collected from Yarra Ranges properties
General public, visitors to Yarra Ranges	Desire a clean environment and availability of waste disposal in public locations
Media	Provide communication channels to reach stakeholder/audience groups and can directly influence their perceptions, attitudes, and behaviours.

Table 7

Stakeholder engagement tools

Tool/Activity	Description
Information at Council Hubs	Information and printed copies of plan available at Council locations to inform the public.
Pop-up stalls	Staffed displays to allow staff and the public to engage directly with the team, ask questions and provide feedback regarding the plan
Shaping Yarra Ranges website page and tools	An engagement website platform with a variety of tools to enable feedback on Council's plans.
Feedback form	To invite stakeholder feedback and ideas on particular Plan elements. They can be used during face-to-face engagement activities, over the phone, in the mail or online.
Webinars	Interactive online discussions with stakeholders to address specific issues.
Advisory Committees Reference Group	A group that advises Council on specific interest areas. Comprising members of the local community or other key stakeholders which meet on a regular basis for a set time period to advise Council on significant local issues.

Table 8

Communications tools

Tool/activity	Description
Advertising (digital)	Social media
Advertising (press)	Advertising in Star Mail Newsgroup, Lilydale, and Yarra Valley Leader for community events
Briefing sessions	Information session for media, customer service team and all staff. Provide information to assist with questions from community
Brochures/postcards/flyers	Promotional information directing people to Shaping Yarra Ranges page – for libraries, hubs, pop-ups.
Direct e-mail	Information distributed directly to local residents and businesses who registered for updates via Shaping Yarra Ranges page during the Community Waste Survey
E-newsletter	Dedicated information about services, information, events, etc
FAQs	Sets of frequently asked questions and (approved) answers.
Factsheet	Information sheets detailing particular aspects in depth.
Feedback Forms	Online or printed forms used to invite feedback from the community in general (surveys)
Information kit	Information for Councillors with tips for promoting plan and consultation to community, Q&A sheet to assist with questions
Information posters	Posters displaying key information from plan; information on consultation activities
Media releases/events	Proactive media opportunities to promote consultation and Shaping Yarra Ranges page
Q&As / Scripts	Provide customer service staff and others with Q&As if appropriate for events/initiatives in order that they can connect to the right person.

Tool/activity	Description
	Provide key messages/info to Mayor/Councillors for media/public comment
Social Media	Targeted information, events/videos in relation to Council operations, funding opportunities, etc
Website	A dedicated page with link to online forms and information available at Shaping Yarra Ranges
Webinars (online)	Meetings coordinated by Council to provide information updates and a chance for feedback to community and internal staff.

Table 9 Engagement Plan

Engagement Plan (14 September – 11 November)

Stakeholder	Engagement Tool	IAP level	Call to action/comments
All stakeholders	Shaping Yarra Ranges web page	Consult	Provide generalised feedback on the Waste Plan Page will include access to plans, online form, post-it notes for comments
General public	Pop-up stalls Approximately eight stalls in locations (TBC) across Yarra Ranges (For example, Farmers Markets, Kilsyth Festival, other local events)	Consult	Highlight the guiding principles, targets and themes and action plan as identified in the Plan. Direct people to the Shaping page to provide feedback
Advisory Committees Networking Groups	Information circulated to groups such as: Rural Advisory Committee; Disability Advisory Committee; Youth Advisory Group; Indigenous Advisory Committee; Sustainable Environ't Committee; Yarra Ranges Food Connections.	Consult	Inform of the guiding principles, targets and themes and action plan as identified in the Plan. Encourage feedback via Shaping website form
Residents; Businesses using council services	Shaping Yarra Ranges web page Pop-up stalls Online webinars (dates TBC)	Consult	Present the guiding principles, targets and themes and action plan as identified in the Plan. Encourage discussion Encourage feedback via Shaping website form

Table 10

Communications plan (14 September – 11 November)

Tool	Description
Website	Via Shaping Yarra Ranges web page - content, reports, online submission forms
Fact sheets	Summary information on key topics from plan available on Shaping Yarra Ranges and at pop-up stalls
Signage (posters)	At pop-up events to describe key points in plan
FAQs	On Shaping Yarra Ranges website
Feedback forms (online and print)	Via Open Forms on Shaping Yarra Ranges web page Printed forms for pop up events
Media release	Available for Council meeting; publicizing plan release, pop-up dates/locations and opportunities for feedback
Media advertising (Star Mail – all 6 editions)	Following Council meeting; publicising pop-up and opportunities for feedback
Photography	Taken at pop-up events and presentations
Social media	To publicise the plan, pop up events and opportunities to provide feedback
E-newsletters	Provide content (specific to audience) for Council E-newsletter and internal e-newsletters, e.g., Environmental, YR Local, Storm Recovery, Hills/Valley e-newsletters, Community Development, YR Business etc.

Table 11

Closing the loop

What will we do with the feedback received?

All respondents will be acknowledged for their feedback through the Shaping Yarra Ranges website.

All feedback will be considered. Wherever possible, feedback will be incorporated into the final Community Waste and Resource Recovery Plan for endorsement by Council.

A report will be provided to Council with a summary of feedback received, and how this feedback has been considered in the final copy of the plan.

The final Community Waste and Resource Recovery Plan will be made available to the public after it is endorsed by Council in early 2023. Once released, the plan will be promoted via Council media channels.