

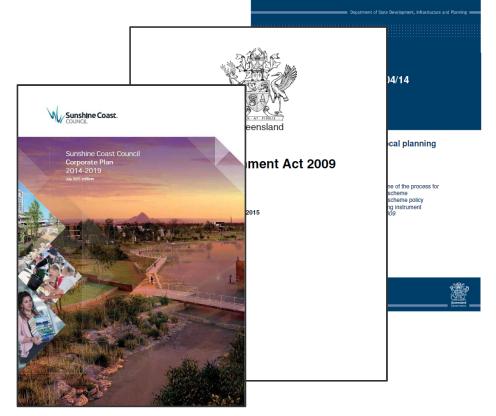
SC Business Council Benefits of effective community engagement

21 March 2016



"An ongoing dialogue with our community to identify civic issues and opportunities, assist with planning and inform decision making"

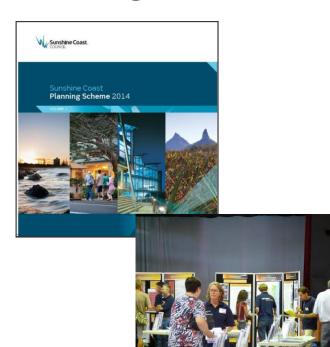






Case study - Sunshine Coast Planning Scheme 2014

- Comprehensive consultation
- Statement of Proposals –
 sets the broad framework
- Roadshows, advertising, individual meetings, mail outs, stakeholder meetings, permanent staffed display, website
- Approx 2,800 submissions





Case study - Place Making Mooloolaba Master Plan

Engagement Activities

Public Event Days 1. Chalk day visioning 2. Street activation 3. Interactive feedback 4. Survey questionnaire and social media feedback

White-walling of vision & ideas

- 2. Focus on key areas:
- · 'the Wharf'
- · 'the Heart'
- · 'the Esplanade'
- · 'the Southern Gateway'

Surveys

- 1. Online
- 2. Hard copy
- 3. Other submissions (letters & emails)

Workshop





Surf Club - Thu 17 Sep, evening session

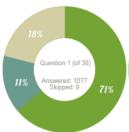
2. Esplanade - Sat 19 Sep, morning session

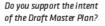
Public Feedback Sessions

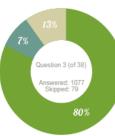
Stakeholder meetings

- 1. Discussing opportunities and challenges
- 2. Ideas-focussed
- 3. Coordinated stakeholder response

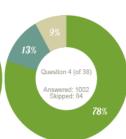
Key Results from the Phase 2 Survey



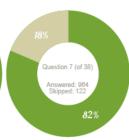




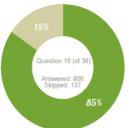
Do you support the vision of the Draft Master Plan?



Do you support increasing parking provision within Mooloolaba?



Do you support the following key initiatives proposed to revitalise the foreshore and create an additional 40% of public parkland with an enhanced 1km ocean walk experience?



Do you support the creation of a new 'heart' for Mooloolaba that would provide an alternative experience to the waterfront

for visitors and locals?



Do you support the following key initiatives in the revitalisation of the Wharf site?

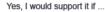


Do you support the revitalisation of Brisbane Road to promote the southern arrival experience into Mooloolaba?













Benefits of effective community engagement

- Informed decision making:
 - Local knowledge input
 - Flesh out issues rather than yes/no propositions
 - Confidence for decision makers
- > Ownership
- Longevity

