

September 2023



Community Engagement Plan

Burwood North Masterplan

Prepared by City Planning – September 2023



Burwood
Inc.1874

Burwood . Burwood Heights . Croydon . Croydon Park . Enfield . Strathfield

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Introduction

Council has prepared a draft Masterplan that sets the vision for the future of the Burwood North precinct. The draft Masterplan for Burwood North precinct provides the framework for increased capacity for jobs and housing, including the delivery of affordable housing, the delivery of infrastructure, improvements to the design and sustainability of buildings, public domain improvements and new community facilities.

The draft Masterplan allows Council to:

- Plan for future growth of Burwood North in a coordinated way
- Prioritise more than just housing by planning for jobs, community infrastructure and new open space
- Set the vision for Burwood North and create controls to achieve that vision with input from the community, rather than reacting to ad-hoc rezoning proposals
- Advocate to the NSW Government about the need for important community infrastructure that aligns with the growth envisaged in the Burwood North Masterplan.

The Masterplan itself will not result in any changes to current planning controls. Its role as a guiding strategic document would form the basis of a Planning Proposal to amend the Burwood Local Environmental Plan 2012. The Planning Proposal process requires further public exhibition and engagement with the community, and further reporting to Council.

This engagement strategy aims to ensure the Burwood community and our stakeholders are aware of the Burwood North masterplan and understand the proposed changes that relate to them and feel encouraged and confident to submit their feedback to Council.

Engagement to date

The development of the Masterplan has been informed by a series of early engagement activities from November 2021 to February 2023 to inform the vision and priorities for Burwood North Masterplan. In total, 500 individuals participated in early engagement activities including landowners, residents, First Nations groups, local businesses, community members, Government and institutional stakeholders.

The following early engagement activities were undertaken:

- Principles Survey
- Interactive mapping on Participate Burwood where community member could leave comment on specific parts of the precinct
- Landowner and resident survey
- Local business survey
- Visioning Charrette with government agencies and institutional stakeholders
- Landowner and resident drop-in session hosted at Burwood
- Targeted engagement with First Nations community
- Scenario Workshop with government agencies and institutional stakeholders

The outcomes of this early engagement are included in Engagement Outcomes Report attached to this strategy.

Objectives

The following objectives aim to deliver a comprehensive engagement strategy to:

- Inform the community and potentially impacted land owners of the Masterplan
- Use engagement tools and techniques that widen our reach to include our diverse population (non-English speaking, younger professionals, students etc)
- Make complex planning documentation easy to comprehend for the community, including CALD communities, to provide feedback on
- Provide a meaningful visualisation tool that can communicate proposed changes to the community. Visual tools also allow information to be accessible for CALD communities, as Burwood is a diverse community
- Seek feedback via multiple engagement methods
- Ensure our neighbour councils and stakeholder agencies are informed, engaged and aware of opportunities to make submissions
- Create broad awareness of the Masterplan in the community, including CALD communities.

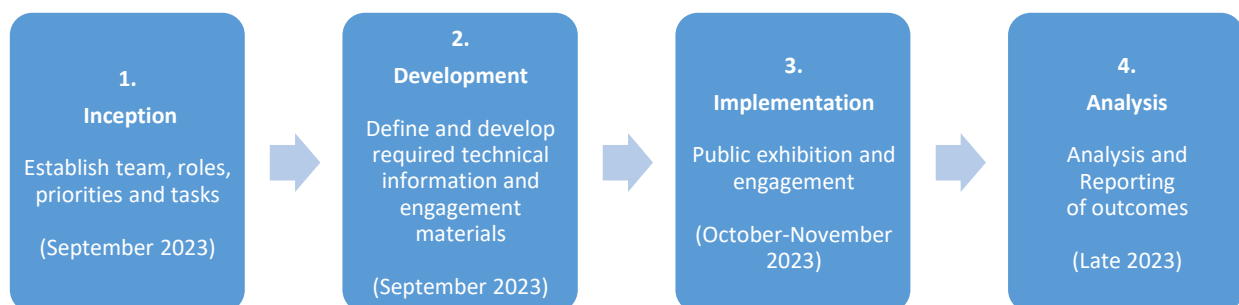
Timing

The draft masterplan is a guiding strategy with no statutory requirements for public exhibition under the Environmental Planning and Assessment Act 1979.

A 6-week (42 day) engagement period is proposed to provide the community with ample time to become informed and involved in planned engagement activities and provide feedback.

The implementation of this engagement strategy will be undertaken over 4 stages with Public Exhibition scheduled to commence in mid-October 2023 to allow for time to finalise the collateral and ensure that information can be sent to the community at least a week prior to the exhibition of the commencement of the exhibition period.

This timing is subject to endorsement by Council to allow adequate time for the preparation of material as outlined in this Strategy. The engagement period will commence outside of any school holiday period.



Target groups

This engagement strategy is designed to have a wide reach to engage with the following target groups:

- Broad community including residents and businesses
- Potentially impacted land owners (resident and non-resident)
- Potentially impacted residents
- Potentially impacted businesses, institutions, community groups and agencies
- Individuals/agencies who registered interest via Council's webpage
- Individuals/agencies who participated in early engagement activities
- Stakeholder government and peak agencies
- Neighbour councils

Those identified as being impacted or potentially impacted will be:

- located (or have an interest) within the masterplan study area; or
- located immediately (or have an interest) adjoining the masterplan study area.

Key Messages

Key messages are important to provide clarity, certainty and consistency within the community and stakeholders. The following key messages will be delivered to the identified target groups in plain English.

Proposed messaging to the community as part of the exhibition will include:

- Greater Sydney and Burwood LGA will continue to grow with or without a masterplan.
- A masterplan sets a clear vision and direction so growth will continue in a coordinated way and not in an ad hoc manner via site specific developer led planning proposals.
- A masterplan helps to improve the look and feel of the centre by raising design standards, planning for infrastructure upgrades and improving waste management
- Concentrating growth in our centres, close to accessible public transport protects our suburban and heritage character that our residents highly value
- The Masterplan sets a long term vision for the next 20-30 years – the changes proposed by the draft Masterplan will happen incrementally over time.

Engagement approach

The public exhibition of the draft masterplan will be supported by timely communications and engagement. The following engagement approach follows Council's Community Engagement Strategy 2023-2026 (CES) and proposes a variety of communication and engagement tools to reach our diverse community and stakeholders. The priority focus will be to ensure that landowners and community affected by the proposed masterplan are aware of any potential change and have the opportunity to make a submission.

Our community

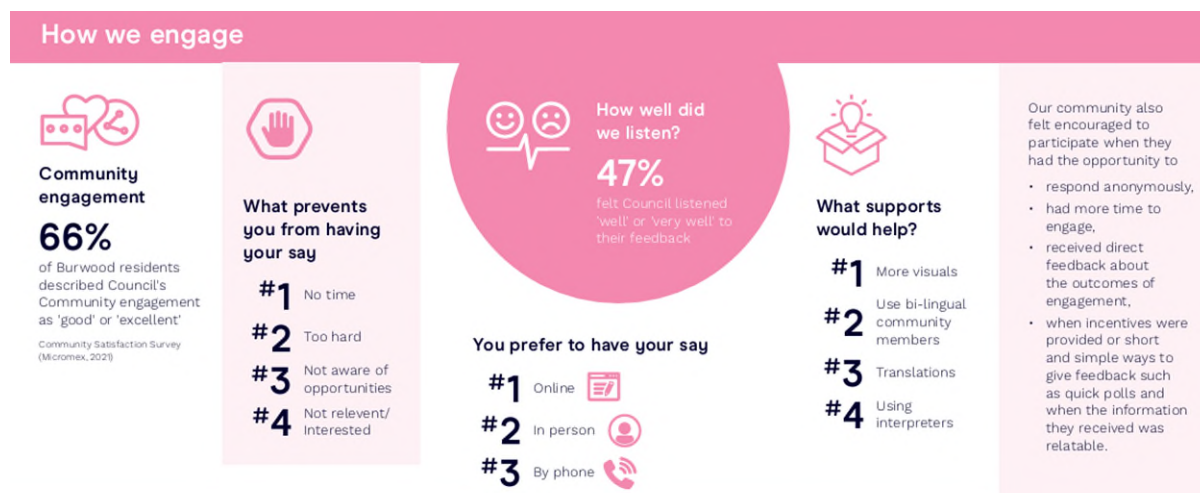
- Burwood has a very diverse community, 62.9% of people used a language other than English at home in 2021. 30% of Burwood's population is of Chinese ancestry according to the 2021 Census. 13.8% of Burwood's population speaks English not well or not at all (approximately 5,600 people).
- We know that residents are time poor, find it too hard to engage and may not be aware of the opportunities to participate.
- They prefer to have their say online, in person or by phone.

Visualising the master plan

- Visuals make it easier for everyone, including CALD communities, to access and understand information
- 3D animation to convey the vision of the masterplan and key changes
- Photo montages of major viewpoints within the precinct, including public domain improvements

Seek feedback from CALD communities

- To support our diverse community in the consultation process, the following will be undertaken:
 - Participate Burwood project page can be translated in languages other than English via the Google Translator function in Open Cities.
 - Postcards to spread awareness of the draft masterplan will be translated into top 3 languages: Chinese, Nepalese and Arabic with link to Participate Burwood project page.
 - Collateral to include information on how to access a Language Assistance Service (TIS)
 - In pop-up sessions, multilingual staff to be present where possible
 - Advertisements in relevant language newspapers



Snapshot of 'How we engage' From *Burwood Community Engagement Strategy*

Face-to-face

- Drop in and speak to planner session in Burwood Library
- Pop-ups at community events (family day Burwood park)
- Local places where community members frequent – Enfield Aquatic Centre

Inform, seek feedback and capture all comments

- Begin with informing the community about the draft master plan, whether it be general sense or by theme, then to seek feedback.
- Aim to ensure feedback is based on knowledge rather than perceptions of aspects of the draft master plan.
- During the engagement interactions – provide information to the community then ask feedback including their general sentiment towards the master plan.
- Proposed feedback approach – provide a background sentence and deeper into themes introduced and targeted Master Plan aspects
- Any face-to-face or phone conversations with community/stakeholder feedback will be captured with comments and details recorded.

Engagement Methods

The table below identifies each communication channel and how it will be used:

Tool/Technique	Description
Letters to community (LGA wide)	Colour double sided A4 letter / designed leaflet folded into DL for letterbox drop to residents, businesses and landowners in the Burwood LGA and adjoining area (north of Parramatta Road) advising of vision and engagement activities.
Addressed letter to affected landowners	Addressed envelope with cover letter to landowners, identifies properties that are affected. Include colour flyer with letter
Post cards (multiple languages)	Postcards produced in multiple languages (English, Chinese, Nepali, Korean) and distributed to service centres, libraries and local businesses in Burwood. Provide a snapshot on seeking feedback with QR code to Participate Burwood website.
Factsheets/ Brochure	An 8 page plain English brochure/newsletter with information on the masterplan and key changes in factsheets for distribution at sessions and online on the Participate Burwood page
3D visualisation tool online	3D visualisation of the masterplan on the vision and proposed changes under master plan.
Community Pop Up Sessions	To be held at community events, community facilities and high visitation areas. Also strategically at local events to capture people who may not usually participate in consultation process. Pop-ups to include A0 size display boards and proposed structure plan and proposed building height map along with renders of future of Burwood North.

	Printed copies of collateral available for community including factsheets, notification letter, postcards translated into top 3 languages.
Burwood Hub Display and Speak to a Planner	Display setup in Burwood Hub with strategic planner available to talk from in specific time slots during the consultation period. Allows for personalised approach to ask questions and talk through plan's key features and provide tailored advice for impacted property owners. In person sessions helpful for community members who are not comfortable using the computer.
Social media	Promotion of masterplan engagement activities. Social media posts on Facebook, Instagram, Twitter and WeChat.
Update footpath stickers	With QR code to Burwood Participate project page.
Phone (speak to a planner)	One-on-one conversations with Council strategic planners. Able to request translation service.
Burwood Participate	<p>Website for the draft masterplan provides</p> <ul style="list-style-type: none"> • Digital 24/7 access to information and to provide feedback • Timelines and information about consultation undertaken • Masterplan and technical reports • 3D visualisation of master plan • Factsheets • List of consultation activities • Link to register to be informed of updates on project
Advertisements	Print and digital advertisement with QR code link to website in school newsletters and language newspapers.

Community
Group
meetings

Opportunity for briefing on the project with local community groups, schools and Council advisory committees and group panels.

Risks

The Risk Register identifies the elements that represent a risk to the successful delivery or the intended outcomes of this strategy.

Issue/Risk	Mitigation
Community misunderstands the content	The provision of appropriate, timely information to the community before, during and at the conclusion of the Project.
Community unhappy that there will be change to their property, neighbourhood or the LGA	Ensure that those impacted are directly informed, have an opportunity to seek more information specific to their property and are able to easily make a submission if they wish to.
Competing priorities impact resourcing	Should there be inadequate resourcing of the project, the Director will need to reconsider timing and/or methodology.

Resourcing

To ensure the success of this Strategy the following resources will be utilised:

Scope	Responsibility
<ul style="list-style-type: none"> • Project coordination and management • Monitoring • Support, guidance and direction to team 	Manager City Planning / Project Manager
<ul style="list-style-type: none"> • Provision of templates and structure for communications and engagement materials 	Coordinator Communications & Engagement
<ul style="list-style-type: none"> • Provision of technical information in plain English as required by the project 	Nominated Planners
<ul style="list-style-type: none"> • Preparation of key messages/content for communications 	Nominated Planners & Coordinator Communications & Engagement
<ul style="list-style-type: none"> • Preparation of communications materials (eg social media posts etc) 	Coordinator Communications & Engagement
<ul style="list-style-type: none"> • Preparation of engagement materials 	Nominated Planners & Coordinator Communications & Engagement
<ul style="list-style-type: none"> • Oversight of Project • Decisions on Project implementation, resourcing and response to risks and issues if and as they arise 	Manager City Planning / Project manager

Success Criteria

The success of this Strategy is reliant on:

- Commitment: identified members of Council's City Planning Team and Communications & Engagement Team
- Resourcing: adequate and timely resourcing of the Project
- Input: the timely input of content by Council's City Planning Team and advice to support the project
- Engagement: of all key internal stakeholders and identified members of Council's City Planning Team, Communications Team and Executive Manager Place Management and Communications
- Internal communications: all internal stakeholders are informed of the various stages, their role and contribution requirements
- External communications: all communications are delivered in plain English, succinct and timely manner, specifically to the right people at the right time
- Where possible opportunities for translation will be used.

Monitoring and evaluation

The Engagement Project Manager will manage progress of the implementation of this Strategy. As part of this they will monitor any community feedback or evolving sentiment and raise these in the first instance with the Manager City Planning who will make a decision on appropriate action.

Evolving issues will also be reported to the Manager City Planning.