



**Environment & Behaviour Consultants**  
3 Victoria Street, Townsville Q 4810 - Tel: 07 47 722 544 Fax: 07 47 726 335  
Social and Community Research  
[ebcarwen@inet.net.au](mailto:ebcarwen@inet.net.au)

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## **Draft Meeting Minutes:**

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**Project:** Community Consultation Project for the Proserpine-Shute Harbour Road

**Subject:** Minutes – Project Advisory Committee (PAC) Meeting No. 1  
10:30am – 12:30, 8<sup>th</sup> August 2007, Proserpine Entertainment Centre

**Meeting opened by Mark Fenton at 10:40am**

### **Agenda Item 1: Welcome and Introductions**

#### **Attendees:**

1. Marc Turner – Tourism Whitsundays (TW)
2. Jim Wort – Residents Traffic Action (RTA)
3. Faye Chapman – Residents Traffic Action (RTA)
4. Mary O’Flynn – Residents Traffic Action (RTA)
5. Rebecca Andrews – Whitsunday Development Corporation (WDC)
6. Danielle Seymour – Whitsunday Shire Council (WSC)
7. Cr Tolma Camm – Whitsunday Shire Council (WSC)
8. Cr Mario Demartini – Whitsunday Shire Council (WSC)
9. Steve Muller – Whitsunday Shire Council (WSC)
10. Simon Alvers – Whitsunday Shire Council (WSC)
11. Pat Aprile – Department of Main Roads (DMR)
12. Jillian D’Urso – Department of Main Roads (DMR)
13. Dr Mark Fenton – Environment and Behaviour Consultants (EBC)
14. Arwen Rickert – Environment and Behaviour Consultants (EBC)

#### **Apologies:**

1. Cr Jennifer Whitney – Whitsunday Shire Council (WSC)
2. Peter O’Reilly – Tourism Whitsundays (TW)
3. Peter Jennings – Whitsunday Way Advisory Committee (WWAC)
4. Phil Holloway – Whitsunday Shire Council (WSC)
5. Ken Williamson - Department of Main Roads (DMR)

### **Agenda Item 2: Development of Project Advisory Committee**

#### **2.1 Chairperson**

The committee agreed that a chairperson was not required and that Mark Fenton (EBC), as the independent party should facilitate the meetings.

## **2.2 Terms of Reference**

The committee agreed that the terms of reference for the Project Advisory Committee (PAC) would be:

- To provide advice to the Consultants on the community consultation process
- To provide feedback and advice to the Consultants on the community consultation outputs

## **2.3 Membership**

It was agreed that the membership of the PAC should be drawn from the WWAC with additional representation from other organisations not on the WWAC as necessary.

It was agreed that membership on the PAC should not be restricted to one representative from each organisation, but rather be open for all interested members of each organisation.

It was agreed that representation be invited from the Department of Local Government and Planning because of the link with the WGMI.

It was agreed that representation be invited from Maunsell also because of the link with the WGMI project.

It was agreed that Peter Jensen, Manager Planning, Queensland Transport (QR) be invited to participate in the PAC because of QT's interest in pedestrian and cycle access.

It was agreed that the President of the Cannonvale State School P&C be invited to participate on the PAC.

Members may attend PAC meetings in person or via teleconference.

## **2.4 Agendas and Minutes**

The committee agreed that EBC would be responsible for issuing meeting agendas and minutes.

## **2.5 Meeting Time and Frequency**

It was agreed that the PAC should meet once monthly from 1-3pm and preferably before the WWAC (if the WWAC meeting times can be changed to 3-5pm) so that members of both committee's can allocate the afternoon to the meetings rather than have them spread over most of the day.

Occasionally it may be necessary to meet more frequently than this but in the most part additional information and requests for input would be circulated to members via email to reduce the need for more frequent face-to-face meetings.

## **2.6 Consultant Reporting to PAC**

The Consultants will provide the PAC with monthly reports on tasks completed and outputs prior to each PAC meeting.

## **2.7 PAC members obligations**

It was agreed that all PAC members would support the consultation process by desisting from independent involvement in media advertising and lobbying in relation to issues involving the Shute Harbour Road. Members not following this protocol will be asked to leave the Committee.

The Committee agreed that all communications regarding the Proserpine-Shute Harbour Road Planning Project and Community Consultation Process must go through the PAC via hard copy or email before release to the media or public. It was agreed that where short timelines may mean this is not possible all communications should go to the Consultants first.

The Committee should encourage members of the community to go through the proper mechanisms put in place by the consultation process to have input to the project and to utilize the resources (e.g. 1300 number, email etc) available.

In order to ensure a consistent message in all communications materials and responses to media inquiries Consultants will work closely with Main Roads communications personnel and Whitsunday Shire communications personnel on the drafting of communications material prior to circulation to PAC members for review.

The Whitsunday Shire and Main Roads communications personnel would coordinate their approach to project communications.

### **Agenda Item 3: Review of Draft Community Consultation Strategy**

#### **Section 2: Project Scope**

The Committee agreed that the consultation strategy needs to include the identification of priorities for consultation activities within the Project Scope. While the project will look at the entire road from Proserpine to Shute Harbour, there may be some sections that have priority and will require focussed consultation activities. For example areas with a development focus such as Beach Road to Tropic Road and Readenvale Corner to Shute Harbour may need to be prioritised for consultation effort.

EBC will identify some preliminary priorities in the consultation strategy and for review at the next PAC meeting in consultation with WCS and DMR.

#### **Section 3: Characteristics of the Region**

Amend consultation strategy to include: “enhancing the visual aesthetics of the Shire is a priority for ‘Council’ as well as many residents and businesses.”

#### **Section 4: Stakeholders**

The Committee asked that the WWAC be included in the stakeholder list, as well as both the Whitsunday and Proserpine Lions and Rotary Clubs, the Open Space and Recreation Advisory Committee (OSRAC) for Council, the PCYC and the Emergency Services.

The Whitsunday Anglican College is actually in Mackay and should be replaced by the Whitsunday Christian College which is moving to a location on Shute Harbour Road.

#### **Section 9: Consultation Process**

##### **Phase 1: Advertising and Communications**

The Committee recommended the use of Council space in local newspapers for communicating the project to the broader community and also the use of the local radio Captain Dan on ABC.

The Committee agreed that an independent website be established for the project with links from the Council and Whitsunday Development Corporation websites.

The Committee advised that the first step would be to place an advertorial in the Guardian and the Times advising the public of the project, the website and project team contact details (1300 number, email etc).

The Committee requested that a mailing address and fax number for feedback be included on all communications.

## **Phase 2: Scoping of Issues and Potential Solutions**

The Committee recommended the use of a municipal mailbox drop because the geographic location of focus may need to expand to beyond just the immediate vicinity of the road. It also recommended that people often don't differentiate between issues and solutions so this phase would most likely also develop some preliminary solutions as an outcome.

The Consultants will need to ensure timely feedback to the public on input received and provide the PAC with a report which quantifies feedback received.

An email database should be developed so that people who provide feedback are automatically included on the database for mail out of newsletters and updates.

At the conclusion of Phase 2, public displays should be held at major shopping centres and markets. These should be staffed.

## **Phase 4: Review Process**

Need to include in the consultation strategy a dedicated section about feedback processes for example the use of email database and newsletters to give people feedback on the consultation process and how their input has been used. This needs to be articulated more clearly in the strategy.

**Meeting closed: 12:30**

**Next meeting: Wednesday 22<sup>nd</sup> August, 1pm-3pm, Whitsunday Shire Council Boardroom.**