

COMMUNITY CONSULTATION STRATEGY:
PROSERPINE – SHUTE HARBOUR ROAD
PLANNING STUDY

VERSION 2

AUGUST 2007

PREPARED FOR:
DEPARTMENT OF MAIN ROADS
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1. INTRODUCTION

The Proserpine-Shute Harbour Road links the town of Proserpine with the coastal towns of Cannonvale, Airlie Beach and Shute Harbour. It is the only arterial road for transport of goods and services as well as residents and visitors to these areas as well as to the adjacent Whitsunday Islands. The Department of Main Roads is planning for the future development of the road in close association with other interrelated planning projects in the area and in consultation with key stakeholders and the broader community of the area.

The planning project involves developing a vision for the road which meets the current and future transport functions, as well as community aspirations for the aesthetics and amenity. This includes all aspects of traffic management, pedestrian use and safety and the aesthetics, meaning and amenity of the road in the context of current and future development.

The project area encompasses approximately 35km of road corridor from Proserpine to Shute Harbour (Figure 1). It includes high speed traffic environments in the sparsely populated agricultural areas, as well as low speed traffic environments in the urban areas of Cannonvale and Airlie Beach Main Street. A specific focus for this project is the Proserpine to Shute Harbour Road between the intersections of Tropic Road and Beach Road in which the appropriateness of different intersection treatments is contested amongst a number of stakeholders groups.

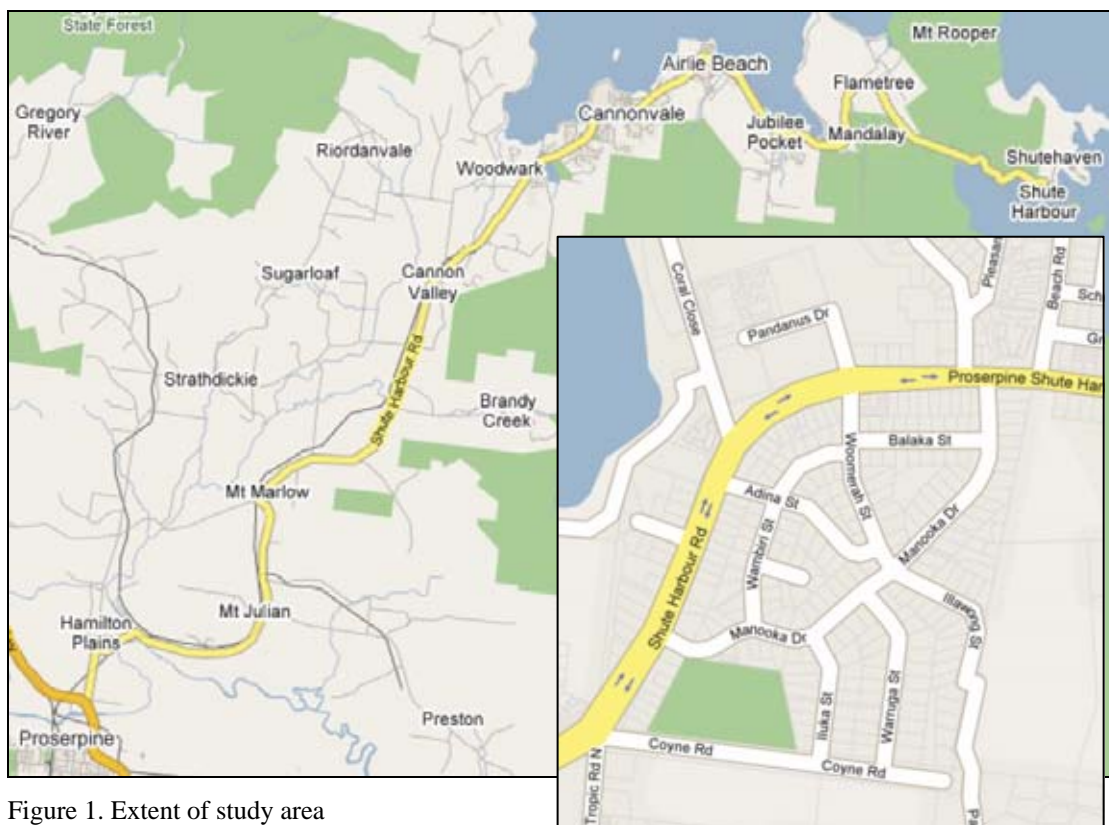


Figure 1. Extent of study area

This community consultation strategy has been developed for the Department of Main Roads to guide the community consultation activities for the Proserpine – Shute Harbour Road Future Planning Project. The strategy is based on community consultation techniques and processes used in other complex road design projects undertaken by the consultants for Main Roads in North Queensland. The consultation strategy is also based upon and has been informed by preliminary consultations with key stakeholders in the project area.

2. PROJECT SCOPE

2.1. Project Description

The Proserpine-Shute Harbour Road Planning Project will consider the future requirements of the road in order to accommodate growth and development in the vicinity of the corridor. It will include an assessment of future factors such as the potential need for four lanes, and the level and type of intersection and traffic management treatments required in urban areas. While the project will consider the entire length of road from Proserpine to Shute Harbour, there are specific sections of road that will require focussed consultation effort due to the intensity of development occurring in the vicinity of the road. Sections of road likely to have priority for this reason include Tropic Road to Beach Road and to Riordonvale Corner. Other priorities for consultation may be identified during the consultation process.

The development of the vision for the road will be integrated with other key planning projects being undertaken in the project area. These interrelated projects are:

1. Whitsunday Growth Management Initiative (WGMI)
2. Development of a Master Plan for the Whitsunday Way (pending funding)

The WGMI is being implemented by the Department of Local Government, Planning and Sport and Recreation and involves studies on growth projections, growth management, land-use patterns and infrastructure responses. The population forecasts and land-use studies will be used by Main Roads to assist in traffic modelling and identifying future impacts on the Proserpine-Shute Harbour Road. Consulting Engineers, Maunsell are completing an initial report which is expected to be finalised in September 2007. The project includes a community consultation component.

The Whitsunday Way Advisory Committee (WWAC) is working closely with the Whitsunday Shire Council (WSC) to plan for the future development and identity of the road environment (the Whitsunday Way). Funding for the development of a Master Plan to guide future development of the road corridor is currently being sought from the Federal Government. The Master Plan will focus on the aesthetics of the area, in particular landscaping and signage. A number of other related plans have been developed as part of this process, including concept plans for the future development of the road corridor. Community aspirations for the visual appearance of the road

environment, as identified by the WWAC through these processes, will be integrated with the WGMI outputs and other relevant studies to inform the Main Roads Planning Project and the development of a vision for the road.

Both the WGMI and the WWAC's activities in developing a Master Plan for the Whitsunday Way involve community and stakeholder consultation processes. It is important that where possible and appropriate, the community consultation activities of these projects and the Proserpine-Shute Harbour Road Planning Project are integrated and consistent.

Desired Outcomes

Main Roads has defined the desired outcome for the Proserpine-Shute Harbour Road Planning Project as:

“The development of a shared vision for the future development of the road which meets the functions expected of it, which has been developed in partnership with key stakeholders and which is underpinned by a well structured community¹ engagement process”.

3. CHARACTERISTICS OF THE REGION

3.1. Regional Centres

The Proserpine-Shute Harbour Road is located within the Whitsunday Shire. The Whitsunday Shire covers an area of 2,644 square kilometres and encompasses the rural town of Proserpine, the coastal settlements of Cannonvale, Airlie Beach and Shute Harbour, and includes the 74 islands which make up the Whitsunday Islands. The Shire has a resident population of approximately 18,200.

Proserpine is the administrative centre for the Shire, providing key services and infrastructure for the coastal towns and resort islands. Cannonvale is a rapidly growing urban and business centre close to the tourism centre of Airlie Beach. Shute Harbour, approximately 10km from Airlie Beach is the main transport hub for visitors and goods from the Mainland to the Whitsunday Islands.

Smaller settlements include Kelsey Creek, Dittmer, Conway Beach, Hideaway Bay and Dingo Beach. Of the 74 Whitsunday Islands, 8 are developed with resorts and the rest are undeveloped.

¹ ‘Community’ in this context refers to local landholders and residents, local and regional interest and stakeholder groups, the general public of surrounding areas, regular users of the road and relevant local, state and Australian Government agencies with an interest or responsibility in the project outcomes.

3.2. Land Use

The area is regarded as one of Australia's premier tourist destinations and the local economy is driven by tourism, with more than 650,000 people visiting the region each year, predominantly to visit Airlie Beach and the Whitsunday Islands. Much of the region's natural resources, such as the coastal ranges, rainforest and continental islands are protected by National Park and hence are in a predominantly natural state.

These natural attributes are highly valued by the local community and are promoted as part of the tourism appeal of the area. Promoted as the 'Gateway to the Whitsunday Islands', maintaining and enhancing the visual aesthetics of the Shire is a priority for the Whitsunday Shire Council, as well as many residents and businesses. The visual aesthetics of the Proserpine-Shute Harbour Road is particularly important in this context, as it is promoted as the 'Whitsunday Way' and considered an important part of the visitor experience of the area.

Agricultural industries, such as sugarcane farming and cattle grazing, are also key contributors to the local economy. Tourism support, retail and marine industries also contribute to the regional economy.

The region is experiencing strong economic and population growth which is driving the need for future land-use and infrastructure planning. There are a number of regional and localised planning projects already underway in the region which are also relevant to the current project. These are described in Section 4.

4. THE LOCAL COMMUNITY AND STAKEHOLDERS

Communities in the context of the current project may be understood either as communities of place or communities of interest². Communities of place are those which have some geographic relationship to the study area and include property owners, developers and residents from areas immediately 'adjacent' to the road or at least in the geographic vicinity of the road.

Communities of interest for this project would include for example, residents of the broader region as well as stakeholders including community interest groups, industry and businesses, State and Australian Government Agencies and Departments and local government.

4.1. Key Stakeholders and Community Groups

Key stakeholders with a potential interest in the project include community interest groups, non-government organisations, businesses and industry, and government agencies and authorities. An

² Department of Main Roads (August, 2004). *Community Engagement Planner*. Queensland Government.

outline of key stakeholder and special interest groups identified for the project is provided below. It is not intended to be an exhaustive list at this stage, but is intended to provide a starting point for consultations with the community. While it is important to ensure that all stakeholders have an opportunity and equity of voice, it is also important to ensure that stakeholders who are involved in the consultation process are able to identify a representative range of issues and solutions and are not unduly biased in relation to specific subsets of issues or solutions.

The following list identifies key stakeholders to be contacted in the initial round of consultations. Other stakeholders and stakeholder groups will be identified and contacted on the basis of these initial consultations.

- Residential community (adjacent and general community)
- Existing commercial and industrial property owners and businesses
- Existing and potential developers

Community Interest Groups.

- Residents Traffic Action (RTA)
- Whitsunday Residents' Action
- Shute Harbour Residents' Association
- Save our Foreshore

Non-government Organisations.:

- Whitsunday Development Corporation Ltd (WDC)
- Tourism Whitsundays (TW)
- Mackay Region Consultative Committee
- Mackay Whitsunday Regional Economic Development Corporation
- Whitsunday Way Advisory Committee (WWAC)
- Proserpine Chamber of Commerce
- Whitsunday Chamber of Commerce

Service Clubs

- Whitsunday Lions Club
- Proserpine Lions Club
- Apex Whitsunday
- Whitsunday Rotary Club
- Proserpine Rotary Club
- Zonta
- RSL Club
- PCYC

Community Support Groups

- Proserpine Senior Citizens
- Senior Care Association
- Community Care Services

- Whitsunday Access for All
- Whitsunday Aged and Disability Services

Sporting and Recreation Clubs

- Whitsunday Sailing Club
- Triathlon Club
- Open Space and Recreation Advisory Committee (OSRAC)

Businesses and Industry

- Meridien (Port of Airlie)
- Resort Corp
- Proserpine Mill
- Whitsunday Transit (buses)

Schools

- Whitsunday Christian College
- Cannonvale State School (Parents and Citizens Association)
- School crossing supervisors (current and ex.)

Emergency Services

- Whitsunday Police
- Queensland Fire and Rescue Authority
- Queensland Ambulance Service

Transport Operators

- Whitsunday Transit (buses)
- Whitsunday Taxis
- Whitsunday Transport
- Other transport and delivery operators

Government Agencies and Authorities

- Whitsunday Shire Council (Local Government)
- Dept. State Development (Queensland Government)
- Dept. Local Government, Sport, Recreation and Planning (Queensland Government)
- Dept. Transport (Queensland Government)
- Dept. Transport and Regional Services (Australian Government)

Other Stakeholders and Stakeholder Groups

- Developers and potential developers
- Tourism groups and organisations (Backpacker, Caravans, hotels etc)
- Other disability groups and organisations
- Visitors to the Shire

4.2. Recent Planning and Development Projects

In addition to the Whitsunday Growth Management Initiative and the development of a Master Plan for the Whitsunday Way described in Section 2.1, there are several planning and development 'events' which have occurred in the past or which are on-going which provide an important context for the current project. The key projects are outlined below:

Airlie Streetscape Project

Stage 1 of the Airlie Streetscape project is complete and involved the upgrade of Airlie Esplanade. Stage 2 of the Airlie Streetscape project involves planning for an upgrade of the Airlie Main Street. The \$3 million streetscape project is being undertaken to replace and upgrade services, improve footpaths and street amenity. GHD was appointed by Whitsunday Shire Council as the project manager for the planning study. The planning study will focus on engineering and service requirements such as drainage, traffic management, street lighting, rubbish removal, water, sewage, gas and electricity supply and provision of essential services. The planning phase of the project is estimated to be completed by the end of 2007 and will be followed by a tender and construction process.

The project involves public consultation and liaison with key stakeholders in the area, including the WWAC and Whitsunday Chamber of Commerce.

Whitsunday 2015 – A Whitsunday Shire Economic Development Strategy.

Whitsunday 2015 is an Economic Development Strategy (EDS) developed for the Whitsunday Shire Council and Whitsunday Development Corporation by Pacific Southwest Pty Ltd. The objective of the strategy was to address urgent growth and development issues and further the economic potential of the Whitsunday region. The strategy is the first phase of an overall plan for the Shire, which is intended to guide investment, provide stakeholders with an appropriate investment framework, assist with policy development, and identify a range of development opportunities for the Shire over ten years.

Shute Harbour Planning Study

The Shute Harbour Planning Study aims to establish a strategic direction for the Shute Harbour locality and in particular the future role of Shute Harbour in the broader Whitsunday context. It is intended to provide guidance and a coordinated framework for decisions on the future nature, scale and arrangement of uses within the area. The study is being undertaken for the Department of Local Government, Planning, Sport and Recreation (DLGPSR) and Whitsunday Shire Council, by Jackson Planning and Buckley Vann Town Planning Consultants.

An interim report on issues and directions has recently been developed and released to the public for comment. An 'inquiry by design' process for the study will be held in the near future. This is

the first stage in an on-going process and will be used to provide direction for future more detailed planning for the Shute Harbour area.

Mackay Whitsunday Regional Tourism Investment and Infrastructure Plan 2006-2016

The Mackay Whitsunday Regional Tourism Investment and Infrastructure Plan (MWRTIIP) seeks to ensure the Mackay and the Whitsunday region remains a significant destination for visitor markets and that it remains competitive. It provides a direction for the sustainable development of tourism in the Mackay and Whitsunday region to 2016.

Other projects within the area and of some relevance to the current project include:

- Centro Whitsunday Marketplace (Cannonvale)
- Marina Shores, Peninsula and Whisper Bay Resort
- Port of Airlie Marina Development
- Shute Harbour Marina Development

During the consultation phase of the current project, further information will be obtained in relation to these projects, including information on the community consultation processes and outcomes.

5. LEGISLATIVE AND PLANNING FRAMEWORKS

A number of statutory plans and legislative frameworks exist that place restrictions on development activities in the Whitsunday area.

Whitsunday, Hinterland and Mackay (WHAM) 2015 Regional Planning Study.

WHAM 2015 is a joint Government and community regional plan developed under the Integrated Planning Act IPA (1997). It outlines the economic, social, environmental, and community development objectives for the region and addresses the core matters that Local Government planning schemes are required to integrate and coordinate with.

Mackay-Whitsunday Coastal Management Plan

The *State Coastal Management Plan – Queensland’s Coastal Policy* is the framework for coastal management in Queensland on which the draft *Mackay-Whitsunday Regional Coastal Management Plan* provides regional direction. The Mackay-Whitsunday Coastal Management Plan outlines the requirements for future protection and management of the coastal environments in the region.

Key initiatives in the Mackay-Whitsunday Coastal Plan include:

- recognition of the social and economic importance of the ports, airports and marine transport facilities within the region;
- increased guidance on locating future urban development;
- increased protection of significant coastal wetlands and dune systems in the region;
- improved guidance to ensure future development is not located in areas susceptible to coastal erosion;
- identification and protection of significant scenic coastal landscapes and other coastal landscapes in the region; and the
- identification and protect on of habitat for significant species.

Whitsunday Shire Council Planning Scheme (2000)

The Whitsunday Shire Council Planning Scheme was gazetted on 16 June 2000. The strategic plan as a component of the planning scheme provides the overarching current strategic directions for development in the Shire. It establishes some higher order strategic development principles with which all development is intended to comply

Queensland State Infrastructure Plan – State Development, Queensland

The SIP includes a blue print for the infrastructure development of the Mackay region, incorporating the Whitsunday Shire as one of the Central sub-regions of the wider Mackay region. It identifies economic development opportunities and challenges for the region.

Transport Infrastructure Act 1994

This Act provides for the effective integrated planning and efficient management of transport infrastructure. Under the auspices of the Transport Infrastructure Act 1994, Department of Main Roads has established Guidelines for Assessment and of Road Impacts of Development (2006). These guidelines assist in the assessment of potential road impacts of development proposals. The Transport Infrastructure Act also governs port operations, rail, air, public marine transport, bus ways and light rail and other miscellaneous transport.

These and other planning and legislative framework will also be reviewed as part of the consultation process.

6. CONSULTATION OBJECTIVES

In order to meet the desired outcome of “the development of a shared vision for the future development of the Proserpine-Shute Harbour road which meets the functions expected of it” there are three broad community consultation objectives which will guide the consultation process.

1. To develop and undertake a consultation process which facilitates the development of relationships and trust amongst all stakeholders including the consultants, WSC and Main Roads;
2. To develop and undertake a consultation process which fully informs the community of the consultation, planning and design process and its aims and outcomes;
3. To develop and undertake a consultation process which provides opportunities for the involvement of the broader community and key stakeholders in the planning and design process; and
4. To provide opportunities to develop negotiated outcomes to address those issues where there may be disagreement or conflict amongst stakeholders.

7. COMMUNITY CONSULTATION OUTCOMES

Initial consultations associated with the development of the consultation strategy indicated differing aspirations for the Shute Harbour Road and particularly the treatment of intersections in the Cannonvale area. Amongst many participants a distinction was implicitly be made between the road *form* (including the symbolic, aesthetics and amenity and its contribution to a sense of place and community) and road *function* (including for instance the engineering, traffic management and pedestrian safety requirements).

Road form relates to the appearance, symbolism or visual aesthetics of the road including landscaping, intersection treatments, the ‘road furniture’ and the urban context within which the transport corridor is embedded. Given that the area’s natural landscape and environmental values are extremely important assets to both the tourism industry and the community, it is important that planning for future upgrading and redevelopment of the Proserpine-Shute Harbour road addresses the formal aspects of the road as a tourist gateway to the Whitsunday Islands. Hence, community aspirations for the aesthetic values and quality of the area will form a key component for consideration in the design of road elements and the development of a shared vision.

In addition to the visual aesthetics of the road, the symbolism of the road, including the presentation of intersection treatments (inc. signalisation and roundabouts) also carries significant

meaning for many residents and stakeholders as does how the road may contribute to a sense of place and attachment to place³.

The consultation process will also need to seek a balance between the road form and its function such that engineering requirements, traffic management and safety issues are appropriately and adequately addressed. This is likely to also include consideration of traffic speed, intersection treatments and pedestrian safety in the context of current and likely future development adjacent to the road corridor. Community and technical input into these factors, and in particular the preferred intersection treatments, will assist in developing and assessing different design options and the appropriate balance and trade-offs between the elements of form and function.

While it is not the objective of the consultation strategy to identify issues and solutions, it does appear that the issues associated with road function and form are additive. In other words, while some stakeholders appear to focus on road function at the near exclusion of form; there are also stakeholders, who while recognising the importance of road function, are also attempting to identify an appropriate form for the road.

For example, and without regard to any judgement of its merits, the attempt to develop the concept of 'shared space' for the road is perhaps one example of a 'treatment' for the road which attempts to address both aspects of form and function and which goes beyond the functional requirements for signalised intersections or the use of roundabouts. It is likely the case that if aspects of road form are to be addressed, then alternative, integrative and somewhat different design treatments for the road will have to be reviewed and considered.

While the distinction between form and function may separate some stakeholders, irrespective of which stakeholders hold the more salient beliefs in relation to either form and function, the key question is how to achieve, within the resource and statutory constraints that exist, a road which not only meets important functional requirements but also presents an acceptable form to all stakeholders.

In developing a shared vision for the road, the consultation strategy recognises the importance of this issue and the need to develop a consultation process which effectively addresses and develops acceptable solutions to the issues of both form and function.

It should also be recognised that while there is a need to develop a shared vision for the future development of the road there is also the need to provide current and future developers with the

³ *These critical issues are often discussed in the urban design literature. See for example Relph (1976) on place and placelessness, Tuan (1974) on the sense of place and Rapaport (1979) on urban design an attribution of meaning.*

certainty of intersection treatments, while at the same time meeting the aspirational requirements of the Whitsunday Shire Council. Main Roads, residents and other stakeholders in the Shire.

8. COMMUNITY CONSULTATION PRINCIPLES

A number of key community consultation principles have been developed by the consultants based on recommendations arising from reviews of other road design and planning projects undertaken in North Queensland⁴. These principles, which are outlined below, guide the nature and scope of community consultation activities outlined in this strategy.

8.1. Relationship Building

The first phase of community consultation activities should focus on the development of mutual trust and familiarity amongst stakeholders, the broader community, the Department of Main Roads and the consultants. Such an approach facilitates improved community input to and acceptance of the project, and builds a positive relationship for the identification of issues and in the case of the current project; the negotiation of a shared vision for the road. The relationship building phase emphasises:

- Individual, face-to-face presentations and consultation with key stakeholders, interest groups and adjacent landholders/residents;
- Providing appropriate, sufficient and understandable information to enable meaningful community input to the identification of issues and potential solutions;
- Providing clear parameters which define the scope of the project; and the resources and statutory requirements that may constraint what is able to be achieved within the project; and
- Providing transparency in relation to information and any decision making processes.

8.2. Tailored Consultation Processes

It is important that the community consultation techniques are appropriate and ‘tailored’ to the type of community and planning context, so as to ensure all stakeholders and sectors of the community have the ability and equality of opportunity to participate. This can be achieved by:

- Using a range of community consultation techniques to ensure people from different social, cultural and demographic backgrounds have the opportunity to participate in the consultation process;

⁴ These include reviews of the Townsville Port Access study; Corduroy Creek to Tully High School upgrade; the Kuranda Range Road Upgrade, the Burdekin Bypass and the Southern Cairns Integrated Land use and Transport Impact Assessment Study.

- Ensuring that the consultation strategy is sufficiently flexible so as to enable the consultation process to respond to changing circumstances and needs within the community and the project itself.
- Ensuring that the time line for the consultation process sufficiently matches the capacity of the community to respond and recognises that the strategy may need to accommodate other events and process occurring within the community at the same time

8.3. Integrating Technical and Local Knowledge in the Consultative Processes

It is essential that procedures are implemented which enable sometimes complex planning and engineering assessments to be effectively communicated to the community and stakeholders. Greater community access and understanding of technical documentation can ensure meaningful local knowledge and input is obtained in a form that can assist in identifying issues and add value to the decision making process. Furthermore, a community that is well informed about technical issues and constraints will have increased ownership and trust in the outcomes and decisions made. Technical materials used in workshops, public displays and other consultation processes, will need to be specifically designed to meet the requirements of stakeholders and the community.

8.4. Information Dissemination and Acquisition

It is important to clearly differentiate between information dissemination and information acquisition. Information dissemination involves providing project information to the community to ensure they are well informed of the project objectives and scope. In contrast, information acquisition activities enable information to be acquired from the community, including local knowledge, beliefs, attitudes and aspirations and incorporated into the planning process and outcomes. While both information dissemination and acquisition are used throughout this project, this will vary at different stages throughout the course of project. For instance, information dissemination is generally more important in the early and latter stages of the project, while the acquisition of information is generally important during the intermediate stages of the consultation process.

8.5. Feedback to Community and Stakeholders

An important and often overlooked aspect of community consultation, particularly where a significant element of the process has been on information acquisition, is that of feedback. Feedback to participants and the broader community on the outcome of the consultation process and particularly how community input has been used in the project is an essential process. This project includes several phases and at the commencement and conclusion of each phase information will be provided back to the community on the consultation outcomes.

8.6. Evaluation and Monitoring of the Consultation Process

It is important to evaluate the relative success of the project both in terms of procedural issues and in terms of the acceptance of project outcomes. In the current project, performance indicators are used to monitor and evaluate the process of community consultation throughout each of the phases and to evaluate the final outcomes of the consultation process. A description of the performance indicators used in the monitoring and evaluation process is given in Section 10.

9. COMMUNITY CONSULTATION PROCESS

The proposed community consultation process is outlined below. It includes a description of community involvement activities that best suit the characteristics of the local area and community and the achievement of objectives and desired outcomes of the consultation program. Of course, as the strategy is undertaken and additional issues are considered, the strategy needs to be sufficiently flexible so as to allow new issues to be addressed and new consultation processes if required to be introduced.

9.1. Project Steering Committee

While the project is funded by the Department of Main Roads, it is recommended that the Whitsunday Way Advisory Committee (WWAC) be used as the project steering committee. One of the key roles of the WWAC is to plan for the future identity and development of the road. In addition, the WWAC includes stakeholders from the Whitsunday Shire Council, the Department of Main Roads, the tourism industry, Residents Traffic Action (RTA) and others who have a direct interest in the consultation process and are knowledgeable about many of the issues.

The consultation process has been developed as three phases, which includes advertising and communicating the consultation process and its objectives within the community; the identification of issues and potential solutions; the negotiation and identification of a shared vision and a review process. The phases are:

Phase I: Advertising and Communications

Phase II: Scoping of Issues and Potential Solutions

Phase III: Negotiating a Shared Vision

Phase IV: Review Process

9.2. Phase I: Advertising and Communications

Advertising and informing the community of the project will occur at the outset of the project and throughout each phase of the project. The objective of advertising the project will be (i) to inform the community of the project and project activities; (ii) to provide and identify opportunities through which individuals are able to participate; and to provide feedback on the outcomes of each project phase.

Processes developed and used in this phase of the project will include:

1. **Advertorials.** Advertorials will be placed in the Whitsunday Times and will at the outset inform the community of the project and its objectives and identify opportunities through which the community is able to participate in the project and provide comment on project issues. As the project develops, the advertorials will report and provide feedback on the progress of the project and the key outcomes.
2. **Project Website.** A project website will be developed which will describe the project and project objectives. The project website will also provide opportunities for the community to provide written comment on issues and potential solutions. The website will be a dedicated project website with links from other key websites such as the Whitsunday Shire Council website and the Whitsunday Development Corporation website.
3. **1300 Phone Number.** A Freecall 1300 number will be established for the project. The Freecall number will be identified in all project advertising materials including advertorials and the project website. The Freecall number will be an answering service which would require callers to leave a message.
4. **Email Address.** A dedicated e-mail address for the project will also be established. This e-mail address will be recorded on all consultation materials and like the 1300 telephone number, would be used by stakeholders and the general community to provide or request further information or consultation.

A fax number and postal address will also be provided on all communications as further means for receiving community input.

In addition, Whitsunday Shire Council advertising and publications space in local newspapers will be utilised for project advertising and communications and where appropriate local radio stations may be used to publicise consultation events.

9.3. Phase II: Scoping of Issues and Potential Solutions

The identification of issues and potential solutions, while covering the length of the Proserpine-Shute Harbour Road, will generally focus specifically on the section of the Proserpine Shute Harbour Road between Tropic Road and Beach Road and to Riordonvale Corner. The Tropic to Beach Road section, including the appropriate intersection treatments is the area most urgently in need of resolution and is also the area in which many stakeholders have different aspirations for the road. The section to Riordonvale Corner is subject to development pressure and therefore will also require specific consultation focus.

It would be preferable in undertaking consultation within this phase of the project to at least provide a 'base case', which can be used as a basis for the identification of issues and potential solutions to these issues. The 'base case' may represent the current situation and/or potential

options for intersection treatments between Tropic and Beach Roads. In addition to schematics showing different intersection treatments between Tropic and Beach Roads, there will also be a need to provide (i) technical information on traffic volumes and development and (ii) photographs and other visualisations.

Individual Stakeholder Consultations and Presentations

Individual and small group stakeholder meetings and presentations will be undertaken with all relevant stakeholders, interest groups and key informants. An initial list of stakeholders has been identified and described in Section 4 and includes stakeholders and representatives from local and regional interest groups, Local and State Government, and other road users. This list of stakeholders is only indicative, as additional groups and individuals may be identified through the consultation process.

Adjacent Residents and Businesses

While there will be individual stakeholder consultations, it will also be clearly necessary to consult in this stage of the project with residents and business that may be adjacent to or potentially impacted by intersection treatments between Tropic and Beach Roads. This would include consultations with developers of existing commercial and industrial premises. Where possible this would involve direct face-to-face consultations with adjacent residents and businesses. Where they are unable to be contacted at the time, a letterbox drop would be made informing them of the project and project contact details should they wished to be involved in the consultation process.

Letterbox Drop

There will of course be landowners, residents and businesses who are not adjacent to the Shute Harbour Proserpine Road between Tropic and Beach Roads and who may also wish to voice issues in relation the treatment of intersections and the road itself. A letterbox drop will be made to these residents and businesses informing them of the project and the opportunities they have for further voice in the consultation process. The actual geographic scope of this letterbox drop will be determined once the consultation process commences, however a municipal letterbox drop may be considered.

Public Displays

Prior to the conclusion of Phase II, it may be necessary to hold public displays at major shopping centres and at the community markets to enable input from the broader community, including visitors to the region. These displays would be staffed with members of the Project Team.

At the conclusion of Phase II a report would be developed describing the consultation process and outcomes. The report would identify the consultation methodology and identify and describe the consultation outcomes in relation to both issues and potential solutions. This report would form

the basis for the design and content of the consultation processes in Phase III and the development of a shared vision.

9.4. Phase III: Negotiating a Shared Vision

Based on a report of the consultation process and outcomes from Phase II, Phase III would focus on the negotiation and development of a shared vision for the road.

Community Workshops

It is anticipated that the focus for negotiating a shared vision would be based on a structured workshop process with key stakeholders identified in Phase II of the project and that it may also need to include specialist design, engineering and planning consultants to assist in identifying appropriate solutions. Depending on the outcomes of Phase II and the interest of stakeholders, there may be a need to have a workshop over one or two days or there may need to be several workshops held in sequence. It may also be the case that following an initial workshop, resource, planning and design issues will need to be further addressed before an additional workshop is undertaken. For instance, it may well be that several options are identified in the initial community workshop which may need technical investigation and review prior to a further workshops being undertaken.

However, the outcome of the workshop processes would be to at least begin to identify a common ground and a shared vision for the road, which is achievable within the context of resources and the constraints of planning and design.

It clearly may be difficult to directly include all individuals and stakeholders in the workshop process of identifying and negotiating a shared vision for the road. As such the outcomes of this phase of the consultation process will be presented to the broader community and stakeholders for feedback and comment in Phase IV of the consultation process.

The outcomes of Phase III would be presented in a consultation report, which would outcomes from Phase III of the project and the core components and schematics for a shared vision of the road. This report would be used as a basis for the development of Phase IV of the consultation process.

9.5. Phase IV: Review and Feedback Process

The objective of the review process is to present the outcomes of Phase III to the broader community and stakeholders for comment and review. Clearly not all stakeholders will have been involved in the workshops in Phase III and the outcomes of the workshops will need to reviewed and evaluated by the broader community. In addition to the use of specific advertising and communications methods as described in Phase I (i.e. advertorials and webpage), there will be two

core consultation strategies used for the review process, which will include a community meeting and public displays.

Public Displays

It is anticipated that there would be at least three public displays at separate locations, during this phase of the project. This would include public displays held at Airlie Beach, Cannonvale and Proserpine.

Newspaper advertorials and information on the project website would precede the public display and inform the community that the public display was occurring.

The displays would present the 'preliminary' vision⁵ for the road and would also include information on the consultation methodology and the outcomes of technical studies (i.e., traffic and growth projections) that have been used to investigate develop the preliminary vision.

The displays would be held during the course of a week or during a weekend in each centre. The public displays would be attended by consultation personnel (and technical specialists if required) at specified times each day to enable face-to-face interaction with the community.

It is anticipated that some time would be required to develop the necessary graphics and visual materials for the public displays. The displays would be developed specifically for use by the general community and developed in such a way that the information is readily understandable and the presentation of complex technical material is avoided. The public displays may comprise large colour maps and plans of the site, visuals of the proposed treatments and potentially montages showing the future form of the road.

Community Meeting

As suggested by the WSC in the previous WWAC meeting, a community meeting will be held to enable all members of the community an opportunity to attend. The meetings would be open to all members of the public and would be structured and facilitated to ensure appropriate and useful input is received. To a large extent the community meeting will essentially be a facilitated public display, where the materials presented in the public displays will be again used in the community meeting.

The community meeting would be advertised through local newspaper advertorials, letterbox drops as well as through local community networks and through the project internet site.

⁵ *This has been referred to a 'preliminary vision' for the road as it is of course subject to community review and evaluation in Phase IV of the project.*

The outcomes of this phase of the project would be presented in the final consultation report.

In addition to the processes outlined above, a database will be developed with the contact details of those individuals and organisations wishing to receive project newsletters and updates. Circulation of information through this mechanism will be a key component of the feedback process and is essential for communicating project outcomes to participants.

10. PERFORMANCE INDICATORS

The need for performance indicators in evaluating the implementation of community consultation processes has been identified in previous consultation reviews. In the context of the current project, three types of performance indicators have been identified which assess different aspects of the consultation process.

10.1. Participant Counts

Participant counts are one non obtrusive objective indicator of the performance of the community consultation strategy. Participant counts will include the number of people attending meetings; workshops; public displays; presentations; the number of calls and enquiries to the 1300 telephone number; and the use of the project website.

10.2. Self Completion Evaluation and Feedback Questions

Where appropriate short self completion evaluation and feedback questionnaires will be developed for use with each consultation technique. For example at the conclusion of presentations, workshops or displays, participants will be asked to evaluate the process using a small set of predefined questions.

10.3. Telephone Survey of Community

At the conclusion of the consultation program a small telephone survey of stakeholders and residents will be undertaken in order to evaluate community attitudes towards the consultation process and the extent to which the objectives of the consultation strategy have been addressed.

The community survey would be preceded by an advertorial in the local newspaper which would inform the community that the survey was to be undertaken and which would also describe the objectives and purpose of the survey.

11. COMMUNITY CONSULTATION REPORTING

Reports on the consultation process and its outcomes will be developed at the conclusion of each of the major consultation phases and a summary of activities provided at the end of each month to the project steering committee. In addition, a stakeholder database will be developed during the

consultation period to record stakeholder contact details and to identify specific issues raised by individual stakeholders.

11.1. Stakeholder Contact Database

A stakeholder database will be developed and maintained throughout the project as the consultation process progresses. The database will include information on all stakeholders participating in the consultation program and include the name, organisation, contact details and specific issues of concern for each stakeholder.

11.2. Consultation Reports for Phase II and III

Consultation reports will be completed for Phases II (Scoping of issues and potential solutions) and Phase III (Developing a shared Vision) of the project. The consultation reports will describe the methodology used in each project phases; identify the key issues and outcomes from each phase of the project and provide direct recommendations for subsequent phases of the project.

11.3. Monthly Consultation Reports

Monthly consultation reports will be provided in the first week of each month. These short summary reports will describe the consultation process for the proceeding month and identify any specific issues that have occurred.

11.4. Final Consultation Report

The final consultation report will document in detail the consultation process and consultation outcomes and will include the stakeholder database and consultation materials developed during the project.

12. TIMETABLE FOR COMMUNITY CONSULTATION

It is intended that the consultation process commence in early August and that a final report be completed by the 24th of December.

The timetable is such that it allows sufficient time for meaningful stakeholder involvement. The time allocated to each phase of the project is:

Phase II: Scoping of Issues and Solutions.....September- October
Phase III: Negotiating a Shared Vision..... November
Phase IV: Review Process.....December