# 03/21 – Major Amendment – Quandamooka Land Aspirations Area – Communications Strategy

The following provides a broad outline of the communication activities proposed to be undertaken to support public consultation on 03/21 – Major Amendment – Quandamooka Land Aspirations Area.

The Department of State Development, Infrastructure, Local Government and Planning (the department) will assist the Redland City Council (the council) by offering the following assistance:

* providing council with high level key messaging in relation to the context of the Temporary Local Planning Instrument No.2 of 2020 – Quandamooka Land Aspirations Area being incorporated into the council’s planning scheme
* providing council with a comprehensive package drawn from material consisting of pre-prepared FAQs to assist the council in responding to questions and properly made submissions. This includes, but is not limited to:
  + ‘what and why’ (why the amendment and TLPI is necessary)
  + a clear distinction should be drawn between the State and Council’s role in the project to date
  + a chronology on ‘how we got here’
  + An explanation of why the land is being rezoned (as far as possible)
  + An explanation of why a TLPI and Ministerial Direction was necessary and how these two planning tools work
* providing an established point of contact with the department with a defined process for all enquiries, including a 24-hour turnaround where possible depending on the nature of the request
* extend the auspices of departmental branding in the form of logos across the suite of collateral scheme amendment documents (i.e. having the Queensland Logo affixed to the relevant Council web pages)
* Promoting consultation on State Government social media.

This detailed communications strategy will consider and respond to the implications of Covid-19 on public consultation activities by:

* exceeding the public consultation period required under the *Planning Act 2016* by 20 business days providing a public consultation period of 30 business days;
* providing opportunities for key stakeholders to contact the planning team comprising of council and departmental staff via on-line platforms if needed;
* setting up a Talk to a Planner phone hotline where stakeholders can discuss and obtain further information regarding the ministerial direction;
* establishing a Q&A platform via Council Your Say Redlands Coast webpage;
* making all relevant information available on-line through Council dedicated Your Say webpage where the community can view the proposed major amendment and provide informal feedback.

## Goals

* Exceeding the statutory requirements of the *Planning Act 2016* and *Minister’s Guidelines and Rules*.
  + Raising the general awareness in the community about the reasons for the Ministerial Direction in reflecting Temporary Local Planning Instrument No.2 of 2020 – Quandamooka Land Aspirations Area.
  + Informing the community about the public consultation period, including how to make a properly made submission and how the Ministerial Direction restricts Council’s ability to respond to certain public submissions.
  + Preparing a Council public submission report which outlines how each properly made submission received during the public consultation period has been considered.

## Target Audience

* **Primary Audience** – the general public and surrounding/adjoining landowners on North Stradbroke Island.
* **Secondary Audience** – the general public elsewhere in Redland City.

## Strategies & Communication Channels

1. Place a public notice on Council Your Say website and in Council’s customer service centres in Cleveland and Capalaba and the Victoria Point library.
2. Place copies of the co-branded public notice in North Stradbroke Island shops, Post Office and public infrastructure.
3. Project webpage to be added to the Your Say sites with initial information to include a summary of amendments, background and project process.
4. Provide opportunities for key stakeholders to contact the planning team via on-line platforms if required due to social distancing requirements.
5. Establish a Talk to a Planner phone hotline where key stakeholders can discuss the background associated with the ministerial direction.
6. Place a notice in the local paper (Redland City Bulletin).
7. Promote consultation in island distributed Friendly Bay Islander paper (schedule permitting).
8. Promote consultation period through Council and the department’s social media.

## Key Messages

* Why the major amendment is being proposed
* Proposed amendment summary
* Public consultation period dates
* How to obtain further information
* How to make a properly made submission
* How properly made submissions will be considered

## Proposed Timing (indicative)

* Redland City Council proposes running the public consultation period for 30 business days, which exceeds the minimum public consultation statutory requirements of the *Planning Act 2016*.
* No public consultation will occur over the holiday period (mid-December to mid-January).