

BMYS - Safe Harbour
Project

Appendix J

**BMYS – Safe Harbour
Project
Communications Plan**

BMYS – Safe Harbour Project

Pre Planning - Communications plan

This purpose of this document is to assist the Project Team and Board to:

- 1) Understand the project's external and internal stakeholders; and
- 2) Plan and schedule messages and communications products that suit stakeholders' needs during Pre Planning (period prior to Planning Permit application).

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BMYS – SAFE HARBOUR PROJECT – PRE-PLANNING COMMUNICATIONS PLAN

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Approvals

This document requires the following approvals.

Version	Name	Signature	Date

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1. Background

- BMYS was established 1959
- BYMS currently has a total membership of 700 and 602 vessels.
- The profile of existing membership is:
 - 48 years of Age
 - Length of membership
 - Demographic
 - 56% residing in Beaumaris
 - 62% residing in Bayside City Council
 - 13% residing in City of Kingston
- Existing club facilities are made up of:
 - two storey club house and function facility;
 - 40no. (approx) car parking;
 - 60no. (approx) car & trailer parking;
 - Total of Four lanes of boat launching ramps (unprotected);
 - Refuelling facilities (on land);
 - Boat wash down facilities (non-EPA compliant);
 - Fish cleaning facilities;
 - Outdoor members BBQ area and lawn; and
 - 62m Concrete jetty (publically accessible).
- It has been identified that the current facilities of the club do not adequately service the needs of its membership. Over the year's the profile of the typical members boat as increased from a 14' open powerboat used primarily for recreational fishing (easily trainable and launchable on existing ramps) to larger 20' - 30' powerboats and cruisers used for both fishing, cruising and other recreational activities.
- Additional the usage profile of the club has increase from predominately fishing activities (smaller number of movements i.e. launch & retrievals) to an increased, wider and more varied pattern of usage of members throughout the week and all hours of the day, including an increase in organized club events and activities.
- The existing function facilities are stretched to satisfy demand (weddings, parties, dinners, etc).
- The shortfall of existing facilities (specifically car & trailer parking) has resulted in overflow car and trailer parking in surrounding neighborhood streets and additional traffic and congestion on Beach Road. This additional activity on and off Beach Road is of great concern to the club as the likelihood of serious accidents is significantly increased.
- In 2007 BYMS commissioned GHD to undertake preliminary Master Planning (v1) for a new proposed development to substantially increase the current facilities, including; new floating marina (and breakwater). Initial Master Planning undertaken without regard to usage demand, financial viability or environment issues surrounding a significant increase in land reclamation.

- In 2007, Leisurecorp engaged to analyze and model the financial viability of a proposed redevelopment.
- In 2008, a revised Master Plan (version 2) and financial model approved by a vote of membership (75.4% approval) to proceed to Town Planning Permit application for the “BMYS Safe Harbour Project” (BMYS – SHP).
- September 2008, BMYS – Safe Harbour Project – Planning Committee established, consisting of representatives from; Department of Sustainability & Environment, Bayside City Council, BMYS and Leisurecorp.
- Six month timetable established to further develop design, consult with stakeholders, undertake preliminary site, technical and environmental investigations and reports, and submit Planning Permit application.

2. Preferred approach

2.1. Project Objectives – what we want to achieve

- Redevelop existing facilities to accommodate clubs ongoing and future needs.
- Establish a new 24hr, “all weather” access safe harbour between Sandringham YC (8.5 km north) and Patterson River (11.5 km south)
- Reduce the impact of club activities on the environment through;
 - Eliminating the need for ongoing dredging.
 - New EPA “clean marina” facility to reduce boating impact on Port Phillip.
 - Environmentally Sustainable Design aspects integrated into the new facilities.
- Reduce impact of club activities on surrounding neighbourhood and traffic on Beach Road.
- New public boating refueling facilities.
- No reduction in public amenity or access to fishing facilities already provided free of charge to the public.
- Improve and modernise club facilities for use of members.
- Improve and modernise facilities available to public for function and community use / hire, thus increasing the number of people being exposed to and appreciating Port Philip and the unique Beaumaris coastline

2.2. Communication Objectives – what we want to achieve

- Manage key stakeholder expectations and inform them of the progress and the development of the project.
- Provide a mechanism for community input, questions and concerns to be directed to through appropriate channels.
- Provide a mechanism for response to community and interested parties.

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- Ensure the community and interested parties are correctly informed on project details.
- Ensure project objectives are consistently and correctly communicated to external parties through an agreed process.
- Provide a mechanism for communication to members on progress of the project.

2.3. Stakeholder analysis

Internal stakeholders

Stakeholder	Profile & expectations in relation to the project	Level of support?	Level of impact on the project?	Level impacted by the project?
BMYS – Planning Committee members	Commodore, Vice Commodore, Rear Commodore. Representing the interests of the members and custodians of the clubs future. Expectations – Project to deliver improved facilities to meet member requirements for the next 50+ years. Project to be delivered on time and on budget and be financially viable for the long term future of the club.	VH	VH	VH
Department of Sustainability & Environment (DSE)	Statutory authority, land /seabed owners represented by Doug Miller and Sally Burgess. Expectations – Project to comply with all statutory and legislative requirements and to improve the access, amenity and safety for users of Port Phillip.	M	VH	H
Bayside City Council (BCC)	Local Government Authority, represented by Michael Top and Michael Coleman. Expectations - Project to comply with all statutory and legislative requirements and to improve the access, amenity for residents, traders and visitors to BCC.	M	VH	H
Leisurecorp	Project Manager, Scott Eccleston & Mark Turnbull. Expectations – Successful relationships with all stakeholders. Timely delivery of project to stakeholders’ expectations.	VH	H	H
Other consultants	Architects, Engineers, Surveyors, etc. Expectations – delivery of project to expectations of client.	M	M	M

External stakeholders

Stakeholder	Profile & expectations in relation to the project	Level of support?	Level of impact on the project?	Level impacted by the project?
BMYS members	Existing membership overwhelming supportive. Expectations - that project will increase their benefit of membership without changing the character and nature of the club. Additionally project to be completed on time and on budget.	VH	VH	VH
Boating fraternity (power)	Wider boating fraternity with an interest in improving boating facilities on the bay, and possible future users. Expectations - Possible expectation on being able to use facilities.	VH	M	M
Other bay users	Divers, swimmers, sailors, windsurfers, kitesurfers, Kayak canoeists. Expectations – unknown outside of project not limiting or reducing their current usage of the bay.	M	L	M
Local traders	Keys Street traders (including Beaumaris Hotel). Expectations – possible increase in trade through development in the area and project becoming a recreational boating destination.	H	M	M
Local residents	Beaumaris residents (potentially wider being BCC & Kingston) who current enjoy the “unique nature” of Beaumaris and the Beaumaris foreshore areas. Expectation – no negative effect on local amenity (i.e. traffic, parking, noise, views, access to foreshore)	M	H	M
Local action groups	Both pro & anti development. Expectations – unknown, resistance to any change / development.	N	H	L
Environmental groups	Environmental groups. (BCC to advise on likely organisations). Expectations – unknown, resistance to any impact on existing environment and in particular the fossil beds.	N	VH	M
Indigenous groups	Local tribes who may have Native Title Claim over the DSE owned land. Expectations – unknown, consultation and possible inclusion in	U	VH	U

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	project.			
Responsible government Departments / Agencies DSE, DPCD, Parks Victoria, Central Coastal Board.	Responsible authority for Planning and the management the Crown land including the current club lease, Port Phillip recreational users and owner of the Bays strategy and strategic planning for future boating Facilities. Expectations – increase in usage and facilities for recreational users. Alignment with Government Policy, Legislation, Strategies (Victorian Coastal Strategy 2008 & Boating Coastal Action Plan.	M	M	H
Politicians (State & Federal)	Justin Maddin State MLC, Minister for Planning Murray Thompson local State MLA (Lower House rep.). Andrea Coote, David Davis, John Lenders, Susan Pennicuik, and Evan Thornley local State MLC's (Upper House reps.) Andrew Robb AO MP, local federal member (Goldstein).	U	H	L
Bayside City Councillors & Executive	BCC councillor & executive not directly involved with the planning of the project, may have an interest in or be lobbied by other stakeholders. Expectations – improvement to local amenities and benefit to local residents and traders.	U	H	M / L
Beach Road (and cycle path) users	Cyclists, pedestrians, vehicles, etc. potentially affected by any change to traffic entering BMYS. Expectations – no increase in congestion on Beach Road, possible improvements (i.e. traffic lights?)	H	H	L

Stakeholder legend

	How supportive would they be	How much can they impact on the project	How much are they impacted by the project
VH	Very high	Very high. Could stop the project	Very highly impacted
H	Highly supportive	High, could strongly influence project outcomes	Highly impacted
M	Moderately supportive	Medium, could influence some project outcomes	Moderately impacted
L	Low level of support	Low, unlikely to have any influence on project	Low impact
N	Not supportive/opposed	No influence	Not impacted
U	Unknown	Unknown	Unknown

3. Communications action plan

3.1. Key messages

- Project name is “BMYS – Safe Harbour Project”.
- Redevelopment is required to meet the growing demand from members.
- Project being fully funded by membership. No taxpayer funding.
- Membership is not being increased to fund project.
- Public access and amenity to the foreshore is to be improved, including access to breakwater and new public kiosk.
- Reinstatement of the “Keefers” foreshore public access path.
- Current traffic (and bike / pedestrian path) issues at entrance to Beach Road to be addressed during the redevelopment.
- The redevelopment is expected to reduce load on Beach Road, through a reduction in the number of trailers launch / retrievals with boats remaining in marina or drystack facilities.
- The redevelopment will lessen (remove) the current situation of car and trailer overflow parking in neighbouring streets.
- Redevelopment to become an EPA “Clean Marina” to lessen the impact of boating on the environment.
- New safer modern refueling facilities.
- The redevelopment is in-line with State Government strategies for activation of the recreational use of Port Phillip.
- Reclamation of land is minimised and limited to areas previously affected by the current regular dredging.
- Reclamation of land has been minimised so as to not increase the length of the foreshore footprint beyond the existing site.
- The redevelopment is expected to remove the need for regular dredging of the area.
- Creation of the only all weather safe harbour between Sandringham and Patterson River.
- Environmental and energy efficient design, with ESD initiatives including rain water harvesting, and storm water collection.

3.2. Glossary for all communications products

A list the words that should apply across all communications:

- “Safe Harbour”
- “Public access”
- “Modernisation of facilities”
- “Minimise environmental impact”

- “EPA Clean Marina”
- “Reduction of trailers and congestion on Beach Road and surrounding neighbourhood.”

3.3. Protocol for managing communications

A communications team will be set up to create all communication products. The team will comprise:

- **Peter Barnes**, Commodore (Club members Communications);
peterbarnes@bordnet.com.au
- **Scott Eccleston**, Project Director;
scott@leisurecorp.com.au
Tel: 0418 530 277
- **Mark Turnbull OAM**, Project Manager (External Communications);
mark@49er.com.au
Tel: 0414 470 066

Communications will be scheduled according to project deliverables and approved by the Project Board. The Communications or Project Manager will be responsible for releasing the communications.

Quality checks will be put in place to ensure that the products meet the quality criteria.

A project email address to be established and publicised on all communications material for enquiries for both internal and external enquiries;

safeharbour@bmys.com.au

Generally all enquiries are to be direct in first instance to:

- **External enquiries** - Mark Turnbull
- **Internal enquiries (club members)** – Peter Barnes, Commodore.

Enquiries will then either be responded to immediately or elevated where appropriate to the Project Board or appropriate responsible party, for resolution. A project enquiries register (**Attachment 1**) is to be kept and tabled at monthly planning meetings.

3.4. Communication products and timings

Communication product	Internal / External	Target Stakeholder / audience	Purpose	Timing	Responsibility
a) BMYS newsletter	Internal	BMYS members	<ul style="list-style-type: none"> • Regular message from the commodore – upbeat on progress. • Regular project column - to provide summary of status and progress of project and request assistance where required for member input. 	Monthly?	BMYS
b) BMYS club website	Internal & External	BMYS members General public	<ul style="list-style-type: none"> • Project specific section to be developed on website updating members on progress. • Specific project enquiries email address be provided. • Link to PDF documents (Master Plan, Architectural concept plans, etc.) • Frequently Asked Questions (FAQ's) section. 	ASAP Regularly updated	BMYS
c) BMYS members pamphlet mail out	Internal	BMYS members	<ul style="list-style-type: none"> • Update members on the development (changes) to the Master Plan previously approved by vote. 	Start December	BMYS
d) BMYS member briefing night	Internal	BMYS members	<ul style="list-style-type: none"> • Project briefing to members outlining progress to date on the project. • Changes to concept to be explained since ballot. • Renew approach to member for Expressions of Interest and proposed funding models. • Invite suggestions and comments. 	24 Nov 2008	BMYS
e) Concept drawings on display in club foyer	Internal	BMYS members & concerned residents	<ul style="list-style-type: none"> • Copy of Master Plan and sketches to be on display at BMYS foyer. Possible project specific display / board to be established to be updated regularly. 	24 Nov 2008	BMYS
f) Breakfast / briefing for BCC Councillors & Executives	External	BCC Councillors & Executive, DSE, Parks Victoria, other?	<ul style="list-style-type: none"> • Breakfast at BMYS to brief BCC Councillors and Executives, DSE, Parks Victoria and possible others on the proposed redevelopment. • Information kit to be provided to attendees. 	Feb 2009	BMYS
g) Letter mail out to local State and Federal representatives	External	State and Federal Politicians	<ul style="list-style-type: none"> • Letter to the local representatives (State & Federal) advising them of the proposed club redevelopment within their electorate. Purpose of letter is to inform the various representatives of the plans and facts, prior 	Feb 2009	BMYS

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			to them being potentially approached by residents, local interest groups and/or the media.		
h) Meeting with the Beaumaris Conservation Society	External	Beaumaris Conservation Society	<ul style="list-style-type: none"> • Specific meeting prior to Planning Permit submission to provide a briefing on the future plans of the club and to understand potential concerns the Society may have to the redevelopment. Meeting to occur early in the community communications to be proactive and to listen to concerns to then inform the design. 	Feb / March 2009	BMYS / Leisurecorp / Architect
i) Concept drawings available at Bayside City Council offices (Sandringham)	External	Residents	<ul style="list-style-type: none"> • Copy of Master Plan, selected sketches and project information be available upon request at BCC offices prior to submission of Planning Permit Application. 	Feb / March 2009	BMYS / Leisurecorp
j) Letter / pamphlet mail out to residents	External	Local Residents	<ul style="list-style-type: none"> • Post DSE approval, pre-planning application pamphlet and invitation to the club for a briefing session on the redevelopment project. 	Feb / March 2009	BMYS
k) Article in Bayside Leader newspaper	External	Local Residents	<ul style="list-style-type: none"> • Proactive, positive article on BMYS’s aspirations, history and benefit to the community. Then focus on the future of the club, the need for this safe harbour development and the positive impact on the community. • Article also acts as a public invitation to advertise the “Open day” to see the club for themselves. 	March 2009	BMYS
l) “Open day” at BMYS	External	All	<ul style="list-style-type: none"> • Open invitation to the community to view and make comment on proposed design prior to Planning Permit submission. Club to host an “open day” for the community to visit and learn more about the club and have comment on the propose plans. <p>Date to be well in advance of Planning Permit submission to allow for community comments to be taken on board.</p> <p>Open day, is actually just 2-3 hours, with drawings displayed, sausage sizzle, boat / fishing demonstration, etc and an opportunity for informal public comment to be seen as seeking this input into the design that is to be submitted to council.</p>	March 2009	BMYS / Leisurecorp
m) Mail out to members for final comment on Planning submission	Internal	BMYS members	<ul style="list-style-type: none"> • Final project update to members outlining progress and plans to be submitted for Planning Approvals 	March / April 2009	BMYS

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n) Discussions with Indigenous Groups	External	Indigenous groups	<ul style="list-style-type: none"> Initial, informal contact to be made with the three local indigenous groups in Bayside as a courtesy prior to submission of Planning Application to initiate a relationship prior possible (probable) to ILUA discussions post Planning Approval 	March / April 2009	Leisurecorp
o) Submission of Planning Permit Application	External	BCC	<ul style="list-style-type: none"> Formal Planning Application submission to BCC 	April 2009	BMYS / Leisurecorp
p) Other – Ongoing review Comms Plan	Internal		<ul style="list-style-type: none"> Ongoing review of Communications Plan 	Ongoing	All

4. End communications plan report

4.1. Measures of communications success

Communication success will be determined by:

- Effective & timely communications with all stakeholders;
- Prompt response to project related enquiries;
- Resolution of project related enquiries;
- Member support of project;
- Stakeholder support of the project;
- Community support of project;
- Successful completion of Pre-planning stage with the submission of Planning Permit Application, with a reduction in number of potential objections.

4.2. Lessons learned

Brief summary of how the Project Team found the communications activities to be completed at completion of the Pre-planning phase of the project.