

St Arnaud Flood Study - Communication Plan

Task	Details	Dates
STAGE 1		
Initial Engagement		
Finalise Communication Plan	Finalise what the communication plan will involve & responsibilities	Sep-20
Create POZI Layer for online consultation	Liase with Libby to create a Pozi layer which allows the community to make comments on the map and upload photos of floods. Needs to show flood levels. Already have mapping from WaterTech	Sep-20
Initial Consultation Period	Determine period consultation will be open	Oct-20
Have Your Say Website	Have a webpage with a basic overview. Link to digital story, pozi and FAQ's	Oct-20
Letters to Residents	Create a mail list of landowners which have a property showing some flood inundation. On the letter provide the link to Pozi so they can verify flooding does occur at their property. Ask for photos and explain what the flood study will result in. Nic to create draft letter on letterhead, Ben to check and add comments. Victoria to then proofread and then organise mail merge & mail out / email. Organise letter now for sendout on date shown	Oct-20
Councillor Bulletin & Briefing	Update Councillors via the Councillor Bulletin that the community consultation process is commencing	Sep-20
Initial Media Release	Create an internal media release outlining what the study aims to achieve and how it is now at the community consultation stage. Explain the maps and the way community can access online map and make comments on the map	Oct-20
North Central News Media Release	Contact NCN to see if they can do an article on the flood study	Oct-20
Major Stakeholder Engagement	Contact key stakeholders to inform them on the consultation period and see if they have any comments on mapping. SES, NCCMA, VicPol. BOM, DELWP	Oct-20
Social Media	Post the link to map to remind community of the consultation throughout the consultation period	Oct-20
Community one on ones	Meet or talk to any community members with issues and provide feedback to consultant	Nov-20 to Dec 21
STAGE 2		
Follow Up Engagement		
Councillor Bulletin & Briefing	Update Councillors via the Councillor Bulletin and a briefing on the summary report, mapping, mitigation options and whats next	Nov-22
Send Report to Eddy Ostarcevic	Cr Eddy Ostarcevic requested a copy of the reports for review. He needs to be sent a copy prior to any community consultation	Jan-23
Contact Landowner of proposed retention dam	Get in contact with landowner where the retention dam is proposed for the North East of town. Hopetoun St Dam is Crown Land.	Feb-23
Website 'Have Your Say'	Update links and add the summary report on Councils website	Feb-23
Letters to Residents	Create a mail list of landowners which have a property showing above floor flood inundation. Just notify them of the study and a link to the summary report. Allow a few weeks for any queries prior to going to Council	Jan-23
Media release	Update community on the plan. Thank for their input and share link to the summary report	Feb-March 23
Social Media	Make public aware of the summary report and provide link to website	Feb-March 23
Community one on ones	Meet or talk to any community members with issues and provide feedback to consultant	May-Jun 23
STAGE 3		
Endorsement of Recommendations		
Councillor Briefing	Brief the council on any community feedback and update them on the recommendations made in the flood study	Jul-23
Update Public	Update Public that recommendations have been endorsed by Council	Aug-23
Mitigation options	Undertake a media release and social media on the design of the 2 retention dams. grant funding secured and design starting soon	Aug-23