

Community and stakeholder engagement

Exhibition of the amendment

Amendment C286yara was placed on public exhibition on 7 September 2021 to 5 October 2021.

Section 19 of the *Planning and Environment Act* requires Council to give notice to (among others) owners and occupiers of land it believes may be materially affected by the amendment.

The Act also requires Council to publish notice of the amendment in a newspaper circulating in the area (The Age) and in the Government Gazette.

Where the affected number of owners and occupiers makes it impractical to notify all of them individually, Sections 19 (1A) and (1B) of the Act allow a Planning Authority to: *take reasonable steps to ensure that public notice of the amendment is given in the area affected by the amendment.*

For this amendment, it was impractical to notify all 52,000 ratepayers plus occupiers across the entire municipality. Instead of individual notification, officers prepared a community engagement strategy that formed the basis of the statutory consultation.

The objectives of the engagement was to:

- Assist a diverse range of stakeholders understand what the planning scheme is and how it works
- Explain the changes proposed to the planning scheme and the planning scheme process
- Help people make informed submissions that address their areas of interest
- Include deliberate outreach and promotion to communities who may be affected but might be underrepresented and/ or not usually engaged
- Use plain English descriptions and messaging that assists understanding of what the planning scheme is, how it works and proposed changes
- Present lengthy and complex information in an easily accessible format
- Clearly communicate the statutory requirements of the submission process.

The engagement process took all reasonable steps *to ensure that public notice of the amendment is given in the area affected by the amendment.*

Notice of the amendment appeared in the:

- The Age on 7 September 2021
- Government Gazette on 9 September 2021

Notices were also sent to Prescribed Ministers.

It also included notification in:

- Yarra News which is distributed to every household in Yarra
- Yarra Life fortnightly eNews which reaches 13,000 recipients
- Economic Development Teams Business eBulletin which has some 11,000 subscribers
- eBulletins / newsletters sent from other teams across Council and Social media platforms.

In addition, direct emails were sent to:

- Council's Advisory Committees
- community groups
- organisations
- current applicants for planning a permit
- consultants with regular involvement in permit applications
- peak development and property organisations in Victoria.

A purpose-built webpage provided material in an easily understood format.