

Appendix F - Proposed Community Consultation Strategy

DRAFT STAKEHOLDER COMMUNICATIONS – JUNE TO AUGUST

AUDIENCE	CHANNEL	DESIRED OUTCOME
PRESTON MARKET		
Preston Market Developments & Team	<ul style="list-style-type: none"> Face to face meetings Email updates 	<ul style="list-style-type: none"> Keep informed on status of project
Preston Market traders	Trader focus group	<ul style="list-style-type: none"> Encourage positive sentiment Establish ambassadors for new market Secure third-party endorsement
	Proactive communications: <ul style="list-style-type: none"> Letter drop Notice of amendment 	<ul style="list-style-type: none"> Build positive sentiment Keep informed Communicate Focus Group members' names and contact details
	Community information evening (two)	<ul style="list-style-type: none"> Build enthusiasm and advocacy from local community Encourage enquiry and positive sentiment towards project Keep informed Provide forum for consultation
	<ul style="list-style-type: none"> Letters for each trader 1:1 face to face meetings / phone calls 	<ul style="list-style-type: none"> Inform of business arrangements Encourage feedback to Preston Market Developments P/L and Market Manager
Market Customers / Public	Community information evening (two)	<ul style="list-style-type: none"> Build enthusiasm and approval from local community Encourage enquiry and positive sentiment towards project Provide forum for consultation
	Noticeboard	<ul style="list-style-type: none"> Encourage feedback to trader focus group members and Market Manager Communicate that Market will trade throughout development process Build enthusiasm
	Online activity: <ul style="list-style-type: none"> Preston Market website Preston Market Facebook, Twitter and Instagram platforms (all existing) 	<ul style="list-style-type: none"> Build enthusiasm Encourage positive two-way engagement Provide forum for consultation
LOCAL COMMUNITY		
Local businesses	Community information evening (two)	<ul style="list-style-type: none"> Build enthusiasm and approval from local community Encourage enquiry and positive sentiment towards project Provide forum for consultation
	Noticeboard	<ul style="list-style-type: none"> Encourage feedback to trader focus group members and Market Manager Communicate that Market will trade throughout development process

		<ul style="list-style-type: none"> • Build enthusiasm
Local residents	Community information evening (two)	<ul style="list-style-type: none"> • Build enthusiasm and approval from local community • Encourage enquiry and positive sentiment towards project • Provide forum for consultation
	Noticeboard	<ul style="list-style-type: none"> • Encourage feedback to trader focus group members and Market Manager • Communicate that Market will trade throughout development process • Build enthusiasm
	Online activity: <ul style="list-style-type: none"> • Preston Market website • Preston Market Facebook, Twitter and Instagram platforms (all existing) 	<ul style="list-style-type: none"> • Build enthusiasm • Encourage positive two-way engagement • Provide forum for consultation
GOVERNMENT REPRESENTATIVES & BODIES		
City of Darebin Officers	<ul style="list-style-type: none"> • Face to face meetings • Email updates • Community information evenings 	<ul style="list-style-type: none"> • Formal process (of enquiry from third parties) • Approval of project
City of Darebin Councillors	<ul style="list-style-type: none"> • Formal application and approval process • Face to face meetings if required 	<ul style="list-style-type: none"> • Keep informed • Secure approval • Create advocacy
State Government <ul style="list-style-type: none"> • Premier • Planning Minister • Minister for Transport • Local MPs 	<ul style="list-style-type: none"> • Letters • Face to face briefings • Email updates 	<ul style="list-style-type: none"> • Keep informed • Secure support • Create advocacy
Federal Government <ul style="list-style-type: none"> • Local MPs 	<ul style="list-style-type: none"> • Letters • Face to face briefings • Email updates 	<ul style="list-style-type: none"> • Keep informed • Secure support • Create advocacy
Public Transport Victoria (PTV) / VicTrack	<ul style="list-style-type: none"> • Statutory process • Face to face meetings and briefings • Letters 	<ul style="list-style-type: none"> • Secure support • Commitment for facilities and support of project
Vic Roads	<ul style="list-style-type: none"> • Face to face meetings and briefings • Letters 	<ul style="list-style-type: none"> • Secure support • Commitment for facilities and support of project
MEDIA (Stage One and Amendment process)		
Local media <ul style="list-style-type: none"> • Preston Leader • Northcote Leader • Northern Weekly • Melbourne Times Weekly 	<ul style="list-style-type: none"> • Emails • Media materials 	<ul style="list-style-type: none"> • Build excitement and support for new market • Communicate that the Market will continue to trade throughout development
Property / Architecture media	<ul style="list-style-type: none"> • Emails • Media materials 	<ul style="list-style-type: none"> • Position Salta Properties and Medich Corporation as strategic and successful property developers • Promote Preston Market as the place to shop

Business media	<ul style="list-style-type: none"> • Emails • Media materials 	<ul style="list-style-type: none"> • Position Salta Properties and Medich Corporation as an intelligent and strategic JV partnership • Create advocacy for market development
Metropolitan news	<ul style="list-style-type: none"> • Emails • Media materials 	<ul style="list-style-type: none"> • Promote the development of Preston Market as a major Melbourne project • Communicate that the Market will continue to trade while development occurs • Illustrate the size and scope of the project and Preston Market Developments' foresight for Melbourne's north
Other media, including <ul style="list-style-type: none"> • Lifestyle • Food • Local community/'where you live'/Melbourne icons profiling 	<ul style="list-style-type: none"> • Face to face interviews • On site famils (with media) • Media materials 	<ul style="list-style-type: none"> • Position the Preston Market as a lifestyle destination • Drive enquiry for residential sales • Illustrate the colour and culture of Melbourne's north, captured at Preston Market