

Consultation and communications plan

Project name	John Cain Memorial Park master plan community consultation	
Key dates	<p>Four week consultation period runs from: 21 July 2017 to 17 August 2017</p> <p>Two Community information sessions to be held at DISC in the foyer area of the velodrome:</p> <ul style="list-style-type: none"> - Saturday 22 July 2017 1030 am - Wednesday 9 July 2017 600 pm 	
Department	Leisure and Community Facilities	
Project managers	AS, GD, NE	
Comms contact	MD	
Target audience	Existing and future users of precinct	Future MSS users
	Current DISC tenants	Darebin Councillors
	Local sports user residents	All Darebin Residents
Relevant Council Plan goals	<p>Goal 2 - Healthy and Connected Community</p> <p>Darebin Leisure Strategy 2010 – 2020 and Darebin Leisure Action Plan 2015 - 2020</p>	
Key stakeholders	<p>The recommendations made in the master plan will be a result of consultation with Darebin community members, and crucially the main tenants and stakeholders at JCMP including but not limited to:</p> <ul style="list-style-type: none"> - Darebin City Bowls Club - Football Federation Victoria - Cycling Victoria - Northcote City Soccer Club - Royal Victorian Bowls Association - Bowls Australia - Sport and Recreation Victoria - Netball Victoria and Basketball Victoria (and other high ball sports state bodies) due to development of MSS complex - Darebin City Council internal departments - Darebin Council - Darebin residents, sports users and sporting clubs 	
Context	<ul style="list-style-type: none"> - Council undertook previous consultation in 2015 regarding the location to build a proposed multi- sports stadium within the city. There was broad level community support for this project being constructed at JCMP. - Council passed a resolution in September 2015 endorsing the development of the Darebin Multi-Sports Stadium at John Cain Memorial Park, Thornbury by 	

	<p>June 2020. There is broad level anticipation for construction to commence on this project.</p> <ul style="list-style-type: none"> - In order to proceed with this project, it is recognised as good practice to ensure the broader site usability / functionality and links through adoption of a master plan for the JCMP / DISC site - The DISC precinct is the state home to three sports – soccer, lawn bowls and cycling. - Two community tenants exist at this busy sporting site including Darebin City Bowls Club and Northcote City Soccer Club - Council appointed a consultant in 2015 to undertake the development of a master plan for this site. Due to a number of externally driven reasons this plan was drafted and placed in hold in mid-2016 pending the outcome of several political discussions - As of May 2017 the master plan process has recommenced and re-engagement has begun with key stakeholders - The finalised master plan will consist of three parts: <ul style="list-style-type: none"> o A document containing discussions/documentation of values and principles (set through consultation process), existing conditions, present uses and opportunities/constraints o Visual Master Plan showing areas for upgrade/actions o Series of realistic actions prioritised and laid out over 5 years. - Council is seeking community feedback and input on the components of the proposed master plan
<p>Key messages</p>	<ul style="list-style-type: none"> - John Cain Memorial Park is a 17.34 hectare sporting reserve named after John Cain Senior, former Premier of Victoria. The Park was redesigned in 2004 to accommodate improved lawn bowls, cycling and football facilities and now is major state sporting venue. - John Cain Memorial Park is situated at 277 Darebin Road, Thornbury and is zoned as Public Park and Recreation Zone (PPRZ). The zoning of the John Cain Memorial Park allows for commercial activity in the Park subject to this activity being compatible to the use of the Park. - John Cain Memorial Park is the home of the State Lawn Bowls, Cycling and Football Centres. As a result, the venue is one of the most significant multi-sport precincts in Melbourne and was utilised during the Melbourne Commonwealth Games in 2006. - The purpose of the Master Plan is to investigate, scope and evaluate options to improve current sporting and leisure opportunities at John Cain Memorial Park, future needs and development of the precinct including additional sporting and leisure options, all in conjunction with local community needs. This is timely as current tenants and sport users have all expressed a range of needs and demands consistent with the current situation of their sport and facilities at the precinct. - Council voted unanimously for a new multi-sport stadium to be built at John Cain Memorial Park. The Master Plan must now consider the development of the new sporting facility and future impacts on current operations at JCMP. - The recommendations made in the Master Plan must be a result of consultation with Darebin community members, and crucially the main tenants and stakeholders at JCMP including but not limited to: <ul style="list-style-type: none"> o Darebin City Bowls Club o Football Federation Victoria o Cycling Victoria o Northcote City Soccer Club

	<ul style="list-style-type: none"> ○ Royal Victorian Bowls Association ○ Bowls Australia ○ Sport and Recreation Victoria ○ Netball Victoria and Basketball Victoria (and other high ball sports state bodies) due to development of MSS complex ○ Darebin City Council internal departments <p style="text-align: center;">-</p>
Risks and opportunities	<p>Risks:</p> <ul style="list-style-type: none"> • Investment in significant sporting infrastructure at this site could be seen as a waste of resources / not required • Consultation seen as waste of money • Residents may be opposed to our proposed proponents or specific elements of the design • We could face criticism if the feedback we gather doesn't tangibly impact the project. • Political influences <p>Opportunities:</p> <ul style="list-style-type: none"> • A chance to engage with the community, build trust with them and ensure we gather plenty of ideas and views from residents before we begin implementation of the masterplan items to create an exciting and innovative sporting hub at this site • Better understand the useability and precinct design limitations / opportunities so we can ensure a more vibrant site for the future • Inform the community about the importance of providing local sports facilities – and the critical shortage we're currently experiencing. • Get a sense of what the community's priorities are regarding sports infrastructure.

Tasks and timing

External communications

What	When	Who is responsible
Media release	Text: GD Approvals by: 12 July Send by: 7 July	Leisure Services (GD / AS) Not needed at this stage
Consultation letter Send to – 500m radius of JCMP precinct	Text: GD Approvals by 14 July Send by: 19 July COMPLETED	Leisure Services (GD)

DCN story	Text by: 18 June COMPLETED To appear in July / August edition	Leisure Services (AS / GD)
A4 poster	Text: GD Approvals by: 14 July Send by: 21 July Display at: <ul style="list-style-type: none"> - Onsite @ DISC - Darebin customer service centres Did not go ahead	Leisure Services (GD) Need to check with Comms on content
Website text	Text sent to digital team: 18 July Up on website by: 19 July COMPLETED	Leisure Services (GD)
Social media	Text sent to digital team: 18 July First post on: 19 July COMPLETED Second Post : 2 August COMPLETED Reminder Post: 8 August	Leisure Services (GD)
Follow up messages on survey outcomes (via Mayor's Message, Social Media and website)	Text sent to communications by: 18 July Messaging as required from: 21 July COMPLETED	Leisure Services (GD) / Communications (MD) Facebook Posts dates: 19, 24 and 30 July 2 and 8 August
Direct emails to key interested stakeholders	Approvals by: 18 July Send by: 19 July COMPLETED	Leisure Services (GD) Who – target audience: <ul style="list-style-type: none"> - Darebin sports clubs - Key State sporting associations - Tenants of DISC - Internal service units - Managers Council sport and leisure facilities
'Have your say' Darebin via Bang the	Portal designed by: 14 July	Leisure Services (GD) and Community Engagement and Demographics

Table	Portal live by: 19 July COMPLETED	
Darebin Clubs Including netball and basketball clubs	Text: GD Approvals by: 19 July Send by: 19 July COMPLETED	Leisure Services (GD)

Internal communications

Staff-to-staff message	Text by: 13 July Send to digital team by: 17 July Sent by: w/c 19 July COMPLETED	Leisure Services (GD)
Councillor E-bulletin	Text sent to governance by: 18 July To be sent: 21 July COMPLETED – MM 24 July	Leisure Services (GD / AS)
Internal stakeholders email and workshop	Email To be sent: 21 July Email sent 19 July Workshop w/c 24 July COMPLETED	Leisure Services (GD / AS)
Q&As list developed	Text by: 14 July COMPLETED Send to Customer Service by: 18 July	Leisure Services (GD) Provide Q&A list to customer service and on website pages Letter sent to customer service
Councillor workshop	Monday 26 June 2017 COMPLETED	Director Assets and Business Services / Director Community Development