

Appendix F - Proposed Community Consultation Strategy

DRAFT STAKEHOLDER COMMUNICATIONS – JUNE TO AUGUST

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

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

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