Evaluation – Community Engagement for the
Kingscliff Central Park Concept Plans
On exhibition from 7 March to 26 April 2011

Compiled by the Communications and Marketing Unit
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Executive Summary

Tweed Shire Council completed an extended 51-day community engagement campaign for the Kingscliff Central Park concept plans, from 7 March to 26 April 2011. It followed a Council decision on 22 February to endorse the concept layout and to put the design on exhibition for community feedback.

A wide variety of engagement methods were utilised to inform residents and organisations about the concept plans and encourage their feedback to the central park design.

Kingscliff Central Park’s project manager, Senior Design engineer Warren Boyd, worked with Council’s Communications and Marketing Unit to conduct the engagement campaign, which had a budget of $5000.

The campaign was led by an extensive information campaign, including a direct mail to all Kingscliff homeowners, presentations to business and residents associations, a community information stall, media releases and articles in Council’s weekly newspaper, the Tweed Link. It informed the community about the objectives of Kingscliff Central Park and its part in a three-step process to:

- Restore sand supplies on Kingscliff Beach.
- Redevelop and reduce the size of Kingscliff Beach Holiday Park.
- Create Kingscliff Central Park in the land vacated by the reduced Holiday Park.

This three-step project is the latest stage of the Kingscliff Foreshore Master Plan, which Council adopted in July 2007 and will be implemented over a 20-year period.

The engagement campaign for the Kingscliff Central Park concept plans was extended from the original period of 37 days, for an additional two weeks to enable the public discussion to include plans for an underground car park at the site.

The cost of the car park, estimated at $5 million to create around 100 additional parking spaces, meant it was previously earmarked for possible introduction at a later date, so the beach replenishment and holiday park redevelopment could proceed more urgently.

However, repeated community submissions for extra parking and the prospect of Federal regional development funding for Kingscliff Central Park prompted Council to incorporate the underground car park as part of the initial proposal.

Council ranked Kingscliff Central Park as its top priority in an application for funding through the Regional Development Australia Fund.
Each of the information methods for Kingscliff Central Park directed people to Council’s new community engagement website, www.yoursaytweed.com.au, which was a focal point for the campaign. It featured a community online forum and was one of the main tools for the public to provide feedback.

While the www.yoursaytweed.com.au was launched on 8 March 2011, the Kingscliff Central Park pages were not activated until 14 March 2011. That gave members of the community time to learn about the concept plans from other engagement methods before the forum began.

It was the second online forum conducted by Council, following a successful forum for the Tweed Community Strategic Plan 2011/2021 and was the first staged on the www.yoursaytweed.com.au site.

During the seven-week campaign, 1623 people visited the website home page and 1128 visited the Central Park webpage. Many visitors would have accessed the Central Park pages via the site’s home page - and therefore appear in both of the above visitation figures.

However, it is likely some visitors went direct to www.yoursaytweed.com.au/kingscliffpark, while others read information on the home page and did not progress to the central park pages. Therefore, this evaluation includes analysis figures for both.

There were 5156 site visits to www.yoursaytweed.com.au and 2989 visits to www.yoursaytweed.com.au/kingscliffpark. Of those visitors, 157 registered to participate in the forum and 92 left forum comments.

A total of 244 comments were posted on the forum, including 50 responses from Council to answer participants’ queries and to clarify issues raised during conversation threads.

This is an exceptionally high public response compared to Bang The Table forums for other organisations.

All of the relevant documents, plans, diagrams and videos were featured on the Central Park site, with visitors downloading 613 documents and viewing the videos 522 times.

On average, each visit to the home site lasted around three and a half minutes, with an average stay of three and three-quarter minutes on the central park page.

Many of the forum participants were residents outside the Tweed, including a significant proportion of long-term site holders and other regular visitors to Kingscliff Beach Holiday Park. Prior to the campaign, it was identified there was a risk the public discussion could be utilised by holiday park residents to protest against removal of long-term site holders and the holiday park’s reduction in size.

The decision to reduce the size of the holiday park by approximately one-third, to make way for Kingscliff Central Park, was made during formulation of the Kingscliff Foreshore Master Plan and followed considerable community consultation.

It was decided the online forum would be a valuable tool for community input on Kingscliff Central Park and should therefore proceed, despite the risk it could be used to protest against the holiday park’s reduction in size and removal of long-term casual site holders. To
keep forum discussions on the subject of Kingscliff Central Park, holiday park protesters were reminded the decision to reduce Kingscliff Beach Holiday Park had been made in 2007 in line with considerable feedback from the local community. The public discussion had now progressed to the design of Kingscliff Central Park.

This approach was maintained throughout the forum discussion and contributed to many of the 50 Council responses lodged on the forum.

A new comment analysis tool introduced by Bang The Table allowed each comment to be tagged by their key themes, to identify the issues raised on the forum and the number of times they appeared. The most regularly raised themes were (in order of number of references):

- Overall support
- Kingscliff already has enough parks
- Retain holiday park at its current size
- Relocate holiday park
- Retain more caravan sites at the holiday park
- More car parking
- Remove holiday park entirely
- Opposition to underground car park
- Threat of antisocial behaviour at Kingscliff Central Park
- Support for inclusion of half-court basketball court
- Include a skate park
- Shelter design
- Support for concert/performance area
- Support for multistorey car park at adjacent shopping centre.

Council launched the engagement process by addressing a meeting of the Kingscliff Ratepayers and Progress Association, detailing the project to the eight members present and urging them to spread the word to the wider community.

Council representatives then outlined the master plan and Central Park concept plans to a breakfast meeting of the Kingscliff and District Chamber of Commerce, attended by 74 members and guests.

A community information session was held at the NSW Surf Lifesaving Championships in Kingscliff and was attended by 39 members of the public.

Management of Tweed Coast Holiday Parks and Council’s General Manager staged meetings with Kingscliff Beach Holiday Park occupants and representatives of the Kingscliff Beach Bowls Club to discuss the foreshore master plan.

To inform the community about the engagement campaign, particularly the online forum and community information stall, a series of four articles were published in Council’s newspaper, the Tweed Link.
Council also staged a media launch at the site on 7 March and issued five media release throughout the engagement period. They resulted in a total of 19 articles in Tweed newspapers, as well as reports and interviews on local radio stations and a report on NBN Television news.

As part of the information on www.yoursaytweed.com.au, Council’s Design Unit created a number of flyover and walk-through animations which were incorporated into several video podcasts. These podcasts gave viewers a virtual tour of the park and its features, so they had a better appreciation of the concept plans.

Modified, silent versions of these podcasts were also screened in the adjacent Kingscliff Beach Bowls Club and Cudgen Headland Surf Lifesaving Club.

Council’s Youth Development Officer assisted in the distribution of Central Park concept plan fact sheets and Frequently Asked Questions documents to the high school and TAFE college in Kingscliff.

These documents were also distributed to the Tweed Regional Aquatic Centre in Kingscliff and businesses along Marine Parade.

The Mayor of Tweed visited Marine Parade business during the final fortnight of the engagement campaign to discuss the foreshore master plan and Central Park concept plans.

In addition to the online forum comments, Council received a total of 19 written submissions, including nine emails to Bang The Table’s help desk. Ten of these submissions expressed support for Kingscliff Central Park, while two opposed its creation.

The issues which were raised on multiple occasions were:

- The need for more car parking.
- Suggestions to move Kingscliff Central Park further north to be located opposite Turnock Street.
- Kingscliff already has enough foreshore parkland.
- Opposition to the half-court basketball court.
Engagement methods

- Bang The Table website www.yoursaytweed.com.au – including online forum.
- Direct mail to Kingscliff ratepayers
- Community information session
- Address to residents association
- Address to business chamber
- Written submissions
- Video podcasts
- Tweed Link articles
- Media releases
- Customer Service Centre displays
- Library displays
- Council’s corporate website
- Supporting materials
  - Kingscliff Foreshore Master Plan fact sheet
  - Kingscliff Foreshore Master Plan Frequently Asked Questions document
  - Pull-up banners
  - Posters
Participant numbers at a glance

Website www.yoursaytweed.com.au

- Number of visits to website home page: 5156
- Number of unique visitors: 1623
- Average time spent on the home page: 3 mins 25 secs


- Number of visits to Kingscliff Central Park landing page: 2989
- Average time spent on the central park pages: 3 mins 45 secs
- Number of unique visitors: 1120
- Number of community comments on online forum: 194
- Number of responses from Council: 50

Address to Kingscliff Ratepayers and Progress Association meeting: 8
Address to Kingscliff and District Chamber of Commerce: 74
Community Information Stall: 39
Direct mail letters sent to Kingscliff ratepayers: 7750
Total number of written submissions: 19

(Includes one submission received after the closing date)
Engagement Method: Bang The Table Online Forum

Summary of activities
In March, Council engaged online engagement specialist Bang The Table to conduct a series of online forums for key Council issues until mid-2012.

A dedicated Tweed Shire Council community engagement website was created, www.yoursaytweed.com.au, following the success of a previous Bang The Table site and forums for Council’s Community Strategic Plan engagement campaign.

The Kingscliff Central Park concept plans forum was the first conducted on www.yoursaytweed.com.au and ran from 14 March to 26 April 2011. It began one week after the overall engagement campaign started, to give members of the community time to learn about the concept plans from other engagement methods before the forum began.

The website served as the nucleus of the campaign, providing visitors with easy access to all of the relevant documents and designs and hosting the forum which was a key tool for the community to provide input.

Its library of documents, podcasts and images was regularly updated as new plans became available from the design unit and requests were received on the forum for access to other supporting documents.

A news section featured regular update reports and photographs, including each of the press releases issued to Tweed media. These updates provided information about the foreshore master plan and concept plans, as well as progress reports on the engagement campaign. This served to keep the campaign in the public’s attention, while demonstrating Council was getting out into the community.

It also provided access to information about the Kingscliff Beach Holiday Park business plan and redevelopment plans.

The forum and overall website were jointly administered by Bang The Table and Council’s Communications Officer - Community Engagement. Both monitored all the submissions, with Council providing responses to any comments which sought or required further information, clarification or correction.

To enhance transparency in the process, the forum was independently moderated by Bang The Table, which retained responsibility for removing any comments which contravened the rules of conduct. Three community comments were removed because they “failed to respect other users”.

Outcome
A total of 1623 people visited www.yoursaytweed.com.au during the engagement period, visiting the site a combined total of 5156 times and staying on the site for an average of three minutes and 25 second for each visit.

Many visitors would have accessed the Central Park pages via the site’s home page - and therefore appear in visitation figures for both the home page and central park pages. But it is likely some visitors went direct to www.yoursaytweed.com.au/kingscliffpark, while others read information on the home page and did not progress to the central park pages. Therefore, this evaluation includes analysis figures for both.

During the engagement period, 157 people registered to participate in the forum. That built upon those who had registered for the Community Strategic Plan forums and took the total number of community members registered with www.yoursaytweed.com.au to 332.

Registered participants left 194 comments on the Central Park forum and Council provided 50 responses.

Participants could also vote on each of the comments, to indicate whether they agreed or disagreed with the comments. Fifty-five people took the opportunity to vote in favour of one or more comments, while 36 voted to disagree with at least one comment. A total of 1306 votes were cast to agree or disagree with a comment.

Visitors to the site downloaded documents 613 times and watch the videos 522 times.

Bang The Table provided a full analysis of activity on the Kingscliff Central Park concept plan pages (see Attachment A) and the www.yoursaytweed.com.au site as a whole (See Attachment B).

Website statistics:

- Number of visits to www.yoursaytweed.com.au: 5156
- Number of unique visitors: 1623
- Average time spent on home page: 3 mins 25 secs
- Number of people who registered during engagement period: 157
- Total number of registered participants (to 26 April 2011): 332


- Number of visits to Kingscliff Central Park landing page: 2989
- Average time spent on central park pages: 3 mins 45 secs
- Number of unique visitors: 1120
- Number of community comments on online forum: 194
- Number of responses from Council: 50
- Number of document downloads: 613
- Number of people who downloaded documents: 241
- Number of video plays: 522
- Number of people who played videos: 344
Once the engagement period had concluded, Council and Bang The Table created a poll on the site to determine how site participants found out about the concept plans and the www.yoursaytweed.com.au/kingscliffpark webpage. Bang The Table then sent an email to all the registered participants to invite them to complete the poll, which listed each of the engagement methods.

Twenty-four people participated in the poll by 10 April.

According to the poll, the registered participants found out about the webpage through the:

- Emails from Bang The Table: 23.5%
- Articles in the Tweed Link: 23.5%
- Council’s corporate website: 17.6%
- Word of mouth: 11.8%
- Direct mail to Kingscliff ratepayers: 11.8%
- Newspaper articles: 5.9%
- Other: 5.9%

The community information stall was inadvertently omitted from the initial list of poll options. Given it was the only major engagement method omitted from the options, it can be assumed it comprises a large proportion of the ‘Other’ vote.

**Forum comments**

A new comment analysis tool introduced by Bang The Table allowed each comment to be tagged by their key themes, to identify the issues raised on the forum and the number of times they appeared. The most regularly raised themes were:

- Overall support (33 times)
- Kingscliff already has enough parks (26)
- Retain holiday park at its current size (26)
- Relocate holiday park (24)
- Retain more caravan sites at the holiday park (14)
- More car parking (14)
- Remove holiday park entirely (8)
- Opposition to underground car park (7)
- Threat of antisocial behaviour at Kingscliff Central Park (7)
- Support for inclusion of half-court basketball court (6)
- Include a skate park (6)
- Shelter design (6)
- Support for concert/performance area (6)
- Support for multistorey car park at adjacent shopping centre (5)
- Support for full-sized basketball court (4)
- Support for underground car park (3)
- Concerns about security (3)
- Opposition to creation of additional car parking (3)
- Support for area to skateboard (2)
- Support for safety fencing (2)
- Support for beach restoration (2)
- Support for passive games area (eg board games) (2)
- General opposition to creation of Kingscliff Central Park (2)
- Concerns about vandalism (2)
Issues raised once:

Boardwalk design Support for courtesy bus
Support for all-access playground Opposition to skateboarding area
Utilise local contractors Need for skateboarding area
Support for car park north of bowls club Support for boardwalk
Plant native trees Support for beach volleyball facilities
Support omission of a skate park No changes to Tweed coastline
Support for walking paths Support for barbecue areas
Support for playground Support for enlarged cenotaph
Protect the beach Relocate basketball court
Support for playground for young children
Design must be consistent throughout the park
Cenotaph area must have provisions for shelters

Cost of Kingscliff Central Park webpage and forum
$1857

Evaluation

The website and forum have again been very effective tools to inform the community and to encourage public feedback.

The 1623 visitors to www.yoursaytweed.com.au during the engagement period represents 1.6 per cent of the Tweed population, including non-resident ratepayers. However, the central park is a topic primarily of interest to residents in Kingscliff, which has an estimated population of 8856, and the town’s regular visitors.

The level of participation on the website and central park forum was elevated by a significant number of non-Tweed residents protesting against the reduction in size of Kingscliff Beach Holiday Park and the removal of long-term site holders.

Throughout the campaign, the online forum was again promoted as a more effective solution to public meetings, providing a community forum which ran 24 hours a day, seven days a week for the full duration.

It also encouraged the evolution of strands of conversation between community members and offered the added transparency by allowing forum visitors to read all of the comments.

The higher number of responses from Council, compared to the Community Strategic Plan forum, reflected a strategy to respond to comments wherever applicable – to show Council was listening to the discussions and to ensure all appropriate information was available to facilitate the online discussions.
As expected, the forum was used by some participants as a tool to protest against the removal of long-term site holders at Kingscliff Beach Holiday Park and the holiday park’s reduction in size by approximately one-third. They also protested against a proposed reduction in the number of van sites, to make way for an increased provision of tourist cabins – in line with a Tweed Coast Holiday Parks business plan.

Most of the comments in favour of retaining the holiday park at its current size and keeping long-term site holders were lodged by people who reside outside the Tweed – predominantly residents of Brisbane.

- **Retain Kingscliff Beach Holiday Park at its current size.** Total comments: 23
  * Tweed residents - 7  * Residents outside the Tweed – 16

- **Keep caravan sites.** Total comments: 13
  * Tweed residents - 4  * Residents outside the Tweed – 9

- **Kingscliff’s foreshore already has enough parkland.** Total comments: 24
  * Tweed residents - 11  * Residents outside the Tweed – 13

In contrast, calls to relocate the holiday park or remove it entirely were dominated by Tweed residents.

- **Relocate Kingscliff Beach Holiday Park.** Total comments: 24
  * Tweed residents - 11  * Residents outside the Tweed – 3

- **Remove Kingscliff Beach Holiday Park entirely.** Total comments: 4
  * Tweed residents - 4  * Residents outside the Tweed – 0

See Attachment C to view all the comments on the online forum.

The spread of for and against votes is difficult to fully analyse, beyond accepting the figures on face value. Analysis reports from Bang The Table show how many votes were cast by each participant and by contributors from each suburb, as well as the number of votes for and against each comment. However, they do not show who participants from particular areas voted for individual comments.

Most of the votes were cast by Kingscliff residents, while comments supporting the retention of the holiday park and opposing the creation of Kingscliff Central Park attracted the greatest concentration of ‘for’ votes. Comments supporting the concept plans consistently attracted the most ‘against’ votes.

In addition, it is difficult to analyse vote on comments which contained more than one issue. Did the voter support or oppose a particular issue in that comment, or all of them?

The protest element did take some attention away from the forum’s intended purpose to discuss the design and features of the Kingscliff Central Park concept plans. In many cases, these protest comments were at least partially diffused by responses by Council, by correcting or clarifying misinformation. Council responses also pointed out that the decision to reduce the size of the holiday park by approximately one-third, to make way for Kingscliff Central Park, was made during formulation of the Kingscliff Foreshore Master Plan and followed considerable community consultation.
While the Council responses aimed to keep the forum discussions primarily focused on the central park design and features, it was important the Council remained open to community feedback about the holiday park redevelopment. Community engagement for the foreshore master plan, including the holiday park redevelopment, had been undertaken in 2007, the master plan has been adopted and Council has begun implementing its 20-year strategy for the Kingscliff foreshore. However, Council needs to remain receptive – and must be seen to be open – to any community input about its issues.

One of the significant outcomes of the website was the comparatively high level of input from younger participants. The 157 people who registered during the central park engagement campaign, 12 were aged 18 to 25 and two were under 18.

The 18 to 25-year-olds lodged 19 comments during the central park forum and made considerable use of the ability to vote on comments – a tool they are familiar with through online forums. They registered 306 votes in favour of comments and 118 against. This was a familiar tool which provided an effective voice for a demographic which is typically difficult to engage on Council issues.

Indeed, there was an encouraging level of participation by people in all of the age brackets, including 18 people aged over 65.

**Engagement Method: Direct mail to Kingscliff ratepayers**

**Summary of activities**
Council sent letters about the Kingscliff Central Park concept plans and the engagement campaign to every ratepayer in Kingscliff. They directed recipients to the www.yoursaytweed.com.au website and informed them about the community information stall.

**Outcome**
A total of 7750 letters were sent to home and business owners, explaining the objectives of the foreshore master plan and the Kingscliff Central Park design.

A poll on www.yoursaytweed.com.au invited people who registered for the website to state how they found out about the site and its online forum. The poll indicated that 11.8 per cent of site participants were informed by the direct mail letters.

A significant number of visitors to the community information stall also said they first learnt about the concept plans through the letter.

**Cost**
$2074.63
Evaluation
The mail-out was by far the most expensive engagement method utilised by the campaign and its effectiveness in spreading the word is difficult to assess.

However, the poll showed it was one of the most successful tools to encourage community participation in the website.

A large proportion of people who registered for the website were Kingscliff residents, 79 people, but this could be influenced more by the fact it was a local issue, rather than the coverage provided by the letter.

Activity reports for www.yoursaytweed.com.au show there was a rise in the number of visits to the website immediately after the letter was delivered. However, this also corresponds with the appearance of central park stories in the Tweed media and in Council’s newsletter, the Tweed Link.

However, the localised nature of the issue and the project’s potential high impact to improve the amenity of the Kingscliff town centre meant a direct mail-out was a suitable tool for this campaign.

Engagement Method: Community information stall

Summary of activities
A community information session for the Kingscliff Central Park concept plans was staged at the NSW Surf Life Saving Championships on Saturday 19 March 2011, from 10am to 2pm. Cudgen Headland Surf Life Saving Club hosted the titles – one of Australia’s largest water sports events – close to Kingscliff Central Park’s proposed location and Council staged its information stall on the second weekend of competition.

The championships promised to attract considerable local interest and was seen to be a good opportunity to inform local competitors and spectators about Kingscliff Central Park.

The central park project manager and members of Council’s Communications and Marketing Unit staged the stall, which provided visitors with printed copies of the Kingscliff Foreshore Master Plan fact sheet and a ‘frequently asked questions’ information sheet. It also gave visitors a chance to ask questions and voice their opinions about the concept plans and the Kingscliff Foreshore Master Plan.

Outcome
Thirty-nine people visited the stall during the four-hour period, although wet weather is likely to have reduced the number of spectators at the event.

Crowd numbers around the stall site were probably also diminished by the relocation of championship events. Significant erosion of the beach meant many of the competitions were held a significant distance north or south of the surf club headquarters, where the stall was located.
However, the number of visitors to the stall was still encouraging and those who did attend made good use of the opportunity to discuss the issues.

A large majority of visitors expressed support for the central park concept plans and several stated they were generally encouraged by Council's initiative to stage the stall and get out into the community.

Most of the visitors were ‘passing by’. They were attending the surf championships or simply walking along the foreshore cycleway-walkway. Very few stated they had attended the site specifically to attend the stall.

**Evaluation**

The number of visitors to the stall and the level of discussion it generated between Council staff and members of the community justified the time and effort it required.

Opinions raised during the information stall and the online forum indicated a number of visitors to the stall subsequently provided feedback on the forum.

It also gave Council staff an opportunity to properly inform visitors about the master plan and central park concept plans and counter misinformation.

Like other community information stalls staged recently by Council, this initiative was also a valuable tool in general public relations, show Council was making the effort to take issues out into the community and listen to feedback.
Engagement Method: Address to residents association

Summary of activities
Council’s address to the Kingscliff Ratepayers and Progress Association on 7 March 2011 was one of the activities which kicked off the central park engagement campaign.

A PowerPoint presentation by the project manager, Senior Design Engineer Warren Boyd, explained the Kingscliff Foreshore Master Plan and Kingscliff Central Park concept plans. Council’s Communications Officer - Community Engagement outlined the engagement campaign and invited association members to help spread the word.

Outcome
Seven association members attended the meeting, even though the group’s meetings reportedly attract 15 to 30 people on most occasions.

Association members asked a number of questions and expressed opinions on issues such as the need for additional car parking.

A written submission was received from the association, one of four received from organisations.

Evaluation
The address provided direct interaction with few people but the association was an essential point of contact, particularly after the group was involved in previous consultation for the master plan and park design.

It further emphasised that Council was engaging with the residents of Kingscliff and promised to tap into the association’s network of members and contacts.

Engagement Method: Address to business chamber

Summary of activities
The project manager, Senior Design Engineer Warren Boyd, presented a PowerPoint display about the Kingscliff Foreshore Master Plan and Kingscliff Central Park concept plans to a breakfast meeting of the Kingscliff and District Chamber of Commerce on 15 March 2011.

Council’s Communications Officer - Community Engagement outlined the engagement campaign and invited association members to help spread the word.

Outcome
The 74 chamber members and guests at the breakfast had an opportunity to ask questions and state their opinion. A number of members indicated their general support for the creation of Kingscliff Central Park, while others expressed a need for additional car parking.

The chamber president also invited members to indicate their support with a show of hands. Almost all of the people at the breakfast indicated they were in favour of the concept plans.
Evaluation

It was essential to liaise with the chamber, particularly given one of Kingscliff Central Park’s objectives is to better connect the Kingscliff central business district with the beach. It was important to gain the local business community’s feedback and support for the central park’s design, and addressing the chamber meeting was the best starting point to achieve this objective.

This was followed by personal visits by Council staff and the Mayor to businesses along Marine Parade, which will be most directly affected by Kingscliff Central Park’s creation.

The show of hands, with an overwhelming majority voting in favour of the concept plans, was a significant demonstration of support. A majority of chamber members have shown general support for the central park’s creation during previous engagement campaigns, including consultation for the Kingscliff Foreshore Master Plan, but not by such a comprehensive margin.

Visitor numbers to pages on www.yoursaytweed.com.au remained high for several days after the meeting.

Engagement Method: Formal written submissions

Summary of activities

While the www.yoursaytweed.com.au/kingscliffpark online forum gave members of the community an easy and convenient way to provide input, they could also provide input through the traditional method of written submissions.

Individuals and organisations could forward submissions to Council by mail or to its corporate email address, tsc@tweed.nsw.gov.au

Comments emailed to the support desk for Bang The Table, which facilitated the www.yoursaytweed.com.au website, were also treated as written submissions. Bang The Table emailed these comments to Council.

Outcome

Council received a total of 19 submissions, including one submitted after the closing date. They were submitted by 15 individuals and four organisations.

- Nine were forwarded to the Bang The Table support desk
- Four were emailed to tsc@tweed.nsw.gov.au
- Six were posted to Council

See Attachment D to view all the written submissions and a summary of their themes.
Evaluation

The written submissions raised extremely varied opinions which generally match the issues raise in the online forum. There was no particular issue which dominated these submissions.

Ten of these submissions expressed general support for Kingscliff Central Park, while two opposed its creation.

The issues which were raised on multiple occasions were:

- The need for more car parking.
- Suggestions to move Kingscliff Central Park further north to be located opposite Turnock Street.
- Kingscliff already has enough foreshore parkland.
- Opposition to half-court basketball court.

Engagement Method: Video podcasts

Summary of activities

The Communications and Marketing Unit created four video podcasts which were made available on www.yoursaytweed.com.au/kingscliffpark, to help the community better visualise the proposed park design and features.

In addition, the unit produced two silent versions of the ‘flyover’ and main park ‘walk-through’ and arranged for them to be screened in three Kingscliff clubs, to inform patrons about the concept plans and the engagement website.

They were screened on television monitors in the Cudgen Headland Surf Life Saving Club and Kingscliff Beach Bowls Club, which are located on either side of the proposed central park site. Cudgen Leagues Club also agreed to screen the silent podcasts on its monitors, after the league club and bowls club screened similar videos for the Tweed Community Strategic Plan.

These silent videos were also shown on the monitors at Council’s main customer service desks at Murwillumbah and Tweed Heads.

All six podcasts were based on digital animations created by Council’s Design Unit.

Outcome

Of the 1128 people who visited www.yoursaytweed.com.au/kingscliffpark during the engagement period, 349 downloaded at least one of the videos. This was almost a third of all visitors.

The videos were played a total of 528 times.

The silent versions were screened in the clubs and at Council’s main customer service desks in Murwillumbah and Tweed Heads for the last month of the extended engagement campaign.
Evaluation
The number of people who downloaded one or most video podcasts (349) from www.yoursaytweed.com.au/kingscliffpark exceeded the number who downloaded documents from the webpage.
This suggests the central park concept plans for a suitable subject for the use of video podcasts. It helped bring the layout and features to life.

Managers of the engagement website received feedback that some visitors were experiencing difficulty downloading the Kingscliff Central Park videos because of their relatively large file size. However, the nature of the digital animations meant the files had to remain reasonable large or image clarity would have to be significantly sacrificed.

As a result, some visitors who attempted to download one video might have been dissuaded from viewing other podcasts. Otherwise, the number of views might have been significantly higher.
This might explain why the total number of document downloads (615) exceeding the total number of video plays (528).
It is difficult to assess the impact of screening the videos at the clubs and customer service desks. A poll on www.yoursaytweed.com.au indicates that none of the people who registered for the website learnt about it through the club displays.
However, this poll has not been undertaken by all of the registered site visitors and it is possible that people who already knew about the concept plans might have been reminded and sparked into action by the club displays. These displays were certainly intended to support other methods to educate the community, rather than a primary source of information.

Engagement Method: Tweed Link

Summary of activities
Four articles about the Kingscliff Central Park concept plans were featured in Council’s weekly newspaper, the Tweed Link.
The Tweed Link is produced by Council’s Communications and Marketing Unit and delivered by Australia Post to 38,500 households each week.
Evaluation – Community Engagement for Kingscliff Central Park concept plans

Outcome
Articles appeared in the Tweed Links on:

- 8 March 2011 – ‘Kingscliff Central Park plans on show at championships’ (part of special Tweed Link edition about the NSW Surf Life Saving Championships)
- 15 March 2011 – ‘Comment sought for proposed Central Park at Kingscliff’
- 29 March 2011 – ‘Online forum for Central Park’
- 19 April 2011 – ‘Forum extension in response to Kingscliff parking demands’

According to a poll on www.yoursay.tweed.com.au, 23.5 per cent of respondent learnt about the central park concept plans by reading articles in the Tweed Link.

In addition, a number of visitors to the community information stall indicated they had read about the concept plans in the Tweed Link.

See Attachment E to view the Tweed Link articles.

Evaluation
The appearance of each Kingscliff Central Park concept plans story in the Tweed Link corresponded with some increase or a high point in visitor numbers to www.yoursaytweed.com.au or the Kingscliff Central Park webpages.

All four issues coincided with several other engagement methods, including the start of the campaign, so their impact is difficult to evaluate. The last three coincided with emails which Bang The Table sent to each of website’s registered participants.

However, the 29 April article was distributed one day before the corresponding Bang The Table email and was accompanied by a significant rise in site visitors on 29 April.

The Tweed Link’s high readership level – 79 percent of recipients read it every week - and the number of visitors to the community information stall who said they read about it in the Tweed Link, would suggest it was a valuable tool to inform the public about Kingscliff Central Park concept plans and the engagement process.

Engagement Method: Media releases

Summary of activities
Council’s Communications and Marketing Unit issued five media releases during the engagement period:

- 7 March – ‘Concept plans released for Kingscliff Central Park’
- 14 March – ‘Council commits to more online forums – Forum underway for Kingscliff Central Park’
- 24 March – ‘Time to focus on Kingscliff Central Park features’
- 5 April - ‘Final days to comment on Kingscliff Central Park plans’
- 12 April - ‘Deadline extended for Kingscliff Central Park online forum’
The first media release was presented to media representatives who attended an onsite media launch on Monday, 7 March 2011. It was then distributed to Tweed media and other subscribers to Council’s media release distribution system.

The other four media releases were subsequently distributed using this system.

**Outcome**

The media releases and launch led to a total of 17 newspaper articles (as well as a Tweed Sun report and a Tweed Coast Weekly article following the concept plans’ adoption at the February Council meeting):

- **Tweed Coast Weekly**:  
  - ‘New park plans for Kingscliff to go on display’ 4 March  
  - ‘Central Park plans up for discussion web forum’ 11 March  
  - ‘Council commits to more online forums’ 18 March  
  - ‘Online forum highlights plan’ 1 April  
  - ‘Have your say on parkland’ 8 April  
- **Tweed Sun**:  
  - ‘Kingscliff facelift on show’ 24 February  
  - ‘Kingscliff park plans on show’ 10 March  
  - ‘Net chance to scroll in the park’ 16 March  
  - ‘Go online to voice park views’ 7 April  
  - ‘Online forum deadline’ 14 April  
- **Tweed Daily News**:  
  - ‘Online forum for Kingscliff park option’ 8 March  
  - ‘Business has say on parkland plans’ 9 March  
  - ‘People flock to forum’ 30 March  
  - ‘Drumming up park support’ 6 April  
  - ‘Kingscliff plan’ 11 April  
  - ‘Kingscliff wants car park priority’ 13 April  
- **Tweed Valley Weekly**:  
  - ‘Final days to comment on Kingscliff park plan’ 10 April  
- **Tweed Echo**:  
  - ‘Locals have their say on Kingy park’ 31 March  
  - ‘Kingy park forum extended’ 21 April

The media releases also prompted reports on local television news and radio, as well as an extended interview with project manager Warren Boyd on ABC Radio North Coast on 30 April.

According to a poll on www.yoursaytweed.com.au, 5.9 per cent of the people who registered for the website found out about it through newspaper articles.

See Attachment F to view the media releases.

See Attachment G to view the press articles.

**Evaluation**

Just one newspaper and one television station were represented at the media launch. A media alert about the launch was issued on the preceding Thursday, which might have been too far in advance and gave media representatives too long to forget about the event.

The regular media releases generated consistent reports in the media, particularly Tweed newspapers, to keep the issue in the public eye.
Engagement Method: Customer Service Centre/Library displays

Summary of activities
Copies of a Kingscliff Foreshore Master Plan fact sheet and a ‘frequently asked questions’ document were available for members of the public to take from Council’s two customer service centres, at Murwillumbah and Tweed Heads.

They were also available at Council’s three libraries, at Kingscliff, Murwillumbah and Tweed Heads.

They were accompanied by Kingscliff Central Park posters at each of these venues.

Outcome
The documents were on display at these venues for the full 51-day engagement period.

The supply of documents at the Kingscliff library was replenished a few times.

Evaluation
The provision of the exhibited documents at Council’s Customer Service Centres and libraries is a fundamental component of Council exhibition periods and engagement campaigns. While other tools are more effective in getting issues out into the community, these displays at the service centres and libraries is essential to make documents easily accessible to members of the public.

While it is difficult to quantify the number of people who view the documents in these passive displays, it is possible to record the number of documents taken.

Supplies of the two Kingscliff Central Park concept plan documents had to be replenished a number of times at the Kingscliff library, indicating this method of engagement was utilised by a number of people in that area. It’s unclear whether people specifically attended the library to view the documents or saw them while visiting the library for other purposes.
Engagement Method: Council’s corporate website

Summary of activities
The On Exhibition page on Council’s corporate website, www.tweed.nsw.gov.au, featured several documents related to the Kingscliff Central Park concept plans:

- Kingscliff Foreshore Master Plan fact sheet
- Kingscliff Foreshore Master Plan ‘frequently asked questions’ document
- Kingscliff Foreshore Master Plan report to Council – 15 February 2011
- Kingscliff Foreshore Master Plan – 2007

Outcome
According to a poll of people registered to participate on www.yoursaytweed.com.au, 17.6 per cent learnt about the Kingscliff Central Park online forum through Council’s corporate website.

Evaluation
The provision of documents on Council’s corporate website is an essential requirement for Council projects requiring community engagement. That ensures they are readily available to most members of the community. It must be accompanied by the display of printed versions of documents to make sure they are also accessible for people without easy internet access.

Council’s corporate website home page.
Engagement Method: Supporting materials

Summary of activities
Council's Communications and Marketing Unit designed a number of documents and promotional materials for the engagement campaign:

- Kingscliff Foreshore Master Plan fact sheet
- Kingscliff Foreshore Master Plan 'frequently asked questions' document
- Pull-up banner
- Poster

Five-hundred copies of the fact sheet and FAQ document were printed.
Three copies of the pull-up banner and 12 copies of the poster were printed by Council’s sign-writing area.

Outcome
Printed copies of the fact sheet and FAQ document were distributed through the:

- Community information stall.
- Address to the Kingscliff Ratepayers and Progress Association.
- Address to the Kingscliff and District Chamber of Commerce.
- Customer Service Centre and library displays.

Council's Youth Development Officer assisted in the distribution of Central Park concept plan fact sheets and 'frequently asked questions' documents to the high school and TAFE college in Kingscliff.

These documents were also distributed to the Tweed Regional Aquatic Centre in Kingscliff and businesses along Marine Park.

Electronic versions were featured on:

- The On Exhibition page of Council’s corporate website
- CDs available to members of the public at the community information stall.

Cost
Fact sheet - $1168
FAQ document - $120
Pull-up banners and posters - $320
Appendix
Attachment B – Bang The Table activity report for www.yoursaytweed.com.au
Attachment C – Online forum comments
Attachment D – Tweed Link articles
Attachment E – Media releases
Attachment F – Press articles
Attachment G – Summary of formal written submissions