

re:imagine

Gold Creek
COUNTRY CLUB

join the conversation

Who's who?

Name	Role
The KGroup	Owners of Gold Creek Country Club; initiated re:imagine Gold Creek Country Club project
The Communication Link	Community consultation and stakeholder engagement consultancy engaged by KGroup to design and deliver community consultation program
Gold Creek Golf Club	A separate entity to the Gold Creek Country Club; operates under a license arrangement with the owners of the Country Club.
Gold Creek Country Club	Golf course, driving range, practice holes, restaurant, swimming pool, tennis courts, and gymnasium.

The Communication Link

Who are we, what is our role?

- Small Canberra consultancy that specialises in community consultation and stakeholder engagement
- We are engaged by government, private sector and not-for-profit to listen to the community.
- Projects and clients include – Western Greenway new suburb development, Chisholm Park, early stage of Light Rail, Evoenergy, ACT Catchment Management Strategy, ACT Asbestos Recovery Taskforce, Ministerial Advisory Mechanism for the Arts
- Engaged to listen to the community, understand them, report that to the client.



The Consultation Process

Phase 1 - People's panel

Promoting the consultation to the community
re:imagine map
Online survey
Gathering feedback at community events
Door-knocking
Meetings with community and local businesses

Phase 2 -

What did the community tell us?
What are the options?
Present the options to the community.
Which options do the community prefer?
Gather more community feedback.

Phase 3

Respond to the community feedback to Phase 2.
Next steps?

Consultation timeline



Pre-launch 5 April

- Doorknocking Gold Creek Businesses
- Met with Club Committee
- Letter to Golf Club members
- Website launched
- Survey launched
- People's Panel nominations opened



Launch 6 April

- Media launch on 6 April at Gold Creek Country Club livestreamed on My Gungahlin
- Social media launched (Facebook, Twitter, Instagram launched)
- Doorknocking near neighbours



Saturday 7 April

- Doorknocking near neighbours



9 – 15 April

- Gungahlin Community Council Presentation
- Federation Square Market Stall



16 – 22 April

- My Gungahlin advertising commences
- Gungahlin Community Council Gunsmoke newsletter article
- Community movie night on the driving range



23 – 29 April

- People's Panel nominations close
- First People's Panel meeting

Who have we reached so far?

- Doorknocked 130 adjacent homes
- Doorknocked 80 local businesses
- 62 attendees at the Gungahlin Community Council Meeting
- Approximately 250 attendees at the movie night
- 16,500 people reached on social media
- 1,417 post engagements on Facebook
- 550+ responses to the survey
- 24 returned reimagine maps
- 26 nominations for the People's Panel

Media coverage

- The Canberra Times
- WIN News
- Gungahlin and Queanbeyan Chronicle
- My Gungahlin
- Canberra Weekly
- 666 ABC radio
- Mix106.3
- 1053 2CA

What's planned from here?

- People's Panel process to advise on community opinion (3 meetings?)
- Phase One Consultation Report including People's Panel recommendations
- Phase Two Consultation
 - Design options
 - People's Panel continuation?
 - More public events, social media and promotion to display options and gather feedback
 - Other?

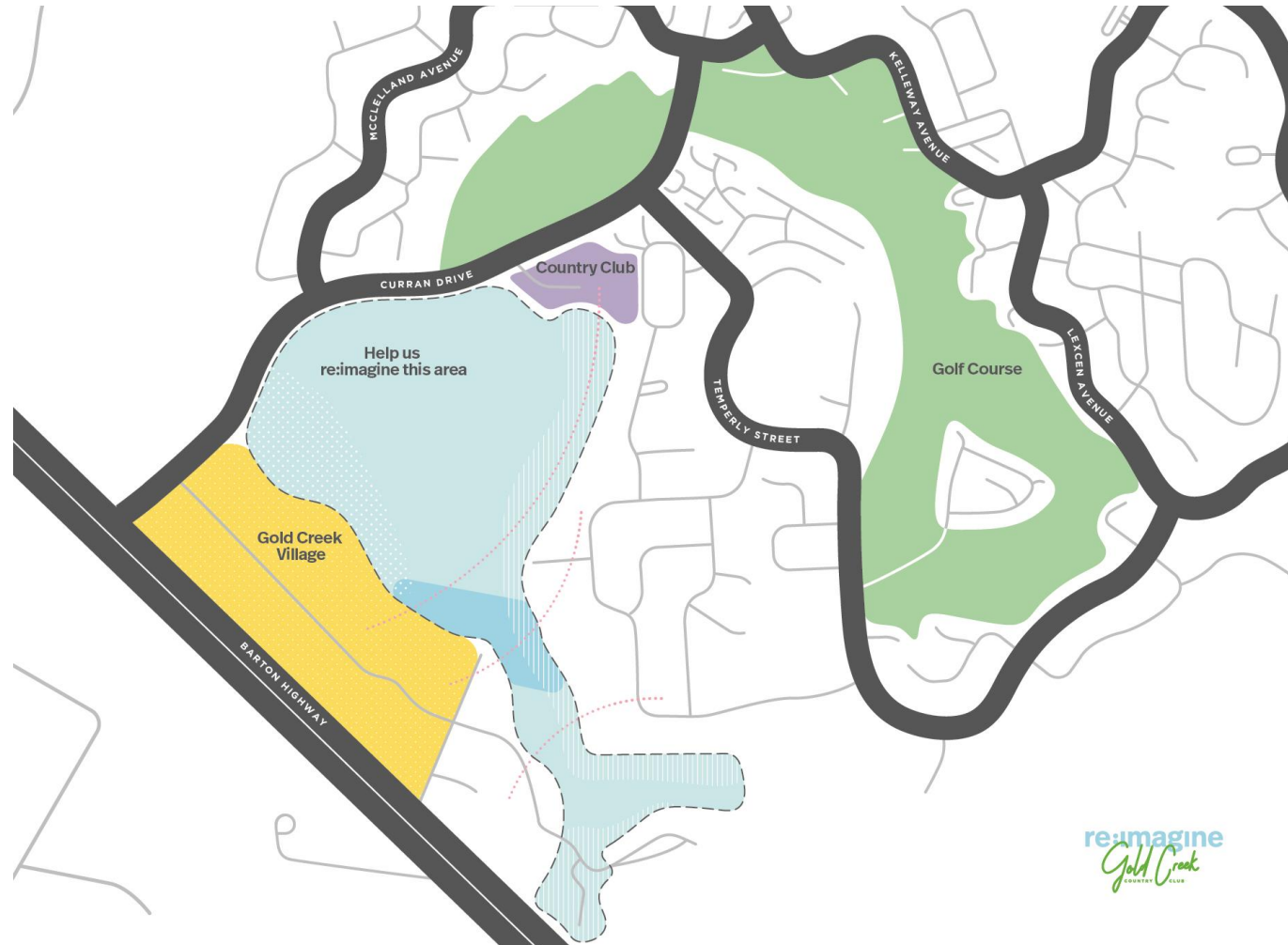
Online survey

- Survey was intended to be taken in three parts:
 - Part 1 – understand demographics
 - Part 2 – understand community values
 - Part 3 – specific land use preferences
- Survey is self-selected, so results are biased and not considered statistically valid but does provide a range of ideas and suggestions
- Statistically valid surveys to be considered as the project progresses.

Survey results

- At as COB 26 April, 573 survey responses have been received
- Survey closes on 4 May
- Fairly even split male and female (44% female)
- Largest age group responding was 43 – 54 years (32%)
- 76% live in Nicholls or Gungahlin
- 42% lived here 15 – 30 years
- Strong views to retain Golf Course
- Open space is highly valued
- Concerns about impacts on property values

re:imagine Map



re:imagine
Gold Creek
COUNTRY CLUB

join the conversation

What is a people's panel

- ACT Government Citizen's Jury -
<https://www.newdemocracy.com.au/library/what-is-a-citizens-jury>
- ACT Government community engagement expectations
https://www.act.gov.au/data/assets/pdf_file/0004/1163983/ACT-Whole-of-Government-Communications-and-Engagement-Strategy-2017-2019.pdf

What is a people's panel

- Modelled on a citizen's jury
'Means of involving everyday people in the process of Government decision-making'
- ACT Government Community Reference Panels
- In keeping with the principles of the International Association of Public Participation (IAP2)

IAP2'S PUBLIC PARTICIPATION SPECTRUM



The IAP2 Federation has developed the Spectrum to help groups define the public's role in any public participation process. The IAP2 Spectrum is quickly becoming an international standard.

INCREASING IMPACT ON THE DECISION					
	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

People's Panel (from the draft TOR)

- The purpose of the People's Panel is to deliberate over a period of time to consider the feedback gathered from the community and provide advice and recommendations to the re:imagine project team
- Advice to the re:imagine project team is likely to include:
 - Summary of key themes raised by the community.
 - Recommendations on alternate or additional community consultation activities.
 - Recommendations on how to respond to the community feedback with respect to future use of the site; taking into consideration matters such as competing interests, potential negative impacts, feasibility, practicality and timeframes.
 - Recommendations on further studies required to better understand aspects of the Gold Creek Country Club site.
 - Opinion on how well different options for the site (to be developed by the re:imagine project team) respond to community feedback.