

Warburton Mountain Bike Destination

Environment Effects Statement Consultation Plan

October 2020

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Prepared by:	Jenni Forrester, Nation Partners
Approved by:	David Bartlett, Yarra Ranges Council
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1. Purpose of this document

The Minister for Planning has determined that the Warburton Mountain Bike Destination Project is to be assessed through the preparation of an Environment Effects Statement (EES) under the *Environment Effects Act 1978*. The EES will inform statutory approvals decisions for the project including in relation to the planning approval required under the *Planning and Environment Act 1987*.

The Environment Effects Statement planning approvals process provides for the transparent, integrated and timely assessment of the environmental effects of projects capable of having a significant effect on the environment.

The *Environment Effects Act 1978* requires 'the proponent to prepare and implement a public consultation plan for informing the public and consulting with stakeholders during the preparation of the EES'. Further information on the EES process is available at www.planning.vic.gov.au/environment-assessment/what-is-the-ees-process-in-victoria.

Scoping requirements (the set of matters to be investigated and documented in the EES) will be published on the [Department of Land, Water and Planning's \(DELWP\) website](http://www.delwp.vic.gov.au).

This document sets out the approaches Yarra Ranges Council will use to inform the public and obtain targeted input in preparing the Warburton Mountain Bike Destination EES. Its focus is the EES, including the statutory preparation, exhibition and independent inquiry process.

The EES Consultation Plan applies for the period of 2020-21 as the Warburton Mountain Bike Destination EES is prepared, exhibited and assessed. It is designed to:

- Inform the community and stakeholders about the proposed project, the EES process and opportunities for participation.
- Help communities and other interested stakeholders understand the project by providing useful and accessible information about objectives, benefits, principles, guiding design and development, and work done to identify, understand and address impacts.
- Encourage participation and seek targeted input during the preparation of the EES to identify potential issues, gain local insight and seek feedback on measures that respond to stakeholder concerns.
- Demonstrate how community and stakeholder feedback has been considered in the development of the project and the EES.

At the time of writing, October 2020, the project may be limited in its ability to conduct face-to-face engagement due to COVID-19 social distancing restrictions. Alternative engagement methods have been designed to optimise opportunities for participation and ensure involvement from all interested community members and stakeholders.

Stakeholder and community feedback to date

Stakeholder and community engagement has played an important role in the Warburton Mountain Bike Destination project's development and design, from early feasibility assessment to preparation of preliminary and detailed alignments, development of a Master Plan and preparation of detailed impact assessments and investigations

Yarra Ranges Council has consulted extensively since 2013 and feedback has been sought from residents of Warburton and the Yarra Valley, businesses, community groups, government agencies and mountain bike riders.

A report on engagement undertaken to inform the project's development was released in 2019 and is available on the [project website](#). **Appendix 2** provides more information on engagement to date.

Feedback has been largely supportive of the project – during consultation in 2018-2019, 93% of all survey respondents support the development of facility and 92% of riders who responded had no issues associated with the trail alignments. Feedback gathered reflected the opportunities associated with the facility, including the health, recreation, tourism and economic benefits for the region.

A number of themes have been identified from feedback received to date including:

- Increases in traffic and noise leading to local road upgrades
- Intrusion onto or proximity to properties and potential loss of amenity
- Inclusion of a good mix of trail grades including more difficult and intermediate trails
- Safety risks
- Concerns about negative environmental impacts such as effects on significant flora and fauna
- The need for additional supporting amenities
- Disturbance to heritage or culturally significant sites
- Provision of amenities for riders including toilets and bike wash facilities
- Obstruction to bush walkers
- Clarification on points of process and communication
- Requests for opportunities to get involved and provide input
- Funding

Engagement with the mountain biking community was targeted at both local riders and potential intra- and interstate visitors to the facility. The use of online engagement methods created opportunities for the project to engage mountain bike riders from all over Australia.

The feedback received largely focused on the design and mix of trails, indicating the overall alignment is supported while providing information on rider preferences.

- 33% said there is a good mix of trails
- 49% said there needed to be more difficult trails
- 1% said there needed to be more easy trails.

The majority of feedback to date has indicated a preference for the project's central hub to be located in the centre of Warburton. Respondents demonstrated a desire for the central hub to include toilet facilities, drinking water, bike cleaning facilities, a café and carparking.

The 2019 Consultation Report provides further detail on community and stakeholder feedback and changes made to the project in response to feedback to date. It is available on the [project website](#).

2. About Warburton Mountain Bike Destination

The Warburton Mountain Bike Destination project is centred around the township of Warburton, approximately 70km north east of Melbourne and includes the construction of 44 new mountain bike trails totalling approximately 186km. The trails will occur in groups, located in slightly separate areas, extending across the forested slopes of Mt. Donna Buang, Mt. Little Joe and Mt. Tugwell, within Yarra Ranges National Park and two State forests.

A new visitor's hub (main trail head) is proposed at the Warburton Golf Course, with the existing carpark to be upgraded to accommodate a nominal 177 cars, a new shelter, and four or five wash bays to be used by mountain bike riders.

Three other trail heads are proposed: a new area located on top of Mt Tugwell, off Mt. Bride Road which will include a carpark, a bus turnaround bay, toilet and picnic area; another at Mt. Donna Buang trail head which will include upgrades to the existing carpark, toilet and picnic area; and the establishment of parking and connecting trails at Wesburn Park.

Project objectives

The Warburton Mountain Bike Destination project involves the development of approximately 186km of mountain bike trails and connections in and around Warburton which is around 70km north-east of Melbourne. The project objectives are to:

- Facilitate tourism growth and associated positive economic and jobs growth in the Yarra Valley region.
- Create iconic mountain bike trails eligible for International Mountain Bike Association Gold Ride Centre status.
- Create spectacular riding experiences that have a competitive advantage over existing mountain bike destinations and leverage Warburton's beautiful township, rural valley and surrounding forested slopes.
- Enhance the health and wellbeing of the community.
- Maintain the significant biodiversity and heritage values within the project area and provide opportunities for the community to connect with and appreciate their importance.

Project benefits

The anticipated benefits of the Warburton Mountain Bike Trail are:

- The revitalisation of Warburton, encouraging new business, attracting visitors and boosting local tourism.
- Physical and mental health benefits for the broader Yarra Ranges and Victorian community, enabling a stronger community connection with the environment, promoting increased volunteer and educational opportunities and enhancing a sense of community pride.
- New recreational opportunities for residents and visitors of all ages and riding abilities, allowing youth in the community to learn new skills.
- Increased tourism in the area, offering family-friendly experiences that leverage the destination and put Warburton on the map as an international destination.
- Increased economic activity and job opportunities by:
 - bringing approximately 165,000 new visitors to the Yarra Ranges each year
 - creating 122 new jobs
 - generating \$20.4 million in economic spend within the region each year.

3. Community and stakeholder engagement framework

Planned and proactive communications and consultation with interested communities and other stakeholders have already helped guide the development of the Warburton Mountain Bike Destination.

Government legislation and policies provide guidance on the need for community engagement:

- **Planning legislation:** provides for formal opportunities for public engagement, which needs to be endorsed by the Department of Environment, Land, Water and Planning.
- **Victorian Auditor-General's Office Public Participation in Government decision-making:** provides a high-level framework for the public sector to use when deciding how best to involve the public in government decision-making and implementation.

Consultation is a key aspect of the environment assessment process, and will play an essential role in the informing the preparation of the EES by ensuring that stakeholders' knowledge and views can be considered in both project planning and formal decision making.

Commitment to IAP2 levels of engagement

The International Association for Public Participation (IAP2) defines public participation as the involvement of those affected by a decision in the decision-making process. IAP2's core values of public participation include promoting sustainable decisions by recognising the interests of all decision-makers, actively facilitating the involvement of those potentially affected by or interest in a decision, providing participants with the information they need to participate in a meaningful way, and communicating to participants how their input affected the decision (Source: IAP2 Federation)

Guided by the IAP2 Spectrum of Engagement which assists with defining the public's role in any public participation process, consultation for the Warburton Mountain Bike Destination will involve :

> Informing people about all aspects of the project: its objectives, development and engagement to date; the proposed project design, construction and operation, and the EES process including key steps, technical assessments, opportunities to participate and approvals.	> Consulting and involving community members and stakeholders in decision-making, by providing information about the project and impact assessments and providing accessible ways for communities and stakeholders to ask questions and provide feedback on potential issues and measures to address these issues.	> Collaborating with DELWP, Parks Victoria, Melbourne Water and other authorities which are directly involved in the project as landowners, project partners or assessment and approvals decision-makers.
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Guiding principles for consultation

Consultation on the Warburton Mountain Bike Destination will also be guided by the following principles:

- **Transparency:** Sharing timely, transparent and effective communication that is consistent, frequent and clear.
 - **Collaboration:** Ensuring communities and stakeholders have multiple opportunities to meaningfully contribute and participate in the planning and development of the project.
 - **Responsiveness:** Acknowledging all feedback and responding to requests for information in a timely manner. Clearly demonstrate how feedback has contributed to the project and if not, why not
 - **Accountability:** Maximising project benefits and minimising project effects by involving the community and future users of the facility and incorporating their needs into project planning.
 - **Inclusiveness:** Ensuring all communications and engagement activities are accessible to all members of the community.
-

Overview of key stakeholders

The following broad types of stakeholders with an interest in the project include:

- Victorian Government, including agencies and land managers
- Federal Government
- Local communities
- Cultural groups and Traditional Owners
- Private property owners
- Environmental groups
- Emergency services
- Mountain bike riders
- Sporting groups and educational institution

Appendix 1 provides a detailed stakeholder analysis including discussion of relevant impacts, benefits and interests for each stakeholder type, and how consultation will be tailored to each stakeholder.

Communication and engagement objectives

During the development and assessment of the EES, Council's engagement objectives are to:

- Inform the community and stakeholders about the proposed project, the EES process and opportunities for participation.
- Help communities and other interested stakeholders understand the project by providing useful and accessible information about objectives, benefits, principles guiding design and development, and work done to identify, understand and address impacts.
- Encourage participation and seek targeted input during the preparation of the EES to identify potential issues, gain local insight and seek feedback on measures that respond to stakeholder concerns.
- Demonstrate how community and stakeholder feedback has been considered in the development of the project and the EES.

How feedback will be used

Council will collect, record and consider all feedback, and take the following steps to understand feedback and demonstrate how it has been considered in the preparation of the EES:

- The TRG will be kept up-to-date on all consultation, issues and feedback gathered and their advice will be sought on consideration of consultation feedback.
- All feedback to date and from upcoming consultation will be considered in preparation of the Technical Studies, and the technical reports will demonstrate how feedback has been considered.
- Council will use Project Updates and the EES Consultation Report to capture feedback and describe how it has been considered in the preparation of the EES.

Community members and stakeholders will have the opportunity to make a submission in relation to the EES and to be heard by the Independent Assessment Committee appointed to examine the project's potential environmental effects. The Independent Assessment Committee will consider submissions received in developing its recommendation to the Minister for Planning regarding the project's assessment and approvals.

Maximising access and participation

Effective community and stakeholder engagement is targeted, genuine and accessible to all. The following factors which may impede participation in engagement have been considered in this Plan.

Language and literacy levels are only two factors which influence vulnerability. Other factors which may impede participation include limited internet access, people with disability or additional health needs or primary carers without access to other carer support, to name just a few.

Culturally and Linguistically Diversity Communities (CALD): With only 7.2% of the community speaking a language other than English at home, Yarra Ranges Council has one of the smallest CALD communities of any Local Government Area in Victoria and less than 5% of the community is not proficient in English.

Literacy: The 2016 Census found that literacy levels in Yarra Ranges are higher than the State average.

Other vulnerabilities: Internet access from home is higher than the Melbourne average. The proportion of people who need support with core activities is the same as the Melbourne average. There are fewer one parent households and families experiencing household stress than the Melbourne average.

COVID-19: The activities and tools listed have been chosen to allow for remote engagement should the COVID-19 restrictions on face-to-face interactions continue, with the aim of providing equitable and effective opportunities for information sharing and input.

The following methods will be used to address participation barriers and maximise access:

- Hard copy information about the EES and engagement opportunities will be delivered to all properties in the 3799 postcode. Local promotional activities, such as prominent displays, local newspaper advertising and phone calls, will be used to encourage participation.
- An interactive map will be used to provide specific information about the project, areas of sensitivity and potential impacts and provide opportunities for feedback on this information.
- Additional supports will be put in place to help people use the interactive map and participate with interactive online community sessions.
- A hard copy alternative to the interactive map will be promoted and people without computer access encouraged to request this alternative. A pre-paid envelope will be included for easy return.
- Easy Read versions of project information will be available. Easy Read is sometimes called Easy English or simple English. The Easy Read format presents information in a way that is very easy to understand, using images to support text, large font sizes and plenty of white space. Easy Read is currently used extensively for audiences with disability. However, it is also becoming more widely used for audiences with low literacy levels or where English is an additional language.
- All social media posts will be accessible, meaning that appropriate alternative text will be included so that people with disabilities understand the information being presented.
- Translating and interpreting services are available as required. Services can be accessed by calling 131 450.

4. EES consultation approach, activities and tools

Yarra Ranges Council will build on the engagement activities, relationships and communications channels already established to help communities and stakeholders understand the EES process, the project and support them to provide feedback which will inform preparation of the EES.

Overview of consultation approach in each EES stage

There are four key stages to the EES process as outlined in **Table 1** below. Consultation will continue during all phases in line with, and in order to achieve engagement objectives.

TABLE 1: OVERVIEW OF CONSULTATION APPROACH

STAGE OF EES PROCESS	SCOPING OF THE EES	PREPARING THE EES	PUBLIC REVIEW	MAKING AN ASSESSMENT
Key EES activities	<ul style="list-style-type: none"> - Draft scoping requirements available for public comment - Final Scoping Requirements published. 	<ul style="list-style-type: none"> - EES Technical Studies on project impacts. - EES prepared in accordance with Scoping Requirements. 	<ul style="list-style-type: none"> - Exhibition of EES. - Submissions. - Independent Assessment Panel considers submissions, public hearing 	<ul style="list-style-type: none"> - Preparation of Inquiry report. - Minister's Assessment and advice to decision makers.
Overview of consultation approach	Council will provide information to communities and stakeholders about the opportunity to respond to the Scoping Requirements.	Council will implement an integrated consultation program to provide information about the project and Technical Studies including existing conditions and assessment methods, provide opportunities for discussion and seek feedback.	Council will provide updates and information about the EES process including exhibition, and DELWP-approved information on how to make a submission.	Council will provide updates about key steps and dates in the EES assessment process.
How feedback will be considered	Council will coordinate with DELWP to understand community feedback on the Scoping Requirements. Council will collaborate with DELWP and other key agencies through the TRG to ensure the EES is being prepared in accordance with the Scoping Requirements.	Council will record and consider all feedback. All engagement feedback will be provided to the Technical Specialists and their reports will demonstrate how feedback has been considered. All engagement activities associated with the development of EES technical studies will be recorded and included in each technical report.	Community members and stakeholders will have the opportunity to make a submission to the Independent Assessment Committee which will assess the project's EES.	The Independent Assessment Committee will consider these submissions in developing its recommendation to the Minister for Planning regarding the project's assessment and approvals.

Consultation activities and tools

Council will employ a range of both broad and tailored engagement activities and communication tools to reach communities and stakeholders and encourage their participation.

The following tables provide a summary of how each tool and activity will be used. The Engagement program in **Section 5** details how the engagement activities and tools will be used to support communication and engagement throughout the EES process.

TABLE 2: CONSULTATION ACTIVITIES AND TOOLS

Print and digital communication

Project newsletter	<p>Regular newsletters or updates will be made available online and through social media and mailouts to provide information on key EES and engagement steps or milestones.</p> <p>Topics to be covered will include publication of Scoping Requirements and the EES Consultation Plan; availability of new documents; consultation activities; Exhibition dates and activities; IAC hearing dates and process; updates on how feedback is being considered, and updates to consultation plans and ongoing opportunities to provide input.</p> <p>Newsletters and updates will be made available online as well as hard-copy mail-out to target stakeholders without online access.</p>
Fact sheets	<p>A suite of fact sheets providing information on the updated project design and proposed operation; the EES process and how to make a submission and each technical study. Available in hardcopy and online.</p> <p>While Yarra Ranges has a very low proportion of culturally and linguistically diverse (CALD) residents and communities, information in other languages or simplified English will be developed and provided in fact sheets.</p> <p>Fact sheets will be made available both digitally and in hardcopy to ensure accessibility for all community members.</p>
Survey	<p>Seeking information on design and operational updates and input to inform EES technical studies. Available online as well as hardcopy of survey mailed to residents with return envelopes provided to ensure all community members are able to access information and are provided the opportunity to engage with the project.</p>
Environment effects statement	<p>Printed in hardcopy and made available at local council offices and libraries and provided online via DELWP website in HTML and Microsoft Word (.doc) formats to ensure accessibility.</p>
Engagement reports	<p>Reports outlining engagement activities, participation, comments and feedback received and the project design, operation or EES has incorporated this feedback and, if not, why.</p> <p>Engagement reports will be made available online via the Ride Yarra Ranges website and in hardcopy as requested.</p>
Media and advertising	<p>Radio, local print and digital advertising will help to raise awareness of the engagement process and encourage participation.</p>
Maps and visual aids	<p>Clear maps showing the project location including trail heads, trail routes and the proposed central hub. Provides context in relation to local region and road network. Maps and visual aids will be used within communications materials, such as fact sheets, project updates and discussion papers, as well as being available online.</p>

Digital communication and engagement

Interactive online project map	An interactive project tool will help stakeholders and community members to visualise the project and provide feedback. This will be prepared in line with Victorian Government accessibility guidelines.
Email updates (electronic direct mail – EDM)	Regular electronic distribution of project newsletter with links to project website, fact sheets and EES documentation using the extensive existing project stakeholder database.
Project website	Updated as new information is made available, with documents directly associated with the EES to be added within one business day of provision of final versions. Prepared in-line with necessary accessibility guidelines.
Social media	Communicating project updates, opportunities for participation and reporting on engagement activities and responding to requests for information or clarification. Social media will be used to drive users to project information and set the narrative.
Digital advertising	Includes social media advertising and sponsored posts on Council’s digital platforms.

Engagement

Conversations with adjacent residents and hard-to-reach community members	Acknowledging some community members and impacted stakeholders may not have access to online engagement tools and information, phone calls will be made to encourage participation in engagement activities and provide information.
Stakeholder meetings	Building on existing relationships to maintain transparent and frequent communication with stakeholders to encourage participation and invite input
Online survey	Seeking information on design and operational updates and input to inform EES technical studies. The use of an online platform allows participation from local community members as well as from potential international, national and intra-state users of the facility.
Webinars	Online interactive sessions with technical specialists and project delivery partners to engage mountain bike riders, environmental groups and community members.
Phone calls	To directly impacted stakeholders and interested community members to ensure that hard-to-reach stakeholders have the opportunity to participate.
Information sessions / displays	Primary engagement method to present EES information and collect feedback. These will be held across a variety of locations and times to allow a wide cross-section of the community can participate. Sessions will be tailored to adhere to any COVID-19 social distancing restrictions, with virtual sessions to replace face-to-face engagement if restrictions are in place.
Phone call and email enquiries	Recording and responding to public email enquiries and phone calls.
Technical Reference Group (TRG)	Convened by DELWP to coordinate advice between DELWP, the project team and key stakeholders throughout the EES process. The project will work collaboratively with the members of the TRG, seeking their advice and considering their input in preparation of the EES.

Key messages

Key messages are the main points that help communities and stakeholders understand the Warburton Mountain Bike Destination project, the EES process and how people can be involved.

About the project

- Yarra Ranges Council is developing the Warburton Mountain Bike Destination as a world-class mountain bike facility that will attract riders from all over Victoria, Australia and the world to Warburton, approximately 70km north-east of Melbourne. The project will:
 - Create new jobs and provide benefits to Warburton and the greater Yarra Ranges region, boosting local tourism, creating 100+ jobs and injecting over \$20 million into the local economy each year.
 - Deliver mountain bike trails to suit riders of all abilities, creating new opportunities for individuals, groups and families to enhance health and wellbeing.
 - Provide opportunities for community to connect with, appreciate and value the natural environment and rich cultural history of the area.
 - Allow schools and training providers to access the facility, encouraging youth to be active, engaged and to lead a balanced lifestyle.
- The project's planning is underpinned by comprehensive technical investigations as well as community and stakeholder inputs and careful consideration of the environment in which it will operate.

EES process

- The Minister for Planning has determined that an EES is required to be prepared for the Warburton Mountain Bike Destination project.
- The EES will contain an assessment of the potential environmental, heritage, social and planning effects of the project.
- The matters to be addressed in the EES will be set out in scoping requirements issued by the Minister for Planning. The scoping requirements will be finalised following exhibition for public comment.
- A Technical Reference Group (TRG) has been convened by the Department of Environment, Land, Water and Planning (DELWP) to advise on environmental issues throughout the EES assessment.
- The completed EES will be exhibited for public comment and community members and other stakeholders will have the opportunity to make a submission.
- The EES and submissions will be considered by an Independent Assessment Committee through public hearings.
- The Minister for Planning will consider the Independent Assessment Committee report and then prepare a Minister's Assessment to inform statutory approvals decisions for the project.

5. Engagement Plan 2020 – 2021: Indicative program

TABLE 3: ENGAGEMENT AND PROJECT DEVELOPMENT PROGRAM

	November 2020	April-July 2021
Project development and design	<ul style="list-style-type: none"> Design update: updates on the project design and proposed operation in response to stakeholder and community feedback received during previous engagement activities. 	<ul style="list-style-type: none"> EES design: refinement of the project design and proposed operation in response to engagement feedback and assessment of impacts.
Environment Effects Statement - impact assessment and planning approvals	<ul style="list-style-type: none"> DELWP consultation on EES Scoping Requirements. Opportunity for stakeholder feedback. Investigating existing conditions and potential project effects across a range of technical studies, including: <ul style="list-style-type: none"> Biodiversity Cultural heritage Land use planning Surface water, groundwater and geotechnical hazards Socio-economic Transport 	<p>Environment Effects Statement (EES) public exhibition and Independent Advisory Panel hearing.</p> <p>The EES will be on public display for 30 business days.</p> <p>The EES will include:</p> <ul style="list-style-type: none"> The proposed project design, including how Council has considered feedback received throughout the project's development The potential benefits the project would deliver, as well as any impacts and environmental outcomes to be achieved to manage impacts.
Community and stakeholder engagement	<p>Engagement purpose</p> <ul style="list-style-type: none"> Introduce the EES process, explain the role stakeholders and communities can play and provide project timelines Provide information on key design and operational updates, highlighting where feedback has resulted in design or operational changes, or provide explanation where feedback has not resulted in changes Obtain information and inputs from the community and stakeholders on project updates and any associated impacts to help inform the EES design and technical investigations Ensure stakeholders and communities are aware of the opportunity to respond to the EES Scoping Requirements Identify where consultation and engagement should be modified or adapted <p>Engagement activities: throughout November 2020</p> <ul style="list-style-type: none"> Project update: Inform stakeholders and community members of commencement of EES process, including opportunity to respond to DELWP Scoping Requirements, availability of EES Consultation Plan and details of engagement activities planned. Conversations with adjacent residents and hard-to-reach community members Meetings with stakeholders Responding to public email enquiries and phone calls Interactive webinars on EES with environmental and technical experts: these sessions will address all four study areas in the EES Online engagement survey and interactive map Regular updates to Technical Reference Group including on progress and feedback raised through engagement <p>Communication tools</p> <ul style="list-style-type: none"> Project website including interactive online project information Project newsletter and email updates (printed mail-out and electronic direct mail) including for key milestones such as publishing of DELWP EES Scoping Requirements and prior to exhibition of the EES Fact sheets: Design update, EES process and how to make a submission, EES technical studies Printed surveys mailed to community members who may not have internet access Social media information and updates Posters or signage at local venues Media and advertising Update consultation plan as part of ongoing evaluation and improvement 	<p>Engagement purpose</p> <ul style="list-style-type: none"> Provide information about the refined design to be assessed through the EES process Present and explain how community and stakeholder feedback has been considered and influenced any design or operational updates Encourage participation and assist community members and stakeholders to make a submission <p>Engagement activities</p> <ul style="list-style-type: none"> Project update: Inform stakeholders of feedback received during consultation, outcomes of DELWP consultation on Scoping Requirements, inform about public exhibition of EES and availability of new documents. Conversations with adjacent residents and hard-to-reach community members Meetings with stakeholders Responding to public email enquiries and phone calls Independent Assessment Committee hearings including response to public submissions Information sessions on EES with environmental and technical specialists Regular updates to Technical Reference Group <p>Communication tools</p> <ul style="list-style-type: none"> EES statutory exhibition: EES documents available on the project website and at Council offices and Yarra Junction Library Project newsletter and email updates (printed mail-out and electronic direct mail) including information about key milestones such as exhibition of EES document and the opportunities to make a submission. Interactive online project information and fact sheets Social media information and updates Media and advertising Engagement report Update Consultation Plan as part of ongoing evaluation and improvement

Engagement Plan – 2020 engagement activities

This page provides further detail on upcoming activities and will be updated as new activities are confirmed.

The following activities and specific dates will be confirmed through promotion during October and November 2020.

For the latest information, visit rideyarraranges.com.au

	Week commencing 9 Nov	Week commencing 16 Nov	Week commencing 23 Nov	Week commencing 30 Nov	Week commencing 7 Dec
Local promotion					
Advertising					
Mailout					
Stakeholder meetings					
Interactive map					
Hard copy feedback					
Interactive sessions					

6. Reporting, evaluation and continuous improvement

The effectiveness of communications and engagement methods will be monitored regularly and revised or adapted as necessary to ensure engagement objectives are met. It is anticipated the Plan will be reviewed and revised if required prior to and following Exhibition of the EES.

To ensure effective communication and engagement, the project:

- Has developed a comprehensive engagement strategy (this document), building on existing relationships and feedback received through four years of engagement on the project.
- Will review engagement objectives are being met regularly throughout the EES consultation phase.

The effectiveness of engagement will be measured by analysing:

- Participation in engagement activities including online webinars, face-to-face information sessions and surveys.
- Comments received through engagement website, emails and phone enquiries.
- Participation in, and content of public submissions during the EES formal submission process.
- Comments received about the engagement process or design including content, frequency and accessibility of information.
- Social media statistics and website visits.

All feedback and participation will be recorded, collected and considered as part of ongoing evaluation and continuous improvement of the engagement program.

To ensure accurate recording of participation and feedback, a stakeholder database will be used.

Data will also be collected to review the effectiveness of communications and engagement across social media, engagement platforms and website analytic tools.

All data will be collected and stored in line with Council's Operational Privacy and Health Information Policy, in line with the *Privacy & Data Protection Act 2014*.

A summary of participation levels and feedback received will be provided in community and stakeholder engagement reports, made available publicly via the project's website.

This consultation plan will be updated as part of the ongoing evaluation and improvement.

7. Project contact details

Phone: 1300 368 333
Email: mtb.planning@yarraranges.vic.gov.au
Web: rideyarraranges.com.au

Appendix 1: Stakeholder analysis and consultation methods

Type	Stakeholder	IAP2 level	Analysis of potential impacts and stakeholder interests	Consult								Inform					
				Technical Reference Group	Inputs to assessments & approach	Stakeholder briefings	Targeted emails/calls	Online sessions	Interactive online map	Online survey	Printed survey	Mailout & EDM	Local paper	Local display	Social media	Project website	Fact sheets
Decision-makers / project partners	DELWP	Collaborate	Significant landowner, environmental regulator with responsibilities and interest in environmental, cultural heritage and biodiversity protection	√	√	√			√							√	√
	Parks Victoria	Collaborate	Significant landowner, responsibilities and interest in balancing visitation objectives and environmental and biodiversity protection	√	√	√			√							√	√
	Melbourne Water	Collaborate	Waterway protection, water quality, regulatory compliance	√	√	√			√							√	√
	Aboriginal Victoria	Collaborate	Preservation of cultural heritage or culturally significant sites, regulatory compliance	√	√	√			√							√	√
	EPA	Collaborate	Application and compliance with State environmental protection regulations	√	√	√			√							√	√
	Technical Reference Group	Collaborate	Compliance with relevant statutory requirements; consideration of input and advice on technical investigations and preparation of EES	√	√	√			√							√	√
	Project Control Group	Collaborate	Project delivered on time and within budget and delivers on outcomes		√				√						√	√	√
	Councillors	Involve	Successful delivery of the project on time and on budget; stakeholder management and genuine consultation with impacted stakeholders			√		√	√				√	√	√	√	√
	Members of Parliament	Consult	Successful delivery of the project; stakeholder management and genuine consultation with impacted stakeholders, benefits to local tourism, jobs and economy			√	√		√			√	√	√	√	√	√
	Emergency services (including CFA, SES, Victoria Police)	Consult	Emergency management response to bushfire or medical emergency, monitoring of local crime		√	√			√			√			√	√	√
	VicForests	Consult	Project located within State Forest			√			√						√	√	√
	Department of Transport (VicRoads)	Consult	Management and maintenance of State road network	√	√	√			√							√	√
	YRC Communications and Customer Service	Collaborate	Responding to stakeholder and community enquiries			√		√	√			√	√		√	√	√
	Funding partners	Inform	Successful delivery of project on time and on budget and delivers outcomes			√			√							√	√
Federal Government	Members of Parliament	Consult	Successful delivery of the project; stakeholder management and genuine consultation with impacted stakeholders, benefits to local tourism and economy			√			√			√	√	√	√	√	√
	Regional Growth Fund and Building Better Regions (funding partners)	Inform	Successful delivery of project on time and on budget and delivers outcomes			√			√							√	√

Type	Stakeholder	IAP2 level	Analysis of potential impacts and stakeholder interests	Consult								Inform					
				Technical Reference Group	Inputs to assessments & approach	Stakeholder briefings	Targeted emails/calls	Online sessions	Interactive online map	Online survey	Printed survey	Mailout & EDM	Local paper	Local display	Social media	Project website	Fact sheets
Key community organisations, environment and other interest groups	Wurundjeri People	Collaborate	Preservation of cultural heritage or culturally significant sites, ensuring authenticated cultural stories of the Wurundjeri Traditional Owners are integrated into the Trail interpretation		√	√	√		√			√	√			√	√
	Wurundjeri Woi Wurrung Cultural Heritage Aboriginal Corporation	Collaborate	Preservation of cultural heritage or culturally significant sites, ensuring authenticated cultural stories of the Wurundjeri Traditional Owners are integrated into the Trail interpretation	√	√	√	√		√			√	√			√	√
	Victorian National Parks Advisory Council	Consult	Impact to local environment and preservation of National Park values			√			√	√		√			√	√	√
	Victorian National Parks Association	Consult	Impact to local environment and preservation of National Park values			√			√	√		√			√	√	√
	Rethink WMBD	Consult	Requests to limit the size of the project and concerns about amenity for local residents and potential impacts on the local environment, biodiversity, heritage and emergency management			√	√		√	√	√	√	√	√	√	√	√
	Warburton Valley CEDA	Consult	Increased exposure to state, national and international tourism driving stimulation of local economy and offering jobs and opportunities for local businesses. Concerns relating to car parking availability.			√	√		√			√	√	√	√	√	√
	Warburton Emergency Planning Group	Consult	Emergency management response to bushfire or medical emergency			√	√		√	√		√	√	√	√	√	√
	Environment groups including: Healesville Environment Watch Inc (HEWI) Yarra Ranges Environment Advisory Committee Field Naturalist Club of Victoria Friends of Leadbeater Mt Toolebewong District Landcare Warburton Habitat Tree Upper Yarra Landcare Yarra Ranges Landcare Yarra Valley ECOSS Field Naturalist Club	Consult	Ongoing interest and commitment to preserving the natural environment and minimising environmental impacts, with particular concerns including the Leadbeater Possum, vegetation clearing, Wingless stonefly, cool temperate rainforest, myrtle wilt and potential for spread of diseases. Potential to provide access to the facility for environmental research and monitoring purposes, including partnership opportunities with local volunteer and environmental groups.			√	√	√	√	√	√	√	√	√	√	√	√
	Scouts Victoria	Consult	Partnership opportunities and use of facility upon completion, ensuring safety for Scouting community						√			√			√	√	√
	Yarra Glen and District Historical Society Upper Yarra Museum	Consult	Re-establishing Warburton as a popular tourist destination, maintaining connection with the area's history				√		√	√	√	√	√	√	√	√	√

Type	Stakeholder	IAP2 level	Analysis of potential impacts and stakeholder interests	Consult								Inform					
				Technical Reference Group	Inputs to assessments & approach	Stakeholder briefings	Targeted emails/calls	Online sessions	Interactive online map	Online survey	Printed survey	Mailout & EDM	Local paper	Local display	Social media	Project website	Fact sheets
Local community, private property owners and businesses	Communities in the Warburton, Wesburn and surrounding areas	Consult	Interests include genuine consultation and participation in project’s development including offline access to information and participation opportunities for people without ready access to the internet; safety of riders and emergency access to facility; impact to local residents including loss of privacy, increased noise, dust and traffic congestion; potential impacts to recreational walkers; ensuring access to the facility for locals. Potential benefits include increased tourism providing flow-on benefits of stimulating local economy including hospitality, accommodation and retail operators, and exposure to state, national and international tourism markets.				√	√	√	√	√	√	√	√	√	√	√
	Adjacent owners Old Warburton Residents Association	Consult	Nearby residents have a strong interest in maintaining the peace and enjoyment of their properties and surrounding area, and have concerns including loss of privacy, increased noise, dust and traffic congestion.				√	√	√	√	√	√	√	√	√	√	√
	Warburton Golf Course	Collaborate	Increased patronage, exposure to tourism and revenue opportunities associated with located central hub at WGC; concerns about potential for impacts to patronage during operation including access and carparking and construction impacts including access, noise and dust.			√			√	√		√	√	√	√	√	√
	Eco-Resorts Australia Warburton Chalet Edgewater Resort The Jolly Good Company Upper Yarra Community Bank Upper Yarra Community Enterprise (UYCE) Jamzach Christeph Pty Ltd	Inform	Increased patronage, exposure to tourism and revenue opportunities.						√				√	√	√	√	√
Riders and tourism	Yarra Ranges Mountain Bikers	Consult	Potential for new, world-class mountain biking facility for recreational or competitive use with increase in local tourism and flow-on effects for local economy. Interest in quality, route and design of trails to be delivered, access and amenities, communicating project information including events and community interest.			√		√	√	√		√	√	√	√	√	√
	Yarra Valley Cycles	Consult						√	√	√		√	√	√	√	√	√
	Yarra Ranges Tourism	Consult	Increased exposure to state, national and international tourism driving stimulation of local economy and offering jobs and opportunities for local businesses.			√		√	√	√		√	√	√	√	√	√
	Tour Operators	Inform	Increased exposure to state, national and international tourism driving stimulation of local economy and offering jobs and opportunities for local businesses.							√			√	√	√	√	√

Type	Stakeholder	IAP2 level	Analysis of potential impacts and stakeholder interests	Consult								Inform					
				Technical Reference Group	Inputs to assessments & approach	Stakeholder briefings	Targeted emails/calls	Online sessions	Interactive online map	Online survey	Printed survey	Mailout & EDM	Local paper	Local display	Social media	Project website	Fact sheets
Educational Institutions	Caulfield Grammar School, Yarra Junction Campus	Consult	Design of trails and ongoing partnership opportunities to expand curriculum and provide additional recreational choices for students. Expansion of current curriculum offering new recreational activities and opportunities to conduct environmental monitoring / exercises upon project completion.							√	√		√	√	√	√	√
	Millwarra Primary School Warburton																
	Millwarra Primary School Millgrove																
	Ranges Tec																
	Upper Yarra Secondary College																
	Warburton Primary School																
	Wesburn Primary School																
	Rubicon Outdoor Centre																
	Outdoors Victoria																
	Melbourne High School																
	Adventure Curve																
	Yarra Junction Primary School																
	Don Valley Primary School																
	Cire Community School																
	Saint Joseph’s School																
	Little Yarra Steiner School																
	Melbourne High School (Milgrove) Alpine School																
Outdoor Education Group																	
Bindaree Outdoor Education																	
Box Hill TAFE																	
Wesley College (Healesville)																	
Outdoors Victoria																	
Recreational /sporting groups	Bushwalking Victoria	Consult	Interested in the design of and access to the facility, concerned about potential impacts of the facility’s operation on sporting and recreation activities in the project area such as bushwalking, trail running, orienteering and game sports. Increased tourism in the area may increase patronage/participation in local recreational or sporting events.						√	√	√	√	√	√	√	√	√
	Melbourne Women’s Walking Club																
	Australian Deer Association																
	Gladysdale Pony Club																
	Upper Yarra Pony Club																
	Orienteering Victoria																
	Warburton Bowling Club																
	Warburton Cricket Club																
	Warburton Football/Netball Club																
	Warburton Small Bore Rifle Club (Shooting)																
	Warburton Tennis Club																
	Wesburn Junior Football Club																
	Yarra Junction Bowling Club																
	Yarra Junction Cricket Club																
	Yarra Junction Football/Netball Club																
	Yarra Junction Netball Association																
	Yarra Junction Tennis Club																
Yarra Ranges Bush Camp																	
Yarra Valley 4WD Club																	
Yarra Valley Soccer Club																	
Media	Upper Yarra Star	Inform	Matters of interest to the local community, access to timely and accurate information.						√				√	√	√	√	√

Appendix 2: Project development and engagement to date

Phase / timing	Community and stakeholder engagement	Project planning and development
Project initiation (2010-2013)	<ul style="list-style-type: none"> 2010: Cyclists raise mountain biking hub idea Warburton Integrated Cycling Hub focus group formed, including Yarra Ranges Council, Victorian Government, business and resident groups 	<ul style="list-style-type: none"> Newly created Yarra Ranges Mountain Bikers group researches cycle tourism and develop trail infrastructure plans Successful application to Parks Victoria funding for a feasibility study
Project feasibility (2013-2016)	<ul style="list-style-type: none"> Project Steering Group, representing stakeholder and community views, established Online survey receives 1300 responses, seeking community views on: <ul style="list-style-type: none"> Cycling participation and mountain bike tourism habits Mountain bike trail preferences and expectations Current and future Warburton visitation 	<ul style="list-style-type: none"> Feasibility study led by World Trail defines: <ul style="list-style-type: none"> Attributes of a successful trail network Network length and configuration Expected visitation and economic benefits Development and operational costs Project development recommendations No-go zones for development
Concept design and preliminary Master Plan (2016)	<ul style="list-style-type: none"> Community and stakeholder consultation to inform concept design explores sensitive areas to avoid and opportunities to utilise existing features Preliminary Master Plan consultation includes: <ul style="list-style-type: none"> Individual meetings and phone interviews Two information sessions Two online surveys 	<ul style="list-style-type: none"> Council establishes Warburton Mountain Bike Destination Master Plan project Project Reference Group (PRG) formed to oversee design process [October 2016] Concept design defines trails across Mt Bride, Mt Donna Buang, Mt Little Joe and Mt Tugwell - PRG endorse ‘Ground-truthing’ - detailed on-the-ground assessment of trail alignments [May 2018] Collaborative design review to refine trails and prepare Draft Master Plan – PRG endorses
Draft Master Plan (2018)	<ul style="list-style-type: none"> Draft Master Plan released for community consultation April-October 2018. Engagement includes: <ul style="list-style-type: none"> 100 face-to-face meetings 444 online survey responses 350 calls, emails and letters Mail out to 75,000 homes Five information sessions 	<ul style="list-style-type: none"> Community feedback and detailed planning refines trail alignment: <ul style="list-style-type: none"> trails moved away from homes Old Warburton Cemetery avoided trails through Old Warburton removed Old Warburton Road crossing modified more trails added to Mt Donna Buang impact on Mt Donna Buang Wingless Stonefly and Leadbeater’s Possum habitats minimised use of old road cuttings and existing informal trails maximised Cool Temperate Rainforest protection increased
Funding and procurement (2018-19)		<ul style="list-style-type: none"> \$11.3m funding secured: <ul style="list-style-type: none"> Yarra Ranges Council (\$2.7m) Australian Government (\$5.3m) Victorian Government (\$3m) Warburton and Upper Yarra Community Bank (\$0.3m) World Trail appointed to finalise design and construct network
Planning referrals and approval process (2020-2021)	<ul style="list-style-type: none"> Consultation is part of the formal Environment Effects Statement (EES) process Community input will be sought to develop EES and ask for feedback on: <ul style="list-style-type: none"> any unidentified potential impacts suggested improvements to minimise or avoid potential impacts Information distributed to all local homes and businesses The community can get involved by: <ul style="list-style-type: none"> Accessing interactive map with built-in survey questions Attending a virtual information session Completing a hard copy feedback form. Once the EES has been drafted, documents will be released for public comment Written public submissions will be considered by the Panel Inquiry 	<ul style="list-style-type: none"> As part of EES preparation, detailed specialist studies will assess potential impacts on: <ul style="list-style-type: none"> Environment, habitats and biodiversity Waterways and catchments Social, economic, amenity and land use Cultural heritage Panel Inquiry will assess EES and prepare report for the Minister for Planning Once planning approvals have been received, the Master Plan will be updated to address the requirements of the EES decision