



Community and Stakeholder Engagement Plan

Coffs Harbour Jetty Foreshore Precinct

State Assessed Planning Proposal – February 2025



Acknowledgement of Country

The Department of Planning and Environment acknowledges that it stands on Aboriginal land.

We acknowledge Country and pay respect to the Gumbaynggirr people as the Traditional Owners and Custodians of the land and waters on which the Coffs Harbour Jetty Foreshore is situated and connected to via a broader cultural landscape.

We recognise their continued connection to Country and that this connection can be seen through stories of place and cultural practices such as art, songs, dances, storytelling and caring for the natural and cultural landscape of the area.

We also recognise the continuing living culture of First Nations people, and the significance of the Gumbaynggirr Nation in that living culture. We recognise the contemporary stories of displacement and the cultural significance of Coffs Harbour in the continued journey of self-determination in Australia.

We acknowledge all the people who have and will contribute their stories of the Gumbaynggirr Nation and their connection to this place.

We recognise the importance of telling the First story, first. All other stories of place come from and are woven into the First Story.

Published by NSW Department of Planning, Housing and Infrastructure

dphi.nsw.gov.au

Community and Stakeholder Engagement Plan

First published: February 2025

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DPHI-MC-R-LC-V1.0

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Introduction

Property and Development NSW (PDNSW) is continuing to lead the revitalisation of the Coffs Harbour Jetty Foreshore Precinct (the Precinct) on behalf of the NSW Government.

This Community and Stakeholder Engagement Plan supports a Planning Justification Report that outlines proposed amendments to the Coffs Harbour Local Environmental Plan (CHLEP) 2013 and will be submitted to the Department of Planning, Housing and Infrastructure (DPHI) as part of a State Assessed Planning Proposal (planning proposal).

As Coffs Harbour continues to grow as a Regional City, the NSW Government and Coffs Harbour City Council have, through various strategic planning exercises, identified four key strategic priorities to reimagine its direction and respond to current and future challenges and opportunities:

- Deliver a regional economy (CHCC LSPS, 2020) CH Economic Development Strategy, 2017) that is diverse, sophisticated and able to retain businesses and skills
- Evolve the tourism offering (CHCC LSPS, 2020) with improved attractions, activities and accommodation
- Provide more housing (CHCC LSPS, 2020) in accessible locations, including affordable housing
- Provide better connections between places with more sustainable movement choices (CHRCAP, 2021; CHCC, 2020)

As a large, strategically located and wholly government owned site, the Precinct represents a significant opportunity to deliver on each of these key regional priorities. In this planning proposal, PDNSW seeks to celebrate the unique location, history and culture of the Jetty Foreshore to deliver outcomes for the benefit of the Coffs Harbour community. The revitalisation will be staged and funded, over time, to deliver the shared community vision.

Our shared community vision

Coffs' family playground, a precinct of parks and places, that connects community with Country. The community is and always has been at the heart of creating a thriving regional economy and destination for Coffs Harbour. Shaped with the community, our vision is to ensure The Jetty Foreshore will become a world-class oceanfront precinct through the principles shown in **Figure 1**.



Figure 1 Vision for the Coffs Harbour Jetty Foreshore

The Precinct

The Precinct, wholly owned by the NSW Government, is strategically significant to the State and to the Coffs Harbour region. The Precinct is located on the traditional lands of the Gumbaynggirr people, in saltwater freshwater Country. It encompasses approximately 62 hectares of foreshore land, 5km east of the Coffs Harbour CBD, located on the Coffs Harbour coast with direct access to the Pacific Ocean. Access is provided on Marina Drive in the north, and Camperdown Street in the south, with Jordan Esplanade bisecting the site north to south. A Precinct map showing existing conditions is provided at **Figure 2**.

The west boundary is generally defined by the railway line and Coffs Harbour Railway Station. To the north the Precinct borders a culturally significant site known as “Happy Valley”, which has been returned as freehold land to the Coffs Harbour and District Local Aboriginal Land

Council (LALC). Gallows and Boambee Beaches are located to the south of the Precinct, where Littoral Rainforest occurs. Coffs Harbour itself, the Pacific Ocean, Muttonbird Island and South Coffs Island (Corambirra Point) form the eastern boundary.

The Precinct is a popular destination for both locals and tourists offering a variety of attractions and amenities. These include Jetty Beach and extensive parklands with biodiversity value, as well as items of heritage significance such as the Coffs Harbour Jetty and Ferguson's Cottage, owned by the Coffs Harbour LALC. Further, the Coffs Harbour Fisherman's Co-op, the Coffs Harbour Yacht Club, weekly Sunday markets, and community hub building (recently delivered by PDNSW) are located within the Precinct. Various public works including breakwater and boat ramp upgrades have been undertaken over recent years to support the marina function.

There are redeveloped and well-maintained parts in the area however, much can be done to enhance the Coffs Harbour Jetty Foreshore Precinct. A large portion of the Precinct is currently gravelled, and a large area of residual railway land is fenced off and inaccessible to the public, as shown in **Figure 3**. While gravelled areas provide informal overflow parking, they do not reflect the potential of this foreshore.



Figure 2 Coffs Harbour Jetty Foreshore Precinct

Source: SJB



Figure 3 Existing state of the Precinct rail lands and gravelled areas

Source: PDNSW

The Illustrative Masterplan

The planning proposal is supported by an Illustrative Masterplan (**Figure 4**) that presents a potential development outcome that could be realised at the Coffs Harbour Jetty Foreshore Precinct – it is not prescriptive nor is it determined. The Illustrative Masterplan builds on the shared vision created via extensive community and stakeholder consultation and provides further detail in relation to land use and development outcomes sought for the Precinct.



Figure 4 Illustrative Masterplan

Source: SJB

The Illustrative Masterplan is broadly organised across six sub-precincts that will each have a distinct character and function. These are identified as:

1. Foreshore Parklands – with improved amenities, proposed new board walk and nature-based playground.
2. The Marina – An active marina revitalised to accommodate local marine based businesses that reflect their regional importance.
3. North Park – Functional open space with recreational courts and formalised parking.
4. Jetty Hub – A hub of residential and tourist accommodation supporting activation, tourism and regional attraction located adjacent to the current Jetty Walkway, with massing capped at 6 storeys stepping down in scale when closer to public areas.

5. Activity Hub and Village Green – An active village green that delivers increased public open space connected to the existing foreshore parklands and may include family-friendly food and beverage, community uses and club houses or facilities to support events. A local business activity zone is connected to the rail station.
6. Corambirra Point – A new regional tourist destination on the site of the former Deep Sea Fishing Club site including publicly accessible cafes and restaurants, a function space, activity centre and tourist accommodation.

The Place Principles shown in **Figure 5**, agreed with the community, guided the formation of the Illustrative Masterplan.

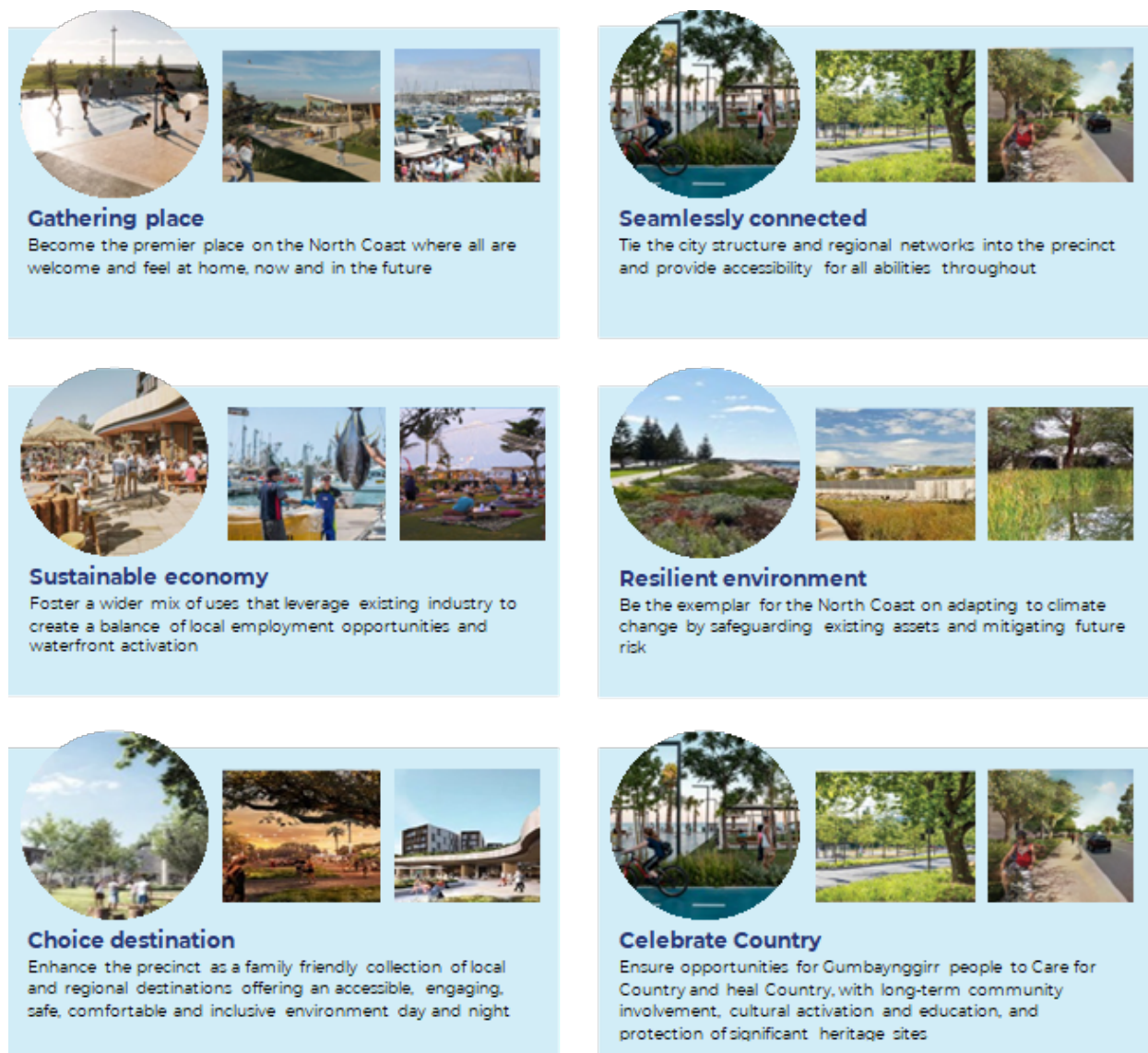


Figure 5 Community-led place principles

A precinct map showing the Illustrative Masterplan and the six distinct zones is provided at Figure 6.

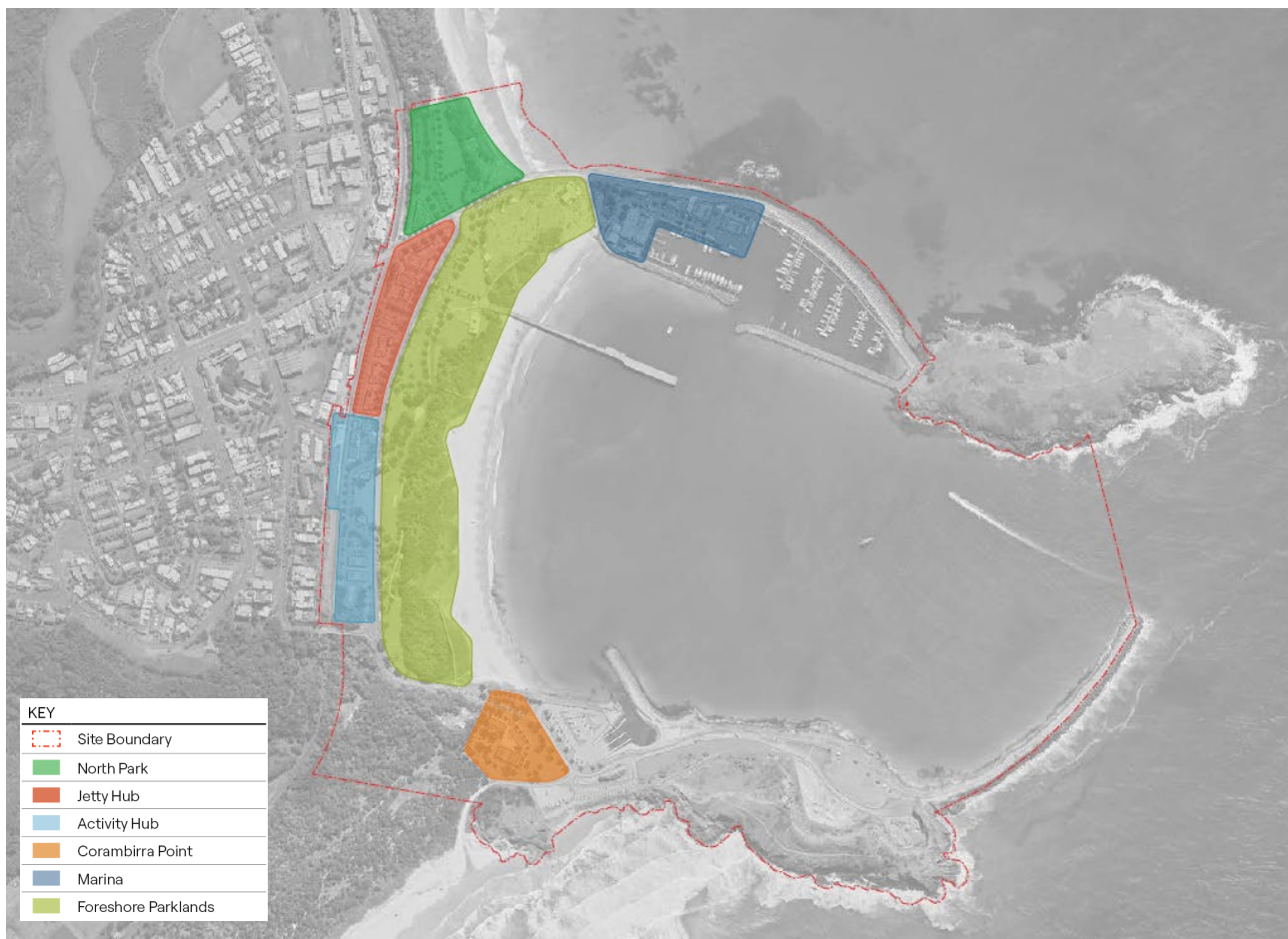


Figure 6 Sub-precinct map

Source: SJB

The planning proposal

The master planning of large-scale precincts follows a highly consultative and stepped approach. The current step, which paves the way for the revitalisation of the Coffs Harbour Jetty Foreshore Precinct, is the application for a State Assessed Planning Proposal, which is a legislated process.

PDNSW is lodging a planning proposal with the Department of Planning, Housing and Infrastructure that seeks approval for:

- Changes to permissible land uses
- Changes to permissible maximum building heights
- Planning controls for future State Significant Development Applications including design guidelines and design excellence processes

This Community and Stakeholder Engagement Plan supports this planning proposal.

Document purpose

The Community and Stakeholder Engagement Plan (plan) will assist in managing and facilitating communications, stakeholder relations and engagement through the Planning Proposal. The plan has been informed by prior stakeholder engagement activities and aligns with the Stakeholder Engagement Framework that was developed to guide the strategic approach and activities through the Precinct lifecycle and included:

- identification of ongoing and emerging stakeholders
- stakeholder and community engagement activities
- recognition that First Nations peoples' ways of knowing, doing and being have social, economic and ecological value in place making and precinct development
- communications activities, collateral, and assets
- regulatory requirements to engage (e.g. ACHA / Registered Aboriginal Parties)

Prior community and stakeholder engagement

Community engagement and consultation began in 2018 with three key stages:

1. Values and Viewpoints (2018)
2. Shared Vision and Place Principles (2021), and
3. Draft Masterplan (2022).

Each of these consultation stages has informed and modified the overall Illustrative Masterplan. A summary of these stages and their outcomes/findings are detailed below.

Stage	Details and insights
2018 Values and Viewpoints Consultation conducted by GHD	GHD key consultation outcomes: <ul style="list-style-type: none">• Community broadly in favour of a level of well-planned development in parts of the Precinct, disagreed with leaving foreshore in its current state.• Favourable development type was 'leisure commercial (coffee shop, cafe, restaurant, bar)' with 61% of respondents. Next was 'recreational facilities (water park / kids wet play area etc)' at 54% of respondents.• Support for low to medium-rise development in specific areas, providing it is well-planned.

[illegible]

Stage	Details and insights
	<ul style="list-style-type: none"> Ensuring current uses (incl. boating, water sports, public open space) continues and protected for the future. <p>Evidence of more varied views and opinions on:</p> <ul style="list-style-type: none"> Development of some sort supported by majority, however of those supporting in some form, differing opinions on the degree and location of development. Others expressed concern of negative impact to local character and loss of views. Great diversity as to the most appropriate scale of development; Jetty Hub most common preference up to six storeys; Marina Precinct, close to equally divided about scale of up to 4 storeys. Across all proposals, younger age groups (18-45) were much more likely to support development, while older age groups (55+) tended to be opposed to development. Using appropriate development to support public realm improvements generally supported, although evidence of concern amongst a minority. Majority indicated support for 2-6 storeys or higher on the basis it delivered moderate or significant public realm upgrades. A quarter wanted no development even if that meant no public realm upgrades.
Aboriginal organisation and community engagement conducted by Murawin	<p>Murawin engagement - long term desired outcomes:</p> <ul style="list-style-type: none"> Repatriation of Gumbaynggirr Country; Return former Deep Sea Fishing Club site to traditional custodians; Fast track current outstanding land claims; Embed long term economic benefits from Gumbaynggirr Country. Servicing Fergusons Cottage and Happy Valley (improved amenities, close collaboration with Aboriginal residents). Inclusivity, recognition, and celebration of Gumbaynggirr Country and Culture; Celebration of Gumbaynggirr Country through an Aboriginal led enterprise; Wayfinding and renaming the Jetty Foreshore; Heal Country.
Late 2022 Refined Masterplan outcomes	<p>PDNSW refined Masterplan following consideration of consultation:</p> <ul style="list-style-type: none"> Commit a significant proportion of currently fenced off rail lands to public open space and additional car parking. Reallocate proposed formal car parking in North Park area, to sit along railway line delivering more useable and connected public open space.

Stage	Details and insights
	<ul style="list-style-type: none"> • Create three regional tourism zones; The Marina Precinct; Jetty Hub (including accommodation and regional playground); Former Deep Sea Fishing Club. • Refine the combination of land uses to ensure Jetty Foreshore is a mixed, vibrant and safe precinct across the week and the year. • Increase and improve car parking along the entire length of the Jetty Foreshore. • Deliver a regional playground set in existing natural landscape, featuring adventure and water play components. • Provide design guidelines and introduce a design review process to ensure future development adheres to intent of the Masterplan.

Table: Summary of early engagement

Community and Stakeholder Engagement Plan

Our strategic approach to community and stakeholder engagement centres on nurturing inclusive dialogue, establishing diverse and meaningful two-way connections, and proactively managing potential challenges, risks and opportunities, to delivery meaningful outcomes for the community.

Objectives

- Inform all stakeholders on the vision for the Coffs Harbour Jetty Foreshore Precinct and dispel misinformation regarding the Illustrative Masterplan
- Provide clear and succinct explanation of the Planning Proposal – what it means, the process and how feedback can be provided
- Encourage locals to attend community engagement sessions
- Encourage residents to have their say via the DPHI planning portal.

Identified stakeholders

Key program partners

Engagement during the Planning Proposal process will continue to be led by the CHJFP team within PDNSW. Key program partners include:

- Transport for NSW – Rail
- Transport for NSW - Marine Infrastructure Delivery Office (MIDO)
- Crown Lands
- Coffs Harbour City Council
- NSW Department of Planning, Housing and Infrastructure
- Coffs Harbour & District Local Aboriginal Land Council (LALC)

Stakeholder groups and engagement strategies

Stakeholder	Engagement Strategies
Primary Government Partners Key Partners: NSW Department of Planning, Housing and Infrastructure, Transport for NSW – Rail, Transport for NSW – MIDO, Crown Lands, Regional NSW (RNSW),	<ul style="list-style-type: none"> Fortnightly meetings - DPHI Project Control Group (PCG) meetings – all other Government Partners
Other Government and Environment Agencies Includes: Department of Environment and Heritage (OEH), Aboriginal Affairs NSW, National Parks and Wildlife, Government Architect, NSW Treasury, NSW Rural Fire Service, Transport for NSW	<ul style="list-style-type: none"> Briefings as required
State Member Mr Gurmesh Singh MP – Member for Coffs Harbour	<ul style="list-style-type: none"> Briefing prior to public exhibition
Local Government Coffs Harbour City Council	<ul style="list-style-type: none"> Meetings with Council staff as required Mayor and new councillors briefing during public exhibition
Major/Adjacent Landowners Includes: Property and Development NSW, Homes NSW, Crown Lands, Coffs Harbour International Airport, Mission Australia Housing	<ul style="list-style-type: none"> Briefings prior to or once on public exhibition
Tenants within CHJF MIDO, Department of Home Affairs, Coffs Harbour International Marina, Coffs Harbour Fisherman's Co-Op, Coffs Harbour Yacht Club, Naval Cadets TS Vendetta, Amplify Events - Jetty Beach House (former Deep Sea Fishing Site), Latitude 30 Restaurant	<ul style="list-style-type: none"> Communication materials sent directly to tenants Meetings as requested during public exhibition
First Nations Communities Includes: Gumbaynggirr community, Coffs Harbour Local Aboriginal Land Council, Aboriginal Affairs NSW, Stolen Generation Council and Registered Aboriginal Parties	<ul style="list-style-type: none"> Dedicated engagement program facilitated by Murawin Collaborative engagement Meetings and briefings in the lead up to public exhibition

Stakeholder	Engagement Strategies
Families and community members with a connection and history to key areas such as Happy Valley and Fergusons Cottage	<ul style="list-style-type: none"> Drop-in sessions during public exhibition
<p>Community Groups includes (but not limited to):</p> <ul style="list-style-type: none"> Business Professional Women's Association Coffs Climate Action Group Coffs Coast Business Women's Network Coffs Harbour Chamber of Commerce and Rotary Clubs Coffs Harbour Jetty Dunecare Coffs Harbour LGA Residents and Ratepayers Assn. Coffs Harbour Lions Club Coffs Harbour Men's Shed Coffs Harbour Neighbourhood Centre Coffs Harbour Surf Life Saving Club Park Jetty Residents Group Jetty Beach sports/user groups 	<ul style="list-style-type: none"> Communication materials sent directly to Community Groups Meetings as requested with key personnel during public exhibition
General Public	<ul style="list-style-type: none"> DPHI – will undertake statutory engagement PDNSW – will undertake additional engagement including media releases / eDM to 2,700 subscribers / social media / webinar / drop-in information sessions (with DPHI staff) / briefings / consumer brochure / website updated
Media	<ul style="list-style-type: none"> Proactive Media Campaign to inform Attendance and coverage of events Partner media sharing

Table: Identified stakeholders and methods to engage

Engagement channels

The Environmental Planning and Assessment Act 1979 (EPAA 1979) sets out the minimum public participation requirements for the public exhibition of certain planning matters across NSW. PDNSW will undertake extensive engagement above what is required by the EPAA 1979.

The suite of communications and engagement activities are outlined below:

Communications and Engagement Activities	Description	Timing
Website	All information, news, plans and updates will be made available to stakeholders and the general public via the website	Commencement of public exhibition
Social media channels	Key news and updates will be made available across DPHI's social media channels as required	During public exhibition
PDNSW email address	A centralised email address will be made available. Enquiries will be managed by the Stakeholders and Communications workstream within PDNSW	Response issued as required
Electronic Direct Mail (eDM)	A significant subscriber base already exists for CHJFP (2,700 subscribers). They will be sent eDMs advising of upcoming exhibition period as well as the consumer brochure	Commencement of public exhibition and once again during public exhibition
Communications materials	A consumer brochure regarding the Planning Proposal will be prepared along with a Precinct Fact Sheet. The brochure and fact sheet will live on the project website.	All communication materials will be available at the commencement of public exhibition
Key Stakeholder communications	Consumer brochure will be issued directly to key stakeholders	Commencement of public exhibition
Stakeholder Briefings	Stakeholder briefings will be held with key personnel from stakeholder groups who hold an interest in CHJFP	As requested during public exhibition

Communications and Engagement Activities	Description	Timing
Community/general public information sessions	Information sessions will be held to communicate to the general public key opportunities, initiatives and plans. Information sessions will allow the general public to ask questions, express concerns and provide input. Format to include a range of methods e.g. drop-in sessions, and webinar	Each week during public exhibition
First Nations reach-out and drop-ins	Adapted to ensure cultural safety and relevance. Facilitated by Aboriginal Engagement Consultant, Murawin	Each week during public exhibition
Media strategy	Proactive and reactive media opportunities will be managed via the Ministerial Sponsor and the media and issues management protocols set by the Ministers Office. Proactive media opportunities will be planned for in advance, with reactive media managed as efficiently as possible in accordance with Ministerial and broader DPHI media management protocols	Prior and during public exhibition
Ministerial briefings	Regular briefings with Ministers' portfolios with interest in CHJFP	As required
DPHI-led Activities		
Website – DPHI	Planning Proposal will be live on the Planning Portal to receive submissions	During public exhibition
Media Release	DPHI will issue a media release to local news outlets	Commencement of public exhibition
Mailout	DPHI will issue notification to surrounding residents/landowners	Commencement of public exhibition
Advertising	Notification ads will be placed in local papers and on digital platforms	Commencement of public exhibition

First Nations engagement strategy

First Nations engagement for CHJFP specifically the Aboriginal community, is designed to ensure cultural safety and relevance for participants.

Engagement protocols from; “The Australian Indigenous Design Charter: Communication Design Protocols”; “Create NSW’s Aboriginal Cultural Protocols for the Arts”; and “The NSW Government Architecture’s Designing with Country framework” should respect these themes:

- Aboriginal led: Aboriginal design should be Aboriginal led. It should draw on local knowledge and recognise local culture in its historical and current living form. This also involves building leadership capacity in Aboriginal people and enabling genuine community governance input into precinct development. This stems from allowing Aboriginal people to self-determine
- Respectful and reciprocal relationships from deep listening
- Reciprocity includes investment in the local Aboriginal communities – in education, jobs, and economic outcomes. It is about not being tokenistic in attitudes and approaches to inclusion of issues being put forward by Aboriginal people.
- Investment comes from recognising that Aboriginal knowledge has social, economic, and sustainable value in place making and precinct development
- Recognition that Aboriginal people have an obligation to custodianship of the land and designing places that enable that connection
- Make places that tell the whole truth of the story of the place.

We understand there is not a one-size-fits all approach. Strategies commit to reflecting on and adapting our approach to ensure that all participants feel culturally and psychologically safe and are provided the appropriate opportunities to contribute.

Connection to Country within the Precinct is rich with memories, stories, spiritual meaning, ceremonial importance, ecology and songlines, over several inter-connected sites of both spiritual and historical significance to the Gumbaynggirr people.

Given the significance of the Jetty Foreshore and surrounds; the long history of displacement and disempowerment of the Gumbaynggirr people on their own Country; and the repeated desecration and disruption of Country in this place since colonisation; there are aspirations that plans for the Precinct going forward will create opportunities for Gumbaynggirr people; take into consideration their values and priorities; deliver reparations in some form; and enable caring for and healing of Country in this place.

In partnership with Murawin, PDNSW has developed a plan to ensure effective engagement. Leading engagement principles will consider:

- Respect and cultural safety

- Elevating the voices of Traditional Custodians
- Continued conversations
- Develop culturally responsive approaches
- Acknowledge and protect Aboriginal culture

Connecting with Country (CwC) Group

Recommendations from Murawin engagement stages included the formation of a Connecting with Country (CwC) group to support the ongoing implementation of the program.

Murawin, on behalf of PDNSW will commence the process of establishing the CwC in 2025.

Communications

The Precinct vision is as follows: *“The Jetty Foreshore will become a world-class oceanfront precinct by:*

- *Respecting Gumbaynggirr, environmental and maritime roots and into the future.*
- *Promoting community character, coastal activity and local economic sustainability*
- *Connecting people to the water, the water to the city, and the city to the highlands”*

The design vision promotes the following benefits to the community:

- The Jetty Foreshore will be recognised for creating a new regional identity for Coffs Harbour built from the natural character of its site while embedding the natural and social history of this place.
- The design and architecture of this place will reflect the local regional character of Coffs Harbour while also delivering a new identity and destination for locals and visitors to enjoy.
- The Jetty Foreshore will remain family-friendly with a combination of passive and active parklands capitalising on the site’s coastal location, natural simplicity and community connection.

Key target audiences

- Coffs Harbour (whole LGA) residents and business community
- Aboriginal Elders, community, emerging leaders, residents and those with a connecting to country who may no longer live in the area
- Interested Coffs Harbour tourists and visitors
- NSW Government stakeholders

- General public
- Future, long-term beneficiaries – demographic: Youth and Young Adults (14-24 years)

Key messages

Coffs' Family Playground

A precinct of parks and places, that connects community with Country.

The NSW Government seeks to use and celebrate the uniqueness and significance of the Coffs Harbour foreshore to deliver outcomes consistent with the refined masterplan which was published in December 2022 following extensive engagement with the Coffs community in recent years.

The Jetty Foreshore will become a world-class oceanfront precinct by:

- Respecting Gumbaynggirr, environmental and maritime roots now and into the future.
- Promoting community character, coastal activity and local economic sustainability.
- Connecting people to the water, the water to the city, and the city to the highlands.

Always community minded, engagement began in 2018. In 2020, a Project Steering Advisory Committee was established, bringing together a diverse range of Coffs Harbour representatives who shared their aspirations for the vision.

Our work in Coffs Harbour is strengthened by this extensive engagement, including with Aboriginal community. The masterplan has been shaped by these broad perspectives, while respecting and celebrating the unique Gumbaynggirr culture and its profound connection to Country.

Our shared community vision

Coffs' Family Playground: a precinct of parks and places, that connects community with Country.

The NSW Government seeks to use and celebrate the uniqueness and significance of the Coffs Harbour foreshore to deliver government priorities consistent with the refined masterplan published in December 2022, following extensive engagement with the Coffs community in recent years.

Revitalisation of the Coffs Harbour Jetty Foreshore Precinct provides the opportunity to fulfill multiple government priorities that will benefit the Coffs community including, the need for more housing in Coffs Harbour, supporting a thriving regional economy, expanding tourism and hospitality offerings, and increasing public open space that is liveable and walkable.

It remains the NSW Government's intention to deliver these outcomes in partnership with Council, the Coffs community and other government agencies.

Connection to Country

Our work in Coffs Harbour is strengthened by extensive engagement across the Aboriginal community, shaping the Masterplan with their perspectives to create a sustainable and vibrant precinct that respects and celebrates the unique Gumbaynggirr culture and its profound connection to Country.

What is at the site now?

A portion of the Precinct is currently inaccessible for public enjoyment. Residual railway land is fenced off and separated from public access. While gravelled areas provide overflow parking, these do not reflect the potential of this foreshore. While there are some nice, well-maintained parts in this area, much can be done to enhance the Jetty foreshore.

When will the Precinct be delivered?

The community is and always has been at the heart of creating a thriving regional economy and destination for Coffs Harbour. The Coffs Jetty Revitalisation will be staged and funded, over time, to deliver the 20-year shared community vision.

Key Precinct elements

Revitalising open spaces, better connectivity and attractions along the foreshore

- The vision is to co-create a precinct of parks and places, a new family playground with enhanced green spaces, upgraded public facilities and new areas for people of all ages.
- Quality public places to connect and play, such as a village green amphitheatre, adventure and water-based playgrounds, connected by accessible walkways and cycleways.
- The precinct will be brought to life with entertainment and events, and safely enjoyed day and night.
- Increased public car parking, including formalising ad-hoc gravel parking and accessible parking throughout.
- The creation of shared zones to slow traffic down, enabling safe and efficient movement.
- Building heights limited to 2 to 6-storeys, consistent with the heights currently permitted and existing at the Coffs Jetty.

Honouring Aboriginal heritage and sacred sites

- Recognising and preserving Gumbaynggirr cultural connections.
- Creating inviting spaces for both Aboriginal and non-Aboriginal people to celebrate Gumbaynggirr culture.
- Regenerating endangered species, specifically bush tucker.

A sustainable economy, vibrant destination with tourism and housing opportunities

- Creating a destination for locals and tourists, with opportunities for shops, hospitality and entertainment 7 days a week to breathe new life into the precinct.
- The precinct will come alive with regional and local events.
- Revised zoning for mixed use will create opportunities for cafes, pubs, shops, tourist accommodation and housing solutions, including affordable housing, to fund new open spaces and enhancements to enable recreation and businesses to thrive.

Healing and enhancing the natural environment

- Protecting and enhancing ecologically sensitive areas, most notably the existing Littoral Forest and dune vegetation.
- Enhancing wildlife corridors by planting endemic species that attract native birds and animals.
- Water Sensitive Urban Design (WSUD) with three new basins that will clean stormwater before it discharges into the harbour.
- Potential for a boardwalk weaving through the dunes, billabong and mini rainforest, with incredible beach views to enjoy.

Action Plan

The below program maps engagement and communication action plans aligned with the Planning Proposal process.

Pre-lodgement – engagement and communication action plan

Stage	Pre-lodgment				
Project milestones	<i>Reference Design</i>	<i>Technical studies</i>	<i>Design Guide Finalised</i>	<i>Planning Justification Report</i>	<i>Lodge rezoning with DPHI</i>
Goals	Communications and Engagement Strategy established that helps public to understand proposal, accept its merits have been shaped by community input and make positive submissions				
Objectives	Proactive Media and Communications Strategy relating to rezoning proposal <ul style="list-style-type: none">• Executive and Ministerial endorsement of Communications Strategy• Finalise key messaging required to support Proposal during exhibition• Agree form, content and responsibility for exhibition collateral and assets• Identify and agree priority stakeholders to be engaged prior to exhibition• Identify potential supporter advocates				
Collateral	<ul style="list-style-type: none">• Project Narrative and key messaging• FAQs• Draft Updated PDNSW CHJF website copy for exhibition• Preparation of draft media releases• Preferred project renders/illustrations selected from design and technical docs				

Stage	Pre-lodgment
Key stakeholder engagement activities	<ul style="list-style-type: none"> • PCG • First Nations Briefing to LALC and Elders (11/12 March) • Stakeholder Meetings TBC

Post-lodgement – engagement and communication action plan

Stage	Post-lodgment		
Project milestones	<i>Test of Adequacy complete</i>	<i>Preliminary Assessment complete</i>	<i>EIE complete</i>
Goals	Effective preparation for delivery of positive messaging and collateral across a range of channels during exhibition		
Objectives	<p>Prepare for media interest based on previous statements around timing of rezoning.</p> <ul style="list-style-type: none"> • Finalise approach for media launch including logistics, spokespersons and messaging • Prepare to hold 3 x public drop-in information sessions • Prepare for roll-out of communications across owned, earned and paid media • Prepare supportive stakeholders to publicly endorse project merits through media and community forums 		

Stage	Post-lodgment
Collateral	<ul style="list-style-type: none"> • Final approved media release/s • Final website copy • Final press advert and social media advert copy • Final comms implementation plan for all activities • Final run-sheets for all events • Final precinct poster/in-situ information • Final information display materials (i.e. story boards) • Approved media packs including imagery, and animation • Finalise strategy for use of model • EDM channel
Key stakeholder engagement activities	<ul style="list-style-type: none"> • PCG • Targeted engagement of key stakeholders identified as potential advocates in media and community • First Nations Drop-In Sessions (ongoing) • Stakeholder Meetings • Logistics agreed for event management during exhibition

Public Exhibition – engagement and communication action plan

Stage	Public Exhibition – Statutory publication requirements		
Project milestones	<i>Materials finalised for exhibition period</i>	<i>Public notification 4-week exhibition</i>	<i>Public Exhibition Closes</i>
Goals	Public are informed of the proposal on exhibition, accept it has been shaped by community inputs, and have high awareness of its merits Objections minimised and supportive submissions encouraged		

Stage	Public Exhibition – Statutory publication requirements
Objectives	Full use of media engagement, targeted advertising and NSW Government information channels <ul style="list-style-type: none"> • PDNSW proactively present merits of proposal as a community-led Masterplan • Community receives information about proposal through multiple channels accessible to them • Messages on project merits and community input are compelling • Collateral explaining project is accessible and engaging • Misinformation is addressed and responded to with factual information
Collateral	<ul style="list-style-type: none"> • Additional reactive messaging as required to respond to any particular areas of interest/criticism emerging • Media spokespeople and advocates to amplify messages on merit and community input
Key stakeholder engagement activities	<ul style="list-style-type: none"> • Week 1: Media launch accompanying notification by DPHI, paid media advertising • Weeks 1-4: Social media advertising, radio advertising, eDM (weeks 1 and 3) • Weeks 1-4: Public information drop-in sessions & stakeholder sessions as required • Weeks 1 and 3: Webinar • Week 5: Wrap up communications for close of exhibition, website updated

Post Public Exhibition – engagement and communication action plan

Stage	Post Public Exhibition			
Project milestones	<i>Submissions review</i>	<i>DPHI issues letter to PDNSW</i>	<i>Response to submissions (RTS)</i>	<i>DPHI recommendation to Minister</i>
Goals	<ul style="list-style-type: none"> • Public acceptance that the proposal has merits informed by community input • Issues raised during exhibition are effectively addressed 			
Objectives	Proactive Communications around publication of Response to Submissions <ul style="list-style-type: none"> • Messaging updated to effectively respond to issues raised at exhibition • Reactive response to correct misinformation, particularly during election period 			

Stage	Post Public Exhibition
Collateral	<ul style="list-style-type: none"> • Draft Media Release prepared for RTS publication • Project website updated for RTS publication • Media release and public announcement around approval outcome
Key stakeholder engagement activities	<ul style="list-style-type: none"> • PCG • Stakeholder meetings as required

