

**Appendix G**  
Consultation Strategy

**ATTACHMENT 3 - ITEM 4**

## **Consultation Strategy**

The *Housing Strategy Planning Proposal*, representing an amended *Housing Strategy* was exhibited from 15 March 2010 to 23 April 2010. The exhibition included the following methods of communication:

### **Bushland Shire News**

An article was placed in the Bushland Shire News, Council's quarterly newsletter. The Bushland Shire News was distributed to all households in the Shire prior to the exhibition period.

### **Press Releases and Journalist Briefing Sessions**

Council's Community Relations Branch issued press releases prior to and during the exhibition period. A briefing session was held to inform local journalists about the amended *Strategy* prior to the exhibition period.

### **Letters to newly affected property owners**

A letter and brochure was sent to newly affected property owners, advising of the exhibition of the amended *Strategy* and inviting submissions. The letter will advise where the amended *Strategy* could be viewed and how submissions could be made and included a map of the relevant precinct. The brochure included frequently asked questions (FAQs).

### **Letters to property owners in the vicinity of new precincts**

A letter and brochure was sent to property owners within a 500m radius of new precincts proposed to be rezoned.

### **Letters to submitters and property owners in existing precincts**

A letter will and brochure was sent to previous submitters and property owners in existing precincts, advising of the exhibition of the amended *Strategy* and inviting submissions.

### **Advertisements in local newspapers**

An advertisement was placed in the newspapers listed below on 2 occasions during the exhibition period.

Hills News  
Hornsby Advocate  
Northern District Times  
Bush Telegraph  
Monthly Chronicle

The advertisement identified the main changes to the amended *Strategy* and where the amended *Strategy* could be viewed.

**Advertisement on the Council website**

The amended *Strategy* was exhibited on the Council website ([www.hornsby.nsw.gov.au](http://www.hornsby.nsw.gov.au)) under What's New – exhibitions. Council's libraries have access to the website.

The Housing Strategy webpage ([www.hornsby.nsw.gov.au/housing](http://www.hornsby.nsw.gov.au/housing)) was also be updated to include the latest information and a link to the amended *Strategy*.

**Letters to Community groups**

Notification letters were sent to community groups advising of the exhibition of the amended *Strategy* and inviting submissions.

**Letters to Industry groups**

Notification letters were sent to the following industry groups advising of the exhibition of the amended *Strategy* and inviting submissions.

Housing Industry Association  
Royal Australian Institute of Architects  
Urban Development Institute of Australia  
Real Estate Institute of Australia

**Letters to local Members of Parliament**

A briefing was held for Members of Parliament to inform them about the Planning Proposal. Notification letters were also sent to local Members of Parliament, advising of the exhibition and inviting submissions.

**Referrals to Statutory Authorities**

Notification letters and an electronic copy of the amended *Strategy* were sent to statutory authorities advising of the exhibition of the amended *Strategy* and inviting submissions.

**Referrals to other Divisions/Branches**

An electronic copy of the amended *Strategy* was forwarded to all Divisions of Council for comment.

**Displays at the Council Administration Building and local libraries**

The amended *Strategy* was displayed at the Council Administration Centre, 296 Pacific Highway, Hornsby and the following libraries:

Hornsby Library  
Berowra Library  
Galston Library  
Pennant Hills Library  
Epping Library

**Bang the Table**

A consultation space was set up at [www.bangthetable.com/revisedhornsbyhousing](http://www.bangthetable.com/revisedhornsbyhousing), allowing residents to view the amended *Strategy* and make comment. Advertising for the amended *Housing Strategy* will include directions concerning the Bang the Table forum and website details.

**Community Drop-in Sessions**

Four community drop-in sessions were held during the exhibition period at two locations (Roselea Community Centre and Asquith Community Centre). A day and night session was held at each location. At the drop-in sessions, information was displayed identifying the major changes to the *Strategy* and Council officers were available to answer questions concerning the amended *Housing Strategy*. This form of consultation maximised community access to exhibition material by allowing it to be viewed over a number of hours, and provided the opportunity for people to raise issues of individual interest rather than attending a structured presentation.

**Mayors Column**

The Mayors Column in the local newspapers incorporated information identifying the major changes to the *Strategy*, where the amended *Strategy* could be viewed, and inviting submissions.

**Appendix H**  
**Executive Manager's Report No. PLN44/10**  
**Council report on Submissions (7 July 2010)**

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*(Executive Manager's Report No. PLN44/10  
to be inserted subject to consideration  
and endorsement – 7/7/10 meeting)*

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