

Journey with the Community – Presenting Challenging Technical Information

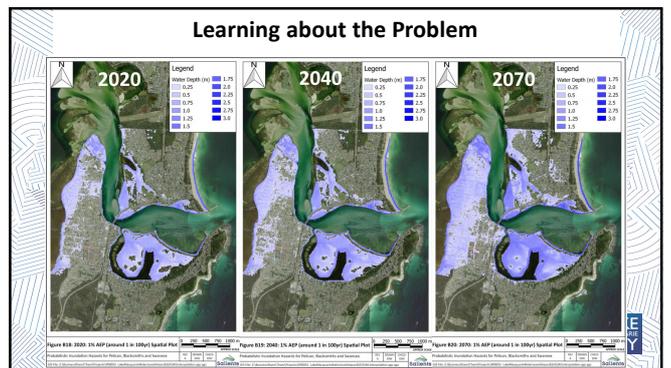
NSW Coastal Conference
Crowne Plaza Terrigal Pacific, Terrigal
30th October 2019
Peter Brennan

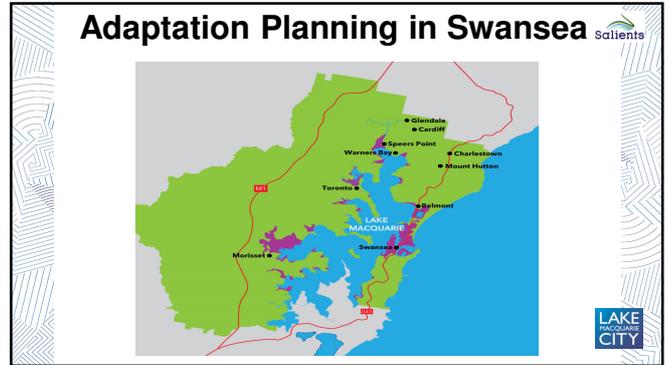
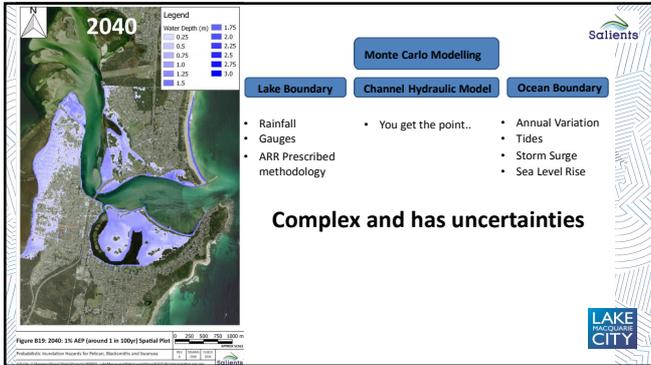


Consultation – a cold (and dramatic) approach



Salientis logo in the top right and Lake Macquarie City logo in the bottom right.





Engaging the Community

- Early and sustained engagement is key
- Understand the demographic
- Use a suitably wide range of methods
- Do not ask for input which you won't use
- Allow for genuine decision making – everybody is on this journey

Hazard Communication

Douglas Partners
City of Swansea

Lake Macquarie Catchment Flood Hazard Assessment Report Stage 1
Lake Macquarie Catchment Flood Hazard Assessment Report Stage 2
Lake Macquarie Catchment Flood Hazard Assessment Report Stage 3

Key Learnings

The "good"

- Ask stakeholders how they want to engage in the conversation
- Key residents become "hubs" advocating for action, explaining the problem, relaying information, calming people
- The early and sustained engagement strategy enabled co-developed solutions and mobilised a core group of residents

The "bad"

- Action/inaction by others can affect trust and effective communication
- Some legitimate concerns from residents about double standards
- We weren't always speaking the same language
- Despite extensive and sustained engagement the majority of engagement was online views or attendance of less frequent workshops. Only a limited number were interested in contributing to the decision making process

The "ugly"

- Sensationalist media coverage
- Vested interests that want to deny there is any problem at all

