

## **Attachment Three Communications Strategy**

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Extract from Council Report, 13 July 2009

The key elements of the communications strategy are:

### Statutory Notification:

- *Formal public exhibition period for a period of 2 months, rather than the required 1 month.*
- *Public Notices in local papers (Port Phillip Leader and Emerald Hill Times) to advise the community of Amendment C62 and invite submissions.*
- *A Public Notice in 'The Age' to notify non-resident owners of the amendment.*
- *Notice / article in 'Diversity', delivered to each household in the municipality.*
- *Direct mail to key stakeholder groups including residents associations, industry groups, business data bases, adjacent Councils and the Port of Melbourne Corporation, and meetings with these groups as requested.*
- *Direct mail to prescribed Ministers under the Act.*
- *Public Notice in the Government Gazette, as required by the Act.*

### Non-Statutory Communication:

- *Distribution of a detailed flyer informing the community of key issues addressed in the MSS and Local Policies, and how they may make a submission (via Diversity and at key locations).*
- *Information sheets for each neighbourhood, outlining key issues addressed in the MSS and Local Policies.*
- *A "travelling road show" at a location within each neighbourhood (for example, Bay Street, Port Melbourne on a Saturday morning) during the consultation period.*
- *Detailed web site through which further information can be obtained and submissions can be made.*
- *Telephone and email enquiry lines.*
- *A media strategy to generate interest in the amendment.*