

Croydon Masterplan

Stakeholder Engagement Plan

The following Stakeholder Engagement Plan has been tailored specifically for the Croydon Masterplan project. The engagement strategies and timing of the stakeholder activities within this draft Stakeholder Engagement Plan are to be confirmed by Council prior to the commencement of the engagement.

1. Introduction

In December 2023, the NSW Government announced its proposal to re-zone Croydon, as part of its transit oriented development accelerated housing delivery program – a response to addressing the current state housing crisis. The proposed rezoning would allow 3-6 storey developments within a 400-meter walking catchment of train stations. The NSW Government's announcement was done without any consultation with Council or the community, and in response, Burwood Council submitted an objection requesting that the matter be deferred. In April 2024, the government delayed the rezoning for 9 months until January 2025, to allow for Council to undertake its own planning process with meaningful community consultation to inform future urban renewal in Croydon.

2. Engagement Aims

Our community engagement aims to strike a balance between addressing future growth and housing needs whilst preserving and respecting Croydon's heritage. Stakeholders will have the opportunity to actively participate in contributing towards decisions about future rezoning, ensuring their voices and views are considered. The focus of our community engagement is on protecting Croydon's character and historical features while responsibly meeting housing demands. Our approach will align with state objectives but advocate for solutions that reflect the local community's values. Through clear communication and ongoing consultation, the engagement process ensures the final masterplan addresses both growth and preservation.

3. Who We Engage With

Stakeholder	Masterplan Interest	Engagement Approach	Level of Involvement
Burwood Council (staff & management)	<ul style="list-style-type: none">- Ownership of the Masterplan- Approval and adoption	<ul style="list-style-type: none">- Participation throughout Masterplan process	Participant
Burwood Councillors	<ul style="list-style-type: none">- Approval and adoption of the Masterplan- Advocacy for change Connection to, and voice of, local constituents	<ul style="list-style-type: none">- Councillor briefings	Engaged
State Government Representatives	<ul style="list-style-type: none">- Connection to constituents and policy alignment	<ul style="list-style-type: none">- Meetings or briefings	Information briefing
Federal Member for Reid	<ul style="list-style-type: none">- Connection to, and voice of, constituents	<ul style="list-style-type: none">- Meetings or briefings	Information briefing

Greater Cities Commission	- Alignment with NSW strategic planning priorities	- Meetings	Engaged
Local Residents and Property Owners	- Impact on land use and community development	- Drop-in sessions - Online engagement - Pop-up stalls	Engaged
Local Businesses	- Economic impact and opportunities within the precinct	- Drop-in sessions - Pop-up stalls	Engaged
Local Schools and Education Providers	- Planning and resources related to school facilities	- Drop-in sessions - Consultations	Engaged
Utilities Providers (e.g., Sydney Water, Ausgrid)	- Utility supply and servicing	- Meetings	Engaged
Transport for NSW and Public Transport Operators	- Public transport integration and network operation	- Meetings - Consultations	Participant
Local Aboriginal Community Representatives	- Cultural and heritage impacts	- Meetings - Consultations	Participant
Community Groups (heritage, sports, etc.)	- Ensuring community interest is reflected in masterplan	- Drop-in sessions - Pop-up stalls - Online engagement	Engaged

4. What We Engage On

Stakeholder engagement will centre on key principles and design moves guiding the draft masterplan:

- **Two Distinct Neighbourhoods:** Creating two areas—one with higher density near Burwood Town Centre, and a more suburban, fine-grain character near Croydon Station.
- **Higher Densities near Burwood Town Centre:** Taller buildings and increased density will be focused closer to Burwood Town Centre to accommodate growth and leverage from benefits Burwood as a dynamic and vibrant strategic centre.
- **Lower Heights near Croydon Station:** Building heights will taper down nearer to Croydon station to preserve its heritage and suburban feel.
- **Sympathetic Interface with Heritage:** Future developments will be positioned to respect and minimise impacts to the study area's heritage attributes.

5. How We Engage

Brief:

In line with Burwood Council's Community Engagement Strategy 2023-2026, the most effective ways to engage with the local community are **1. Online** and **2. In-person**. Through the *Have Your Say* platform, barriers to engagement have been identified, such as the need for more visuals and

simplified language to make materials more accessible for all community members. Burwood LGA's diverse population means efforts will be made to use simple, easy-to-understand language and visual aids throughout the engagement process.

Task 1: Face-to-Face Engagement

1.1 Drop-In Sessions

Method: Host **5-6 drop-in sessions** at council and community centres in the Croydon area. Materials will use clear and simplified language with visual aids to ensure they are easy to understand. Hard copies of promotional materials will also be available.

Desired Outcomes: Increase accessibility for all, particularly for those who prefer face-to-face interactions, and gather feedback in a more personal and direct setting.

Who: Local residents, business owners, and community groups, including non-English speakers.

When: Sessions to be held between 24 October and 21 November 2024, during the formal consultation period.

1.2 Pop-Up Customer Service Stalls

Method: Set up **pop-up stalls** at high-traffic locations (e.g., shopping centres). These stalls will provide simplified language materials, making it easier for community members to engage and ask questions in a more informal setting.

Desired Outcomes: Provide convenient, informal opportunities for community members to engage, particularly targeting those who may not attend formal sessions.

Who: General public, especially those with limited time for formal sessions.

When: Select dates from 24 October to 21 November 2024.

Potential Dates:

2 Oct, 17 Oct, 30 Oct

7 Nov, 20 Nov

<https://www.burwood.nsw.gov.au/For-Residents/Pop-up-Customer-Service-Centre>

Task 2: Digital Engagement

2.1 Have Your Say Online Survey

Method: An **online survey** through *Participate Burwood* will be created, using simple, clear language and visuals to ensure it is accessible to a wide range of participants.

Desired Outcomes: Provide easy, accessible opportunities for community members to share their views, regardless of language or literacy proficiency, in their own time.

Who: All community members, including those from non-English-speaking backgrounds.

When: Available from 24 October to 27 November during the formal consultation period.

2.2 Promotional Video

Method: A short **promotional video** summarising the masterplan, using simplified language and visual content, will be shared on the council website and social media platforms. This video will not require translations but will use a voiceover to make key messages clear and content easily digestible for all.

Desired Outcomes: Provide a visually engaging and simplified explanation of the project, ensuring all community members can easily grasp the masterplan's key points and messages.

Who: General public, with a focus on visual learners.

When: Released on 24 October, alongside the start of the consultation.

Task 3: Targeted Stakeholder Consultation

3.1 Community Letter

Method: A community letter will be mailed to all households in early-mid October 2024, explaining the masterplan process and upcoming engagement opportunities. The letter will use clear language to ensure accessibility for all residents.

Desired Outcomes: Ensure all residents, regardless of language ability or internet access, are informed about the masterplan and know how to participate.

Who: All households and businesses within the LGA.

When: Delivered in October.

3.2 Poster Board Campaign

Method: **Posters** will be placed in public spaces using simplified language and visuals to promote awareness of the masterplan and direct people to engagement opportunities. Visuals and artist images developed specifically for the project will be included in the poster boards.

Desired Outcomes: Reach a broad audience through visual and easy-to-understand communication.

Who: General public.

When: Posters will be displayed from 24 October – 21 November 2024.

3.3 Presentation to Councillors

Method: A **presentation to councillors** will be delivered, summarising the draft masterplan with a slide deck and notes for feedback. Councillor input will be incorporated before the masterplan is released for community consultation.

Desired Outcomes: Gather support from councillors, refine the masterplan before its release to the public, and Council approval to commence public consultation.

Who: Burwood councillors and council staff.

When: TBC

3.4 Targeted Group Consultations

Method: Organise specific consultations with targeted groups such as local schools, community organizations, and health services to gather their unique insights and concerns.

Desired Outcomes: Ensure that the perspectives of these key stakeholders are integrated into the masterplan, reflecting their specific needs and priorities.

Who: Representatives from local schools, health services, community organisations, and other relevant groups.

When: Scheduled throughout the consultation period from 24 October – 21 November 2024.

Task 4: Final Engagement and Communication

4.1 Community Update Newsletter

Method: Following public consultation, a **newsletter** will be published both online and in print, summarising the feedback received and explaining how it was used in the final masterplan. It will use simplified language to ensure clarity for all.

Desired Outcomes: Ensure transparency and close the feedback loop by informing the community of the final outcomes.

Who: General public, with a focus on those who participated in the consultation.

When: Released in early-mid December 2024, following reporting to Council.

4.2 Final Masterplan Release

Method: The **final masterplan** will be available online and in council offices. A press release and social media campaign will accompany the release to inform the community of the outcome and next steps.

Desired Outcomes: Officially close the engagement process and present the final vision for Burwood's development.

Who: General public, businesses, government agencies, and community groups.

When: Release in mid-December 2024/early-mid January 2025.

6. Timeframe

Date	Task	Details
Early October	Community Letter	Community letter sent to all households in the Burwood LGA, explaining the masterplan and outlining engagement opportunities.
TBC	Presentation to Councillors	Present draft masterplan to councillors for final feedback.
24 October	Commencement of Community Consultation	Public consultation period begins, including in-person and online engagement opportunities.
24 October	Promotional Video Released	Video summarizing the masterplan, shared on council's website and social media.
24 October – 21 November	Poster Board Campaign	Posters displayed in key areas using simplified language to promote awareness and participation in the consultation.
24 October – 21 November	Drop-In Sessions	5-6 in-person sessions at council and community centres.
24 October – 21 November	Pop-Up Customer Service Stalls	Pop-up stalls in high-traffic locations offering informal opportunities to engage.
24 October – 21 November	Have Your Say Online Survey	Online survey available using simple language and visuals.
26 November	Council endorses Masterplan	Council report and the final masterplan will be published online and made available at council offices following Council meeting.
Late November/early December	Community Update Newsletter	Newsletter summarising the feedback and final masterplan, available in both print and digital formats.