

STAGE 1 - INTERNAL AND IMMEDIATE STAKEHOLDERS

Multiple Departments

Purpose:

- Values and corporate resources
- Information inputs re demand, existing use the site infrastructure management social and financial objectives
- Political and other boundaries and expectations
- Peak body information and position
- Club and staff perceptions and information about known demand etc.



Data base of key informants / stakeholders and users – June 2020

Target groups	Purpose	Council's role
Relevant Internal stakeholders, community groups and organisations	Ensure all relevant stakeholders are captured	Provide telephone and email contacts for all relevant project partners and key stakeholders.



Telephone interviews of stakeholders – July 2020

Target groups	Purpose	Council's role
Stakeholders representing: <ul style="list-style-type: none"> • MMPGC and MPSC Staff • Mount Martha Golf Club • Golf Victoria, Golf Australia • Parks Vic, Catchment Management Authority, Melbourne Water • DWELP, VEAC, VPA 	To provide specific information: <ul style="list-style-type: none"> • Market, issues, perceptions, participation trends, • Context information and plans • The sites significance as open space, Green wedge interface / planning issues etc., 	Inform identified stakeholders of the strategic review

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Councillors briefing – August 2020

Target groups	Purpose	Council's role
Councillors	<ul style="list-style-type: none"> • Introduce and update Councillors regarding the strategic review • Understand interest and ideas expectations upfront etc., 	Organise suitable time and medium for workshop



Direct email to MMGC members to fill in a survey – August 2020

Target groups	Purpose	Council's role
Mount Martha Golf Club members	Ensure all users have the opportunity to be involved – and are kept informed. <ul style="list-style-type: none"> • Understand who are users • Seek perceptions of the site and MMPGC and future opportunities 	<ul style="list-style-type: none"> • Press release / Letter of introduction • Invite members to fill in online survey or make a submission



Direct contact with abutting residents – August 2020

Target groups	Purpose	Council's role
Residents adjoining the golf course	Ensure immediate residents are aware of the project and are invited to be involved. <ul style="list-style-type: none"> • Understand their issues, perceptions and any local use and MMPGC and future opportunities 	<ul style="list-style-type: none"> • Press release / Letter of introduction • Invite submission from the residents

STAGE 2 - EXTERNAL STAKEHOLDERS/ RESIDENTS

- External stakeholders, Residents
- Local groups and clubs
- MMPGC users

Purpose:

- Gain input from external stakeholders, following a draft
- Connect with local groups to broaden input
- Invite submissions and wider community comment
- Aid general users and community understanding, who may be affected by future use or development



Press / web release – September 2020

Target groups	Purpose	Council's role
Residents and interested local groups.	To ensure a wide range of people are aware and are invited. Seek wide range of views about the site and demand.	Publish Press release Links to @leisure project web page and Facebook



Web page – September 2020 to March 2021

Target groups	Purpose	Council's role
Interested residents and local groups.	<ul style="list-style-type: none"> Seek information about if they use the site and what they do Perceptions of features, issues and opportunities. 	Promote the opportunity to complete online feedback and comments.



Facebook page – September 2020 to March 2021

Target groups	Purpose	Council's role
Interested residents and local groups, particularly younger demographic, and baby boomers and specific groups with Facebook pages.	To provide the opportunity for short, anytime, top of head comments and increase the visibility of the project by posting on others' pages	Promote community input and host link on Council's web page



Send submissions or email comments – September 2020 to October 2020

Target groups	Purpose	Council's role
All community and stakeholders.	To provide the opportunity for short comments or detailed submissions.	Encourage comments or submission on council web site.



Workshop/internal staff – November 2020



Target groups	Purpose	Council's role
Staff from areas e.g. community development, environment, parks, recreation, traffic, asset management, planning, leisure services, finance etc.	To discuss values, existing policy, likely issues, opportunities and site constraints, availability of information, progress made, engagement findings to date, options and directions before a draft is prepared.	Provide suitable date, organise staff to attend (via electronic medium).



Workshop with EMT and Council - November 2020

Target groups	Purpose	Council's role
Elected council members and EMT.	Update Councillors regarding the strategic review	Provide suitable date, organise staff to attend, provide venue.



Press / web release – December 2020 – February 2021

Target groups	Purpose	Council's role
Residents and interested local groups.	To update residents and interested local groups regarding the strategic review	Publish Press release Links to @leisure project web page and Facebook



Workshop with EMT and Council – Draft - April 2021

Target groups	Purpose	Council's role
Elected council members and EMT.	Present draft; discuss opportunities, options and direction. Gain approval for public exhibition.	Provide suitable date, organise staff to attend, provide venue.



Exhibition of draft strategy – May 2021

Target groups	Purpose	Council's role
Users and local community.	<ul style="list-style-type: none"> Seek feedback from all likely to be affected Refer interested people on-line for comment / further information. 	Publicly exhibit draft strategy and provide feedback and comments to @leisure.



Workshop community / external stakeholders – June 2021

Target groups	Purpose	Council's role
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Interested community members, groups,
peak bodies and stakeholders.

To discuss findings to date, opportunities,
options and seek feedback

Provide suitable venue and
refreshments. Organise workshop