

West Culburra Concept Proposal

Communication and Community Engagement Strategy

Working document: Last updated 12 February 2025

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Introduction

Sealark Pty Limited (Sealark) is a company owned by The Halloran Trust. Sealark owns approximately 2,760 hectares of land between Culburra Beach and Sussex Inlet in the Shoalhaven local government area on the NSW South Coast.

Sealark has two primary areas of focus being land conservation and land development.

Sealark has already protected 2,183Ha of its land (78%) via four Biodiversity Stewardship Agreements with the NSW Minister for the Environment. Sealark is also exploring opportunities to create additional biodiversity conservation areas. Other areas for conservation will be delivered in conjunction with its development projects which would see almost 93% of Sealark's land conserved for biodiversity and environmental protection purposes.

The balance of the land, approximately 200Ha or just over 7% is proposed for a variety of housing typologies and supporting infrastructure for the needs of the growing community.

Sealark has received approval for the West Culburra Concept Proposal. This provides for the development of land to the west of the current Culburra Beach township for additional residential, commercial and industrial facilities.

Timeline of planning process to date

2025 – Community Engagement Strategy approved by Shoalhaven City Council

2024 – Early works development applications submitted to Shoalhaven City Council

2021 – Appeal upheld by the Land and Environment Court, consent issued

2019 – Appeal lodged with the Land and Environment Court

2018 – Application rejected by the Independent Planning Commission

2018 – Application referred to the Independent Planning Commission for determination

2015 – Rezoning planning proposal submitted to Shoalhaven Council

2015 – Proposal transitioned to a State Significant Development

2013 – Public exhibition of the Environmental Assessment for the proposal

2010 – Proposal submitted to the Department of Planning

Consent conditions - Community engagement

The determination for the proposal outlines the community engagement requirements for the life of the project and these are outlined below.

Evidence of consultation

A15 Where conditions of this consent require consultation with an identified party, the Applicant must:

- consult with the relevant party prior to submitting the subject document to the Planning Secretary for approval; and
- provide details of the consultation undertaken including:
 - the outcome of that consultation, matters resolved and unresolved; and
 - details of any disagreement remaining between the party consulted and the Applicant and how the Applicant has addressed the matters not resolved.

Access to information

A21 The Applicant must make the following information and documents (as they are obtained or approved) publicly available on its website and keep the information up to date, to the satisfaction of the Planning Secretary:

- the documents referred to in condition A6 of this consent (a to e below);
 - a) the conditions of this consent
 - b) all written directions of the Planning Secretary
 - c) the EIS for the West Culburra Revised Concept Plan
 - d) the plan in Appendix 1 and
 - e) the Applicant's Management and Mitigation Measures in Appendix 2.
- all current statutory approvals for the Concept Proposal;
- all approved strategies, plans and programs required under the conditions of this consent;
- the proposed staging plans for the Concept Proposal;
- minutes of community meetings;
- regular reporting on the environmental performance of the Concept Proposal in accordance with the reporting requirements in any plans or programs approved under the conditions of this consent;
- a comprehensive summary of the monitoring results of the Concept Proposal, reported in accordance with the specifications in any conditions of this consent, or any approved plans and programs;
- a summary of the current stage and progress of the Concept Proposal;
- contact details to enquire about the Concept Proposal or to make a complaint;
- reports prepared as part of any Independent Audit of the Concept Proposal and the Applicant's response to the recommendations in any audit report; and
- any other matter required by the Planning Secretary.

Community engagement strategy

B48 Prior to the commencement of construction of the first stage of the Concept Proposal, a Community Engagement Strategy (CES) must be prepared and submitted to the Council for approval and updated as necessary for each subsequent stage.

B49 The CES is to provide mechanisms to facilitate communication during design, construction and operation between the Applicant, Council and the community including, but not limited to:

- local Aboriginal communities
- adjoining affected landowners
- schools and businesses
- the oyster aquaculture industry in the Crookhaven River Estuary
- commercial and recreational fishing groups and
- local birdwatching groups.

B50 The Applicant must:

- not commence construction of the relevant stage of the Concept Proposal until the CES has been approved by the Council and
- implement the CES for each stage of the Concept Proposal.

Purpose of strategy

The purpose of this strategy is to outline how Sealark will communicate and engage with Council, stakeholders and the community during design, construction and operation of the project.

The strategy has been developed to align with the International Association of Public Participation (IAP2) spectrum of public participation.

Table 1: IAP2 engagement spectrum

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

The engagement approach for this project falls primarily in the **inform** category of the spectrum as the concept proposal for the site has been approved. As the project progresses, there will be some opportunities to **consult** on certain aspects of the proposal as there are community facilities, open spaces and other design considerations where stakeholder and community input would be valuable.

The document includes the following key components:

- stakeholder identification and analysis
- engagement risks and mitigation measures
- key messages
- communication and engagement activities and associated communications channels
- communication protocols
- timing to meet broader project deliverables
- monitoring, reporting and evaluation.

The strategy is a working document and will be updated in response to community and stakeholder feedback and any changes to the project.

Objectives of the strategy

The objectives are to provide interested community members and stakeholders groups with:

- clear and concise information about the project
- a reliable, factual single source of project information including frequently asked questions
- up to date information about each stage of the project and the timeline for design, construction and operations
- opportunities to be consulted on the development of the project and associated management plans
- opportunities to provide feedback on key issues that may arise during the development or implementation of the project, where appropriate.

Project overview - West Culburra concept proposal

The West Culburra concept proposal (the project) includes new homes, a mixed-use town centre, business premises, industrial land and various parks and reserves to bring greater housing choice, affordable homes, new jobs and a vital economic injection to this beautiful town.

The development will integrate approximately 400 dwellings with a mixed-use town centre offering new shopping and dining choices, as well as industrial land, bushland and foreshore reserves, new sporting fields and areas of open space, and all associated infrastructure, from stormwater treatment to electrical and telecommunications, traffic management and bushfire management. The site is approximately 66 hectares in size and is located along Culburra Road. The key parts of the proposal are outlined below.

Town centre precinct

This precinct includes business, residential and recreation land across around 14 hectares including

- foreshore reserve
- three mixed use lots ranging in size from 1,319 m² to 6,559 m² which will provide for a mix of commercial and shop-top residential living
- 45 dwellings in an “integrated housing” development with lots ranging in size from 350 m² to 508 m²
- medium density residential lots which will provide for more than 90 medium density dwellings
- a sportsground (multi field capacity) with supporting amenities and club house
- parkland/open space area and
- roads and other supporting infrastructure.

Industrial precinct

This precinct includes industrial land across six hectares including

- industrial lots with a range of different sizes
- parkland/open space area and
- roads and other supporting infrastructure.

Residential precinct

This precinct includes residential and recreation land across 26 hectares including

- foreshore reserve
- 244 low density residential lots ranging in size from 511m² to 1,230m² with around 20% assumed to have capacity for dual occupancies taking the total dwellings to 293
- parks/open space areas
- roads and other supporting infrastructure.

Supporting infrastructure

Each precinct includes roads, access points and other built infrastructure including

- three roundabouts on Culburra Road providing the main entrance points to the residential and town centre areas
- a perimeter road for the residential areas
- internal roads to access proposed lots in all stages
- emergency egress fire trail
- relocation of the intersection of Regmoore Close, Strathstone Street and Culburra Road
- drainage and drainage ponds to irrigate dedicated public reserves and sportsground
- various stormwater quality treatment devices
- water and sewerage infrastructure and

- electricity and telecommunications infrastructure.

The Concept Plan for this State Significant Development was approved in December 2021 and Sealark is currently preparing various development applications to facilitate the development which will commence being lodged during 2024.

Project location

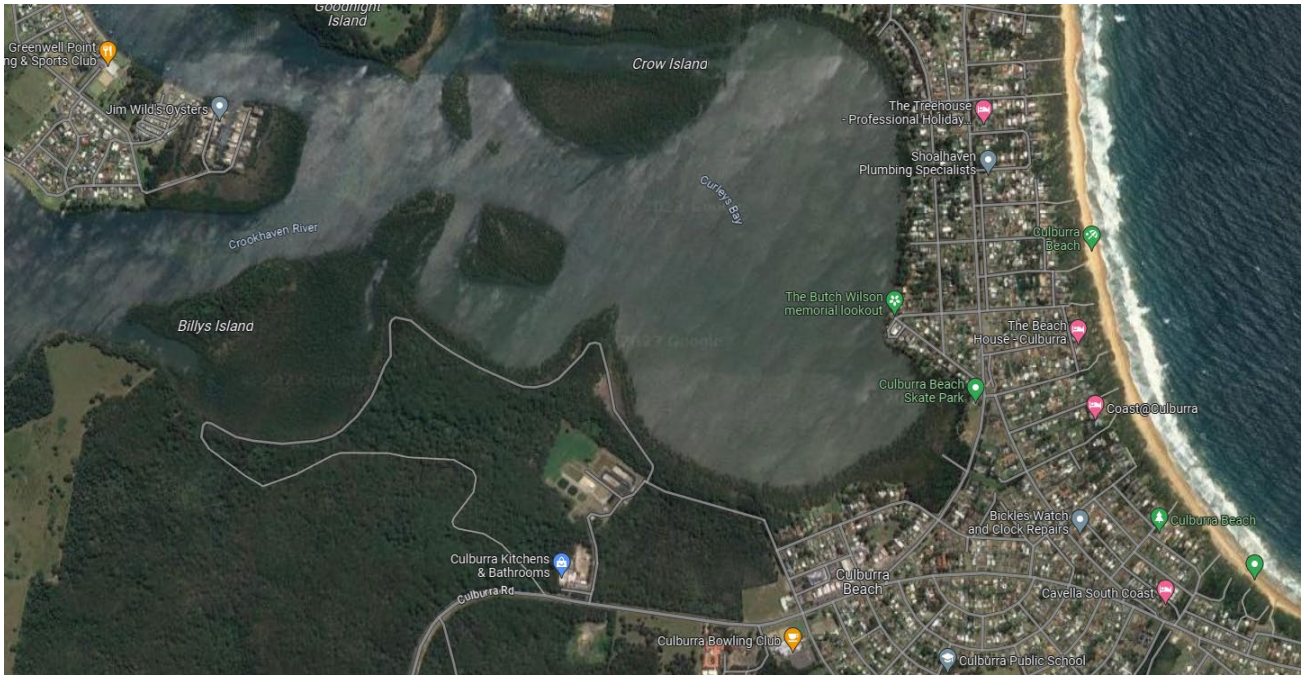


Figure 1: Aerial view of the project location

Project timeline

The project is being delivered in stages and the milestones are outlined below.

Table 2: Project timeline and milestones

Project stages and milestones	Key dates
Prepare draft Communication and Community Engagement Strategy	July 2023
Submit to Council for review	August 2023
Council feedback incorporated into final draft strategy	July 2024
Final Community Engagement Strategy endorsed by Council with final feedback	August 2024
Final Community Engagement Strategy issued incorporating final Council feedback	September 2024
Community Engagement Strategy approved by Council	February 2025
Early works - development applications submitted	Late 2024
Early works – engagement activities	Early 2025
Early works – detailed design for stage one submitted for approval	2025
Early works – approval process	2025
Main works – construction commences for stage one	TBC
Practical completion – stage one	TBC
Operations – stage one	TBC

In accordance with the approval conditions, the CES for the project is to be updated by Sealark and approved by Council for each stage of the concept proposal.

Project negotiables

There are parts of the project where feedback can influence the final design and there are other parts of the project that are already confirmed and are therefore not-negotiable. These are outlined below.

The following aspects of the project are negotiable and open to influence:

- location and type of certain items of community infrastructure eg playgrounds, sporting equipment etc
- street lighting
- street tree planting
- street or public art
- street furniture
- street names
- sustainability measures
- dwelling design guidelines for the residential precinct

The following aspects of the project are principally not negotiable:

- whether the development proceeds or not
- the number and size of lots
- hours of work for construction
- location of roads and footpaths
- size and location of open space areas
- car parking
- bus stop locations
- supporting infrastructure.

Stakeholder analysis

The simple definition of a stakeholder is anyone who:

- has an interest in
- is affected by the proposed development, activity or ongoing operations
- or anyone who can affect the operation of same.

Stakeholders can have varying interest or influence. Influence is the extent to which a stakeholder can affect the operations or outcomes (positively or negatively). In general, the greater the interest or influence in the decision, the greater the level of effort required to manage the engagement with the stakeholder/s.

The table below lists stakeholder groups, issues/risks, proposed mitigation strategies and actions for implementation. A detailed list of stakeholders is being managed by the project team and a snapshot of who lives at Culburra Beach is available at Appendix A.

Table 3: Stakeholder risks and opportunities

Group	Area of interest	Action
Local Aboriginal communities	Sharing knowledge about significance of the site or future opportunities for the proposed development Impacts of the proposed development are captured, understood and addressed as project develops	Establish the West Culburra Aboriginal Advisory Group to share information and progress in accordance with the conditions outlined in the West Culburra Aboriginal Cultural Heritage Management Plan (June 2024) for continued consultation..
Adjoining affected landowners	Impacts and opportunities for the proposed development are captured and addressed as project develops	Letterbox drop adjoining landowners with project information sheet and include <ul style="list-style-type: none"> - an invitation to meet to discuss specific issues/opportunities - survey to capture feedback to inform the development application Create a project hub to house all relevant information – either via the current Sealark website or establish a project based website with additional engagement tools Add key messages that explain the next steps for the project and any opportunities to provide feedback into the development application Ensure language is easy to understand Meet with IRT Culburra Beach Retirement Village and Aged Care Centre to develop a targeted engagement plan for facility residents and/or operators
Schools	Sharing information about future demand/needs	Email to schools with an update on the project and how to find more information Meet with school representatives to ensure any future development of community/open space facilities aligns with what they may be planning Identify opportunities for school students to be involved in the development Add a section ‘for schools’ on the project website

Group	Area of interest	Action
Businesses	Sharing information about future needs and opportunities to collaborate	<p>Email business chamber with regular project updates and offer to meet (quarterly)</p> <p>Deliver hard copy / email project updates regularly to nearby businesses</p> <p>Provide businesses with opportunities to be involved in the construction and operational phase of the development</p> <p>Send letter to business owner as well as delivery to physical address</p>
The Oyster aquaculture industry in the Crookhaven River Estuary	Impact on aquatic ecology in the Crookhaven River estuary	<p>Ensure aquaculture industry is aware of monitoring program (see c18 - 18 months prior to commencement of construction.</p> <p>Email groups and invite them to meet to discuss issues and opportunities and establish best channels for communication throughout the project</p> <p>Include a section on the Sealark website with information/frequently asked questions and monitoring results (bi-monthly) to direct interested people to</p> <p>Set up an email list of the relevant stakeholders – including industry, council and government departments, to provide regular updates on monitoring.</p> <p>Continue regular meetings and purchasing oysters for water quality monitoring as required</p>
Commercial and recreational fishing groups	Impact on Crookhaven River and Lake Wollumboola	<p>Ensure groups are aware of monitoring program (see C17 - 18 months prior to commencement of construction.</p> <p>Email groups and invite them to meet to discuss issues and opportunities and establish best channels for communication throughout the project</p> <p>Include a section on the Sealark website with information/frequently asked questions and monitoring results (bi-monthly) to direct interested people too</p> <p>Set up an email list of the relevant stakeholders – including commercial and recreational fishing groups, council and government departments, to provide regular updates on monitoring.</p>
Local birdwatching groups	Habitat, fauna management and migration	<p>Communicate fauna management strategies that have been developed and implemented as part of the development</p> <ul style="list-style-type: none"> - Email groups and invite them to meet to discuss issues and opportunities and establish best channels for communication throughout the project <p>Include section on the Sealark website with frequently asked questions about managing habitat for birdlife</p>
Elected representatives	Awareness about progress of the project	<p>Ensure elected representatives and their office staff have access to key information, dates, activities and have a contact for the project</p> <p>Direct email with a briefing note/project update to coincide with major development applications being lodged</p>
Local Government	Share knowledge about potential issues and opportunities for the proposed development	Regular meetings with project team

Group	Area of interest	Action
		Provide regular updates via email about project timeline and key milestones to distribute to interested staff eg media team, community engagement team, customer service team.
Government agencies	Technical issues are identified, addressed and mitigated where possible	Provide opportunities to review key documents in line with legislative requirements
Nearby residents and property owners within 120m boundary of any works area (See Appendix B)	Share knowledge about potential issues and opportunities for the proposed development Disruptions during works	Letterbox drop and email (if address is known) proposed development information sheet Include call to action to visit project hub in all communications materials Direct delivery to IRT Culburra Beach Retirement Village
Broad community Advocacy and industry groups Youth groups and young people Community Consultative Bodies	Progress reports on project Pedestrian/cycle connections between residential/commercial mixed use Community infrastructure such as parks and playgrounds	Develop key messages that have clear information about the project and where to find information Direct email to groups encouraging them to share information about the project in their regular newsletter/social media accounts Encourage stakeholders to share information via their own networks Disruption notification planning for roadworks or similar will be considered on a case by case basis
Media (print, television, radio, digital)	Community perception of the proposed development Positive local media stories	Ensure key spokespeople are briefed and available to respond to enquiries and attend media opportunities Proactive engagement with local media outlets Proactive pitch of media stories at key milestones throughout the project Direct media to informed spokespeople where possible

Key messages

Key messages have been developed to frame any future communication and media activities. They are the baseline information that all leaders and staff in the business should be aware of. These messages are the go-to for introductory paragraphs in correspondence, opening lines of conversations, the first few slides in presentations and any media articles.

Having a consistent narrative will help to shape the story about the proposed development.

- Sealark is a sustainable property development company owned by The Halloran Trust. Our purpose is to create communities that offer people housing choices in a way that benefits the local environment and promotes the Shoalhaven region's future prosperity.
- At West Culburra, we are planning approximately 400 dwellings with a mixed-use town centre offering new shopping and dining choices, as well as industrial land, bushland and foreshore reserves, new sporting fields and other areas of open space, and all associated infrastructure, from stormwater treatment to electrical and telecommunications, traffic management and bushfire management.
- Independent economic modelling shows that during construction of the new development, there is expected to be close to \$160 million in economic output with a large proportion of this being generated in the Shoalhaven region. Over 400 jobs will be created during the construction phase, with a focus on local trades and engagement of local suppliers.
- This independent economic modelling also shows the development of West Culburra will generate an additional annual economic output of \$148 million and over 500 jobs, supporting local businesses in Culburra Beach and supporting the long-term economic stability of the town.
- We are in the in the detailed design phase and will be lodging a development application for the first stage, which includes 244 residential lots of which 10% are affordable housing and the industrial lots.
- As part of our planning, we want to understand how we can invest in the West Culburra community to make it an even better place to live, work and enjoy. That's why we will be talking to you on a regular basis as the planning progresses, because no one knows the area better than you do.
- We are owned by a registered charity, The Halloran Trust, which is a not-for-profit organisation that exists to provide financial support derived from our development activities to charitable beneficiaries, including local organisations and causes.

Communication activities will commence once the strategy has been approved by Shoalhaven City Council and the milestones for the project have been confirmed. A call to action to visit the website will be provided in all communication materials.

Table 4: Summary of communication tools

Tool	Description
Website	https://www.sealark.com.au/
Online enquiry form	https://www.sealark.com.au/contact/
Phone number	1300 number TBC
Email	westculburra@sealark.com.au
Online survey	Survey to capture general feedback about issues, concerns and opportunities related
Direct email	Emails to inform stakeholders about the project, milestones and opportunities to provide feedback (if any)
Letter	Letter to neighbouring properties and business owners
Media	Direct pitch to local media (eg South Coast Register & ABC Illawarra) to coincide with the approval of the strategy and next steps for the project
Social media	Posts to inform stakeholders about the progress of the project, milestones and FAQs
Project information sheet	Overview of project, milestones, map, where to get more information
Letters	Any written communication via letter
Advertising	Print advertising
Meetings – face to face or online	Meetings as required to explain the project and milestones
Phone calls	Follow up calls to interested stakeholders to encourage participation
Community drop-in sessions	Face to face information sessions held in the Culburra Beach community where interested people can attend to talk to the project team and find out more information

Engagement activities

Activities have been developed to:

- provide information to stakeholders about the proposed development
- gain an understanding of community concerns and identify opportunities to influence the development where possible
- provide a range of ways to provide information to the local community and business's about the development and
- capture feedback and report to the project team what was heard.

Setting the parameters

The proposed development has largely been designed, as such providing the community with information to assist them in understanding the project is the primary purpose of the engagement activities in the early works phase. Feedback will also be sought to gain an understanding of impacts both perceived and actual to develop appropriate mitigation measures as the project progress. There are no consultation opportunities in the early works phase other than gathering broad feedback about community issues and opportunities for the development.

These parameters will change as the project progresses and the community engagement strategy and implementation plan will be updated accordingly.

Approach and methodology

The methodology of engagement activities has been guided by the NSW guidelines for proportionate engagement to prevent consultation fatigue and keeps costs and time impacts to reasonable levels while remaining meaningful.

Proportionate engagement relates to the:

- scale and likely impacts of the project
- geographic reach of engagement
- number of activities (including the number of tailored activities, for specific groups)
- stages of engagement.

Applying this approach, the engagement activities developed are straightforward but broad reaching to encourage interested stakeholders to be involved.

INFORM: Sealark website

Key objective: to provide up to date information and answer common questions about the development to stakeholders.

During early works, the Sealark website will be the key communication channel. Any printed materials and social media will have a QR code directing people back to the “get involved” page on the website.

- a project summary
- image of the project area
- a timeline of key milestones and the planning process to date
- frequently asked questions
- a key document listing
- monitoring information
- contact information

Intended outcome: There is a factual, reliable source of project information. Stakeholders can be directed here, and the information provided in response to enquiries is always consistent. The website can be updated with new information and FAQs as the project progresses.

INFORM: Online survey – early works

Key objective: to provide an easy-to-use tool to provide feedback, raise issues or opportunities about the proposed development.

A short survey will be developed to gain an understanding of stakeholder’s key concerns, issues and gather community feedback. The survey results will also assist the team in addressing issues and providing relevant information and updates. This would be deployed and open for an extended period to capture as much feedback as possible which would be collated into a summary report. This can be used to develop information for community drop-in sessions early in 2024.

Example of survey questions:

<p>Q. Which best describe you? <select all that apply></p> <p>(I live in Culburra Beach, I own property in Culburra Beach, I own a business in Culburra Beach etc)</p> <p>Q. What are your main concerns surrounding the West Culburra Project? <select all that apply></p> <p>(Community change, Project construction, Environmental factors, Roads and traffic, Communication, Cultural heritage and other)</p> <p>Q. What are the main opportunities you believe the project should capitalise on? <select all that apply></p> <p>(Local jobs, Address the housing shortage, Deliver affordable homes, Create a sustainable development, Support local business and local economy)</p> <p>Q. Do you have knowledge or information about the site or area that you think we should know about? <Yes/No> If <Yes> = What kind of knowledge or information do you have? <select all that apply></p> <p>Q. Is there anything else you would like to share? <open-ended></p>
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Participation will be encouraged by including a QR code on the first project update to be letterboxed (see details below) and sharing the link via owned channels.

Intended outcome: Feedback is captured in a single tool. Interested community members and stakeholders can have their say in an easy and less time-consuming manner as a result we gain more feedback and reach more people. The project team are provided with knowledge of what information the community wants and as a result provide relevant information and address key concerns raised.

INFORM: Letterbox drop – project information sheet

Key objective: to inform immediate neighbours, nearby property owners, residents and businesses about the project.

The two-page information sheet would include an artist impression and site map, key details about the project, a QR code to an online survey, details about online community information.

This would be delivered via Australia Post unaddressed mail to boundary neighbours, nearby property owners, residents and businesses (within 120 metres of the property boundary) and emailed if contact information is known. This would also be emailed to elected representatives with an invitation for a briefing about the project. This would be implemented after the strategy has been approved.

Intended outcome: direct interested stakeholders to visit the website to find out the latest information and complete the early works online survey.

INFORM: Community drop-in session or focus groups

Key objective: to provide interested stakeholders an opportunity to talk directly to project team representatives and have their questions answered.

Two-hour community drop-in sessions/focus groups will be held to coincide with milestones of the project including

- approval of community engagement strategy to reintroduce the project to the community
- submission of major development applications
- prior to start of site works

The format of the sessions will be determined following the feedback received from the survey. Community drop-in sessions would allow interested community members can drop in any time during the two-hour window to talk to the project team, ask questions, look at plans – whatever is relevant at the point in time. Focus groups would be small group sessions focused on a specific topic.

These would be promoted via the project website and in various communications materials to ensure broad awareness of the sessions. Sessions will be held at a suitable location in Culburra Beach and virtual sessions may also be held if demand requires.

Intended outcome: face-to-face conversations with interested stakeholders about the next steps in the projects, opportunities to get involved and where to find the latest information.

INFORM: West Culburra Aboriginal Advisory Group

Key objective: to develop a close working relationship with the Jerrinja Aboriginal community and NSW Government to facilitate improved protection and interpretation of local Aboriginal culture through the West Culburra development.

Continuous consultation will occur in accordance with the conditions outlined in the West Culburra Aboriginal Cultural Heritage Management Plan. This group is primarily to allow the local Aboriginal Community to give advice to Sealark on how Aboriginal culture should be protected and interpreted within West Culburra.

Intended outcome: Aboriginal community involvement in fulfilling conditions of the West Culburra Aboriginal Cultural Heritage Management Plan.

Implementation plan

The implementation plan outlines ongoing communication and engagement actions for the early works phases. Additional implementation plans will be developed for the main works, practical completion and operations phases as the project progresses, this will be added as attachments to this strategy.

Early works

Table 5: Implementation plan for early works

Activity	Description	Stakeholders	Timing	Responsibility
Database of key stakeholder contacts and register of stakeholder interactions	For future communications about the project and to manage community interactions	Database in Monday.com	Complete, updates ongoing	Sealark or their representative
Workshop with Council staff	To review and refine the draft communications and engagement strategy	Shoalhaven Council planning and engagement staff	If required	Shoalhaven City Council/Sealark
Project page on Sealark's website	This will provide a reliable, factual source of project.	All	2024	Sealark or their representative
Briefing to MPs and Councillors	Email project information sheet and include an invitation for a briefing to provide an overview of the project and milestones	MPs and Councillors	2024/2025	Sealark or their representative
Stakeholder emails	Introduce/ provide an update on the project, feedback to consider in the design of stage one and where to find more information – email lists for specific groups. Include information about upcoming community drop-in sessions (face to face and virtual) at the end of the month	Schools, businesses, The oyster aquaculture industry in the Crookhaven River Estuary, local birdwatching groups, commercial and recreational fishing groups	2025	Sealark or their representative
Project information sheet and FAQs	Distribute with any stakeholder and community emails. This can be provided to Council and MP staff to use in response to community enquiries.	All	2025	Sealark or their representative

Activity	Description	Stakeholders	Timing	Responsibility
Social media posts	To provide an overview of the project, milestones and where to find more information	All	Ongoing	Sealark or their representative
Survey	To capture feedback about issues and opportunities and preferred methods of communication Add a QR code link to the project information sheet Distribution prior to community drop-in sessions allowing enough time for data to be analysed with key issues to be addressed at community drop-in sessions	All	2025	Sealark or their representative
Letterbox drop to nearby land owners	Deliver project information sheet to properties marked in Appendix B. Distribute via Australia Post unaddressed mail.	Adjoining and nearby landowners	2025	Sealark or their representative
Community drop-in sessions	Face to face sessions where interested stakeholders can drop in at any time to find out more information.. Virtual information sessions will also be held, these will include a short presentation at the start and then Q&A to follow Sessions will include morning, afternoon, evening and virtual options.	All	As needed	Sealark or their representative
Focus Groups	Face to face sessions with 8 to 10 participants to do a deep dive into specific issues.	Dependent on issues to be discussed	2025	Sealark or their representative
Consultation with Local Aboriginal Communities	Establish the West Culburra Aboriginal Advisory Group to ensure continuous consultation throughout the project.	Aboriginal community	Ongoing	Sealark or their representative
Meetings and emails with government agencies	To understand areas of interest, issues and opportunities to be addressed in the design stage	Government agencies	Ongoing, as required	Sealark or their representative
Media	Holding statement Proactive media release once project milestones are known	All	Ongoing, as required	Sealark or their representative
Stakeholder meetings	To discuss specific issues or provide project updates	Local community and business	Ongoing and as required	Sealark or their representative
Business opportunities plan	To identify and communicate opportunities for local businesses to get involved in the design and construction phase of the project as suppliers	Business community	2024/2025	Sealark or their representative

Development application public exhibition

Table 6: Implementation plan for early works - development application on public exhibition

Activity	Description	Stakeholders	Expected Timing	Responsibility
Update Sealark website	Update to provide links to where the information is on public exhibition	All	Late 2024	Sealark or their representative
Letterbox drop to residents + local business	To provide an update on the project and advise detailed design is on public exhibition	Culburra Beach residents	Late 2024	Sealark or their representative
Advertising, social media, media release	To provide update on development application and complement and promotion Council may do	All	Late 2024	Sealark or their representative
Letterbox drop to adjoining land owners	To provide an update on the project and advise detailed design is on public exhibition	Adjoining landowners	Late 2024	Sealark or their representative
Stakeholder meetings	To provide an update on the project and advise detailed design is on public exhibition	Aboriginal community, government agencies, councillors and MPs	Late 2024	Sealark or their representative

Appendix A - Who lives at Culburra Beach?

This information has been sourced from the 2021 Census All persons QuickStats.

Population almost 50/50 male (50.6%) and female (49.4%) population

Culburra Beach has a higher Median Age (54) than NSW (39) and Australia (38). 16.7% under the age of 20.

Higher Indigenous population Aboriginal and/or Torres Strait Islander persons of 6.4 % NSW (3.4%) and Australia (3.2%). With a median age of 26.

Almost half the Culburra population is married (48.5%) these stats are in line with NSW and Australia results.

Over half (54.8%) Culburra residents are couples without children (54.8%), higher than NSW (37.9%) and Australia (38.8%) results.

Education had higher stats for Tertiary vocational education (12.3%) than NSW (8.5%) and Australia (7.8%) but lower University or other higher education (9.7%) than NSW (15.3%) and Australia (15.4%).

A high percentage of Culburra residents were born in Australia (84.7%) when compared with NSW (65.4%) and Australia (66.9%). Most residents speak only English at home 93.1 %, also higher than NSW (67.6%) and Australia (72%) stats.

Half the population is in the labour force (47.8%) and half is not (48.8%). Of those that are employed half are employed full-time (50.9%).

Top 3 occupations were professionals (21.1%), Community and Personal Service Workers (16.8%) and Technicians and Trades Workers (16.1%).

Median weekly household income is \$1,247.

Most live in separate houses (88.6%) and 73 percent have 3 or more bedrooms.

Higher rates of:

- Arthritis (17.8%) than NSW (8.4%) and Australia (8.5%)
- Mental health condition (including depression or anxiety) (12.1%) than NSW (8%) and Australia (8.8%)
- Diabetes (excluding gestational diabetes) (7.1%) than NSW (4.8%) and Australia (4.7%).
- Heart disease (including heart attack or angina) (6.7%) than NSW and Australia (3.9% respectively)

Source: <https://abs.gov.au/census/find-census-data/quickstats/2021/SAL11147>

Appendix B - Map of nearby properties within 120 metres of the development

Boundary notifications



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