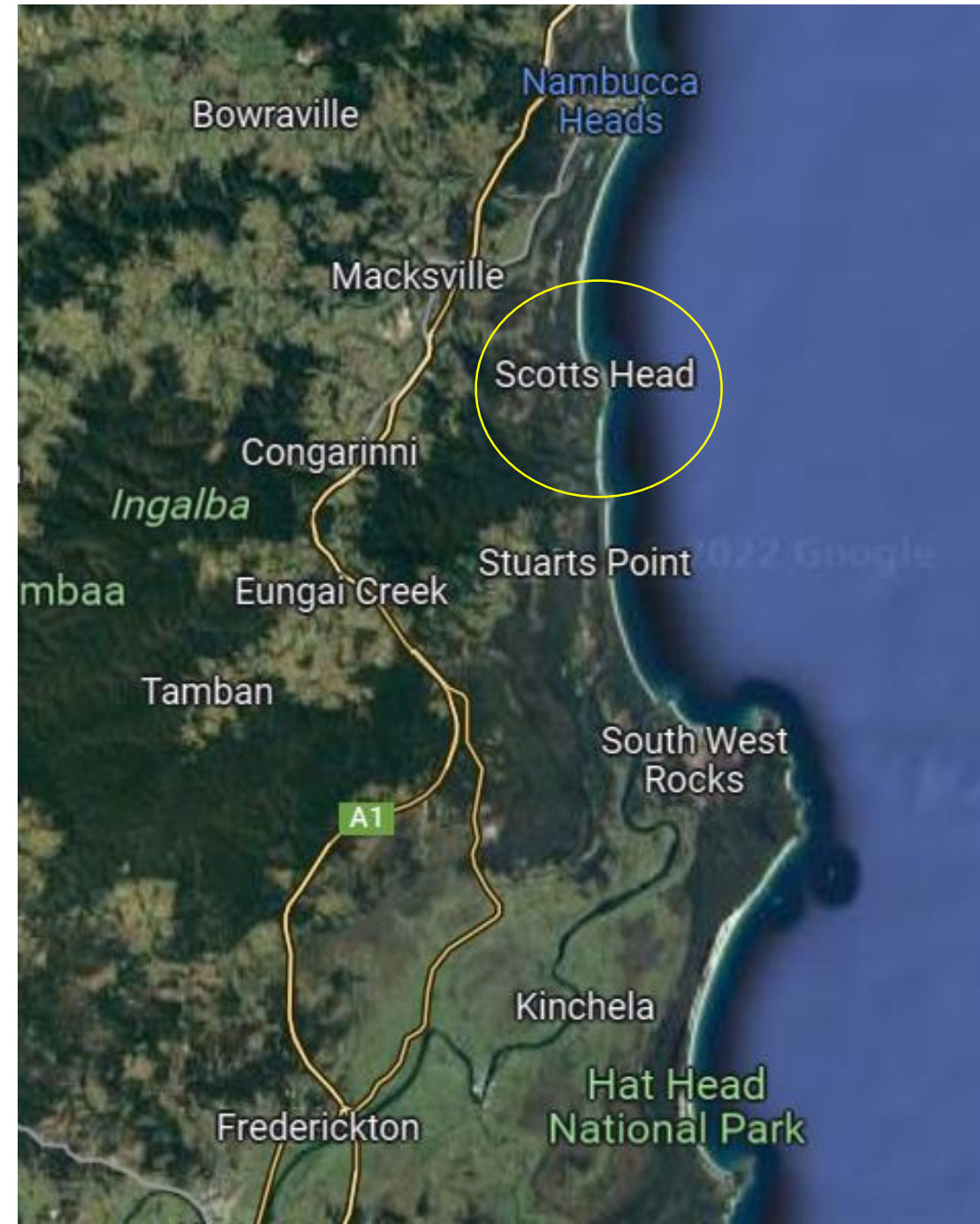


Scotts Head Community Group – Key points from the Save Scotts Head campaign

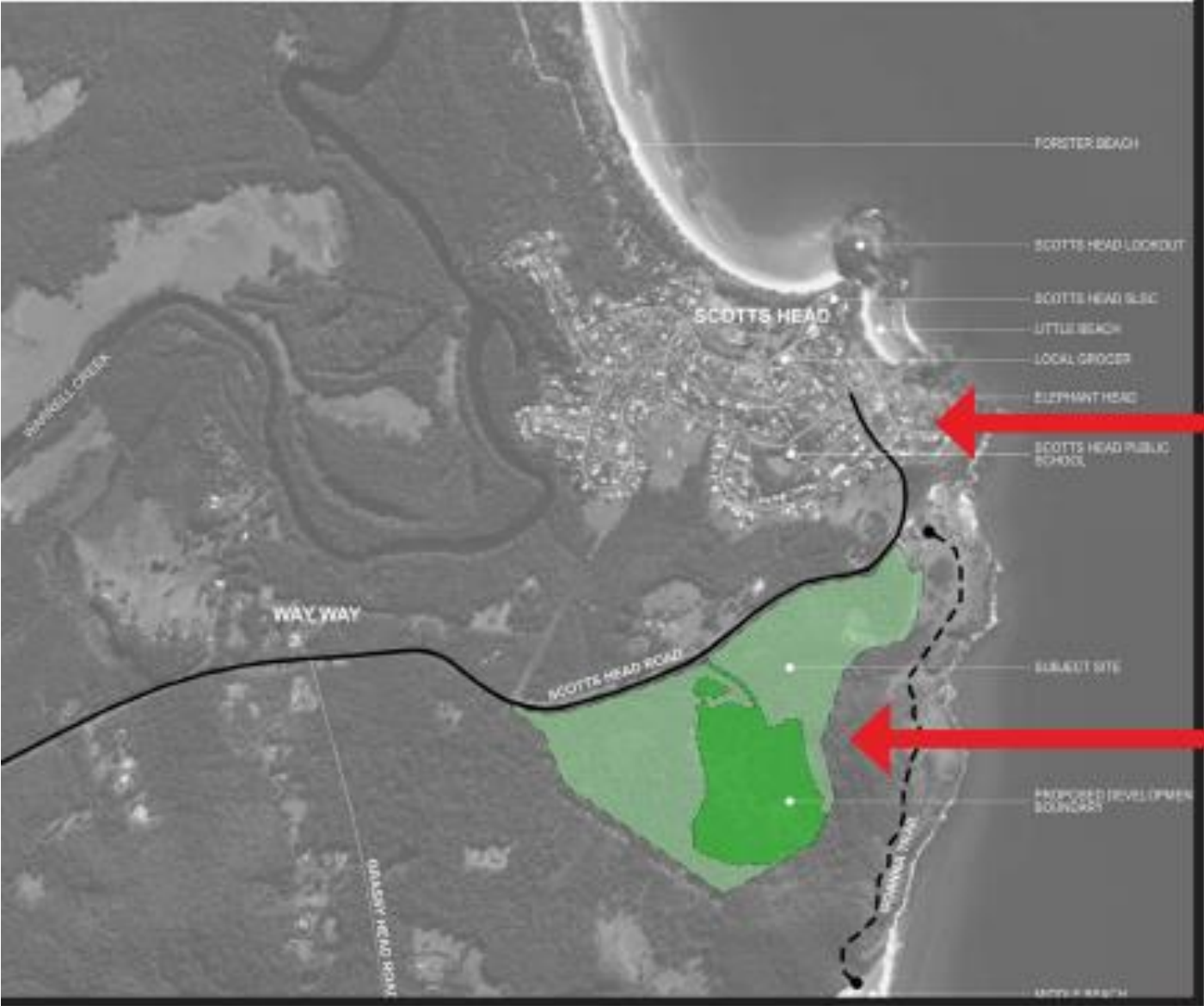


Context – Scotts Head

- Gumbaynggirr Country
- Small coastal village in Nambucca Valley LGA
- About 45 mins south of Coffs Harbour
- 986 people & 629 houses
- Median age = 54
- Bordered by national parks, beaches, creeks bushland



THE PROPOSAL



Scotts Head Village

Ingenia Development

- \$45 million over-55s “Residential Lifestyle Community (Caravan Park)”
 - 255 long-term sites for ‘moveable dwellings’
 - 2 short term sites (the only actual caravans)
 - 641 parking spaces
 - 561 new residents

The proposal

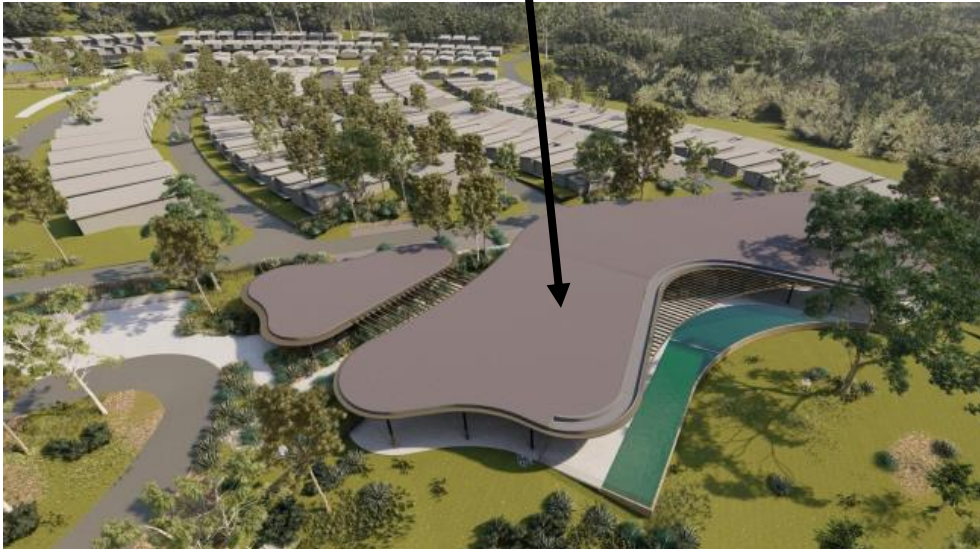


FROM THIS



TO THIS

The proposal - caravan park?; moveable dwellings?



Key issues...samples

- Rapid and significant population growth – up to 62% increase - “*very high social impact*” of “*transformational magnitude*”



Traffic, utilities,
public transport



Medical services
& affordable
housing



Floods, fire and
risks for over-
55s and
emergency
services



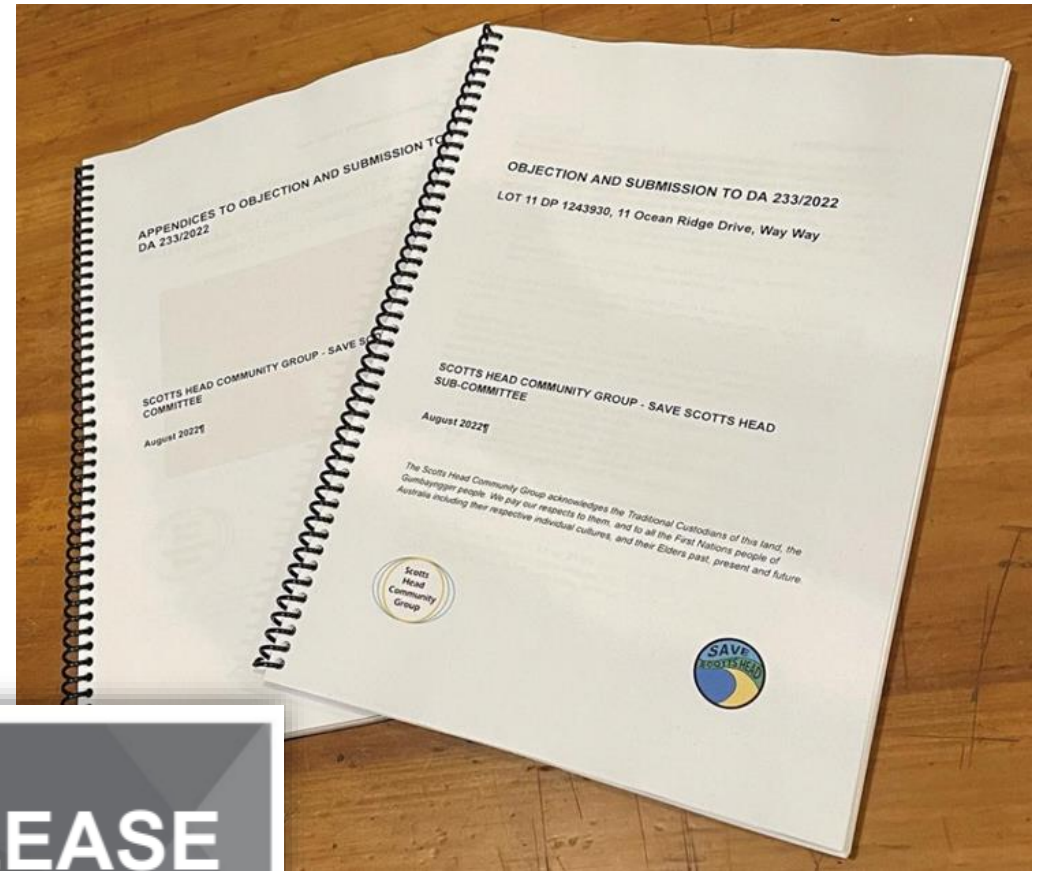
Endangered squirrel
glider on-site

Biodiversity,
water quality,
Aboriginal
heritage



Status

- DA exhibition closed 31 August
- 574 submissions
- Applicant withdraws DA – 20 October
- Game over....?



ASX / MEDIA RELEASE

Embargoed to 3.30pm 20th October 2022

Ingenia decision to withdraw Scotts Head proposal

Ingenia Communities has today informed Nambucca Valley Council of the withdrawal of its proposal for the development of a new, quality lifestyle community for over-55s in Scotts Head.

Lessons learned...tips and tricks

1. GET INVOLVED AND GET ORGANISED

- Attend meetings and be focused on actions – not just having a chat
- Get your community group to delegate the campaign to a small group who will do the leg-work
 - and then find the **core group** within that – coordinators and spokespersons
- You need a few people with “OCD” – it can be all-consuming
- Let people do their jobs – the coordinators role is to bring it all together
- Act with speed and purpose

Lessons learned...tips and tricks

2. HAVE A PLAN AND FOLLOW THROUGH

- Write it down and agree within the group
- What is your **objective / the outcome** you want and why?
 - Do you oppose the development outright?
 - Are there some aspects that are ok, but others that are not?
 - What does the group/community want to achieve? Is there consensus?
- Set out the stages and actions needed to achieve your outcome
 - We had 3 stages: info gathering; info sharing; final position and advocacy

Lessons learned...tips and tricks

3. HELP THE COMMUNITY UNDERSTAND BUT DON'T TELL THEM WHAT TO THINK

- **Keep it simple**

- stay on message

STOP INGENIA



- use facts and a sprinkling of emotion
- make it easy and fun for community

- banners, signs, t-shirts and car stickers
- short rallies and media stunts
- fund-raiser (party!)
- simple tasks and requests for action
- online form to build your own submission
- use humour

*Apologies to
the makers of
"Jaws"*



3. HELP THE COMMUNITY UNDERSTAND BUT DON'T TELL THEM WHAT TO THINK (cont...)



Information sessions



Then celebrate (and raise some \$\$)



Make signs/banners



More information



Then rally



Rally/media stunt

Lessons learned...tips and tricks

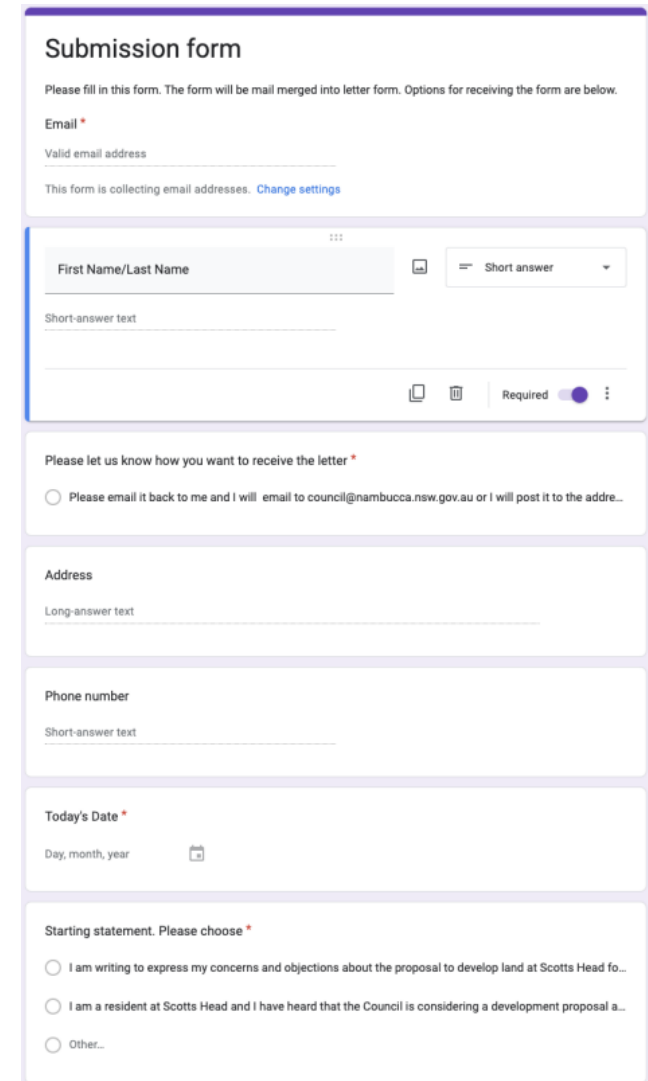
4. KEEP IT CALM, PROFESSIONAL AND WITH A SPRINKLING OF PASSION

- Know the planning rules and processes – and use them to your advantage
- Be respectful of Council staff and Councillors – they are all just doing their job
- Play the ball and not the man
 - avoid focusing on the applicant
 - focus on the proposal and its impacts

Lessons learned...tips and tricks

5. PEOPLE WANT TO HELP – THEY JUST DON'T KNOW HOW

- Submission writing workshops
- Sample letters
- Google tools are your best friend
 - Google form submission template
 - Enabled people to select the issues they were concerned about, add extra text if they wanted and receive a formatted letter ready to submit to Council
 - 470+ submissions were made in this way



The image shows a screenshot of a Google Form titled "Submission form". The form is designed for collecting information to create a letter. It includes several sections:

- Submission form:** A header section with a note: "Please fill in this form. The form will be mail merged into letter form. Options for receiving the form are below."
- Email:** A required text field for "Valid email address" with a "Change settings" link below it.
- First Name/Last Name:** A text field with a "Short answer" dropdown menu and a "Required" toggle switch.
- Address:** A "Long-answer text" field for the recipient's address.
- Phone number:** A "Short-answer text" field for the recipient's phone number.
- Today's Date:** A date picker field labeled "Day, month, year".
- Starting statement:** A section titled "Please choose" with three radio button options:
 - I am writing to express my concerns and objections about the proposal to develop land at Scotts Head fo...
 - I am a resident at Scotts Head and I have heard that the Council is considering a development proposal a...
 - Other...

Lessons learned...tips and tricks

6. HARNESS LOCAL AND EXPERT SKILLS & KNOWLEDGE

- Every community has amazingly talented people – you just need to find them
- We found:
 - town planners and policy makers
 - lawyers
 - social impact assessment experts
 - soil and estuary experts
 - ecologists/bush regenerators
 - artists and graphic designers (logos and flyers for events and letter-box drops)
 - IT gurus (websites and social media)
 - communications experts
 - and people willing to do the hard slog in researching, reading, talking and writing
- Keep an open mind and open door – but beware of rumours and scuttlebutt...stick to the facts
- And beware of advice to “lawyer up and go to court” ...that’s always an option at the right time

Lessons learned...tips and tricks

7. HOW TO MAKE FRIENDS AND INFLUENCE PEOPLE

- **Local media are your friends**
 - Make connections – local papers, radio and TV
 - Make their job easier by providing content and being available
 - Never turn down an offer of coverage – make the time
- **Council staff can also be your friend**
 - be professional and courteous
 - figure out how to make their lives easier
 - know the planning rules
- **Politicians may be your friend – but no guarantees**



NBN & Prime 7 news coverage



Lessons learned...tips and tricks

8. THE POWER OF SOCIAL MEDIA TO CONNECT AND INFORM

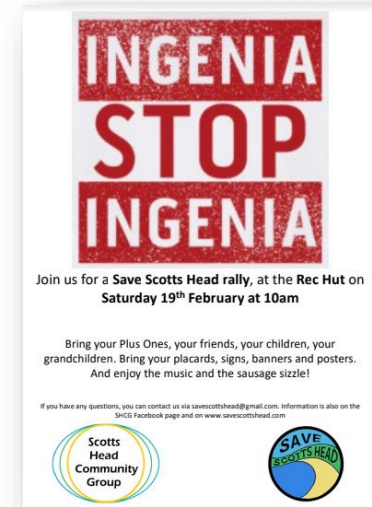
- Web-page – early and ongoing content
- Facebook – quick way to share critical/time sensitive information
- Daily “DA Fact” posts on Instagram (270 followers) during exhibition
- 400+ submissions prompted via Instagram



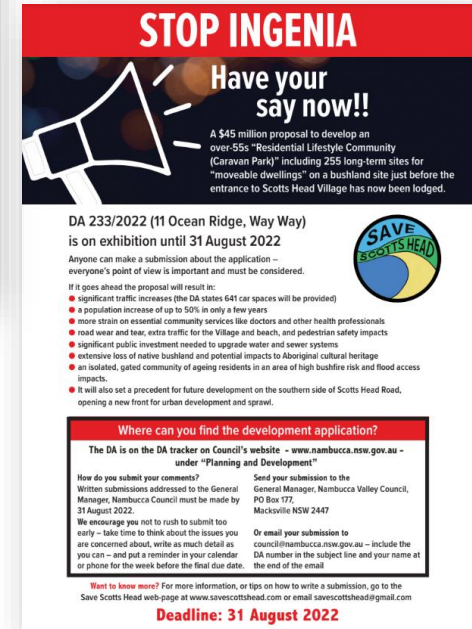
Lessons learned...tips and tricks

9. KEEP THE INFORMATION REGULAR BUT NOT OVERWHELMING

- Balance between too much information and too little
- Target the times when you need the community to take an action, and keep it simple and specific
 - send an email about your concerns to the Council
 - come to a rally or media event
 - write your submission
- If you can find them, use people with communication and graphic skills



Rally brochure – Feb 2022



Letterbox drop brochure – Aug 2022



Facebook tile

Lessons learned...tips and tricks

10. DO A “KILLER” DA SUBMISSION

- If you can afford it, find experts to review the DA and provide advice
 - Get “mates rates” if you can
 - We had paid planning, ecology, bushfire, traffic and flood advice.
- Address the planning rules – stick to the facts and evidence
- Use the DA information to show the problems and shortfalls
- To see our submission go to: <https://www.savescottshead.com/574-submissions-received-foringenias-development-application/>

Help save Scotts Head from inappropriate development!

Learn More

BREAKING NEWS: INGENIA WITHDRAWS THEIR DEVELOPMENT APPLICATION!!



Website:

Email:

Insta:

Facebook:

<https://www.savescottshhead.com/>

savescottshhead@gmail.com

www.instagram.com/savescottshhead

<https://www.facebook.com/Scottsvillagensw/>

