

# COMMUNITY ENGAGEMENT PLAN

## LAKESIDE TRAIL HEAD AND FORESHORE REDEVELOPMENT PROJECT

FALLS CREEK ALPINE RESORT MANAGEMENT BOARD JULY 2022

### ABOUT THIS DOCUMENT

The Community Engagement Plan establishes the overarching principles, objectives and approach to engaging with the community and stakeholders throughout the Lakeside Trail head and Foreshore Redevelopment Project's phases: early engagement phase, planning permit engagement phase, detailed design phase, construction phase and operational phase.

### STAKEHOLDERS

- Falls Creek Local Community (Permanent Residents ~ 300 people)
- Falls Creek Business Community
- Falls Creek Community Recovery Committee
- Traditional Owner Groups
- Education
- Summer Sport Community
- Winter Sport Community
- Emergency Services Providers
- Key partners (AGL / Parks Victoria / DELWP/Regional Development Victoria)

### PHASES AND OBJECTIVES

EARLY ENGAGEMENT	PLANNING PERMIT ENGAGEMENT	DETAILED DESIGN ENGAGEMENT	CONSTRUCTION ENGAGEMENT	OPERATIONAL ENGAGEMENT
Early engagement with key stakeholders and community prior to draft concept being finalised for planning permit application to understand project opportunities and concerns to mitigate	Statutory engagement with interested parties around the submission of the planning application	Informing stakeholders and community on the final concept design and mitigation of community impacts during construction	Keeping the community informed of construction activities and mitigating construction impacts.	Launching/opening the facility and keeping the community engaged in the ongoing uses of the facility.

# TIMELINE

JUNE 2022	JULY 2022	AUGUST/SEPT	EARLY 2023	2023/2024
EARLY ENGAGEMENT	PLANNING PERMIT ENGAGEMENT	DETAILED DESIGN ENGAGEMENT	CONSTRUCTION ENGAGEMENT	OPERATIONAL ENGAGEMENT

## OBJECTIVES OF ENGAGEMENT

- To inform the public and stakeholders of the aims of the project and key changes
- To seek feedback on draft concept designs
- To understand overall opportunities and benefits and any concerns that could be mitigated in the design and construction phase

## SCOPE

### Negotiable - what the community and stakeholders can influence:

- Construction impact identification and mitigation
- Concept and detailed design of the ANARE Shed and surrounds
- Education programs
- Cosmetics of the developments
- Features and functionality of the project
- Trail structure

### Non-negotiable - what the community and stakeholders cannot influence:

- Project objectives
- Funding commitments
- Compliance with legislation including engagement elements existing within current legislation as relevant<sup>1</sup>
- Mitigation of construction impacts
- Safety of the site
- Use of user profiling and segmentation data, forecast visitation growth and development opportunities to inform the project.

## LEVEL OF ENGAGEMENT

Using the International Association for Public Participation Engagement Spectrum, the highest level of engagement being sought through this process is **CONSULT**.

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<sup>1</sup> Public Engagement Victorian Government Public Engagement Framework – lists legislation that includes engagement components that may be relevant.  
[https://content.vic.gov.au/sites/default/files/2021-12/Public%20Engagement%20Framework%20-%2018%20November%202021\\_0.pdf](https://content.vic.gov.au/sites/default/files/2021-12/Public%20Engagement%20Framework%20-%2018%20November%202021_0.pdf)

This plan aligns with both the FCARMB Board Policy 1.28 – Stakeholder Engagement, which outlines the commitment of the Victorian alpine resort sector to engaging with its stakeholders and relevant elements of the Victorian Government Framework for Engagement.<sup>2</sup>

## PROMISE

*The promise we are making to the public:*

- We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how your input influenced the decision.
- We will provide a range of engagement opportunities for a diversity of community and user groups to inform the project development.

## ENGAGEMENT PRINCIPLES

**In conducting engagement on this project the FCARMB will demonstrate the values of:**

- **Responsiveness** - Responding to stakeholder input in a timely and constructive manner
- **Transparency and Integrity** - Helping stakeholders understand the scope of a decision-making process and reporting how their input influenced the decision.
- **Openness** - Willing to seek the views of those affected by decisions, and open to providing them with relevant information to support this process.
- **Accountability** - Having clear objectives, following through on commitments made at the outset of the engagement, and being clear about the responsibilities of stakeholders in the process.
- **Inclusiveness** - Proactively seeking out those affected by the decision and providing meaningful opportunities, accessible channels and time for their involvement.
- **Awareness** - Being aware of legislative responsibilities to engage.

## PROJECT BACKGROUND

### Project scope

The Falls Creek Alpine Resort Management Board (FCARMB) developed a detailed Masterplan in 2016 as part of their strategic planning initiatives. This plan included a focus area for the development of the Rocky Valley Lake foreshore for year-round usage. After overwhelming support from the Falls Creek Community Recovery committee, funding was successfully sought from Bushfire Recovery Victoria for the Lakeside Trail Head and Foreshore Redevelopment Project.

The foreshore has significant summer water sports activities including boating, swimming, and fishing. However, visitor facilities are rudimentary and infrastructure enhancements would greatly improve access to this iconic location for the community and visitors alike.

of the successful proposal included provision for a year-round trailhead for the Falls to Hotham Alpine Crossing in this location. The proposal also provided for a visitor information precinct, an education and interpretation centre and a meeting place for traditional owners. Other value adds include the provision of public facilities to support the winter alpine visitor market and the

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<sup>2</sup> [https://content.vic.gov.au/sites/default/files/2021-12/Public%20Engagement%20Framework%20-%2018%20November%202021\\_0.pdf](https://content.vic.gov.au/sites/default/files/2021-12/Public%20Engagement%20Framework%20-%2018%20November%202021_0.pdf)

operation of a unique destination supported by a food and beverage offer unparalleled in the Victorian high country.

A key part of this facility development is the refurbishment of an aging shed on the foreshore, previously used by the Australian National Antarctic Research Expedition (ANARE) organisation for training requirements. The shed has considerable rustic charm but needs to be modernised and improved to better match commercial/trailhead activation requirements. This facility would also benefit Falls Creek community bushfire emergency response due to its safe location in the landscape.

The facility is intended to function as a trail head for the iconic Falls to Hotham Alpine Crossing, incorporating information on the Bogong High Plains, the alpine environment, climate change and adaptation initiatives, together with celebrating aboriginal history and the importance of the high plains in their shared history.

## **Overall Project Objectives**

- Enhanced community recreational facilities and safety
- Increased year-round visitation
- Increased employment and commercialisation opportunities
- Increased guest experience and aligned products for the stated activations to facilitate and attract 'green season' visitation
- Increased carparking capacity at the Resort to facilitate events at the lake and resort visitation by providing extra parking during peak visitation periods
- Improved environmental and climate change education opportunities for visitors.

## **Key project actions**

### **Upgrade the ANARE shed including:**

- Provision of upgraded public toilets
- Upgrade building structure and external cladding
- Provision of power, heating, water and wastewater utilities
- Upgrade internal lighting and internal finishes to facilitate commercial and visitor centre activation
- Integration of outdoor decking and furniture
- Provision of high capacity wi-fi facilities for both public and commercial use

### **Consideration of winter and summer user requirements including:**

- Increase carparking capacity
- Develop all season car parking to allow for up to 150 additional parking spaces.
- Provision of curbing and stormwater to suit snow clearing operations
- Use of green recycled asphalt and concrete for carpark surfaces

### **Improve road access including:**

- Upgrade road to all seasons use with green recycled asphalt
- Consider improvements/infrastructure integration for both mountain biking, water activations and cross-country skiing in this area
- Consideration of snow clearing requirements for all season activation

### **Improve foreshore safety including:**

- Integration of key infrastructure projects including a pontoon jetty, boat ramp and visitor amenities.

### **Provide shelter in place facilities including:**

- Ensure space configuration for community use during bushfire emergencies
- Consider requirements for emergency services

## BENEFITS

- The year-round benefits will be more commercial opportunities, more local jobs through the construction, development and commercialisation phases of the project and significantly improved community and user amenities. The provision of public facilities will support the winter alpine visitor market and the operation of a unique destination for food and beverage offers unparalleled in the Victorian high country.
- The extension of essential services to this precinct provides for other development opportunities, i.e. Nordic Bowl, and their integration.
- The provision of car parking and water access infrastructure will improve the safety of the precinct.
- The development of parking infrastructure will greatly improve accessing the precinct and supplement capacity at peak times.
- This facility would also benefit Falls Creek community bushfire emergency response due to its safe location in the landscape.

## KEY MESSAGES

- The Falls Creek Alpine Resort Management Board (FCARMB) are developing the Rocky Valley Lake foreshore for year-round usage.
- After overwhelming support from the Falls Creek Community Recovery committee, funding was successfully sought from Bushfire Recovery Victoria for the Lakeside Trail Head and Foreshore Redevelopment Project.
- The project will expand the significant summer water sports activities by developing the rudimentary visitor facilities and by including a year-round trailhead for the Falls to Hotham Alpine Crossing.
- A key part of this facility development is the refurbishment of the Australian National Antarctic Research Expedition (ANARE) shed, that needs to be modernised and improved to better match commercial/trailhead activation requirements.
- The project will also have a visitor information precinct, an education and interpretation centre and a meeting place for traditional owners.
- There are five phases to the engagement including: early engagement, planning permit engagement, detailed design engagement, construction engagement, operational engagement. A range of engagement and communications methods will be used.
- Overall engagement objectives are to inform the public and stakeholders of the aims of the project and key changes, to seek feedback on draft concept designs, to understand overall opportunities and benefits and any concerns that could be mitigated in the design and construction phase.

# ROADMAP FOR ENGAGEMENT

1	2	3	4	5
JUNE 2022	JULY 2022	AUGUST/SEPT	EARLY 2023	2023/2024
EARLY ENGAGEMENT	PLANNING PERMIT ENGAGEMENT	DETAILED DESIGN ENGAGEMENT	CONSTRUCTION ENGAGEMENT	OPERATIONAL ENGAGEMENT
<i>Description of phase</i> Early engagement with key stakeholders and community prior to draft concept being finalised for planning permit application to understand project opportunities and concerns to mitigate	<i>Description of phase</i> Statutory engagement with interested parties around the submission of the planning application	<i>Description of phase</i> Informing stakeholders and community on the final concept design and mitigation of community impacts during construction	<i>Description of phase</i> Keeping the community informed of construction activities and mitigating construction impacts	<i>Description of phase</i> Launching/opening the facility and keeping the community engaged in the ongoing uses of the facility
Key Activities	Key Activities	Key Activities	Key Activities	Key Activities
Conversations with stakeholders and community on project concept and objectives Design of engagement program Early consultation on draft concept design and project opportunities and issues through workshops and survey	Responding to issues raised in early engagement in the planning permit application Responding to statutory submissions	Informing the wider community on the final approved design	Regular social media and newsletters on the project to key stakeholders Assigned community engagement personnel to manage issues	Launch of the facility Keeping key stakeholders up to date on the facilities operations