



**THREE PLUS**  
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Report prepared for

# SHUTE HARBOUR MARINA DEVELOPMENT PTY LTD

Detailing

COMMUNITY ENGAGEMENT – EIS PHASE

30 JULY 2008



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## **DISCLAIMER**

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## **EXPLANATORY NOTE**

Three Plus was retained for the Shute Harbour Marina Development Pty Ltd Project (the project) specifically to:

- Develop and implement stakeholder engagement strategies for Phase 1 Draft Terms of Reference and Phase 2 Terms of Reference consultation. (Stakeholder consultation is defined as any and all engagement with the general community and its local elected representatives, business, government and its agencies, industry or special interest groups).
- Direct landholder communication for the duration of the draft Terms of Reference and EIS investigation period.
- AEC group was appointed to undertake a Social Impact Assessment
- Shute Harbour Marina Development Pty Ltd, via a Core Project Group (with representation of several consultants) was responsible for all consultation with agency and Local Government professional staff.
- Shute Harbour Marina Development Pty Ltd also provided a direct consultation interface via an on-site project officer to deliver localised consultation and provide a staffed shop front.
- Initial Indigenous consultation was undertaken by Three Plus Pty Ltd and the Proponent. However, the more detailed work associated with the development of the Cultural Heritage Management Agreement for the Project was undertaken by the Hornery Institute, Northern Archaeology Consultancies Pty Ltd and the Proponent.

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## 1 EXECUTIVE SUMMARY

The proposed Shute Harbour Marina is located within the Whitsunday Regional Council local government area at Shute Harbour Road, Shute Harbour. It lies outside the boundary of the Great Barrier Reef Marine Park (GBRMP), Dugong Protection Areas and Fish Habitat Areas (FHA). The site is within the Great Barrier Reef Coastal Marine Park and part of the site is within the Great Barrier Reef World Heritage Area.

The Queensland Government declared the Shute Harbour Marina Project “significant” on 24 July 2006 for which an Environmental Impact Statement (EIS) is required in accordance with the Queensland *State Development and Public Works Organisation Act 1971* (SDPWO Act) and the Commonwealth *Environment Protection and Biodiversity Conservation Act 1999* (EPBC Act).

The project was also deemed a ‘controlled action’ by the Federal Minister for the Department of Environment and Heritage on 27 July 2006 and is subject to assessment under Section 75 of the *Environment Protection and Biodiversity Conservation Act 1999* (Commonwealth).

The Department of Infrastructure and Planning is coordinating the assessment of the EIS and will address matters on behalf of both the State and Commonwealth Governments under a bilateral agreement.

A draft Terms of Reference (ToR) was circulated to key stakeholders and advertised from 25 October 2006 and the final ToR was released by the Coordinator-General in May 2007. Public consultation is a key element of the assessment process and must uphold the EPA guideline “issue identification and Community Consultation”.

Three Plus was commissioned by the proponent to undertake community engagement to inform the EIS. This role included the development and maintenance of a stakeholder database, a toll free 24/7 1800 number, the coordination of community enquiries, a series of briefings and meetings with key stakeholders (see Table 2: Consultation with Key Stakeholders at 5.1 Key Stakeholders), two Community Information Sessions for interested stakeholder clusters (residents, business, recreational boating) and three community information days (one further information day is to occur close to the time of the release of the EIS for public comment).

The above process was implemented over a two year period (2006 -2008) and was underpinned by a commitment by Shute Harbour Marina Development to open, transparent and inclusive consultation with key stakeholders and the wider Whitsunday region community.

In addition, three community newsletters, a project shopfront (by appointment), email and an online feedback form enhanced the extensive opportunities for public consultation.

A record of consultation was maintained by using best-practice<sup>1</sup> consultation database software, *Consultation Manager*, which enabled the project team to register all events, issues and stakeholder inquiries during the public consultation period from January 2006 to April 2008 (up to and excluding the public notification period that will be managed by the Coordinator-General) and to action and track team responses.

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<sup>1</sup> Consultation Manager is an Australian Government Endorsed Supplier.

During this period, 485 stakeholders registered their contact details. Based on stakeholder input and feedback, the community issues/values were identified, using Consultation Manager (see Table 1: Top 10 values and Figure 1: Top 10 values, following). In this context, an issue/value is defined as a topic that is raised during consultation (e.g. access) and is reported as a 'value'. It may be positive, negative or neutral.

Table 1: Top 10 values

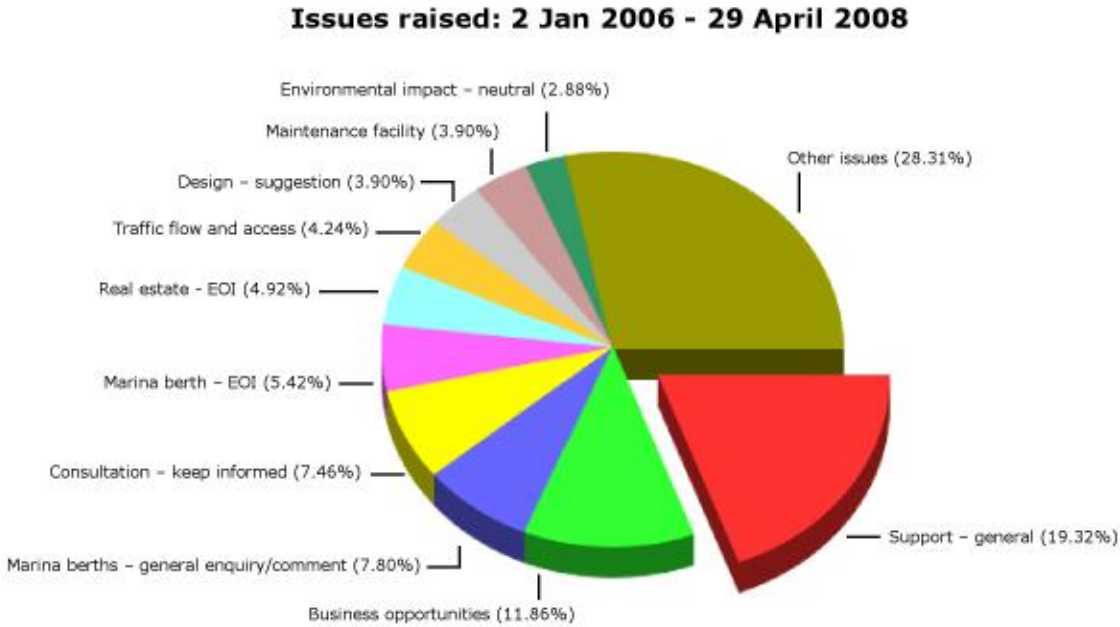
## Shute Harbour Marina Project Stakeholder Statistics Report: Total Events

Report Parameters: Top 10 values

ISSUES RAISED: 2 JAN 2006 - 29 APR 2008			
ISSUE	EVENTS	Stakeholders	
		distinct	total
Support - general	114	111	116
Business opportunities - EOI	70	70	72
Marina berths - general enquiry/ comment	46	48	49
Consultation - keep informed	44	66	89
Marina berth - EOI	32	32	32
Real estate - EOI	29	29	29
Traffic flow and access	25	35	35
Design - suggestion	23	23	25
Maintenance facility	23	26	26
Environmental impact - neutral	17	16	17
Events Matching Search	460	381	523



Figure 1: Top 10 values



As represented in the above Table and graph, the qualitative data gathered during the public consultation process has been used to generate the top ten community issues or values. 'Other issues' is represented as the highest issue/value reported (26.26%) and refers to issues/values that are either positive or negative (see Table 4: Key Issues - Total Events at 6.1: Key Issues Identified During Consultation – All Stakeholders) and reported fewer than 17 times between January 2006 and April 2008. 'Other issues' includes reference, for example, to the size of the development, employment opportunities, environmental impact – negative, opposition – general, swing moorings and enquiry – general.

These issues are 'bundled' because they don't fall within the top 10 band. By comparison, general support for the project is the second highest 'significant' community value at 19.29%, based on anecdotal evidence that was recorded over 114 events (total events ≈ 461).

Another 'significant' percentage of inquiry and feedback refers to general inquiries about business opportunities (11.84%), a marina berth (7.78%) and requests to be kept informed (7.61%). Expressions of Interest (EOI) in a marina berth (5.41%) and the purchase of real estate (4.91%) are also represented in the top 10 issues/values. The top 20 values are included at 6.1: Key Issues Identified During Consultation – All Stakeholders.

Overall, comment on construction impacts such as traffic flow and access (4.23%) and constructive comment on the preliminary design concept and the need for a maintenance facility (both 3.89%), as well as neutral comment on the environmental impact (2.86%), represent the least significant community issues/values.

However, this data should also be considered in conjunction with the results of the independent market research conducted by Footprints Market Research (see full reports attached at Appendix 4). The research was commissioned by Shute Harbour Marina



Development Pty Ltd at the end of the consultation process that informed the EIS, to ascertain community attitudes and values in relation to the proposed Shute Harbour Marina.

Two surveys were undertaken – a quantitative attitudinal telephone survey of 301 residents across the region in April 2008 and a qualitative telephone interview with 14 key stakeholders in May 2008. Results of the quantitative attitudinal survey are summarised, as follows:

- ◆ Three quarters of residents (74%) surveyed feel that the proposed marina development would be of benefit to the local community.
- ◆ In terms of the actual proposal, just over half of all residents (54%) support the development.
- ◆ In total, 29% of residents oppose the development, whilst 17% are undecided. This latter group feel they need either more information and/or reassurances that the environment will not be adversely affected by development.
- ◆ Residents who support the proposed marina development feel that it will be beneficial for the tourism industry.
- ◆ Concern for the environment is the key driver negatively impacting on support
- ◆ In addition, one quarter of those opposed to the development (24%) feel that there are sufficient marinas to cope with demand.
- ◆ Those who become aware of the proposed marina development via their local paper are more likely to support the proposal. Those who become aware of the proposal via protest groups are more likely to oppose the development.
- ◆ Only 21% of residents were aware of the 'reef fund' component of the proposal at the time the survey was conducted. Those who are aware of the 'reef fund' are more likely to support the proposed marina development.

Fifteen key stakeholders were also invited to participate in a qualitative telephone interview during the final weeks of the EIS consultation. Shute Harbour Marina Development's purpose in commissioning the interview was to ensure an independent research methodology informed the engagement with directly affected residents, property owners and businesses in the project area.

Fourteen stakeholders responded to the letter of invitation (attached at Appendix 4), although two declined to participate in the interview, choosing instead to provide written submissions (also attached verbatim in Footprints' report at Appendix 4).

The majority of key stakeholders who participated in the interview are either in favour of, or at least not opposed to the marina development. The development is seen as progress – a way to showcase Shute Harbour and increase tourism, bringing economic and social benefits to the area.

A summary of the findings (reasons for support and 'barriers' and concerns) and an evaluation (including recommendations based on assessment of qualitative data) is provided in Section 6.2.3 Key stakeholder interviews. The full report is attached at Appendix 4.

Once the EIS is released for public comment, key stakeholders, lead Government Agencies and the wider Whitsunday community will have the opportunity to lodge a formal submission in response to the EIS.

This report of the public consultation undertaken on behalf of the proponent in accordance with the ToR is therefore interim, and informs the EIS.



## 2 BACKGROUND

Shute Harbour Marina Development Pty Ltd proposes to construct an integrated marina, resort hotel and residential community at Shute Harbour. The proponent expects the project to entail an investment of approximately \$250 million and create approximately 200 jobs during construction and 148 jobs when in operation.

The site is located within the Whitsunday Regional Council local government area at Shute Harbour Road, Shute Harbour. It lies outside the boundary of the Great Barrier Reef Marine Park (GBRMP), Dugong Protection Areas and Fish Habitat Areas (FHA). The site is within the Great Barrier Reef Coastal Marine Park and part of the site is within the Great Barrier Reef World Heritage Area.

This site has been subject to investigations for a previously declared significant project that did not proceed. The current Shute Harbour Marina project is a new project, under new management.

### 2.1 SIGNIFICANT PROJECT STATUS

The Queensland Government declared the Shute Harbour Marina Project “significant” on 24 July 2006 for which an Environmental Impact Statement (EIS) is required in accordance with the Queensland *State Development and Public Works Organisation Act 1971* (SDPWO Act) and the Commonwealth *Environment Protection and Biodiversity Conservation Act 1999* (EPBC Act).

The Federal Minister for the Department of Environment and Heritage decided on 27 July 2006 that the project is a ‘controlled action’ and subject to assessment under Section 75 of the *Environment Protection and Biodiversity Conservation Act 1999* (Commonwealth).

The Department of Infrastructure and Planning is coordinating assessment of the EIS. The EIS process, accredited under a bilateral agreement, will address matters on behalf of both the state and federal governments.

A draft ToR was circulated to key stakeholders and advertised from 25 October 2006 and the final ToR was released by the Coordinator-General on 18 June 2007.

### 2.2 SHUTE HARBOUR MARINA PROJECT (SHMP) EIS CONSULTATION

#### 2.2.1 Consultation background

The Shute Harbour Marina Project is a new project under new management.

A previous proposal by Shute Harbour Marina Development Pty Ltd (SHMD), including an EIS that was undertaken in 2005, informs the current project. Following the release of the SHMD EIS for comment in June 2005, recommendations for modifications were provided by all tiers of government and community groups and individuals.

Since then, the shareholders and Directors of SHMD have changed. In March 2006, Port Binnli Pty Ltd purchased an interest in SHMD and the project. Port Binnli Shute Harbour Pty Ltd has now taken over sole responsibility for project management and delivery of the new project.

The concerns about previous proposals have informed the new owner’s preliminary concept planning, including a previous concern about ‘inadequate’ (public) consultation during the previous EIS.





Three Plus was therefore commissioned by the proponent to undertake community engagement to inform the development of the EIS and to ensure a commitment to open, transparent and inclusive consultation with key stakeholders and the wider Whitsunday region community.

This role included the development and maintenance of a stakeholder database, a toll free 1800 number, the coordination of community enquiries, a series of briefings and meetings with key stakeholders, Community Information Sessions for interested stakeholder clusters (residents, business, recreational boating) and two community information days with a further Community Information Day to be held with the release of the EIS for public comment.

### **2.2.2 Statutory EIS requirements – State Development and Public Works Organisation Act 1971 (Qld)**

The program of community engagement (including the draft ToR Phase) was required to underpin and/or uphold the following EIS objectives, as outlined in the State Development and Public Works Organisation Act 1971 (Qld).

- To provide information on the project and development process to the community and decision makers
- To comprehensively identify and evaluate all relevant issues associated with the project
- To identify all potential environmental, cultural, social, transport and land use planning impacts of the preferred concept, and recommend infrastructure and facilities needs together with other design and operational measures required to minimise or compensate for adverse impacts and enhanced benefits
- To consult with the community and relevant stakeholders in the process of identifying, assessing and responding to the impacts of the project
- To identify all necessary licences, planning and environmental approvals, including approval requirements pursuant to State and Commonwealth legislation; and
- To provide an input to the decision-making process, assisting with the determination of whether to accept or modify the project, approve it with conditions or carry out further studies.

### **2.2.3 Public consultation process – Terms of Reference (ToR)**

The objectives of the EIS consultation process were specified by the Coordinator-General (see Shute Harbour Marina ToR - Section 1.5 Public Consultation Process) as follows:

- To facilitate the assessment process, the proponent is strongly encouraged to regularly consult with Advisory Agencies and other appropriate stakeholders throughout the EIS process. This should include consultation with relevant indigenous traditional owner groups and the indigenous community.
- It is the responsibility of the proponent, in consultation with Advisory Agencies, to identify legislation, policies and methodologies relevant to the EIS process, and to determine appropriate parts of the community which should be consulted during the EIS preparation stage. It is recommended that an open community consultation process be carried out in addition to the legislated environmental impact assessment process. Copies of the EIS will be provided to all Advisory Agencies and on request to relevant individuals and peak groups with an interest in the Proposal.
- The public consultation program must provide opportunities for community involvement and education. It may include interviews with individuals, information sessions, key stakeholder briefings, interest group meetings, production of regular summary



information and updates, and other consultation mechanisms to encourage and facilitate active public consultation.

- The public consultation process should identify broad issues of concern to local community and interest groups and should continue from project planning through construction, ongoing operation and maintenance. Refer to the Environmental Protection Agency (EPA) guideline Issue Identification and Community Consultation.
- Consultation should not be limited to Advisory Agencies. Consultation with stakeholder groups such as Sunfish, Queensland Seafood Industry Association, Whitsunday Seagrass Watch, Whitsunday Tourism, Great Barrier Reef Charter Association, Mackay-Whitsunday Natural Resource Management Group, Central Queensland Land Council and Traditional Owner groups with interests in the area of the proposed development and all other stakeholders as identified in the earlier EIS process and the Whitsunday Community should also occur.

#### 2.2.4 EPA public consultation, policy and guidelines

The process and program of community and stakeholder engagement undertaken during the SHMP EIS was also cognisant of the Environmental Protection Agency's broad consultation guidelines (see below) and the *Community Engagement Directions Statement* published by the Department of the Premier and Cabinet.

- The consultation process should be planned, open and accountable
- The consultation process should be structured to consider the information needs of interest groups
- The consultation process should be documented and evaluated to ensure its effectiveness.

#### 2.2.5 Guiding Principles - ToR Requirements

Extensive community consultation was undertaken by the proponent during the EIS Phase in accordance with the Environmental Protection Agency (EPA) *Guideline 7: Issue identification and community consultation* (see 2.2.6.1 Demonstrated application of ToR objectives, following), to facilitate a comprehensive, transparent and inclusive process including:

- Provision of factual, accurate information about the project and its likely environmental, social and economic impact;
- Identification and understanding of community values, concerns and interests;
- Demonstration that the community's views are being taken into account;
- Encouraging within the community a level of confidence that the proposed integrated marina operations will be environmentally responsible;
- Evaluation of community responses to the project.

The Community Consultation Report also takes into account, and reflects the ToR engagement requirements including stipulations that:

- The summary Consultation Report Appendix for an EIS should commence by including the details of affected and interested persons, and the statement of consultation with those persons (see Table 2: Consultation with Key Stakeholders at 5.1 Key Stakeholders).
- It should describe how 'interested' and 'affected persons,' (as defined in the EP Act) and any 'affected parties' as defined in the EPBC Act, were identified (see 4.2.1 Identification of the Community of Interest, following).



- A further list should be provided that includes the Commonwealth, State and Local Government agencies consulted, and the individuals and groups of stakeholders consulted (see Table 2: Consultation with Key Stakeholders at 5.1 Key Stakeholders).
- The Consultation Report appendix should summarise the methods and results of the community consultation program, providing a summary of the groups and individuals consulted, the issues raised, and the means by which the issues were addressed. The discussion should include the methodology used in the community consultation program including criteria for identifying stakeholders and the communication methods used and when the consultation was undertaken (see Table 2: Consultation with Key Stakeholders at 5.1 Key Stakeholders).

#### 2.2.6 Scope of consultation

The scope of consultation undertaken by Three Plus is outlined in the Community Engagement Plan attached at Appendix 1. As a key part of the program's strategy development with the proponent, Three Plus aligned all engagement processes to the State Government's relevant policies and standards and offered independent consultation services and advice about strategic delivery. Concurrently, the proponent engaged a Project Manager and Project Officer "on location" to undertake several key components of the consultation program.

Because of this multiple approach, the integrity of the resultant final consultation report was contingent on all parties abiding by a protocol coordinated by Three Plus and agreed by the proponent. The aim was to ensure consistency of reporting and monitoring activity so that the response process remained rigorous and within the State's guidelines.

The consultation requirements of the ToR were met through a variety of communication tools and consultation methods implemented to seek broad community input and partnership (see 2.3.1.1 Demonstrated application of ToR objectives, below).



**2.2.6.1 Demonstrated application of ToR objectives for community consultation**

**SHUTE HARBOUR MARINA EIS - COMMUNITY CONSULTATION**

TOR OBJECTIVE	CONSULTATION METHODOLOGY
<p>A planned, open and accountable consultation process</p>	<p>Community Engagement Plan approved by the proponent and Coordinator-General</p> <p>Feedback mechanisms including 24/7 toll free hotline and project email</p> <p>Paid advertising to publicise opportunities for stakeholder engagement including statutory public notification and Information Days</p> <p>Personal invitations to briefings, meetings and information sessions</p> <p>Community Reference Group convened; invitation to participate extended to all key stakeholders and community interest groups</p> <p>Independent market research – 300 telephone interviews across Whitsunday region + 15 key stakeholder telephone interviews</p> <p>A high visibility information office at the adjacent Transit Terminal with poster displays and contact information. 3D visual displays on continuous loop able to be viewed from outside the office all hours.</p>
<p>The consultation process should be structured to consider the information needs of interest groups</p>	<p>A variety of communication tools was used to ensure an inclusive consultation process, including newsletters, briefings, meetings with community groups, talk-back radio interviews, three community information days, information sessions for stakeholder clusters (business, residents, recreational boat and yacht owners), project shopfront, 1800 free call, email, web site, facilitated meetings with traditional land owners and database management to ensure rigorous issues reporting and follow-up</p> <p>Sensitive and appropriate negotiations with the traditional landowners,</p>



## SHUTE HARBOUR MARINA EIS - COMMUNITY CONSULTATION

TOR OBJECTIVE	CONSULTATION METHODOLOGY
	resulting in a registered Cultural Heritage Management Agreement
The consultation process should be documented and evaluated to ensure its effectiveness	<p>Consultation Manager was used to document stakeholder engagement and track community issues, events, complaints, enquiries and follow-up</p> <p>A report of each Information Day was provided to the proponent by Three Plus</p> <p>Notes of meetings and follow-up actions were documented and provided to the proponent</p> <p>Final Community Engagement report and evaluation included in the EIS for public review and comment</p>
Provision of factual, accurate information about the project and its likely environmental, social and economic impacts	Public information was accessible, timely and relevant. Information was disseminated via newsletters x 3; project website; media release re marker buoys; briefings, meetings and information sessions; enquiry hotline; display posters; fact sheets; community information days x 2 (the third to be conducted at release of EIS or public comment); EIS report to be displayed for public comment; EIS to be available by request on CD; EIS uploaded to website
Identification and understanding of community values, concerns and interests	Stakeholder database; maintain and monitor emerging stakeholder issues and values; respond to community input, as feasible to do so eg no development to the north of Shute Harbour Road, enhanced view corridors, reducing marina berth numbers, changing from floating to solid breakwater, reef conservation fund, cultural and marine interpretive centres, cultural performance space and request for marker buoys; report values, concerns and interests to proponent and document in final report



## SHUTE HARBOUR MARINA EIS - COMMUNITY CONSULTATION

TOR OBJECTIVE	CONSULTATION METHODOLOGY
	<p>Feedback form</p> <p>Independent market research stakeholder surveys x 2</p>
Demonstration that the community's views are being taken into account	<p>Adjustment of original concept based on previous EIS submissions eg no development or excavation north of Shute Harbour Road, no shipyard, no ferry terminal, provision of full access to the foreshore through an 8m wide public boardwalk, contribution of \$2.5 M to a new public boat ramp and trailer boat parking, change from a floating to solid breakwater, adding a park at the end of the boardwalk, adding a cultural centre, performance space and marine interpretive centre, northern architectural design and use of native plants for landscaping.</p> <p>Installation of marker buoys in response to request by SHRA + media release</p> <p>Independent market research x 2 to ensure issues and concerns were documented</p> <p>An approved and registered Cultural Heritage Management Plan demonstrating support for the project from the respondent parties</p> <p>Reef Conservation Fund in response to a broader suggestion by the Chair of the Local Marine Advisory Committee</p> <p>MOU with Whitsunday TAFE re provision of training and accreditation for local employees</p> <p>Development of a marine traffic solution in response to concerns relating to marine traffic congestion</p>
Encouraging within the community a level of confidence that the proposed integrated marina operations will be environmentally	Briefings with key stakeholders



## SHUTE HARBOUR MARINA EIS - COMMUNITY CONSULTATION

TOR OBJECTIVE	CONSULTATION METHODOLOGY
responsible	<p>Information sessions for community reference groups</p> <p>Consultation with conservation groups and environmental agencies eg GRMPA</p> <p>Media releases re Reef Conservation Fund</p> <p>Comprehensive suite of studies to examine terrestrial and aquatic ecology, coastal processes, mega fauna and net benefit.</p> <p>Newsletter, posters, fact sheets and flyer</p> <p>A registered Cultural Heritage Management Plan</p> <p>Reef Conservation Fund that will provide funding for the establishment of environmentally sensitive moorings on the reef and cultural and environmental education through an initial contribution of \$1M with the sale of the marina berths and an annual contribution of \$150k per year through a levy on marina berths</p>
Evaluation of community responses to the project	<p>Stakeholder database incl. issues monitoring and evaluation</p> <p>Written reports – Info Day x 2 + survey findings + final CE Report</p> <p>Liaison with Coordinator-General</p>



### 3 SHUTE HARBOUR MARINA PROJECT (SHMP) EIS PROGRAM

The following flowchart (see Figure 2 – EIS process: July 2008, following) summarises the EIS program, including milestones for community engagement.

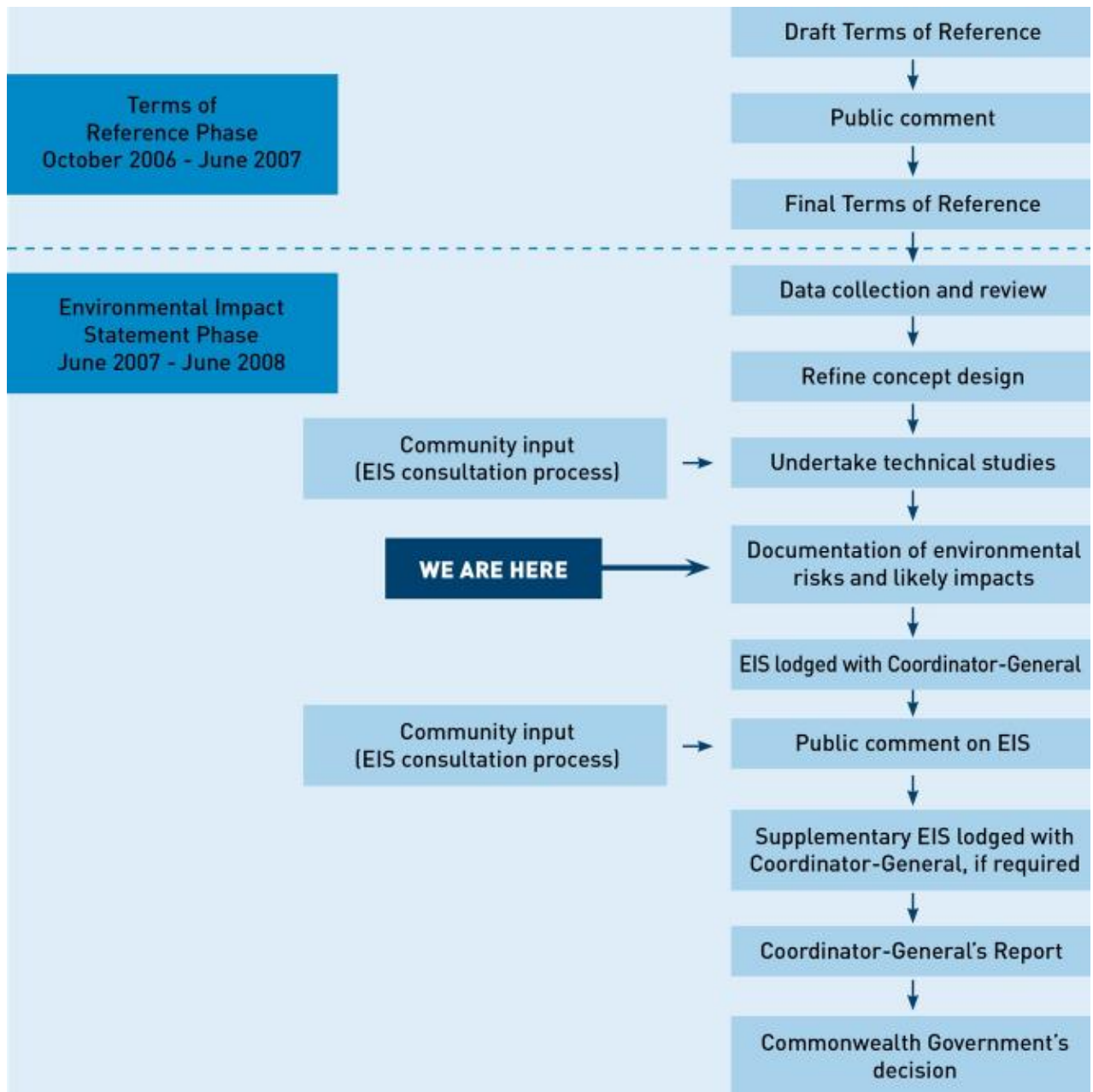


Figure 2 – EIS process: July 2008





## 4 OUR APPROACH

### 4.1 COMMUNITY AND STAKEHOLDER ENGAGEMENT OBJECTIVES

Community engagement objectives for the Shute Harbour Marina Project EIS were chosen to:

- Add value to the study's decision-making process;
- Inform stakeholders about the study objectives, drivers, processes and consultation opportunities; and
- Provide easy and accessible ways for stakeholders to participate in the consultation process.

#### 4.1.1 Strategic Approach

Three Plus uses a robust methodology for its stakeholder and community consultation programs, designed to:

- Establish a client's and project's reputation with key stakeholders;
- Identify key stakeholder and community issues relating to the proposal;
- Inform key stakeholders and the local community of the project;
- Inform the development process through an investigation of stakeholder issues and concerns; and
- Engage meaningfully and positively with key stakeholders and the community for the duration of the project.

#### 4.1.2 Community and Stakeholder Engagement Principles

The following strategic principles guided the study's community and stakeholder engagement:

**Positioning:** The Shute Harbour Marina Project is a new project under new management. The proponent is committed to a planning process that delivers a marina development that is in character with Shute Harbour and enhances existing development in the area.

**Open and transparent:** The study's community engagement will be in line with the Environmental Protection Agency (EPA) *Guideline 7: Issue identification and community consultation* and the Government's *Community Engagement Policy, Principles, Standards and Guidelines* (2004). The study team will prepare reports on the community engagement activities and stakeholder feedback for the EIS, including reports of each Information Day. These reports will be available to the public upon request. A draft ToR for the EIS was advertised by the Office of the Coordinator-General for public comment in local, state and national newspapers beginning 25 October 2005 and is available for viewing from this date at [www.coordinatorgeneral.qld.gov.au/major\\_projects/shute.shtm](http://www.coordinatorgeneral.qld.gov.au/major_projects/shute.shtm)

Public information will be accessible and readable. A 24/7 staffed enquiry hotline will ensure easy access to the project team at all times. All relevant information will be uploaded to the website in a timely manner.

**Responsiveness:** Stakeholders' ideas, issues and opportunities will be identified through consultation activities. To demonstrate an open, two-way process is being undertaken, the study team will close the loop with stakeholders to inform them how their views have been considered. The study team will also manage stakeholder expectations about what the study can deliver by effectively communicating the study negotiables and non-negotiables.



**Integration with related projects:** The study team will recognise stakeholders' previous contributions by linking the Shute Harbour Marina Project EIS with submissions received during the public comment period on the Terms of Reference.

**Issues management:** The study team will identify as early as possible and proactively manage any issues that may influence the project. *Consultation Manager* (database software) will be used to monitor and track community issues and stakeholder engagement.

## 4.2 COMMUNITY ENGAGEMENT STRATEGIES

The following strategies will underpin the project objectives:

- Establish a high project presence in the local community
  - Attend established forums for discussion to present project information and answer questions
  - Establish a local site office in Shute Harbour, staffed by a project team member
  - Consultation with key stakeholders, as part of a Social Impact Assessment study (conducted by AEC)
  - Liaison with other government agencies and organisations operating on the ground
- Use existing community networks to promote community awareness and encourage input and feedback
  - Establish positive relationships with elected representatives and provide briefings at project milestones
  - Use community group briefings and forums to encourage community participation in the project and to provide project information
- Adopt an apolitical approach to the provision of project information
  - Provide project information to all elected representatives in the project area at all levels of government
- Clearly identify opportunities for public comment and input
  - Use all available opportunities to reinforce how the community and stakeholders can have their say
  - Provide information on future public comment periods and how the community can participate
  - Provide information and feedback mechanisms including a 24/7 1800 number, email, feedback form, website and local site office
- Acknowledge community concerns and accurately reflect these in data and project reporting.

### 4.2.1 Identification of the community of interest

The following list identifies the stakeholder clusters that comprise the community of interest for the Shute Harbour Marina Project EIS:

- Internal stakeholders;
- Business owners, including tourism operators;
- Business Associations (including Chamber of Commerce and Economic Development Association);
- Property owners (directly and indirectly impacted);
- Road users;
- Boat/yacht owners;
- Service providers;



- Local community interest groups, including Environment and Progress Associations;
- Traditional owners;
- Government agencies;
- Elected representatives (Federal, State and Council); and
- Media.

The individuals or groups within each cluster were identified by:

- Consulting with the local elected representatives (State and Council)
- Contacting existing community networks eg Shutehaven Residents Association and Save Our Foreshore
- Contacting local business and industry groups eg Whitsunday Economic Development Corporation
- Networking by local Project Officer
- Presentations to key community groups eg Chamber of Commerce
- Developing a database of stakeholders who registered an interest, either at information days or via feedback mechanisms (hotline, email, feedback form etc)
- Desktop research
- Previous submissions
- Terms of Reference
- Registrations at the project information office
- Attendance at the Sanctuary Cove and Sydney boat shows
- Referrals by registered stakeholders eg advice provided at briefings and/or meetings with community groups
- Ongoing environmental scanning – print media, attendance at Council meetings, community information sessions etc
- Print advertisements – draft ToR; information days
- Direct enquiry via 24/7 hotline or email

#### 4.3 COMMUNITY ENGAGEMENT PLAN

A Community Engagement Plan (CEP) was prepared by Three Plus in consultation with the proponent (see Shute Harbour Marina - *Community Engagement Plan* at Appendix 1). The CEP was designed as a dynamic document that would provide a strategic framework for community consultation and stakeholder engagement. It was implemented by Three Plus in consultation with the project team, the project consultants and the Coordinator-General

Focusing on a three-tiered process of informing, consulting and reporting back to stakeholders, the CEP facilitated proactive issues management and enabled daily oversight of stakeholder engagement for the duration of the EIS Phase.

The CEP outlined an overarching strategy, together with appropriate communications tactics and tools, to ensure a seamless interface between the proponent, the project team and community stakeholders.



## 4.4 FEEDBACK MECHANISMS

The following feedback mechanisms were developed to facilitate community input, enquiries and feedback.

### 4.4.1 Feedback form

Several feedback forms were designed and distributed during the draft ToR and EIS Phases to facilitate feedback as the EIS progressed (see Feedback Forms at Appendix 2). An initial feedback form was included in the first newsletter and was also uploaded to the website as an online option that could also be downloaded and returned via free post or fax.

Feedback could also be made in writing and submitted as a reply paid letter or via email.

A specific user-group feedback form was designed for the boat shows.

An updated feedback form was designed for the second information day, to elicit a more detailed response to preliminary concept project elements.

### 4.4.2 Project email

A project specific email address was established. The address [info@shuteharbourmarina.com](mailto:info@shuteharbourmarina.com)

### 4.4.3 Post

A postal address was advertised on feedback forms and newsletters (see below):

SHUTE HARBOUR MARINA

REPLY PAID

PO Box 5820 WEST END QLD 4101

### 4.4.4 Toll free hotline

An 1800 number was set up for the project and advertised in paid advertisements and newsletters - 1800 689 609.

Calls to the 24/7 1800 number were received by the Community Liaison Manager on personal mobile, to ensure stakeholders had direct access to the project team. This process ensured that enquiries were actioned immediately and follow-up was tracked and logged using Consultation Manager.



## 5 COMMUNITY AND STAKEHOLDER ENGAGEMENT

During the EIS Phase, consultation was undertaken with key stakeholders and the wider community. The following Action Plan provided the consultation framework.

EIS COMMUNITY ENGAGEMENT ACTION PLAN		
ACTIVITY	PURPOSE	TIMING
Conduct issues audit and internal risk management workshop	To identify and prepare responses to likely project issues and risks; to inform the Community and Stakeholder Engagement Plan	July 2006 (completed)
Prepare Community Engagement Plan; develop issues matrix and agree key messages	Develop framework for implementing and evaluating EIS community engagement activities	October 2006 (completed)
Set up and maintain stakeholder register, using web-based <i>Consultation Manager</i>	Identify key stakeholders and create preliminary database. Update throughout the study to track community input, issues and values and to inform final CEP report	October 2006 and ongoing (database will remain active for the life of the project)
Set up communication/feedback mechanisms/website	Provide an accessible way for the community to give feedback via 24/7 1800 hotline, email, online feedback form, written submissions by post and fax	Mechanisms established October 2006 prior to distribution of the first flyer (completed). Data collection and maintenance ongoing 2006 – 2008 (mechanisms will remain active throughout the life of the project)
Prepare communications collateral, including newsletters, display posters, flip chart and internal Q&As	Provide effective communication tools to inform stakeholders at briefings, Information Day(s) and ongoing	Priority briefings for key stakeholders pre-draft TOR – October 2006 (completed) Information Day 1 - October 2006 (completed) Information Day 2 – August 2007 (completed) Information Day 3 – during public comment period (tbc)



## EIS COMMUNITY ENGAGEMENT ACTION PLAN

ACTIVITY	PURPOSE	TIMING
<p>Newsletter #1 (Flyer)</p> <p>Newsletter #2 Invitation flyer #2</p>	<p>Inform stakeholders about Shute Harbour Marina Project EIS and encourage input into Draft Terms of Reference; promote first Information Day</p> <p>Seek stakeholder feedback on study's Terms of Reference</p>	<p>Insert into full print run of the Whitsunday Times 19 October 2006 (completed)</p> <p>Email database - 14 October 2006 prior to insert and briefings (completed)</p> <p>Insert into full print run of the Whitsunday Times &amp; Proserpine Guardian August 2007 (completed)</p> <p>Email electronic version to elected representatives and key stakeholder groups (completed)</p>
<p>Newsletter #3 EIS Info Day (to be undertaken)</p>	<p>Key findings and invitation to EIS Community Information Day</p>	<p>EIS public comment period</p>
<p>Media Release 1</p>	<p>Announce the appointment of Cardno to undertake the EIS and seek feedback on the study's concept design. Promote newsletter distribution, Information Day and public display</p>	<p>Mid-October 2006 (completed)</p>
<p>Media release 2</p> <p>Media release 3</p>	<p>Prior to 2<sup>nd</sup> CID</p> <p>After 2<sup>nd</sup> CID</p>	<p>May 2007 (completed)</p> <p>End August 2007 (completed)</p>
<p>Media release 4</p> <p>Media release 5</p>	<p>Announce marker buoys</p> <p>Reef Conservation Fund</p>	<p>January 2008 (completed)</p> <p>28 April 2008 (completed)</p>
<p>Website</p>	<p>Inform stakeholders about study processes, timeframe and consultation opportunities.</p> <p>Include downloadable feedback form and Terms of Reference</p>	<p>October 2006 set up and regularly updated</p>



## EIS COMMUNITY ENGAGEMENT ACTION PLAN

ACTIVITY	PURPOSE	TIMING
	Upload collateral as it becomes available (eg newsletters, media releases etc)	Ongoing
<p>Briefings</p> <p>Elected representatives email and briefings (as requested)</p> <p>Briefing paper produced to support meeting or to be mailed. August 2007</p>	<p>Introduce study, and seek feedback on issues/opportunities and proposed consultation process, including additional stakeholders</p> <p>Subsequent briefings to coincide with second and third Information Days and release of available results from technical studies to inform EIS and later advertised public comment stage</p>	<p>October 2006 prior to release of draft ToR and first Information Day (completed)</p> <p>August 2007 prior to second Information Day (completed)</p> <p>April 2008 – final key stakeholder briefings (completed)</p>
Key stakeholder group briefings	<p>Priority briefing for key stakeholders to discuss issues and opportunities</p> <p>CRG #1 - Information sessions for Community Reference Groups x 3 (business, residents, boating)</p> <p>CRG #2 – Information session for combined groups to provide details about EIS outcomes (reef conservation fund, CHMP, cultural centre etc) + opportunity for questions</p>	<p>October 2006 prior to release of draft ToR and first Information Day (completed)</p> <p>December 2007 (completed)</p> <p>Prior to CID #3 and to coincide with release of the EIS for public comment</p>
Market research – telephone survey of 15 key stakeholders	Independent market research designed to provide opportunity for key stakeholders (including directly affected residents and business owners) to provide feedback on the preliminary concept to inform the EIS	April 2008 (completed)



## EIS COMMUNITY ENGAGEMENT ACTION PLAN

ACTIVITY	PURPOSE	TIMING
All Agency briefings – EPA, DNR, DEH,QT, DIP, DMR.	Technical consultant and/or Project Manager to meet with Officers as required, throughout the EIS Establish and maintain two way flow of information	November 2006 meeting in Mackay (completed) and as again as required to coincide with release of the EIS for public comment. Process separate from public consultation
Community Information Day 1 (CID)	Allow interested community members to view project concept and display panels; project team members to be available to answer questions and receive feedback	21 October 2006 (completed)
CID 2	Allow interested community members to meet with project team and relevant technical staff to discuss available results from EIS studies	18 August 2007 (completed)
CID 3	Display EIS and encourage submissions. Project team members to be available to answer questions and provide information about process to lodge written submissions.	During public comment period (date TBC)
Staffed Information Centre and display in highly visible location at adjacent Transit Terminal	Project team member “on-the-ground” and available by appointment to provide the local community with easy access to information about the project and progress updates on the EIS Static displays on-site at the Information Centre. Display to consist of posters, newsletters, feedback form and 3D ‘fly-through’ viewable all hours from public footpath area. Enable interested community members to view concept and display material at times other than Information Days	From 21 October 2006 to (EIS) project completion





EIS COMMUNITY ENGAGEMENT ACTION PLAN		
ACTIVITY	PURPOSE	TIMING
	Encourage stakeholder input and feedback	
Interim consultation report(s) - Information Day(s)	Report on consultation and engagement prior to, during and post Information Day(s), including advertising, attendance and media coverage; report stakeholders' feedback and issues raised	November 2006 (completed) September 2007 (Report of feedback and analysis of comments - completed)
Issues management	Monitor issues via stakeholder feedback and enquiries and media review. Develop strategies to address issues. Report enquiries to Project Manager and follow-up using Consultation Manager	Ongoing Monthly reporting, or as required
Final Consultation Report	Evaluate and report consultation and feedback, including Consultation Manager reports, and compile a comprehensive report detailing the process and outcomes of the Community and Stakeholder Engagement program	End of consultation period, prior to lodging EIS  Note: Public comment period during EIS will be a separate process managed by Coordinator-General. Feedback during this period will be provided as written submissions

## 5.1 KEY STAKEHOLDERS

The following stakeholders were identified at the outset and specific consultation strategies were designed and implemented to meet their communications needs. Completed consultation activities are outlined in the following Table 2: Consultation With Key Stakeholders, following.



**Table 2: Consultation With Key Stakeholders**

KEY STAKEHOLDERS		
STAKEHOLDER	ACTIVITY/WHO	DATE
Elected representatives – Whitsunday Shire Council	<u>Meeting – onsite</u> Mayor, Cr Mario Demartini and Council officers met with Jeff Smith, CEO Port Binnli Pty Ltd and Project Manager, Dave Quinlan	06/06/06
	<u>Briefing</u> Project Manager, Dave Quinlan (DQ) and Project Officer, Steve Fisher (SF), briefed the following WSC Councillors on the preliminary concept: Mayor, Cr Mario Demartini Cr Ray Debnam, Division Two Stephanie Hunt, Business Services Manager Bruce Green, Community Development Coordinator Tony Haywood CEO	20/10/06
	<u>Information Day 1</u> Jan Clifford attended (prior to being elected Councillor for WRC)	21/10/06
	<u>Briefing</u> DQ, JD-J, Malcolm Hall Brown and Neil Morris (Malcolm and Neil are Directors SHMD) provided a progress update on EIS	17/08/07
	<u>Briefing</u> DQ, JS and NM provided progress update on EIS	06/09/07
	<u>Briefing</u> DQ provided update to Council Officers	04/10/07
	<u>Briefing</u> DQ provided update to Council	11/01/08



KEY STAKEHOLDERS		
STAKEHOLDER	ACTIVITY/WHO	DATE
	<p>Officers</p> <p><u>Briefing</u></p> <p>DQ provided update to Mayor and Council Officers</p> <p><u>Briefing</u></p> <p>DQ briefed Cr Jen Whitney and Cr Tolma Camm at joint meeting</p> <p><u>Briefing</u></p> <p>DQ briefed Cr Kieran McCarthy</p> <p><u>Briefing</u></p> <p>Cr Jan Clifford</p> <p>Cr Rogin Taylor</p>	<p>30/01/08</p> <p>14/02/08</p> <p>14/02/08</p> <p>25/03/08</p>
<p><b>Elected representatives - Bowen Shire Council</b></p> <p>Cr Mike Brunker (Mayor)</p>	<p><u>Meeting</u></p> <p>Project Manager, Dave Quinlan, and Steve Fisher met with Bowen Mayor to provide briefing/update on progress of EIS</p>	<p>4/10/07</p>
<p><b>Elected representatives – Whitsunday Regional Council</b></p> <p>Cr Mike Brunker (Mayor)</p> <p>Cr Jan Clifford</p> <p>Cr Rogin Taylor</p>	<p><u>Briefing</u></p> <p>DQ and SS briefed Cr Jan Clifford and Cr Rogin Taylor</p> <p><u>Briefing</u></p> <p>DQ and Susan Scott (SS) met with Mike to provide progress update on EIS</p> <p><u>Survey</u></p> <p>Footprints (Market Research) conducted telephone survey with key stakeholders including Mayor WRC</p> <p><u>Briefing</u></p> <p>DQ and JS provided update to Council Officers jointly with Hamilton Island Enterprises</p> <p><u>Briefing</u></p> <p>DQ, JS, NM and John Loneragan (Architect) provided update to</p>	<p>25/03/08</p> <p>22/04/08</p> <p>Wk beg 21/04/08</p> <p>20/05/08</p> <p>18/06/08</p>



KEY STAKEHOLDERS		
STAKEHOLDER	ACTIVITY/WHO	DATE
	<p>WRC jointly with Hamilton Island Enterprises</p> <p><u>Briefing</u></p> <p>DQ briefed Cr Jan Clifford</p> <p><u>Briefing</u></p> <p>DQ and JS provided update to Council Officers jointly</p>	<p>03/07/08</p> <p>21/07/08</p>
<p><b>Elected representative – State</b></p> <p>Hon. Janice Jarratt (MP Whitsunday)</p>	<p><u>Information Day 1</u></p> <p>Jan attended the first Community Information Day</p> <p><u>Briefing</u></p> <p>EIS progress update by DQ</p> <p><u>Briefing</u></p> <p>EIS progress update by DQ</p> <p><u>Meeting</u></p> <p>DQ and SS met with Jan to provide update on EIS progress and sustainability initiatives</p> <p><u>Briefing</u></p> <p>EIS progress update by DQ</p>	<p>21/10/06</p> <p>17/08/07</p> <p>16/10/07</p> <p>24/04/08</p> <p>02/07/08</p>
<p><b>Elected representative – Commonwealth (Dawson electorate)</b></p> <p>Mr James Bidgood</p>	<p><u>Briefing</u></p> <p>DQ and SS met with Mr James Bidgood to provide update on EIS progress and sustainability initiatives</p> <p><u>Email</u></p> <p>Correspondence with previous Member for Dawson (The Hon De-Anne Kelly MP, Parliamentary Secretary for Trade) – offer to provide briefing; A3 display posters supplied by post</p>	<p>21/04/08</p> <p>19/10/06</p>
<p><b>Tourism Whitsunday</b></p> <p>Mr Peter O'Reilly – General</p>	<p><u>Briefing</u></p> <p>DQ and SS met with Matthew</p>	<p>20/10/06</p>



KEY STAKEHOLDERS		
STAKEHOLDER	ACTIVITY/WHO	DATE
Manager	<p>Williams, General Manager to provide project overview and seek feedback on preliminary concept</p> <p><u>Briefing</u></p> <p>Project Office, Steve Fisher, met with Peter O'Reilly to provide project overview and seek feedback on preliminary concept</p> <p><u>Briefing</u></p> <p>DQ met with Peter to provide progress update on EIS</p> <p><u>Briefing</u></p> <p>Offer to provide briefing extended 18 April 2008</p> <p><u>Survey</u></p> <p>Footprints (Market Research) conducted telephone survey with key stakeholders including Tourism Whitsunday</p>	<p>5/09/07</p> <p>14/02/08</p> <p>24/04/08</p> <p>Wk beg 21/04/08</p>
<p>Whitsunday Development Corporation</p> <p>Ms Rebecca Andrews – Executive Officer</p>	<p><u>Briefing</u></p> <p>DQ and SS met with Rebecca to provide project overview and seek feedback on preliminary concept</p> <p><u>Presentation</u></p> <p>Project Officer, Steve Fisher, presented to the Board</p> <p><u>Briefing</u></p> <p>Progress update on EIS provided by DQ</p> <p><u>Survey</u></p> <p>Footprints (Market Research) conducted telephone survey with key stakeholders including Whitsunday Development Corporation</p>	<p>20/10/06</p> <p>05/09/07</p> <p>14/09/07</p> <p>23/04/08</p> <p>Wk beg 21/04/08</p>



KEY STAKEHOLDERS		
STAKEHOLDER	ACTIVITY/WHO	DATE
<b>(Whitsunday) Marine/Tourism Development and Q Transport, Maritime Safety Queensland</b> Deb Lewis, Contract Project Officer	<u>Briefing</u> Joint briefing with Greg Lambert (Charter Boat Indus Assoc) to introduce preliminary concept and seek feedback + input by DQ and SS	20/10/06
	<u>Meeting</u> EIS progress update by DQ	10/10/07
	<u>Survey</u> Participated in key stakeholder survey conducted by Footprints Market Research	Wk beg 21/04/08
<b>Charter Boat Industry Association</b> Greg Lambert (also owner – Kiana Sail and Dive)	<u>Briefing</u> Joint briefing with Deb Lewis (Marine Tourism Development) to introduce preliminary concept and seek feedback + input by DQ and SS	20/10/06
	<u>Meeting – B2B</u> Met with Steve Fisher re EOI for Kiana Sail and Dive – berths for charter boat operation	05/07/07
<b>Shute Harbour Motel</b> Dave McInerney	<u>Briefing</u> DQ/SF/SS provided briefing on preliminary concept and sought feedback	20/10/06
	<u>Community Reference Group (CRG)</u>	15/12/07
	<u>Briefing</u> DQ and SS met with Val and Dave on site to provide update on EIS outcomes, including RCF and CHMA	23/04/08
	<u>Survey</u> Participated in key stakeholder survey conducted by Footprints Market Research	Wk beg 21/04/08



KEY STAKEHOLDERS		
STAKEHOLDER	ACTIVITY/WHO	DATE
Chocolate Fish	<p><u>Briefing - informal</u> Frequent informal updates by SF and DQ whilst on location</p> <p><u>Briefing – formal</u> By Jane Delaney-John</p> <p><u>Briefing</u> <u>Progress update provided by DQ</u></p> <p><u>Survey</u> Participated in key stakeholder survey conducted by Footprints Market Research</p>	<p>10/12/07</p> <p>24/01/08</p> <p>Wk beg 21/04/08</p>
Fantasea	<p><u>Briefing</u> DQ and SF briefed Hume Campbell on preliminary concept and EIS</p> <p><u>Survey</u> Fantasea participated in key stakeholder telephone survey conducted by Footprints Market Research</p>	<p>10/12/07</p> <p>Wk beg 21/04/08</p>
Whitsunday-Rent-A-Yacht	<p><u>Telephone</u> Invitation to Glen Read to attend briefing wk beg 21/04/08 declined – “I’m all for the project”</p> <p><u>Survey</u> Footprints (Market Research) conducted telephone survey with key stakeholders including Whitsunday Rent-A-Yacht</p> <p><u>Briefing</u> DQ briefed Tony Crank on concept and EIS</p>	<p>16/04/08</p> <p>Wk beg 21/04/08</p> <p>15/05/08</p>
Community groups – Shutehaven Residents	Meeting with Helen Altmann and Jacinta Lipson to discuss issues surrounding proposal attended by	19/06/06



KEY STAKEHOLDERS		
STAKEHOLDER	ACTIVITY/WHO	DATE
<p><b>Association (SHRA)</b> Helen Altmann, President</p>	<p>DQ and Malcolm Hall Brown <u>Briefing/Meeting</u> DQ/SF/SS provided briefing on preliminary concept and sought feedback; SHRA attendees – Helen Altmann, Jacinta Lipson, Rory McCourt</p> <p><u>Briefing</u> Progress update on EIS provided by DQ and JD-J</p> <p><u>Presentation</u> Presentation at Chamber of Commerce meeting by DQ, SF and NM. SHRA also presented at same meeting, where opportunity was provided for questions and answers.</p> <p><u>Survey</u> Footprints (Market Research) conducted telephone survey with key stakeholders. Shutehaven Residents Association declined the invitation, but provided a written explanation (see transcript attached at Appendix 4)</p>	<p>20/10/06</p> <p>17/08/07</p> <p>06/09/07</p> <p>Invitation declined 28/04/08</p>
<p><b>Community groups – Save Our Foreshore</b> Suzette Pelt</p>	<p><u>Invitation</u> SS called Suzette’s mobile 12/10/06; Suzette declined invitation (a lot of members away) 13/10/06</p> <p><u>Briefing</u> DQ and JD-J provided progress update on EIS and sought feedback on preliminary concept</p> <p><u>Survey</u> Footprints (Market Research) conducted telephone survey with key stakeholders. Save Our Foreshore provided written</p>	<p>13/10/06</p> <p>16/08/07</p> <p>Wk beg 21/04/08</p>





KEY STAKEHOLDERS		
STAKEHOLDER	ACTIVITY/WHO	DATE
	response (see Appendix 4)	
Community groups – Residents Traffic Action Group Mary O’Flynn and Fay Chapman	<u>Briefing</u> DQ and JD-J met with representatives of the Traffic Action Group to provide briefing on the preliminary concept and seek feedback	16/08/07
Whitsunday Sailing Club	<u>Briefing</u> DQ and SF briefed Vice-President Ian Davey re preliminary concept and EIS	10/12/07
	<u>Briefing</u> Michael Phillips, at CRG meeting, given update on the progress of the EIS	11/12/07
	<u>Briefing</u> DQ and SS gave President, Michael Phillips, an update on the progress of the EIS and the RCF and CHMA	23/04/08
	<u>Survey</u> Footprints (Market Research) conducted telephone survey with key stakeholders including Whitsunday Sailing Club	Wk beg 21/04/08
Whitsunday Shute Harbour Secured Parking	<u>Briefing</u> DQ briefed Rob Turner re concept and progress of EIS	04/10/07
	<u>Briefing</u> JS and MHB briefed Rob Turner and Paul McIlride re concept and progress of EIS	30/10/07
	<u>Survey</u> Footprints (Market Research) conducted telephone survey with key stakeholders including Whitsunday Shute Harbour	Wk beg 21/04/08



KEY STAKEHOLDERS		
STAKEHOLDER	ACTIVITY/WHO	DATE
	Secured Parking	
Conservation groups – Whitsunday Seagrass Watch Kim Hodgson (EPA)	<u>Briefing</u> DQ met with Kim Hodgson (EPA)	15/08/07
	<u>Briefing</u> DQ and SS met with Kim to provide brief on Reef Conservation Fund	22/04/08
Conservation groups – Order of the Underwater Coral Heroes Mr Tony Fontes	<u>Information Day 1</u> Tony x attended and spoke with DQ	21/10/06
	<u>Briefing</u> DQ and JD-J provided progress update on EIS	17/08/07
	<u>Briefing</u> DQ and SS provided progress update on EIS	23/04/08
	<u>Briefing</u> DQ provided briefing to LMAC (Tony is President)	28/05/08
Sunfish Qld Inc Harold Smith, Environmental Officer, Sunfish (Mackay Branch) Fred Baxter (Proserpine Branch)	<u>Briefing</u> DQ was referred to Mackay branch by Brisbane office. Met with Harold Smith and Lance Murray at Mackay Marina to provide briefing on preliminary concept	21/04/08
	<u>Briefing</u> DQ and SS met with Frank Baxter to provide briefing on preliminary concept and to seek feedback and input, based on local knowledge	24/04/08
Directly affected property/business owners – Engwirda Marine (adjoining	<u>Briefing</u> DQ and SS met with Jim and Linda to outline the preliminary	19/10/06



KEY STAKEHOLDERS		
STAKEHOLDER	ACTIVITY/WHO	DATE
lease) Jim Engwirda Linda Engwirda	concept and seek feedback <u>Phone call</u> <u>Invitation to meet – phone call</u> Call to Jim and Linda to offer briefing; Jim unavailable; he will call DQ	18/04/08
Central Old Land Council	<u>Briefing</u> DQ and Jane Delaney-John (JD-J) provided briefing	15/08/07
Indigenous landowners – GIA and NGARO/GIA	<u>CHMA Meetings</u> Meetings with DQ and JD-J (Hornery Institute) x 3 re CHMA	CHMA signed 20/04/08 CHMA registered by DNR 23/04/08
Education – Proserpine High School Tracey Whitstat and Nicole Jolly	<u>Meeting</u> DQ and JD-J met with Tracey and Nicole re industry links	16/08/07
TAFE – Cannonvale Linda Richardson	<u>Briefing</u> SF briefed Linda re concept and EIS <u>Meeting</u> DQ met with Linda to provide briefing on project and EIS and discussed MOU for training opportunities <u>Meeting</u> DQ and SS had a further meeting with Linda re MOU. Agreed to progress finalisation <u>Meeting</u> DQ met with Linda and Robin Dyer regarding MOU for training opportunities	15/09/07  29/02/08  22/04/08  21/07/08
TAFE – Bowen/Townsville Bev Cummins	<u>Briefing</u> DQ and SS met with Bev to advise TAFE had preferred supplier status for skill hire and	25/03/08



KEY STAKEHOLDERS		
STAKEHOLDER	ACTIVITY/WHO	DATE
	training; agreed to coordinate with Cannonvale campus	
Hamilton Island Enterprises Craig Davidson	<p><u>Meeting</u> JS and NM met with Senior Managers</p> <p><u>Briefing</u> Present at briefing at Shute Harbour Transit Terminal for barge operators</p> <p><u>Meeting</u> Joint meetings with WRC regarding concept, EIS and marine traffic issues</p> <p><u>Survey</u> Participated in key stakeholder telephone interview conducted by Footprints Market Research</p>	<p>October 2006</p> <p>01/03/08</p> <p>20/05/08 and 18/06/08</p> <p>Wk beg 21/04/08</p>
Emergency Services Qld Fire and Rescue Service Qld Police Service State Emergency Service (SES)	<p><u>Briefing</u> DQ and SS held a briefing for local Emergency Services to outline preliminary concept, progress of the EIS and to seek feedback and input re design, traffic, access etc</p>	23/04/08
Youth - PCYC	<p><u>Briefing</u> DQ met with Youth Coordinator Dan Van Blarcom (also LMAC Secretary) to discuss preliminary concept and to seek feedback</p>	14/02/08
GBRMPA	<p>Numerous phone calls regarding Reef Conservation Fund</p> <p><u>Briefing</u> Presentation on EIS and Reef Conservation Fund at LMAC meeting</p>	<p>2007/08</p> <p>28/05/08</p>
Swing Mooring Holders	Privacy laws prevent supply of	



KEY STAKEHOLDERS		
STAKEHOLDER	ACTIVITY/WHO	DATE
	contact lists to Shute Harbour Marina Development (SHMD) by MSQ, however, SHMD provided letter that was forwarded by MSQ on their behalf, offering opportunity to meet at any time	
Mackay Conservation Group	Declined invitation to meet with SHMD, however, some members attended the LMAC meeting about the reef conservation fund	28/05/08
Previous respondents	<u>Letter</u> Letter from DQ to all previous respondents to notify new project and anticipated release of Draft Terms of Reference	10/10/06

### 5.1.1 Issues – Key Stakeholders

The following Table 3: Issues – Key Stakeholders, provides a summary of the issues and opportunities raised by key stakeholders during the public consultation process.

KEY STAKEHOLDERS	
STAKEHOLDER	ISSUE/OPPORTUNITY
Elected representatives – Whitsunday Regional Council Cr Mike Brunker (Mayor)	Cr Brunker sought clarification from Port Binnli re temporary housing for construction workers; suggested Port Binnli should investigate establishing a construction camp ‘somewhere out of town’ to keep workers off the road, and reduce impact on affordable accommodation.  Cr Brunker also inquired if Port Binnli could build the new boat ramp as a public benefit at ‘no cost to Council’. In other words, “do it all and hand it over”.  Carparking will need to be adequate.  Cr Brunker was invited to participate in independent market research interview, however he was not available.
Elected representative –	Inquired about housing for the construction workers.



KEY STAKEHOLDERS	
STAKEHOLDER	ISSUE/OPPORTUNITY
<p><b>State</b> Hon. Jan Jarratt (MP Whitsunday)</p>	<p>Wants a comprehensive EIS to ensure environmental and social issues are addressed – the mainland needs “attractors”. Traffic plan will be required.</p>
<p><b>Elected representative – Commonwealth (Dawson electorate)</b> Mr James Bidgood</p>	<p>Pro-development, providing the project is environmentally sustainable. The RCF and Cultural Heritage Management Agreement (CHMA) are both excellent initiatives.</p>
<p><b>Tourism Whitsunday</b> Mr Peter O’Reilly – General Manager</p>	<p>Generally supportive. The opportunity for indigenous led tours was discussed. Indigenous eco-tours (eg at Betty’s Beach) would attract tourists, although logistics (equipment transport etc) would be an issue. See also Footprints Market Research Survey attached at Appendix 4.</p>
<p><b>Whitsunday Development Corporation</b> Ms Rebecca Andrews – Executive Officer</p>	<p>Generally supportive. Wants Super Yacht moorings at marina and out on reef (if new type of mooring is environmentally sensitive). See also Footprints Market Research Survey attached at Appendix 4.</p>
<p><b>(Whitsunday) Marine/Tourism Development and Q Transport, Maritime Safety Queensland</b> Deb Lewis, Contract Project Officer <b>And</b> <b>Charter Boat Industry Association</b> Greg Lambert (also owner – Kiana Sail and Dive)</p>	<p>Seeking particular outcomes, as follows: International tourists expect an eco-experience. Long-term partnership with marina owners and operators e.g. long term fees – shouldn’t have to pay dearer fees than those paid for recreational berths, because “we’ve got to use the marina”. Need to ensure industry needs are met [marine, especially charter boats]. Wish list:</p> <ul style="list-style-type: none"> <li>• maintenance facility;;</li> <li>• fuel storage (brand operator);</li> <li>• covered departure facility;</li> <li>• rubbish disposal – eco-friendly [recycled] and easily accessible; help industry to bench-mark “world-best” practice;</li> <li>• close access for departures and wider access through</li> </ul>



## KEY STAKEHOLDERS

STAKEHOLDER	ISSUE/OPPORTUNITY
	<p>arms (trolleys and small vehicles);</p> <ul style="list-style-type: none"> <li>• cold storage;</li> <li>• overnight berths (“pay-as-you-go” and willing to share berths); and</li> <li>• secured parking.</li> </ul> <p>Bareboat operators are currently on swing moorings.</p> <p>Marine House concept – museum and flagship for best industry practice [role for Port Binnli?]. GRMPA and Whitsunday Econ. Devel. Corp. support the concept.</p> <p>See also Footprints Market Research Survey attached at Appendix 4.</p>
<p><b>Shute Harbour Motel</b> Dave McInerney</p>	<p>See also Footprints Market Research Survey attached at Appendix 4.</p>
<p><b>Chocolate Fish</b></p>	<p>See also Footprints Market Research Survey attached at Appendix 4.</p>
<p><b>Fantasea</b></p>	<p>See also Footprints Market Research Survey attached at Appendix 4.</p>
<p><b>Whitsunday-Rent-A-Yacht</b></p>	<p>See also Footprints Market Research Survey attached at Appendix 4.</p>
<p><b>Community groups – Shutehaven Residents Association</b> Attendees: Rory McCourt Helen Altmann (President) Jacinta Lipson</p>	<p>Tenure/lease expired in 1999; should have been restored to public land.</p> <p>Last remaining lease [unallocated State land] on the Eastern sea border; will create a precedent.</p> <p>Visual impact on iconic vista along Shute Harbour Road unacceptable.</p> <p>Proposed height of residential precinct (five storeys) does not meet height regulations specified in (previous) Whitsunday Council’s Local Planning Scheme.</p> <p>Compensation for loss of existing swing moorings necessary.</p> <p>Design – built environment must suit a tropical setting; we don’t want concrete towers or “Southern” design.</p> <p>Utility services? We don’t have enough power in the grid and can’t run our sewage pumps.</p> <p>Requested marker buoys be installed at coordinates that mark</p>



## KEY STAKEHOLDERS

STAKEHOLDER	ISSUE/OPPORTUNITY
	<p>the proposed extent of the marina into Shute Harbour.</p> <p>See also transcript of written explanation re decline to participate in Footprints Market Research Survey attached at Appendix 4.</p>
<p><b>Community groups – Save Our Foreshore</b> Suzette Pelt</p>	<p><u>Feedback Form</u></p> <p>What are the limitations? Too large for the site and demand for such numbers of berths has not been established.</p> <p>What do you see as the likely social benefits or impacts? Likely loss of swing moorings and facilities for smaller boats.</p> <p>What do you see as the likely environmental benefits or impacts? There would be a loss of the view corridor through to Long Island which would be detrimental to the beauty of the Whitsundays and would diminish the tourist experience.</p> <p>Any other comments? The image of the Whitsundays as an "unspoiled" haven for boating needs to be protected. Commercial boats numbers have been capped and bringing another +700 large boats to this area does not seem appropriate. If persons want the Gold Coast they will go there, they do not come to Whitsunday to see Monaco!</p> <p>See also written transcript provided for Footprints Market Research Survey attached at Appendix 4.</p>
<p><b>Whitsunday Sailing Club</b></p>	<p>Associated with Port of Airlie (28 berths), but "we're supportive" of Shute Harbour Marina. "No negatives at all....we're pro-development".</p> <p>See also Footprints Market Research Survey attached at Appendix 4.</p>
<p><b>Whitsunday Shute Harbour Secured Parking</b></p>	<p>Supportive, but don't want to lose business.</p> <p>See also Footprints Market Research Survey attached at Appendix 4.</p>
<p><b>Conservation groups – Whitsunday Seagrass Watch</b> Ms Kim Hodgson and Mr Michael Phelan</p>	<p>DPI scientists were impressed recently by the seagrass plot near the marina, which has increased in density.</p> <p>Recommended a presentation to the LMAC.</p> <p>Also requested monitoring the marina for pests, such as Asian</p>





## KEY STAKEHOLDERS

STAKEHOLDER	ISSUE/OPPORTUNITY
	<p>Green to provide an early warning system. Would be perceived as “an environmentally proactive move”. Marina manager would check the plates approximately every two months.</p> <p>Approved of the proposed RCF. It “would win friends”.</p> <p>Marine Interpretive Centre – QPWS is looking to set up in a higher traffic area and would “jump at the opportunity”.</p> <p>Query re space at marina for the navy cadets; they need dorms, a common room and boat storage; currently 16 cadets.</p>
<p><b>Conservation groups – Order of the Underwater Coral Heroes</b> Mr Tony Fontes</p>	<p>General opposition, however, development should contribute to infrastructure on the reef to enable boats to use reef safely eg suitable moorings.</p>
<p><b>Sunfish Qld Inc</b> Harold Smith, Environmental Officer, Sunfish (Mackay Branch) Fred Baxter (Proserpine Branch)</p>	<p>Sunfish would like to see the boat ramp constructed at the same time as the marina.</p> <p>Sunfish’ position is “No net loss of habitat”; “there is no such thing as offset habitat”.</p> <p>Sunfish has “grave fears...a bit plus a bit...adds up to a bloody lot!”</p> <p>“(What happens) outside the marina is our concern”.</p> <p>Will you guarantee \$compensation?</p> <p>Advised Port Binnli to seek botanical advice on landscaping and translocation.</p> <p>Dredging spoil cannot be deposited in the quarry, because of potential for seepage.</p> <p>Agreed that better management of boats was possible in a marina (“better than loose moorings”).</p> <p>Sunfish recommended a presentation to the Local Marine Advisory Committee (LMAC) re Reef Conservation Fund (RCF) etc.</p>
<p><b>Directly affected property/business owners – Engwirda Marine (adjoining lease)</b> Jim Engwirda Linda Engwirda</p>	<p>Interested in business opportunities.</p> <p>Existing moorings are “higgledy, piggledy”.</p> <p>“No mangroves on western edge , please!”</p> <p>Queried validity of lease and consistency of design with Shire Plan.</p> <p>See also Footprints Market Research Survey attached at</p>



KEY STAKEHOLDERS	
STAKEHOLDER	ISSUE/OPPORTUNITY
	Appendix 4.
<b>Indigenous landowners – GIA and NGARO/GIA</b>	Supportive of project – registered CHMA.
<b>TAFE – Cannonvale</b> Linda Richardson	Supportive – draft MOU
<b>TAFE – Bowen/Townsville</b> Bev Cummins	Supportive – draft MOU
<b>Hamilton Island Enterprises</b> Craig Davidson	Generally supportive. In favour of marine traffic solution and new boat ramp and has provided a letter of support See also Footprints Market Research Survey attached at Appendix 4.
<b>Emergency Services</b> Qld Fire and Rescue Service Qld Police Service State Emergency Service (SES)	Turning circle – satisfied with advice that rubbish trucks will be able to turn. Requested clearway on road access within resort (off street and visitor parking) to allow safe, timely access. Water hydrants – will be supplied at intervals along internal roads. Traffic volume – need to avoid peak hour deliveries. Shute Harbour Road is the only access in/out of area. Housing for construction workers – would support dedicated site under management. Approved of Code of Conduct for workers and compulsory, random drug and alcohol testing.
<b>Youth – PCYC</b>	Affordable group accommodation needed for families and youth groups. Would 'secondary' developer consider, as part of 'managed accommodation'?
<b>GBRMPA</b>	Supports the idea of the RCF however is unable to be trustees or administer the fund given their governing legislation
<b>Shute Harbour Motel</b>	Dave McInerney said the dock below the motel was "the only place where you can load big loads using cranes". DQ said



## KEY STAKEHOLDERS

STAKEHOLDER	ISSUE/OPPORTUNITY
	<p>Mackay Marina would be suitable.</p> <p>Both Val and Dave mentioned the wind damage if blowing from SE (houses damaged and boat sheds lost).</p> <p>See also Footprints Market Research Survey attached at Appendix 4.</p>
<p><b>Dept of Tourism, Regional Development and Industry</b></p>	<p>Seeking Super Yacht berth at marina and (submerged) mooring out on the reef are both essential for tourism.</p> <p>Dry stack storage facility (would reduce traffic and keep trailers off the road).</p> <p>Government has just launched the Marine Sector Action Plan and Super Yacht strategy. Marine industry is a “huge marketing opportunity (for the region)...they fly in and fly out”.</p> <p>Don and Judy Freeman (Freeman Productions, Cairns) could assist with advice re cultural tourism and indigenous business mentoring.</p>



## 6 EVALUATION

Extensive consultation was undertaken with the key stakeholders, as documented at 5.1 Key Stakeholders. During the EIS phase (October 2006 – April 2008), excluding the final public consultation period when the EIS is released (yet to be determined), all consultation events were logged and the emerging issues were documented and reported, to inform the consultation process, as well as the development of mitigation strategies, if required.

### 6.1 KEY ISSUES IDENTIFIED DURING CONSULTATION – ALL STAKEHOLDERS

The community issues identified during the consultation process are summarised at 5.1.1 Issues – Key Stakeholders. The following Table 4: Key Issues – Total Events provides a summary of the key issues<sup>2</sup> logged in Consultation Manager, as identified by all stakeholders, across all groups and all events.

Table 4: Key Issues – Total Events

#### Shute Harbour Marina Project Stakeholder Statistics Report: Total Events

Report Parameters:

ISSUES RAISED: 2 JAN 2006 - 29 APR 2008			
ISSUE	EVENTS	Stakeholders distinct   total	
Support - general	114	111	116
Business opportunities - EOI	70	70	72
Marina berths - general enquiry/ comment	46	48	49
Consultation - keep informed	44	66	89

<sup>2</sup> Using *Consultation Manager* (stakeholder database management software), an 'issue' is defined as a topic that is raised during consultation (e.g. access) and is reported as a 'value'. It may be positive, negative or neutral.

An 'event' refers to the communication tool or consultation methodology that was used for the stakeholder engagement eg phone call, email, feedback form or community information day.

*Note: Stakeholders – 'Distinct' are defined as individual stakeholders registered on the database. Stakeholders – 'Total' refers to the numerical instance that an individual stakeholder mentioned an 'issue' i.e. an individual stakeholder could have commented on the same 'issue' more than once.*



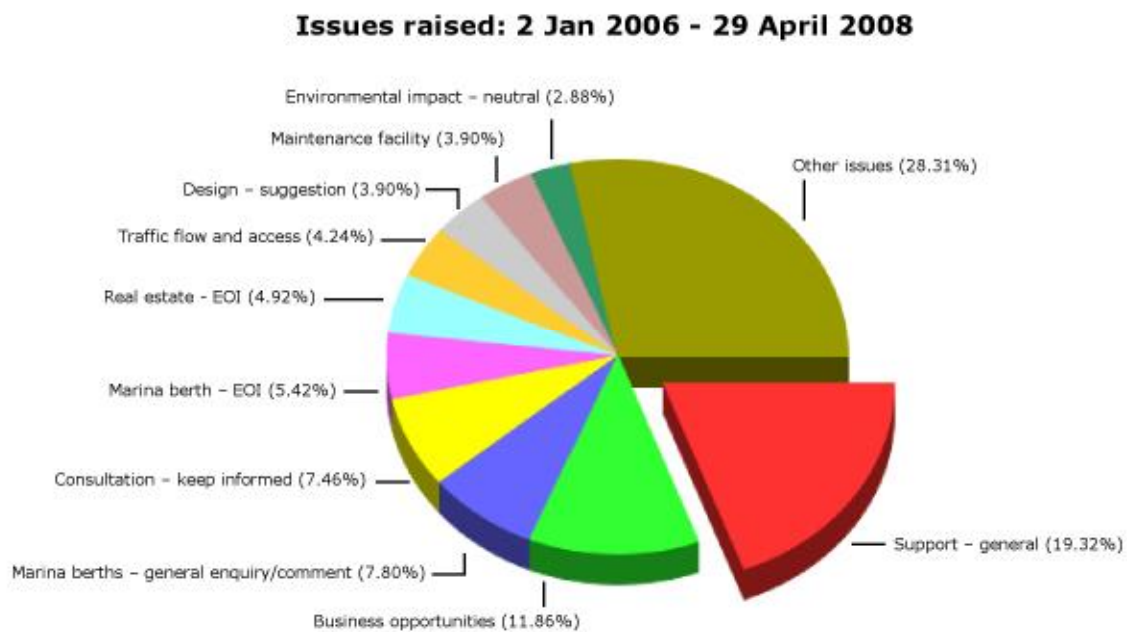
## ISSUES RAISED: 2 JAN 2006 - 29 APR 2008

ISSUE	EVENTS	Stakeholders	
		distinct	total
Marina berth - EOI	32	32	32
Real estate - EOI	29	29	29
Traffic flow and access	25	35	35
Design - suggestion	23	23	25
Maintenance facility	23	26	26
Environmental impact - neutral	17	16	17
Location	17	18	18
Size of development	16	21	23
Employment opportunities	15	15	15
Environmental impact - negative	13	15	16
Opposition - general	10	11	12
Swing moorings	9	12	14
Consultation - complaint	8	8	12
EIS	8	9	9
Enquiry general	8	8	8
Social impact	8	10	10
Cultural heritage	6	7	7
Environmental impact - positive	6	9	9
Dredging	5	6	6
Fuel supply	5	8	8
Visual amenity	5	6	6
Consultation - support	4	4	4
Design - objection	4	8	8
Fishing impacts	4	3	4



ISSUES RAISED: 2 JAN 2006 - 29 APR 2008			
ISSUE	EVENTS	Stakeholders	
		distinct	total
Safety	4	6	6
ToR	4	3	4
Design	3	4	4
Sewage	2	2	2
Strongly opposed	2	2	2
Seagrass	1	2	2
Events Matching Search	461	393	544

Figure 1: Top 10 values<sup>3</sup>



As represented in the above Table and graph, the qualitative data gathered during the public consultation process has been used to generate the top ten community issues or values.

<sup>3</sup> The Consultation Manager graph represents all issues/all groups/all events.



'Other issues' is represented as the highest issue/value reported (26.26%) and refers to issues/values that are either positive or negative (see Table 4: Key Issues - Total Events at 6.1: Key Issues Identified During Consultation – All Stakeholders) and reported fewer than 17 times between January 2006 and April 2008. 'Other issues' includes reference, for example, to the size of the development, employment opportunities, environmental impact – negative, opposition – general, swing moorings and enquiry – general.

These issues are 'bundled' because they don't fall within the top 10 band. By comparison, general support for the project is the second highest 'significant' community value at 19.29%, based on anecdotal evidence that was recorded over 114 events (total events ≈ 461).

Another 'significant' percentage of inquiry and feedback refers to general inquiries about business opportunities (11.84%), a marina berth (7.78%) and requests to be kept informed (7.61%). Expressions of Interest (EOI) in a marina berth (5.41%) and the purchase of real estate (4.91%) are also represented in the top 10 issues/values. The top 20 values are included at 6.1: Key Issues Identified During Consultation – All Stakeholders.

Overall, comment on construction impacts such as traffic flow and access (4.23%) and constructive comment on the preliminary design concept and the need for a maintenance facility (both 3.89%), as well as neutral comment on the environmental impact (2.86%), represent the least significant community issues/values.

However, this data should also be considered in conjunction with the results of the independent market research commissioned by Shute Harbour Marina Development Pty Ltd and conducted by Footprints Market Research.

## 6.2 MARKET RESEARCH

Two surveys were undertaken – a quantitative attitudinal telephone survey of 301 residents across the region in April 2008 and a qualitative telephone interview with 14 key stakeholders in May 2008.

Results of the quantitative attitudinal survey are summarised below:

- ◆ Three quarters of residents (74%) surveyed feel that the proposed marina development would be of benefit to the local community. This increases amongst Airlie Beach residents. Eight in 10 residents (80%) believe the development would be of benefit to tourists.
- ◆ In terms of the actual proposal, just over half of all residents (54%) support the development. Support is greater amongst Airlie Beach and Cannonvale residents and much lower amongst residents of Shutehaven and Shute Harbour.
- ◆ In total, 29% of residents oppose the development, whilst 17% are undecided. This latter group feel they need either more information and/or reassurances that the environment will not be adversely affected by development.
- ◆ Residents who support the proposed marina development feel that it will be beneficial for the tourism industry in two ways. Firstly they feel that it will bring more tourists to the area, and secondly that the tourists will be better catered for. As a result, it is perceived that this will add value to the area. Many can see personal gain out of this by way of increased property prices.



**6.2.1 Reasons for support of the proposed marina are summarised below:**

## Reasons for supporting development

Reason for supporting development	Total sample in support of development (n=146)
Good for tourism	27%
Will add value to the area	14%
Improved facilities for boats	11%
Sounds ok but need more information	11%
In favour as long as environmental concerns are addressed	10%
Will provide more berths and anchorages	9%
Creates jobs	7%
Will provide entertainment activities for locals	6%
Will reduce the cost of berths	5%
It's ok but have concern that there will be too many marinas	4%
Will provide better infrastructure	4%
Long term need for it	3%
Other responses (1% or less)	4%

**6.2.2 Reasons for opposing the development**

- ◆ Concern for the environment is the key driver negatively impacting on support. Concerns include:
  - ◆ Marine life
  - ◆ Construction stirring up mud and negatively affecting marine life and mangroves
  - ◆ Toxins and pollution
  - ◆ Destroying the natural beauty of the landscape with modern constructions
  - ◆ Destroying mangroves
- ◆ In addition, one quarter of those opposed to the development (24%) feel that there are sufficient marinas to cope with demand.



The concerns are summarised below:

## Reasons for opposing development

Reason for opposing development	Total sample opposed to development (n=100)
Environmental concerns	42%
There are enough marinas to cope with demand	24%
No need for development	19%
Taking some of the national park	14%
Do not like the scale of the plans (too big)	14%
Destroying the natural beauty of the area	10%
Infrastructure not sufficient for development	5%
Not in favour of proposed site (at the wrong site)	5%
Not enough information to support development	5%
Designed for tourists not locals	5%
Will disrupt roads during construction	2%
No local employment opportunities	2%
Will encourage more people to come to the area (overcrowded)	2%
Other	4%



### 6.2.3 Key stakeholder interviews

Fifteen key stakeholders were also invited to participate in a qualitative telephone interview during the final weeks of the EIS consultation. Shute Harbour Marina Development’s purpose in commissioning the interview was to ensure an independent research methodology informed the engagement with directly affected residents, property owners and businesses in the project area.

Fourteen stakeholders responded to the letter of invitation (attached at Appendix 4), although two declined to participate in the interview, choosing instead to provide written submissions (also attached verbatim in Footprints’ report at Appendix 4).

The qualitative survey was based on the question guide attached at Appendix 4 and the response to the survey by the participating key stakeholders is contained in Footprints’ report, *Key Stakeholder Views*, also attached at Appendix 4.

A summary of the findings (reasons for support and ‘barriers’ and concerns) and an evaluation (including recommendations based on assessment of qualitative data) is provided below.



## Overcoming barriers

- ◆ The majority of key stakeholders are either in favour of, or at least not opposed to the marina development. The development is seen as progress – a way to showcase Shute Harbour and increase tourism, bringing economic and social benefits to the area.
- ◆ Two key stakeholders opposed or unsure of the development fear that the marina will negatively impact on their core business. They are Shute Harbour Motel and Fantasea Cruises. They require more knowledge of the planned elements via one-on-one consultation with the developer.
- ◆ As a development of a natural and iconic area, environmental concerns and objections have been raised (for example, that the proposed area for development is a marine grass area for dugongs). Whilst these concerns are perceived to be real to key stakeholders, there needs to be a balance between future development and the environment.
- ◆ Open and transparent communication between the developer and community groups as to how environmental impacts will be minimised will be beneficial, as will demonstrating a need for a development of this size. In short, the developer must demonstrate a certain sense of stewardship back to the local community.

In addition, the following sample of stakeholder comments reflects the qualified support for the proposed marina.

*"I support the sustainable development and so do most of our members. Perhaps 600 marina berths is too large a project for that area. It might be that they have to tone it down."* Whitsunday Sailing Club

Similarly, when asked what could be done to increase support for the marina project, stakeholders focused on the actual size of the development.

*"I am in favour of a marina at Shute Harbour of the size around 300-400 berths with its relevant infrastructure, trailer boat parking and then half the accommodation."*

Whitsunday Parking - Shute Harbour Transit Facility

Footprints concluded, on balance, that:

- ◆ The marine industry is key to the success of the region and for most stakeholders, a marina is considered to be necessary infrastructure for the region. To increase stakeholder and community acceptance, the developer must ensure that marine resources and the natural environment are protected and that buildings and associated infrastructure (such as parking, boat ramp etc.) are low impact. As much as possible, integrating the marina with existing businesses and community facilities should also be considered.

## 6.3 RECOMMENDATIONS FOR FUTURE CONSULTATION

Based on the anecdotal feedback and research data gathered during community consultation, the following recommendations are provided for consultation during subsequent project phases.

### 6.3.1 Community Reference Group

A second meeting of the Community Reference Group (CRG) should be convened prior to the start of the EIS public comment period.

In this instance, it is recommended that the three groups that previously met separately should be combined (business + residents + boating), so that all groups receive the same information, at the same time.

Given the numbers that previously attended the reference group meetings, the likely numbers for a combined meeting would not be unmanageable and the combined group would enable plenty of access and involvement by all individuals.

The purpose of the meeting would be to brief the CRG members on the final design and the outcomes of the key EIS studies. The 3D modelling should be displayed and Fact Sheets provided.

### 6.3.2 EIS Public Comment Period

During the public comment period, significant public interest in the draft EIS is anticipated. The third Community Information Day should therefore be held at the Information Centre as soon as possible after the release of the EIS, to provide an additional opportunity for interested community members to meet with members of the project team and view the final design and 3D model.

A newsletter, Fact Sheets and CD Rom copies of the EIS would be required to ensure information about the outcomes of the key EIS studies is available in an easily accessible format.

### 6.3.3 Future Project Phases

Beyond consideration of public submissions and release of the Coordinator-General's Report, the following actions are recommended:

- Letter from Port Binnli to database (including respondents) to advise availability of Coordinator-General's report;
- Maintain *Consultation Manager* and continue to log enquiries and feedback; and
- Reconvene the Community Reference Group at appropriate time, if the EIS is approved. Advise group that nominations would be sought for CRG membership for Construction Phase to meet the specific needs of interested stakeholders and the project owner.



## 7 CONCLUSION

This report provides an account of the community consultation process undertaken during the EIS to encourage active stakeholder education and participation, in support of the public consultation process outlined in the Shute Harbour Marina Terms of Reference (October 2006).

Both the process and the qualitative data gathered between 2006 and 2008 uphold the EPA guideline for “issue identification and Community Consultation”, enabling the project team to identify and report “broad issues of concern to local community and interest groups” (Shute Harbour Marina ToR: p5).

Also in keeping with the ToR guideline that the public consultation process “should continue from project planning through construction, ongoing operation and maintenance”, it is recommended that this report should inform the development of the CEP for any future project phases.



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## 9 APPENDICES

SEE SEPARATE ATTACHMENT.





**T H R E E P L U S**  
*Reputation + Brand + Relationships*

## APPENDICES

# SHUTE HARBOUR MARINA DEVELOPMENT PTY LTD

COMMUNITY ENGAGEMENT – EIS PHASE  
30 APRIL 2008

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## APPENDIX 1 – COMMUNITY ENGAGEMENT PLAN



## 1 THE COMMUNITY ENGAGEMENT STRATEGY

The Queensland Government declared the Shute Harbour Marina Project “significant” on 24 July 2006 and will require an Environmental Impact Statement (EIS) in accordance with the Queensland *State Development and Public Works Organisation Act 1971* (SDPWO Act) and the Commonwealth *Environment Protection and Biodiversity Conservation Act 1999* (EPBC Act) .

A draft Terms of Reference (ToR) was released for public comment on 25 October 2007. This process is being managed by the Queensland Coordinator-General in accordance with a bilateral agreement between the Queensland and Commonwealth Governments.

During the week prior to the release of the ToR, Port Binnli undertook a program of consultation and stakeholder engagement to provide the communities of interest with information about the project and to outline the opportunities for input into the EIS studies.

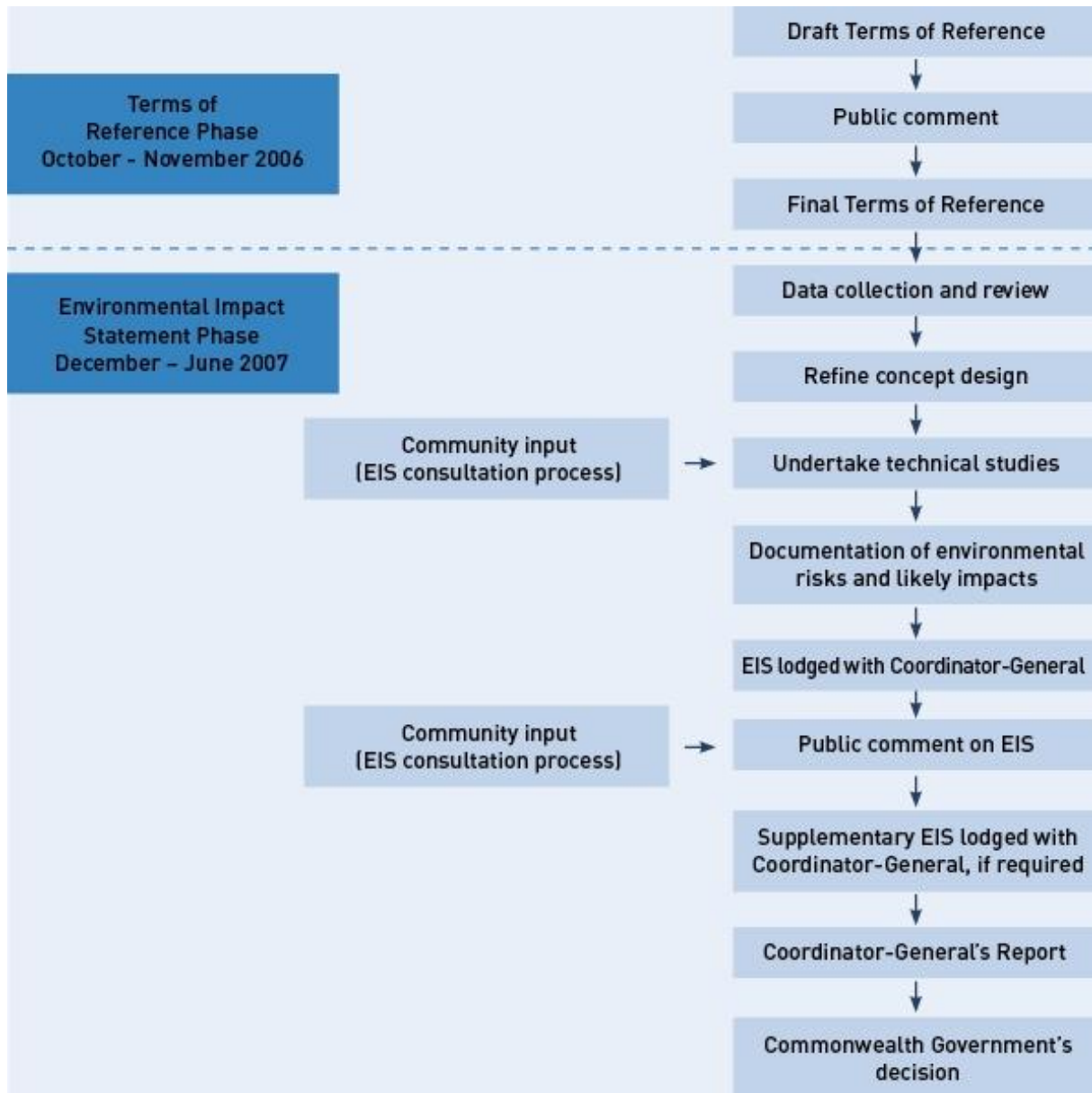
Once the ToR is finalised, Port Binnli Pty Ltd will undertake the EIS. As the project proponent, Port Binnli proposes to involve the community from the outset, to inform the development of the EIS technical studies. The community will be invited to provide input on the study issues and opportunities and will also be invited to provide feedback on the draft EIS.

This community engagement strategy is based on a four stage approach of:

- Stage 1: Community information and pre-EIS consultation
- Stage 2: Undertake technical investigations and seek community feedback on the study’s issues and opportunities
- Stage 3: Prepare Draft EIS
- Stage 4: Seek community feedback on the EIS.

The following diagram (see Figure 1 EIS Process) outlines the EIS process for the Shute Harbour Marina Project EIS, including project milestones for community consultation.

**Figure 1 EIS Process**



## 1.1 EIS OBJECTIVES

The objectives of the EIS are:

- To provide information on the proposal and development process to the community and decision makers;
- To comprehensively identify and evaluate all relevant issues associated with the project;
- To identify all potential environmental, cultural, social, transport and land use planning impacts of the preferred concept, and recommend infrastructure and facilities needs together with other design and operational measures required to minimise or compensate for adverse impacts and promote enhanced benefits;
- To consult with the community and relevant stakeholders in the process of identifying, assessing and responding to the impacts of the project;
- To identify all necessary licenses, planning and environmental approvals including approval requirements pursuant to the EPBC Act, Integrated Planning Act 1997, *Environment Protection Act 1994*, *Coastal Protection and Management Act 1995*, *Fisheries Act 1994*, *Nature Conservation Act 1992*, *Vegetation Management Act 1999*, *Electricity Act 1994* and other legislation and the Whitsunday Shire Council Planning Scheme; and
- To provide an input to the decision-making process, assisting with the determination of whether to accept or modify the project, approve it with conditions or carry out further studies.

These objectives have informed this Community Engagement Strategy.

## 1.2 CONSULTATION BACKGROUND

The Shute Harbour Marina Project is a new project under new management.

A previous proposal by Shute Harbour Marina Development Pty Ltd (SHMD), including an EIS that was undertaken in 2005, informs the current project. Following the release of the SHMD EIS for comment in June 2005, recommendations for modifications were provided by all tiers of government and community groups and individuals.

Since then, the shareholders and Directors of SHMD have changed. In March 2006, Port Binnli Pty Ltd purchased an interest in SHMD and the project. Port Binnli Shute Harbour Pty Ltd has now taken over sole responsibility for project management and delivery of the new project.

The concerns about previous proposals have informed the new owner's preliminary concept planning.

The Queensland Government has once again declared the project "significant" and requires an Environmental Impact Statement (EIS) in accordance with the *State Development and Public Works Organisation Act 1971*.

Three Plus has been engaged by Port Binnli to undertake community engagement to inform the development of the EIS. This includes the development and maintenance of a stakeholder database, a toll free 1800 number, the coordination of community enquiries, a series of briefings and/or focus groups with key stakeholders and at least three community information days.

### 1.3 PURPOSE OF CONSULTATION

Extensive community consultation will be undertaken by Port Binnli Shute Harbour during the EIS Phase, underpinned by the Environmental Protection Agency (EPA) *Guideline 7: Issue identification and community consultation* to facilitate a comprehensive, transparent and inclusive process including:

- Provision of factual, accurate information about the project and its likely environmental, social and economic impacts;
- Identification and understanding of community values, concerns and interests;
- Demonstration that the community's views are being taken into account;
- Encouraging within the community a level of confidence that the proposed integrated marina operations will be environmentally responsible;
- Evaluation of community responses to the project.

### 1.4 KEY ISSUES

The EIS will address the following key project issues, as outlined in the Draft Terms of Reference (October 2006):

- Detailed project description;
- Project justification and alternatives;
- Impacts on the marine and terrestrial environment;
- Impacts on water quality (surface water/ground water);
- Impacts on areas of cultural heritage value or indigenous or non-indigenous significance;
- Air emissions and impacts;
- Impacts of noise and vibration;
- Impacts on surrounding land uses and land use planning;
- Economic issues, including impacts on local and regional businesses;
- Impacts on social issues;
- Hazards and risks;
- Safety and emergency;
- Waste resources and management;
- Impact on traffic/transport and access;
- Suitability and impacts on geology and soils;
- Visual impacts; and
- Cumulative effects of all key issues.

The role of Three Plus is to consult to Port Binnli Shute Harbour to facilitate and manage the community engagement process for the Shute Harbour Marina Project.

## 2 MANAGING THE PROJECT

### 2.1 COMMUNITY AND STAKEHOLDER ENGAGEMENT OBJECTIVES

Community engagement objectives for the Shute Harbour Marina Project EIS are to:

- Add value to the study's decision-making process;
- Inform stakeholders about the study objectives, drivers, processes and consultation opportunities; and
- Provide easy and accessible ways for stakeholders to participate in the consultation process.

#### 2.1.1 Strategic Approach

Three Plus uses a robust methodology for its stakeholder and community consultation programs, designed to:

- Establish a client's and project's reputation with key stakeholders;
- Identify key stakeholder and community issues relating to the proposal;
- Inform key stakeholders and the local community of the project;
- Inform the development process through an investigation of stakeholder issues and concerns; and
- Engage meaningfully and positively with key stakeholders and the community for the duration of the project.

#### 2.1.2 Community and Stakeholder Engagement Principles

The following strategic principles will guide the study's community and stakeholder engagement:

**Positioning:** The Shute Harbour Marina Project is a new project under new management. The proponent is committed to a planning process that delivers a marina development that is in character with Shute Harbour's iconic vista and that enhances existing development in the area.

**Open and transparent:** The study's community engagement will be in line with the Environmental Protection Agency (EPA) *Guideline 7: Issue identification and community consultation* and the Government's *Community Engagement Policy, Principles, Standards and Guidelines* (2004). The study team will prepare reports on the community engagement activities and stakeholder feedback for the EIS, including reports of each Information Day. These reports will be available to the public upon request. A draft ToR for the EIS was advertised by the Office of the Coordinator-General for public comment in local, state and national newspapers beginning 25 October 2005 and is available for viewing from this date at [www.coordinatorgeneral.qld.gov.au/major\\_projects/shute.shtm](http://www.coordinatorgeneral.qld.gov.au/major_projects/shute.shtm)

**Responsiveness:** Stakeholders' ideas, issues and opportunities will be identified through consultation activities. To demonstrate an open, two-way process is being undertaken, the study team will close the loop with stakeholders to inform them how their views have been considered. The study team will also manage stakeholder expectations about what the study can deliver by effectively communicating the study negotiables and non-negotiables.

**Integration with related projects:** The study team will recognise stakeholders' previous contributions by linking the Shute Harbour Marina Project EIS with submissions received during the public comment period on the Terms of Reference.

**Issues management:** The study team will identify as early as possible and proactively manage any issues that may influence the project.

## **2.2 COMMUNITY ENGAGEMENT STRATEGIES**

The following strategies will underpin the project objectives:

- **Establish a high project presence in the local community**
  - Attend established forums for discussion to present project information and answer questions
  - Establish a local site office in Shute Harbour, staffed by a project team member
  - Focus groups with key stakeholders, as part of a Social Impact Assessment study
  - Liaison with other government agencies and organisations operating on the ground
- **Use existing community networks to promote community awareness and encourage input and feedback**
  - Establish positive relationships with elected representatives and provide briefings at project milestones
  - Use community group forums to encourage community participation in the project and to provide project information
- **Adopt an apolitical approach to the provision of project information**
  - Provide project information to all elected representatives in the project area at all levels of government
- **Clearly identify opportunities for public comment and input**
  - Use all available opportunities to reinforce how the community and stakeholders can have their say
  - Provide information on future public comment periods and how the community can participate
  - Provide information and feedback mechanisms including an 1800 number, email, feedback form, website and local site office
- **Acknowledge community concerns and accurately reflect these in data and project reporting.**

### **2.2.1 Identification of the community of interest**

The following list identifies the stakeholders who comprise the community of interest for the Shute Harbour Marina Project EIS:

- Internal stakeholders;
- Business owners, including tourism operators;
- Business Associations (including Chamber of Commerce and Economic Development Association);
- Property owners (directly and indirectly impacted);
- Road users;
- Boat/yacht owners;
- Service providers;
- Local community interest groups, including Environment and Progress Associations;
- Traditional owners;
- Government agencies;

- Elected representatives (Federal, State and Council); and
- Media.

A detailed list of specific stakeholders and stakeholder contacts has been established and will be continually updated.

### **2.2.2 Community Focus Groups**

Focus group sessions with local community groups may be held to help inform the Social Impact Assessment study (SIA), to assist with the identification of key issues and the development of the matrix of community concerns.

Additional focus groups with Government Agencies, the Council and local business and industry may also be conducted as part of the SIA study.



### 3 ISSUES AND RISK MANAGEMENT

An issues audit and risk management workshop was undertaken prior to developing this Community Engagement Plan. A matrix of potential issues and mitigating strategies identified at this workshop is outlined in the following table:

Issue	Solution/message	Communication tools/channels
<b>PERCEPTIONS</b>		
Community anger over the previous development proposal	<p>This is a new project under new management. The owners will engage the community in a full consultation program and will provide information about how the project has considered the community's input to the previous project</p> <p>Emphasise differences between the projects</p>	<p>Community Information Day</p> <p>Community Information Centre, including static display</p> <p>Media release</p> <p>Preliminary stakeholder briefings</p> <p>Newsletter/flyer to launch project and promote the first Information Day</p> <p>Feedback mechanisms eg hotline, feedback form, email</p> <p>Website – provide information and upload relevant collateral</p>
Community expectation that the project is too focused on residential and land based development rather than providing for the boating industry	<p>Communication materials will emphasise that this is a new project under new management</p> <p>The Port Binnli group is an experienced marina operator with a reputation for building high quality, locally appropriate marinas eg Mackay Marina Village and Shipyard Precinct voted the Australian Marina of the Year (2006)</p>	<p>Highlight Port Binnli's credentials as marina owner/operator in key messages</p> <p>Concept map</p> <p>Newsletter – provide factual information and progress updates</p> <p>Website – provide information and upload relevant collateral</p> <p>Briefings – key stakeholder groups</p>
Misinformation and communicating the positive changes since the previous proposal	<p>This is a new project being built by an industry leader in marina development</p> <p>The Shute Harbour Marina Project is a new project under new management</p> <p>Port Binnli is committed to quality sustainable development</p>	<p>Briefings with media outlets to provide project information</p> <p>Newsletter – include key messages</p> <p>Stakeholder briefings prior to information days</p> <p>Proactively involve key stakeholders from the previous</p>

Issue	Solution/message	Communication tools/channels
	Port Binnli will own and operate the Shute Harbour Marina	<p>EIS process, including letter to previous EIS respondents</p> <p>Display posters outlining EIS process and technical studies</p> <p>Feedback mechanisms</p> <p>Information Centre and project team member "on the ground"</p>
Failure by Federal and Local Government elected representatives to endorse project	Regular government briefings to ensure representatives are fully aware of the project, its scope, and its significant social and economic benefits for the region	<p>Include the project's significant economic and social benefits for the region as a key message in all communications</p> <p>Brief elected representatives and key stakeholders prior to each Information Day</p> <p>Briefing collateral</p> <p>Newsletters in MP/Council offices</p>
<p>The increase in marina berths will result in more boating traffic (in the channel), requiring a larger marine basin</p> <p>Increased environmental impact</p> <p>Loss of public moorings</p>	<p>Emphasise public access to foreshore (board walk) and the new community facilities being developed as part of the project</p> <p>Port Binnli is committed to deliver a marina that is in character with Shute Harbour's iconic vista</p> <p>World-best environmental management practices will be used</p> <p>The number of public moorings affected will be investigated during the EIS</p>	<p>Community updates about the EIS process and findings from the technical studies</p> <p>Information Day(s) with project team onsite to answer questions</p> <p>Information Centre with team member "on the ground"</p> <p>Detailed concept map</p>
Local tourism operators could challenge the validity of the EIS and its findings	<p>Port Binnli actively encourages the community to provide input into the EIS, including feedback and written submissions</p> <p>Outline EIS process and the way in which community consultation will inform the studies. Assurance that stakeholders will have ample opportunities to provide input during the EIS</p>	<p>Advertisements advising Information Day(s) and/or public comment period and/or displays or viewing locations</p> <p>Media release</p> <p>Information days with project team onsite to answer questions</p> <p>Feedback mechanisms eg hotline, survey, email</p> <p>Websites (link to C-G for draft</p>

Issue	Solution/message	Communication tools/channels
	<p>The Queensland Government has declared the Shute Harbour Marina a significant project that will require an EIS in accordance with the <i>State Development and Public Works Organisation Act 1971</i>. It has also been declared a "controlled action" under the <i>Environmental Protection and Biodiversity Act 1999</i>. This legislation triggers a statutory review process by the Commonwealth Department of Environment and Heritage</p>	<p>ToR; project website)            Newsletter – provide factual information and progress updates</p>
<b>ENVIRONMENT</b>		
<p>National Park impacts</p>	<p>Outline the EIS process and ToR            Promote the marina as an opportunity to manage the marine environment more effectively and efficiently            Some land North of Shute Harbour Road will be returned to public ownership</p>	<p>Provide brief description of each technical study in the newsletter            Poster – Marine and Terrestrial Environment            Website – provide information and upload relevant collateral</p>
<p>Conservation value of the site as a turtle habitat</p>	<p>The EIS will investigate the project impacts, benefits and opportunities, as well as propose actions to eliminate or mitigate those which will impact adversely on the natural environment</p>	<p>Newsletter – provide progress updates            Fact sheet (if required)            Information Day #2 – technical expert on hand            Poster - EIS Marine and Terrestrial Environment Study            Brief relevant referral agencies, authorities and key stakeholder groups            Website – provide information and upload relevant collateral</p>
<p>Dugong presence in the harbour (linked to seagrass meadows)</p>	<p>The EIS will investigate the project impacts, benefits and opportunities</p>	<p>Newsletter – provide progress updates            Fact sheet (if required)            Information Day #2 – technical</p>



Issue	Solution/message	Communication tools/channels
		<p>expert on hand</p> <p>Poster - EIS Marine and Terrestrial Environment Study</p> <p>Website – provide information and upload relevant collateral</p>
Proximity of site to Conway National Park	The EIS will investigate the project impacts, benefits and opportunities.	<p>Newsletter – provide progress updates</p> <p>Fact sheet (if required)</p> <p>Information Day #2 – technical expert on hand</p> <p>Poster - EIS Marine and Terrestrial Environment Study</p> <p>Brief relevant referral agencies, authorities and key stakeholder groups</p> <p>Website – provide information and upload relevant collateral</p>
Spoil detention basins located in environmentally sensitive mangrove areas	<p>Impacts will be determined by the EIS and the findings will inform the marina development.</p> <p>Initial studies show that the marina will potentially have positive impacts on mangroves to the West of Shute Harbour Road by returning tidal flow that is currently disrupted by poor flushing of culverts</p>	<p>Information Day #2 – technical expert on hand to discuss issues</p> <p>Poster - EIS Marine and Terrestrial Environment Study</p> <p>Newsletter – provide factual information and progress update</p> <p>Website – provide information and upload relevant collateral</p>
Visible dieback of mangroves next to Shute Harbour Road - tidal flushing will be required to return life to the mangroves on this side of the project	The marina development directly contributes to environmental improvement in the area	<p>Information Day #2 – technical expert on hand to discuss issues</p> <p>Poster - EIS Marine and Terrestrial Environment Study</p> <p>Newsletter – provide factual information and progress update</p> <p>Website – provide information and upload relevant collateral</p>
<b>DREDGING</b>		
Dredging	Outline the EIS process and how environmental impacts, including	Newsletter – provide factual

Issue	Solution/message	Communication tools/channels
	<p>dredging, are being investigated</p> <p>The EIS aims to identify all potential environmental, cultural, social, transport and land use planning impacts of the preferred concept; EIS will recommend required infrastructure (including facilities) and mitigation measures required to minimise or compensate for adverse impacts</p>	<p>information and progress update</p> <p>Transfer information to poster display for second Information Day</p> <p>Arrange briefings with relevant authorities, referral agencies and key stakeholders</p> <p>Fact sheet (if required)</p> <p>Information Day #2 – technical expert on hand</p> <p>Website – provide information and upload relevant collateral</p>
<p>Marine basin – impacts on the seabed</p>	<p>Outline the EIS process and how environmental impacts, including marine basin impacts, are being investigated</p> <p>Promote Port Binnli's credentials as marina owners and operators</p> <p>Port Binnli is committed to a planning process that delivers a marina development that is in character with Shute Harbour's iconic vista. Port Binnli is an experienced marina operator with a reputation for building high quality, locally appropriate marinas</p>	<p>Newsletter – provide factual information and progress update</p> <p>Fact sheet (if required)</p> <p>Information Day #2 – technical expert on hand</p> <p>Poster - EIS Marine and Terrestrial Environment Study</p> <p>Arrange briefings with relevant authorities, referral agencies and key stakeholders</p> <p>Website – provide information and upload relevant collateral</p>
<p>Over dredging – plan to dredge more than the minimum requirements (to reduce dredging requirements in the first 10 years of operation)</p>	<p>Technical studies will be undertaken as part of the EIS to provide information that will determine the dredging requirements</p>	<p>Newsletter – provide factual information and progress update</p> <p>Arrange briefings with relevant authorities, referral agencies and key stakeholders</p> <p>Fact sheet (if required)</p> <p>Information Day #2 – technical expert on hand</p> <p>Poster - EIS Marine and Terrestrial Environment Study</p> <p>Brief relevant referral agency, authority and key stakeholders</p>

Issue	Solution/message	Communication tools/channels
		Website – provide information and upload relevant collateral
<p>Dredge spoil site - location and effects on the marine environment</p> <p>Maintenance costs, impacts and ongoing dredging of basin</p>	<p>Qualified consultants have been engaged to investigate the project's impacts, benefits and opportunities as part of the EIS.</p> <p>The floating breakwater has a minimal impact on the seabed and reduces the visual impact of the marina</p>	<p>Newsletter – provide factual information and progress update</p> <p>Fact sheet (if required)</p> <p>Information Day #2 – technical expert on hand</p> <p>Poster - EIS Marine and Terrestrial Environment Study</p> <p>Brief relevant referral agency, authority and key stakeholders</p> <p>Website – provide information and upload relevant collateral</p>
<p>Breakwater – changes to shoreline/seabed ecology</p> <p>Loss of seagrass sites</p>	<p>Potential changes to the shoreline, ecology of the seabed, and quality of the seagrass will be investigated during the EIS</p> <p>Marinas offer a managed alternative to uncontrolled moorings by regulating impacts</p>	<p>Newsletter – provide factual information and progress update</p> <p>Fact sheet (if required)</p> <p>Information Day #2 – technical expert on hand</p> <p>Poster - EIS Marine and Terrestrial Environment Study</p> <p>Brief relevant referral agency, authority and key stakeholders</p> <p>Website – provide information and upload relevant collateral</p>
<p>Impact of imported sand from Don River in Bowen on the local environment (i.e. treatment of weeds species etc)</p>	<p>Environmental impacts will be investigated during the EIS</p> <p>Suitability and impacts on geology and soils will be investigated during the EIS</p>	<p>Newsletter – provide factual information and progress update</p> <p>Fact sheet (if required)</p> <p>Information Day #2 – technical expert on hand</p> <p>Poster - EIS Marine and Terrestrial Environment Study</p> <p>Brief relevant referral agency, authority and key stakeholders</p> <p>Website – provide information and upload relevant collateral</p>
<p>Introduction of pest species (from Don</p>	<p>Impacts on the marine and terrestrial environment will be</p>	<p>Newsletter – provide factual information and progress update</p>

Issue	Solution/message	Communication tools/channels
River sand, construction movements, and other sources)	investigated as part of the EIS	Fact sheet (if required) Information Day #2 – technical expert on hand Poster - EIS Marine and Terrestrial Environment Study Brief relevant referral agency, authority and key stakeholders Website – provide information and upload relevant collateral
<b>POLLUTION</b>		
Failure to adequately manage waste, oil and fuel – increased number of boats/ people in the area and the perception that marinas are dirty/polluting	EIS will investigate revegetation/restoration of the mangroves on the western side of the road by providing improved tidal flushing  Waste resources and management will be investigated during the EIS	Newsletter – provide factual information and progress update Information Day #2 – technical experts on hand to discuss EIS Poster – Waste Management Study Brief relevant referral agency, authority and key stakeholders Website – provide information and upload relevant collateral
Shoreline impacts – removal of mangroves (breeding ground for fish), natural rock shoreline (supporting some shellfish and marine life)	The EIS will undertake a study of shoreline impacts, and will inform the project development	Newsletter – provide factual information and progress update Fact sheet (if required) Information Day #2 – technical expert on hand Poster - EIS Marine and Terrestrial Environment Study Brief relevant referral agency, authority and key stakeholders Website – provide information and upload relevant collateral
Impact of increased light and noise levels on local fauna	The EIS will investigate methods of managing impacts on fauna. Port Binnli has a commitment to environmental best practice.	Newsletter – provide factual information and progress update Fact sheet (if required) Information Day #2 – technical expert on hand Poster - EIS Marine and

Issue	Solution/message	Communication tools/channels
		Terrestrial Environment Study Brief relevant referral agency, authority and key stakeholders Website – provide information and upload relevant collateral
<b>TRAFFIC AND INFRASTRUCTURE</b>		
Increased traffic leading to increased pressure for road infrastructure	Traffic flow and infrastructure impacts will be investigated as part of the EIS process	Newsletter – provide factual information and progress update Fact sheet (if required) Information Day #2 – technical expert on hand Poster - EIS Traffic and Transport Study Briefings with relevant referral agencies, authorities and key community groups Website – provide information and upload relevant collateral
Floating breakwater – level of community confidence in the capacity of the development to withstand cyclonic conditions	Impacts will be determined by the EIS and findings will inform the marina development as well as the breakwater design	Concept map Fact sheet (if required) Information Day #2 – technical expert on hand Poster - EIS Marine and Terrestrial Environment Study Poster – Breakwater and Marina Briefings with relevant referral agencies, authorities and key community groups Website – provide information and upload relevant collateral
Height of buildings/ density of buildings	The EIS will include visual impact studies (both from key locations on land and sea)  Release a set of commitments from Port Binnli to the Shute Harbour community eg the height of buildings will not exceed 5	Newsletter – provide factual information and progress update Fact sheet (if required) Information Day #2 – technical expert on hand Poster - EIS Visual Impact Study



Issue	Solution/message	Communication tools/channels
	storeys	<p>Briefings with relevant referral agencies, authorities and key community groups</p> <p>Website – provide information and upload relevant collateral</p>
<p>Access to the channel, increased boat traffic impacting on island barge operations</p>	<p>Individual technical studies will be conducted as part of the EIS to inform the project development and detailed concept design</p>	<p>Newsletter – provide factual information and progress update</p> <p>Fact sheet (if required)</p> <p>Information Day #2 – technical expert on hand</p> <p>Poster - EIS Visual Impact Study</p> <p>Poster – Boat Movements</p> <p>Briefings with relevant referral agencies, authorities and key community groups</p> <p>Website – provide information and upload relevant collateral</p>
<b>CONSTRUCTION IMPACTS</b>		
<p>Driven piles and sheet piles – disturbance of seabed and changes to shoreline</p> <p>Water turbidity during construction – changes to the marine ecology due to disturbance of seabed and shoreline</p>	<p>Refer to individual technical studies being completed as part of the EIS to inform the project</p>	<p>Concept map</p> <p>Newsletter – provide factual information and progress update</p> <p>Fact sheet (if required)</p> <p>Information Day #2 – technical experts on hand to discuss concept, technical studies and receive feedback</p> <p>Poster – Water Quality</p> <p>Poster - EIS Marine and Terrestrial Environment Study</p> <p>Briefings with relevant referral agencies, authorities and key community groups</p> <p>Website – provide information and upload relevant collateral</p>
<p>Noise – from barges, trucks, excavation works</p>	<p>Refer to individual technical studies being completed as part of the EIS to inform the project</p>	<p>Newsletter – provide factual information and progress update</p> <p>Fact sheet (if required)</p>



Issue	Solution/message	Communication tools/channels
and operating hours		<p>Information Day #2 – technical experts on hand</p> <p>Poster – Noise and Vibration</p> <p>Briefings with relevant referral agencies, authorities and key community groups</p> <p>Website – provide information and upload relevant collateral</p>
<p>Vibration – from driven pile and sheet pile operations</p> <p>Air quality – burning off, dust and construction vehicle emissions</p> <p>Acid Sulphate soils - requires a full investigation</p> <p>Construction closures – Loss of access to the site/surrounding area for the duration of construction</p>	<p>Refer to individual technical studies being completed as part of the EIS to inform the project.</p>	<p>Newsletter – provide factual information and progress update</p> <p>Fact sheet (if required)</p> <p>Information Day #2 – technical experts on hand</p> <p>Poster – Noise and Vibration</p> <p>Poster – Air Quality</p> <p>Poster – Geology and Soils</p> <p>Poster – Traffic and Transport</p> <p>Briefings with relevant referral agencies, authorities and key community groups</p> <p>Website – provide information and upload relevant collateral</p>
<b>OTHER</b>		
<p>Increased demand on utilities such as water, power etc</p>	<p>The EIS will identify opportunities for efficiency (eg water recycling)</p>	<p>Newsletter – provide factual information and progress update</p> <p>Poster – Economic Impacts</p> <p>Poster – Water Cycle Management</p> <p>Briefings with relevant referral agencies, authorities and key community groups</p> <p>Negotiations with energy providers</p> <p>Website – provide information and upload relevant collateral</p>

Issue	Solution/message	Communication tools/channels
<p>Petitions against the project from other developments/ existing island facilities</p>	<p>Port Binnli is an experienced marina operator committed to delivering a marina development that is in character with Shute Harbour's iconic vista and that enhances existing development in the area</p>	<p>Stakeholder briefings with elected representatives, peak bodies and island operators  Briefing kit including flip chart  Information Days  Feedback mechanisms  Newsletter – provide factual information and progress update  Website – provide information and upload relevant collateral</p>
<p>Media interest – negative interest in the project/ proponents</p>	<p>Promote Port Binnli's credentials as marina owner/operator with a reputation for building and operating high quality, locally appropriate marinas   Highlight Port Binnli's commitment to fully engage the community in the consultation process</p>	<p>Media protocol  Media briefings  Media releases</p>
<p>Project may have a galvanizing effect on the community, resulting in the formation of an alliance with a number of community groups</p>	<p>Establish and seek to maintain a direct relationship with key stakeholders, including groups that oppose   Acknowledge stakeholder objections and provide factual details about the development</p>	<p>Newsletter – provide factual information and progress update  Feedback mechanisms  Briefings with relevant referral agencies, authorities and key community groups  Information Day #2 – technical experts on hand to discuss concept, technical studies and receive feedback</p>
<p>Lack of understanding about the broader need for the project within the region</p>	<p>The Shute Harbour Marina Project is a new project under new management   It affords the region significant social and economic benefits, whilst also enhancing the iconic vista of the area</p>	<p>Newsletter – provide factual information and progress update  Poster – Economic impacts  Stakeholder briefings with elected representatives, peak bodies and key stakeholder groups  Information Day #2 – technical experts on hand to discuss concept, technical studies and</p>

Issue	Solution/message	Communication tools/channels
		<p>receive feedback</p> <p>Key messages and media strategy</p> <p>Website – provide information and upload relevant collateral</p> <p>Web based database – <i>Consultation Manager</i></p> <p>Protocol – stakeholder/ media enquiry</p>
<p>Reclamation for houses</p>	<p>Emphasise that this is a new project with new management</p> <p>The number of residences in the new concept has been considerably reduced.</p> <p>The new project will provide better links between the marina development and land based facilities</p> <p>Port Binnli is committed to ensuring the community is fully informed and provides input to the concept design and EIS studies</p>	<p>Concept map</p> <p>Newsletter – provide factual information and progress update</p> <p>Fact sheet (if required)</p> <p>Information Day #2 – technical experts on hand to discuss concept, technical studies and receive feedback</p> <p>Poster – Water Quality</p> <p>Poster – Waste Management</p> <p>Poster - EIS Marine and Terrestrial Environment Study</p> <p>Briefings with relevant referral agencies, authorities and key community groups</p> <p>Website – provide information and upload relevant collateral</p>
<p>Increased size of the marina</p>	<p>Technical and economic studies as part of the EIS will inform the project. Initial findings suggest there is an increasing demand for marina berths across Queensland</p> <p>Port Binnli is an experienced marina owner/operator committed to maintaining Shute Harbour’s iconic vista and enhancing existing development in the area</p>	<p>Concept map</p> <p>Newsletter – provide factual information and progress update</p> <p>Fact sheet (if required)</p> <p>Information Day #2 – technical experts on hand to discuss concept, technical studies and receive feedback</p> <p>Poster - EIS Marine and Terrestrial Environment Study</p> <p>Poster – Breakwater and Marina</p> <p>Briefings with relevant referral agencies, authorities and key</p>

Issue	Solution/message	Communication tools/channels
		community groups Website – provide information and upload relevant collateral



## 4 KEY MESSAGES

Key messages have been developed with Port Binnli in response to the issues matrix and address:

- Local community attitudes;
- Media and political issues; and
- Technical issues.

These key messages will guide the development of public information, including Information Day posters, media releases and briefing notes.

Core messages currently being conveyed include:

- The Shute Harbour Marina Project is a new project under new management.
- A previous proposal by Shute Harbour Marina Development Pty Ltd (SHMD), including an EIS that was undertaken in 2005, informs the current project.
- In March 2006, Port Binnli Pty Ltd purchased an interest in SHMD and the project. Port Binnli Shute Harbour Pty Ltd has now taken over sole responsibility for project management and delivery of the new project.
- The concerns about previous proposals have informed the new owner's preliminary concept planning.
- Changes from previous proposals include:
  - no development north of the Shute Harbour road;
  - no excavation of the northern side of the site to build the marina breakwater;
  - no purchase of any part of Conway National Park. Some lands will be returned to public ownership;
  - no shipyard; and
  - no ferry terminal.
- The proponents will contribute to a new public boat ramp facility.
- The development will include public access to the foreshore.
- The proponent is committed to a planning process that delivers a marina development that is in character with Shute Harbour's iconic vista and that enhances existing development in the area; and
- Port Binnli proposes to involve the community in the Shute Harbour Marina Project from the outset. Consultation is planned to seek input on EIS issues and the proponent will keep the community informed of progress.

## 5 CONSULTATION TOOLS AND TECHNIQUES

The following Community Engagement Action Plan table outlines the range of engagement techniques that may be utilised for each stakeholder group, including:

- Issues audit and ongoing review;
- Database development and management;
- Government Agency workshops;
- Key stakeholder focus groups;
- Feedback mechanisms eg 1800 hotline, email and feedback survey/s;
- Newsletters and fact sheets;
- Website;
- Press advertising;
- Information day/s;
- Static display/s;
- Private briefings for key stakeholders;
- Media releases/conferences;
- Dissemination of collated issues and response to those issues; and
- Reporting and evaluation.

### 5.1 EIS COMMUNITY ENGAGEMENT ACTION PLAN

The following Community Engagement Action Plan is a dynamic document that will be revisited and updated monthly in response to the ongoing evaluation of engagement activities and the effectiveness of communication activities and tools that will be utilised during the EIS.

EIS COMMUNITY ENGAGEMENT ACTION PLAN		
July 2006 – February 2007		
Activity	Purpose	Timing
Conduct issues audit and risk management workshop	To identify and prepare responses to likely project issues and risks; to inform the Community and Stakeholder Engagement Plan	July 2006 (completed)
Prepare Community Engagement Plan; develop issues matrix and agree key messages	Develop framework for implementing and evaluating EIS community engagement activities	October 2006 (completed)
Set up and maintain stakeholder register, using web-based <i>Consultation Manager</i>	Identify key stakeholders and create preliminary database. Update throughout the study to track community input, issues and values and to inform final	October 2006 and ongoing

## EIS COMMUNITY ENGAGEMENT ACTION PLAN

July 2006 – February 2007

Activity	Purpose	Timing
	CEP report	
Set up communication /feedback mechanisms/website	Provide an accessible way for the community to give feedback via phone, email, reply paid mail, fax	October 2006 prior to distribution of the first flyer (completed)
Prepare communications collateral, including newsletters, display posters, flip chart and internal Q&As	Provide effective communication tools to inform stakeholders at briefings, Information Day(s) and ongoing	Priority briefings for key stakeholders pre-TOR – October 2006 (completed) Information Day 1 - October 2006 (completed) Information Day 2 – February 2007 Information Day 3 – mid-2007
Media release 1	Announce the appointment of Cardno to undertake the EIS and seek feedback on the study's concept design. Promote newsletter distribution, Information Day and public display	Mid-October 2006 (completed)
Elected representatives email and briefings (as requested)	Introduce study, and seek feedback on issues/opportunities and proposed consultation process, including additional stakeholders  Subsequent briefings to coincide with second and third Information Days and release of draft EIS for public comment	October 2006 prior to release of draft ToR and first Information Day (completed)  February 2007 prior to second Information Day Mid-2007 prior to Information Day 3 and to coincide with release of draft EIS
Government, reference and stakeholder group briefings	Facilitated presentation to relevant agencies, authorities and key stakeholders to discuss issues and opportunities	October 2006 prior to release of draft ToR and first Information Day (completed)  February 2007 prior to



## EIS COMMUNITY ENGAGEMENT ACTION PLAN

July 2006 – February 2007

Activity	Purpose	Timing
		second Information Day Mid-2007 prior to Information Day 3 and to coincide with release of draft EIS
Newsletter #1 (Flyer)	<p>Inform stakeholders about Shute Harbour Marina Project EIS and encourage input into Draft Terms of Reference; promote first Information Day</p> <p>Seek stakeholder feedback on study's Terms of Reference</p> <p>Email electronic version to elected representatives and key stakeholder groups</p>	<p>Insert into full print run of the Whitsunday Times 19 October 2006 (completed)</p> <p>Email - 14 October 2006 prior to insert and briefings</p>
Website	<p>Inform stakeholders about study processes, timeframe and consultation opportunities.</p> <p>Include downloadable feedback form and Terms of Reference</p> <p>Upload collateral as it becomes available (eg newsletters, media releases etc)</p>	<p>October 2006 (completed)</p> <p>October 2006 (completed)</p> <p>Ongoing</p>
Press advertising	<p>Local print media – The Guardian and Whitsunday Times to promote the following:</p> <p>Shute Harbour Marina Project, draft ToR and the first Information Day</p> <p>Second Information Day</p> <p>Third Information Day and release of draft EIS for public comment</p>	<p>October 2006 prior to first Information Day (completed)</p> <p>February 2007 prior to second Information Day</p> <p>Mid-2007 prior to Information Day 3 and to coincide with release of draft EIS</p>
Media briefings	<p>Introduce team</p> <p>Promote first Information Day</p>	<p>August 2006 (completed)</p> <p>October 2006 (completed)</p>

## EIS COMMUNITY ENGAGEMENT ACTION PLAN

July 2006 – February 2007

Activity	Purpose	Timing
	and launch concept Maintain relationship(s)	February 2007 Mid-2007 Additional briefings as required
Other key stakeholder briefings	Introduce team and provide 1:1 briefing prior to public launch of concept and Information Centre Encourage input and feedback Establish strategic relationships	October 2006 (completed) February 2007 Mid-2007 Additional briefings as required
Information Day 1	Allow interested community members to view project concept and display panels; project team members to be available to answer questions and receive feedback	21 October 2006 (completed)
Staffed Information Centre and display	Project team member "on-the-ground" to provide local community with easy access to information about the project and progress updates on the EIS Static displays on-site at Information Centre. Display to consist of posters, newsletters and feedback form Enable interested community members to view concept and display material at times other than Information Days Encourage stakeholder input and feedback	From 21 October 2006 to project completion
All Agency Briefing	Inform relevant Agencies re concept and consult about issues	November 2006
Social Impact Assessment Focus Groups (tbc)	Three Plus to co-facilitate social impact assessment with Cardno, if appropriate, to provide information and seek feedback	TBC

## EIS COMMUNITY ENGAGEMENT ACTION PLAN

July 2006 – February 2007

Activity	Purpose	Timing
	Relationship building with key stakeholders	
Media release 2	Promote second Information Day and seek further community input	February 2007
Information Day 2	Allow interested community members to meet with project team and relevant technical staff to discuss available results from EIS studies	17 February 2007
Media release 3	Advise release of Draft EIS for public comment and third Information Day	Mid-2007
Information Day 3	To coincide with release of Draft EIS Project Team and technical staff on hand to discuss results Encourage feedback and written submissions	Mid-2007
Interim consultation report(s) - Information Day(s)	Report on consultation and engagement prior to, during and post Information Day(s), including advertising, attendance and media coverage; report stakeholders' feedback and issues raised	November 2006 February 2007 Mid-2007
Issues management	Monitor issues via stakeholder feedback and enquiries and media review. Develop strategies to address issues. Prepare and update Q&As Report enquiries and follow-up using Consultation Manager	Ongoing Monthly reporting, or as required
Final Consultation Report	Evaluate and report consultation and feedback, including Consultation Manager reports, and compile a comprehensive	End of consultation period

## EIS COMMUNITY ENGAGEMENT ACTION PLAN

July 2006 – February 2007

Activity	Purpose	Timing
	report detailing the process and outcomes of the Community and Stakeholder Engagement program	

## 6 EVALUATION

Regular evaluation will be undertaken to monitor and refine the study's community engagement planning as appropriate. Outlined below are possible key performance indicators and evaluation methods.

Objective	Key performance indicator	Method
<p>Add value to the project's decision making process</p>	<p>Adequate opportunities are provided for stakeholder input and feedback during the EIS</p> <p>Complaints and enquiries are handled promptly and accurately</p> <p>Database is maintained</p> <p>Issues are tracked and reported</p> <p>Incorporation of stakeholder input and feedback into EIS (report)</p>	<p>As per opportunities outlined in this CEP</p> <p>Monitor and report close-out of issues, complaints and enquiries using 1800 hotline, email, feedback form and electronic database software (Consultation Manager)</p> <p>Qualitative review of stakeholder feedback (analysis of feedback forms, stakeholder log, report of information days)</p> <p>Issues workshop to develop issues matrix; monthly report of critical and emergent issues</p> <p>Demonstrate way in which community and stakeholder feedback has informed the EIS</p>
<p>Inform stakeholders about the study objectives, processes, drivers and consultation opportunities</p>	<p>Majority of stakeholders are aware of the study and consultation opportunities</p> <p>All written and verbal communication about the study reflects the study's key messages</p> <p>Distribution of newsletter within agreed study area to promote Information Days is timely</p> <p>Media is informed of project milestones</p>	<p>Review communication materials for accuracy, tone and representation of key messages. Seek approval and sign-off by Port Binnli</p> <p>Issue media release at project milestones</p> <p>Report media coverage</p>
<p>Provide easy and accessible ways for stakeholders to participate in the consultation process</p>	<p>Stakeholders actively participate in consultation activities, including use of feedback mechanisms and attendance at information days and briefings</p> <p>Advertisements create awareness of consultation and feedback opportunities</p>	<p>Advertisements in local print media</p> <p>Priority briefings, including invitation and follow-up</p> <p>Feedback mechanisms</p> <p>Interim reports of consultation and engagement at project milestones</p>

Objective	Key performance indicator	Method
	Feedback mechanisms are utilised Consultation is evaluated and strategies modified, as required	Final consultation report





# Boat Show Feedback Form

## SHUTE HARBOUR MARINA PROJECT

### Have your say

The team from Port Binnli Shute Harbour Pty Ltd want to know what you think about the proposed marina concept. Help us finalise the design by providing your feedback on both the concept and any additional design elements you would like us to consider. Your feedback will help the project team to develop a design option that delivers the best outcome for both the community and recreational boat users. Have your say by completing this feedback form or complete the online survey at [www.shuteharbourmarina.com](http://www.shuteharbourmarina.com)

Once completed, fold and seal the feedback form along the dotted lines to create a pre-paid and pre-addressed envelope. Include separate sheets, if the space is insufficient, and return in an envelope marked Reply Paid to the address overleaf.



SHUTE HARBOUR  
MARINA

FEEDBACK FORM

Comments: Shute Harbour Marina concept plan

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I would like to see the marina concept include

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Or visit [www.shuteharbourmarina.com](http://www.shuteharbourmarina.com)  
 Email [info@shuteharbourmarina.com](mailto:info@shuteharbourmarina.com)  
 Shute Harbour Marina Project  
 Reply Paid  
 PO Box 5820  
 West End Qld 4101  
 Mail  
 Fax 07 3503 5799  
 Free call 1800 689 609

# For more information

FOOTLINE

REPLY  
PAID  
AUSTRALIA

Shute Harbour Marina Project  
 Reply Paid  
 PO Box 5820  
 West End Qld 4101

Fold and glue here

Yes  No  
 If you are not already on our mailing list, would you like to be placed on the mailing list to receive further information about the project?

Your name \_\_\_\_\_  
 Organisation (if applicable) \_\_\_\_\_  
 Postalemail address \_\_\_\_\_



SECOND INFORMATION DAY – FEEDBACK FORM



**Shute Harbour Marina Project - Feedback Form**

**Have your say**

Thank you for attending the Second Community Information Day on Saturday 18<sup>th</sup> August 2007. We value your feedback on the proposed marina concept and the information provided so far. Help us finalise the proposal design by providing comments on the concept and any additional design elements you would like us to consider.

Your feedback will help the project team to develop a design option that delivers the best outcome for the community, recreational boat users and the area in general.

Name \_\_\_\_\_

Organisation (if applicable) \_\_\_\_\_

Postal/email address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Phone Number \_\_\_\_\_

Would you like to be placed on the mailing list to receive further information about the project?

Yes  No

Have you received enough information on:

**1. Site Location?** Yes  No

Any Comments \_\_\_\_\_

\_\_\_\_\_

**2. Project Management?** Yes  No

Any Comments \_\_\_\_\_

\_\_\_\_\_

**3. Concept Elements?** Yes  No

Any Comments \_\_\_\_\_

\_\_\_\_\_



**4. Port Binnli Group?** Yes  No   
Any Comments \_\_\_\_\_

**5. Socio-Economic effects of marina development?** Yes  No   
Any Comments \_\_\_\_\_

**6. Coastal Processes?** Yes  No   
Any Comments \_\_\_\_\_

**7. Flora and Fauna?** Yes  No   
Any Comments \_\_\_\_\_

**8. Soils & Geology?** Yes  No   
Any Comments \_\_\_\_\_

**9. Water Quality?** Yes  No   
Any Comments \_\_\_\_\_

**10. Environmental management?** Yes  No   
Any Comments \_\_\_\_\_

**11. Road and Marine Transport?** Yes  No   
Any Comments \_\_\_\_\_

**12. Architecture and Amenity?** Yes  No   
Any Comments \_\_\_\_\_



**13. Marine & Breakwater Design?**

Yes  No

Any Comments \_\_\_\_\_

\_\_\_\_\_

**14. Construction?**

Yes  No

Any Comments \_\_\_\_\_

\_\_\_\_\_

**15. EIS process?**

Yes  No

Any Comments \_\_\_\_\_

\_\_\_\_\_

**16. Contact Information?**

Yes  No

Any Comments \_\_\_\_\_

\_\_\_\_\_

**17. Any Other Comments?**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**For more information**

Freecall 1800 689 609  
Fax 3503 5799  
Mail Shute Harbour Marina Project  
Reply Paid  
PO Box 5820  
West End Qld 4101  
E-mail [info@shuteharbourmarina.com](mailto:info@shuteharbourmarina.com)  
or visit [www.shuteharbourmarina.com](http://www.shuteharbourmarina.com)



## SHUTE HARBOUR MARINA PROJECT



APPENDIX 3 – community information day reports  
information day 1

# SHUTE HARBOUR MARINA PROJECT

## COMMUNITY CONSULTATION REPORT

21 OCTOBER 2006



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## 1 EXECUTIVE SUMMARY

The first Shute Harbour Marina Project Information Day was held on Saturday 21 October 2006 at the Shute Harbour Transit Terminal, Shute Harbour Road, Shute Harbour.

Approximately 80 community members visited the Information Centre between 11am and 3pm.

Overall, the day was generally positive, with a welcoming atmosphere prevailing and visitor feedback indicating general approval for the project concept that was launched on the day. Whilst a variety of opinions were expressed reflecting personal interests and/or issues, community members showed a genuine interest in the marina project and sought to engage with the project team.

A cross-section of residents, local business owners, employees and recreational boat owners attended the Information Day.

The following Information Day Report summarises the outcomes of the briefings of key stakeholders and elected representatives that were conducted prior to the Information Day and the input received. Attendance at the Information Day, including an analysis of the suburbs of origin, issues raised, media liaison and coverage, is also reported.

The Report concludes with a recommendation that the next Information Day should be held in early February 2007 to promote the EIS and seek further community input.

## 2 PERSPECTIVE

Approximately 80 community members visited the Information Day display at the Information Centre on Saturday 21 October between 11am and 3pm.

A cross-section of residents, local business owners, employees and recreational boat owners attended the Information Day.

Overall, the day was positive, with a “social” and welcoming atmosphere prevailing, especially as many of the attendees knew or recognised their neighbours.

Whilst a variety of opinions were expressed on the day, reflecting personal interests and/or issues (see 3. Issues Raised at Briefings), community members showed a genuine interest in the preliminary concept and the other display material and sought to engage with the project team.

Community interest groups did not attend the Information Day in an organised capacity as the key groups had been briefed prior to the day (see 2. Briefings, following).

Local State Member, Ms Jan Jarratt MP (Member for Whitsunday), visited the Information Day and took the opportunity to view the concept and meet the project team.

Over the four hour display period (11am – 3pm), the attendees arrived in “waves” with the majority attending before 1pm. Peak attendance (approximately 30) was recorded late morning.



### 3 BRIEFINGS

A series of briefings was provided for the following key stakeholders, prior to the Information Day:

DATE	STAKEHOLDER
Invitation by phone 12/10/06 and phoned/emailed 17/10/06	Save Our Foreshore (Suzette Pelt) declined Port Binnli's invitation for this round ("a lot of members are away at the moment")
19/10/06	Shutehaven Residents' Association
	Engwirda Marine
	Whitsunday Times (Editor)
20/10/06	Dave McInerney (local motel owner)
	Whitsunday Local Marine Advisory Committee and Charter Boat Industry Association
	Whitsunday Economic Development Corporation
	Whitsunday Tourism
	Whitsunday Council
	The Guardian (journalist)
21/10/06	Order of Underwater Coral Heroes (OUCH)

## **INVITATION TO ELECTED REPRESENTATIVES**

A copy of the Information Day advertisement, the Information Day flyer and an invitation to attend a priority briefing on either Thursday 19 October 2006 or Friday 20 October 2006 was sent to the electorate office of the local elected representatives and to the Whitsunday Shire Council, as follows:

### **State Member**

- Ms Janice Jarratt, Member for Whitsunday, Parliamentary Secretary to the Minister for Primary Industries and Fisheries

### **Federal Member**

- Ms De-Anne Kelly MP, Member for Dawson, Parliamentary Secretary to the Minister for Transport and Regional Services

### **Whitsunday Shire Council**

- Cr Mario Demartini, Mayor
- Cr Tolma Camm, Deputy Mayor, Division 3
- Cr Ray Debnam, Division 2
- Cr Kieran McCarthy, Division 2
- Cr Jack Lumby, Division 2
- Cr Charlie Large, Division 3
- Cr John Lloyd, Division 1
- Cr Jennifer Whitney, Division 1
- CEO, Tony Hayward
- Business Services Manager, Stephanie Hunt
- Corporate and Communications Services, Royden James
- Development and Environmental Services, Manfred Boldy
- Community Development Coordinator, Bruce Green

## BRIEFING NOTE

The following (sample) Briefing Note was sent to the State and Federal members on Thursday 19 October 2006.



T H R E E P L U S

### Shute Harbour Marina Project Briefing Note

Prepared for Ms De-Anne Kelly, MP

Parliamentary Secretary to the Minister for Transport and Regional Services and  
Federal Member for Dawson

#### About the Project

A proposal for the development of a marina in Shute Harbour was undertaken in 2005 by Shute Harbour Marina Development Pty Ltd (SHMD).

Following considerable government and community input, a new design has emerged which delivers a marina development that is in character with Shute Harbour's iconic vista and enhances existing development in the area.

In March 2006, Port Binnli Pty Ltd purchased an interest in SHMD and the project. Port Binnli Shute Harbour Pty Ltd has now taken over sole responsibility for project management and delivery of the new project.

*Therefore, the Shute Harbour Marina Project is a new project under new management.*

#### About Port Binnli

Port Binnli Pty Ltd is a highly regarded and experienced company with an impressive track record of delivering world-class marina facilities.

A Queensland based company, Port Binnli was formed in 1993 to develop a marina precinct at Raby Bay. Since completing this project, the company has been involved in other marina developments and is the proud owner and operator of the Mackay Marina Village and Shipyard precinct, voted the Australian Marina of the Year (2006).

#### About the Process

Port Binnli has initiated an extensive community consultation process and the development of an Environmental Impact Statement (EIS).



*Port Binnli wants to ensure the community is fully informed with all developments regarding the project and wants the community to be fully involved with the concept design and EIS issues.*

Port Binnli will hold a community information day on Saturday 21 October 2006 between 11am and 3pm at the information centre located at the Shute Harbour Ferry Terminal, Shute Harbour Road, Shute Harbour.

A draft Terms of Reference (ToR) for the EIS will be advertised for public comment in local, state and national newspapers beginning 25 October 2006 and will be available for viewing from this date at:

[www.coordinatorgeneral.qld.gov.au/major\\_projects/shute.shtm](http://www.coordinatorgeneral.qld.gov.au/major_projects/shute.shtm)

### Project details

The project will have significant social and economic benefits for the region. It will:

- Deliver approximately 733 berths (including 193 multi-hull berths);
- Provide a commercial precinct for the marine industry;
- Provide a tourism precinct, including a four star tourist resort with approximately 96 family suites and retail outlets;
- Provide a modern residential precinct accommodating approximately 115 lots with all the necessary social and economic infrastructure;
- Contribute to a new public boat ramp facility; and
- Maintain public access to the foreshore.

The project will maintain Shute Harbour's iconic vista by ensuring:

- No development north of the Shute Harbour road;
- No excavation of the northern side of the site to build the marina breakwater;
- No purchase of any part of Conway National Park. Some lands will be returned to public ownership;
- No shipyard; and
- No ferry terminal.

For more information about the Shute Harbour Marina Project please call the project team on free call 1800 689 609.

ENDS.

## 4 ISSUES RAISED AT BRIEFINGS

STAKEHOLDER	ISSUE
<p><b>Shutehaven Residents Association</b></p> <p>Attendees:</p> <p>Rory McCourt</p> <p>Helen Altmann</p> <p>Jacinta Lipson</p>	<p>Perception that Information Centre is a “sales and marketing” office.</p> <p>Creates impression that proposal is “a certainty” and this is misleading.</p> <p>Project title, <i>Shute Harbour Marina Project</i>, should be renamed as <i>Shute Harbour Marina Proposal</i>.</p> <p>Tenure/lease expired in 1999; should have been restored to public land.</p> <p>Last remaining lease [unallocated State land] on the Eastern sea border; will create a precedent.</p> <p>Visual impact on iconic vista along Shute Harbour Road unacceptable.</p> <p>Q Has the permit to occupy been granted?</p> <p>ToR – 30 day comment period insufficient.</p> <p>Q What is the footprint (coordinates including outside wall + additional area)?</p> <p>Q Where are the extra berths going to fit?</p> <p>Proposed height of residential precinct (five storeys) does not meet height regulations specified in Whitsunday Council’s Local Planning Scheme.</p> <p>How will loss of existing swing moorings be compensated?</p> <p>Shute Harbour Transit Terminal – what is the relationship between the two developments? For example, better infrastructure is required at the Transit Terminal (Post Office etc).</p> <p>Q What will happen to the road beyond the development down to the Transit Terminal (this is a dangerous section)?</p> <p>Design – built environment must suit a tropical setting; we don’t want concrete towers or “Southern” design.</p> <p>Impact on population density?</p> <p>Q Will the project be staged? When will pontoons be constructed?</p> <p>Q Will the dangerous bend in Shute Harbour Road be corrected?</p> <p>Q Utility services? We don’t have enough power in the grid and can’t run our sewage pumps.</p>

STAKEHOLDER	ISSUE
	<p>Q How big are the residential frontages?</p> <p>Design of built environment must be suitable for a tropical environment (not a “southern design”).</p>
<p>Engwirda Marine (adjoining lease)</p> <p>Jim Engwirda</p> <p>Linda Engwirda</p>	<p>Interested in business opportunities.</p> <p>Existing moorings are “higgledy, piggledy”.</p> <p>“No mangroves, please!”</p> <p>Q Do you have a valid lease?</p> <p>Q Is concept consistent with the Shire Plan?</p>
<p><b>(Whitsunday) Marine/Tourism Development and Q Transport, Maritime Safety Queensland</b></p> <p>Deb Lewis, Contract Project Officer</p> <p><b>Charter Boat Industry Association</b></p> <p>Greg Lambert</p>	<p>Seeking particular outcomes, as follows:</p> <p>International tourists expect an eco-experience.</p> <p>Long-term partnership with marina owners and operators e.g. long term fees – shouldn’t have to pay dearer fees than those paid for recreational berths, because “we’ve got to use the marina”.</p> <p>Need to ensure industry needs are met [marine, especially charter boats].</p> <p>Wish list:</p> <ul style="list-style-type: none"> <li>• maintenance facility;;</li> <li>• fuel storage (brand operator);</li> <li>• covered departure facility;</li> <li>• rubbish disposal – eco-friendly [recycled] and easily accessible; help industry to bench-mark “world-best” practice;</li> <li>• close access for departures and wider access through arms (trolleys and small vehicles);</li> <li>• cold storage;</li> <li>• overnight berths (“pay-as-you-go” and willing to share berths); and</li> <li>• secured parking.</li> </ul> <p>Bareboat operators are currently on swing moorings.</p> <p>Marine House concept – museum and flagship for best industry practice [role for Port Binnli?]. GRMPA and Whitsunday Econ. Devel. Corp. support the concept.</p>

STAKEHOLDER	ISSUE
<p><b>Whitsunday Economic Development Corporation</b> Rebecca Andrews, Executive Officer</p>	<p>Concept - boat ramp will block recreational boat access.</p> <p>Marine House – discovery centre; concept plan currently being prepared; \$ required for pre-feasibility study; concept could include aquarium, research centre, marine experiences (without getting on the boat), fishing information etc.</p> <p>Q Will Port Binnli establish a Community Reference Group?</p> <p>Proposed height of residences “a problem”.</p> <p>Landscaping – Whitsunday Bottle Tree and a local orchid might be considered.</p> <p>Talk with Save Our Foreshore (Suzette Pelt).</p>
<p><b>Whitsunday Tourism</b> Matthew Williams, General Manager</p>	<p>“Board is generally positive” [specific outcomes are desirable]:</p> <ul style="list-style-type: none"> <li>• Link marina project with redevelopment of Transit Terminal;</li> <li>• Need shipyard and quality slipways (this is critical);</li> <li>• Departures terminal and marina precinct (similar concept to Marina Mirage, Gold Coast);</li> <li>• Need Master Plan (Dave Quinlan [DQ] explained that Port Binnli is participating in the Land Use Study);</li> <li>• Infrastructure – increased traffic through Airlie Beach and on Shute Harbour Road;</li> <li>• Potential micro business – marine incubator area eg leave boat locally and pay for maintenance;</li> <li>• Cyclone shelter; and</li> <li>• Hotel – tourism/hospitality training facility for international and local students (skills shortage – State and Federal funding available).</li> </ul> <p>Q How many moorings do you take out?</p>
<p><b>Whitsunday Council</b> Mayor, Cr Mario Demartini Cr Ray Debnam, Division Two Stephanie Hunt, Business</p>	<p>Council outlined planned road infrastructure upgrades at Airlie Beach, including roundabouts and traffic lights.</p> <p>Further discussion included the following questions</p>

STAKEHOLDER	ISSUE
<p>Services Manager Bruce Green, Community Development Coordinator Tony Haywood CEO</p>	<p>(taken on notice) and comments:</p> <p>Q Will Port Binnli be required to establish a Community Reference Group?</p> <p>Q What maintenance facilities will be provided?</p> <p>Floating breakwater – extends too far into existing recreational boat area; too close to barge operations; narrows the gap for boat access to trailer car park.</p> <p>Turning barges will conflict (sic) with recreational boats.</p> <p>Need an adequate area for the (public) recreational boaties.</p> <p>Q Spoil area wall – what will it look like from Shute Harbour Road (DQ advised 3D modelling was being undertaken)?</p> <p>Q How will marina link with Ferry Transit Terminal? Does Port Binnli have a global vision?</p> <p>Q What is the project footprint?</p> <p>Q Height of built forms?</p>
<p>Order of Underwater Coral Heroes (OUCH) Tony Fontes</p>	<p>1:1 discussion with Project Team at Information Day display</p> <p>Development should contribute to infrastructure on the reef to enable boats to use reef safely eg suitable moorings</p>



## 5 ATTENDANCE

Total attendance at the Information Day is estimated at approximately 80.

A cross-section of residents, local business owners, employees and recreational boat owners attended the Information Day.

The following table provides a breakdown of attendees\* by suburb of origin.

\*Note: Some attendees chose not to register.

SUBURB	ATTENDEE(S)
Airlie Beach	19
Cannonvale	11
Goondiwindi	1
Hamilton Island	1
Jubilee Pocket	1
Mackay	1
Mermaid Beach	1
Proserpine	1
Shute Harbour	2
Shutehaven	2
Non-disclosed	40
<b>TOTAL</b>	<b>80</b>

## STAKEHOLDER ISSUES – INFORMATION DAY

Issues reported by stakeholders at the Information Day varied according to the individual stakeholder, however, recurring themes are summarised, as follows:

THEME	ISSUE
EIS	Commencement date? What will be included?
Loss of recreational yachting amenity	Swing moorings currently available to owners of recreational boats will be sacrificed to marina berths.
	Loss of public boating area.
	How many swing moorings will be lost? Compensation?
Dredging	What will be required? Will the channel be dredged?
	Impact on sensitive ecosystem.
Disposal of dredging spoil	Where will spoil be deposited? What will spoil area look like from Shute Harbour Road? How long will spoil take to dry out?
Marina berths	How many? Cost? Maintenance facility?
Safety	Narrow access to existing area used by recreational boats and boat ramp.
	Super yachts – navigation of channel?
	Increased traffic through Airlie Beach and along Shute Harbour Road.
Environment	Sensitive ecosystem.
Height	Built form - how high above ground level?
	Proposed height of residences (five storeys) against Whitsunday Council's Strategic Plan.
Infrastructure	Power supply already inadequate.

THEME	ISSUE
	Sewage treatment?
	Upgrade of Shute Harbour Road?
Iconic vista	Visual impact?
	Need to preserve vista along Shute Harbour Road.
	What will be visible from road?
Footprint	How far will marina extend? Coordinates?
Construction	When would it start? How long would it take? Will it be staged?
Residential precinct	How wide are the frontages along #2?
	What is the wall fronting Shute Harbour Road made from?

## 6 MEDIA COVERAGE

### 6.1 PRE-PUBLICITY

#### 6.1.1 Information Day flyer

The Information Day flyer attached in Appendix 1 was distributed as a full print run insert (7300) in the *Whitsunday Times* mid-week prior to the Information Day (19 October 2006).

#### 6.1.2 Paid advertisements

The Information Day advertisement attached in Appendix 2 was published in *The Guardian* and the *Whitsunday Times* to encourage attendance at the Information Day and to raise awareness of the public comment period for the Terms of Reference.

The advertisement appeared in the following editions:

DATE	PUBLICATION	SIZE	POSITION
11/10/06	<i>The Guardian</i>	19cm x 3 columns	Early General News
12/10/06	<i>Whitsunday Times</i>	19cm x 3 columns	Early General News
18/10/06	<i>Whitsunday Times</i>	19cm x 3 columns	Early General News
19/10/06	<i>The Guardian</i>	19cm x 3 columns	Early General News

#### 6.1.3 Media release

The media release attached at Appendix 3 was distributed on Monday 16 October 2006 to all print and electronic media in the Whitsunday area (including Mackay and Proserpine) to promote the Information Day and encourage public comment on the Terms of Reference.

#### 6.1.4 Radio

ABC Tropical North picked up the Information Day media release on 17 October 2006 and subsequently conducted an interview with the Project Manager, David Quinlan. The news item aired four times the same day.

DATE	MEDIA	LENGTH	TIME
17/10/06	ABC Tropical North	12 minutes	9.14 am
17/10/06	ABC Tropical North	1:10 minutes	8.30 am
17/10/06	ABC Tropical North	1:10 minutes	7.30 am
17/10/06	ABC Tropical North	1:10 minutes	6.30 am

### 6.1.5 Newspaper

The article attached in Appendix 4 was also based on the media release issued on 16 October. It was published in *The Guardian* on 18 October 2006.

## 6.2 POST-PUBLICITY

### 6.2.1 Post Information Day media release

The media release attached at Appendix 5 was issued on Tuesday 24 October 2006 (week following the Information Day) to all print and electronic media in the Whitsunday area (including Mackay and Proserpine).

### 6.2.2 Post Information Day media coverage

The Information Day generated interest and coverage by the following media:

DATE	MEDIA	LENGTH/POSITION	TIME
23/10/06	Seven Mackay	1:25 minutes	6pm
25/10/06	<i>The Guardian</i>	Early General News - lead story p1	N/A
26/10/06	<i>Whitsunday Times</i>	Early General News p3	N/A

### 6.2.3 Print media clippings

The news articles attached at Appendix 6 were published in *The Guardian* (25 October 2006) and the *Whitsunday Times* (26 October 2006).

## 7 EVALUATION

### FEEDBACK FORM

A feedback form (see Appendix 7) was distributed at the stakeholder briefings and was available at the Information Day.

Visitors to the Information Day were actively encouraged to complete the feedback form immediately or to take a form(s) with them to return by post, fax or email at their convenience.

A total of seven (7) feedback forms have been lodged, including five (5) completed on the day and a further two received since the Information Day – one (1) faxed back on 24/10/06 and one (1) received by post on 2/11/06.

### ISSUES

Issues reported on the feedback forms are summarised below:

ISSUE	COMMENT
Slipway and maintenance facility	Lack of facility at a marina catering for approximately 700 boats will put pressure on existing facility ["adjacent to the jetty below our home and neighbouring homes"].  Small cove where existing facility is located would be adversely impacted.
Impacts on Lots 252 and 301	Request for information re mitigation strategies.  Concept map should include "extent of existing coastline and position of Shute Harbour Road".
Opposed – environmental impacts	Cannot accurately determine "long term effects" until completed. If only half the marina berths are occupied, "health of the water around must suffer".
Environmental impacts	"Little wetland filtering of runoff" + mangroves.
Supportive	"Will be a good improvement for the area. All the best".
Conditional support	Sewage treatment? Keep sewage "to yourselves". Otherwise "in favour".
Opposed	<ul style="list-style-type: none"> <li>• Project "far too big";</li> <li>• No demonstrated need for a marina this size;</li> <li>• Foreshore "belongs to everyone and should not be fenced off..";</li> <li>• Height of buildings [four buildings x five storeys] "totally out of scale for this area ...";</li> <li>• [Visual impact on] Shute Bay and Conway National Park lost to back of buildings;</li> <li>• [Environmental impact] on "western end of Shute Bay .... could become a smelly swamp with water flow blocked ....".</li> </ul>

## **8 RECOMMENDATION**

Based on advice given to the community at the recent Information Day that additional information days would be held during the EIS and that technical staff would be available to report progress on the EIS studies and receive input and feedback, it is recommended that the next Information Day be conducted in early February 2007. This timeline will allow for the production and distribution of the second newsletter and design and production of additional display materials to support the EIS studies.

## 9 APPENDICES

### APPENDIX 1 COMMUNITY INFORMATION DAY FLYER

# SHUTE HARBOUR MARINA PROJECT


## INVITATION Community Information Day

Port Binnli Pty Ltd, the owner and operator of Mackay Marina, has recently become the operating partner in a new proposal to develop a marina in Shute Harbour. The company is an experienced marina operator with a reputation for building high quality, locally appropriate marinas.

A Community Information Day is being held to provide an opportunity for the local community to meet the project team and find out more about the proposal and the forthcoming Environmental Impact Statement.

**WHEN:** Saturday 21 October 2006  
**TIME:** 11am - 3pm  
**WHERE:** Shute Harbour Ferry Terminal  
Shute Harbour Road, Shute Harbour

### A significant project for the Whitsunday region



The Queensland Government has declared the Shute Harbour Marina a significant project that will require an Environmental Impact Statement (EIS) in accordance with the *State Development and Public Works Organisation Act 1971*. The scope of the technical studies for the EIS will be based on the Terms of Reference, yet to be finalised.

A Draft Terms of Reference for the EIS will be advertised for public comment in local, state and national newspapers beginning 25 October 2006 and will be available for viewing at [www.coordinatorgeneral.qld.gov.au/major\\_projects/shute.htm](http://www.coordinatorgeneral.qld.gov.au/major_projects/shute.htm) from this date.

Specialist environmental consultant, Cardno, has been appointed by Port Binnli to undertake the EIS.

Port Binnli proposes to involve the community from the outset. Consultation is planned to seek input on EIS issues and the proponent will keep the community informed of progress.



# SHUTE HARBOUR MARINA PROJECT

## New marina concept

The Shute Harbour Marina Project is a new project under new management.

A previous proposal, by Shute Harbour Marina Development Pty Ltd (SHMD) including an EIS that was undertaken in 2005, informs the current project. Following the release of the SHMD EIS for comment in June 2005, recommendations for modifications were provided by a number of government, community groups and individuals.

Since then, the shareholders and Directors of SHMD have changed. In March 2006, Port Binnli Pty Ltd purchased an interest in SHMD and the project. Port Binnli Shute Harbour Pty Ltd has now taken over sole responsibility for project management and delivery of the new project.

The concerns about previous proposals have informed the new owner's preliminary concept planning.

Changes from previous proposals include:

- no development north of the Shute Harbour road;
- no excavation of the northern side of the site to build the marina breakwater;
- no purchase of any part of Conway National Park. Some lands will be returned to public ownership;
- no shipyard;
- no ferry terminal;
- the proponents will contribute to a new public boat ramp facility; and
- the development will include public access to the foreshore.

The proponent, Shute Harbour Marina Development Pty Ltd, is committed to a planning process that delivers a marina development that is in character with Shute Harbour's iconic vista and that enhances existing development in the area.



## To find out more

For more information about the Community Information Day on **Saturday 21 October 2006** please contact the project team on **free call 1800 689 609**.

## APPENDIX 2 INFORMATION DAY ADVERTISEMENT

### Shute Harbour Marina Project Invitation to Information Day

Port Binnli Pty Ltd, owner and operator of Mackay Marina, recently became the operating partner in a new proposal to develop a marina in Shute Harbour. The Queensland based company is an experienced marina operator with a reputation for building high quality, locally appropriate marinas.

The Queensland Government has declared the proposal to be a significant project that will require an Environmental Impact Statement (EIS) in accordance with the *State Development and Public Works Organisation Act 1971*.

The proponents have appointed EIS consultant Cardno Pty Ltd to investigate the project's impacts, opportunities and benefits and prepare the EIS.

#### Information Day

A community information day is being held by the project proponents to raise public awareness of the proposal and the forthcoming EIS process.

Date: **Saturday 21 October 2006**

Time: **11am - 3pm**

Location: **Shute Harbour Ferry Terminal  
Shute Harbour Road, Shute Harbour**

A draft Terms of Reference for the EIS will be advertised for public comment in local, state and national newspapers beginning 25 October 2006 and will be available for viewing at [www.coordinatorgeneral.qld.gov.au/major\\_projects/shute.shtm](http://www.coordinatorgeneral.qld.gov.au/major_projects/shute.shtm) from this date.

For more information about the Shute Harbour Marina Project please call the project team on free call 1800 689 609.

## APPENDIX 3 INFORMATION DAY MEDIA RELEASE

Media release

Monday 16 October 2006

### 9.1.1 Port Binnli launches new Shute Harbour Marina concept

Port Binnli Pty Ltd, owner and operator of Mackay Marina, recently became the operating partner in a new proposal to develop a marina in Shute Harbour.

Port Binnli will hold a community information day on Saturday 21 October 2006 between 11am and 3pm at the information centre located at the Shute Harbour Ferry Terminal, Shute Harbour Road, Shute Harbour.

Project staff will be on hand to explain the new concept and the forthcoming EIS process.

Port Binnli's Project Manager, Mr David Quinlan, said Port Binnli wants to involve the community from the outset and will be seeking input on the concept design and EIS issues.

"It's important that input from the community is considered as part of the planning and EIS process and I encourage all those interested to attend the information day," said Mr Quinlan.

Port Binnli has appointed EIS specialist, Cardno, to prepare the EIS for the Shute Harbour Marina project.

The Queensland Government has declared the Shute Harbour Marina a significant project that will require an Environmental Impact Statement (EIS) in accordance with the *State Development and Public Works Organisation Act 1971*. The scope of the technical studies for the EIS will be based on the Terms of Reference, yet to be finalised.

The proposed Shute Harbour Marina has also been declared a "controlled action" under the *Environment Protection and Biodiversity Act 1999* (EPBC Act). This legislation triggers a statutory review process by the Commonwealth Department of Environment and Heritage (DEH).

A draft Terms of Reference for the EIS will be advertised for public comment in local, state and national newspapers beginning 25 October 2006 and will be available for viewing from this date at:

[www.coordinatorgeneral.qld.gov.au/major\\_projects/shute.shtm](http://www.coordinatorgeneral.qld.gov.au/major_projects/shute.shtm)

For more information about the Shute Harbour Marina Project please call the project team on free call 1800 689 609.

Ends

**Note to Editor:**

The Shute Harbour Marina Project is a new project under new management.

A previous proposal by Shute Harbour Marina Development Pty Ltd (SHMD), including an EIS that was undertaken in 2005, informs the current project.

In March 2006, Port Binnli Pty Ltd purchased an interest in Shute Harbour Marina Developments Pty Ltd (SHMD). Port Binnli Shute Harbour Pty Ltd has now taken over sole responsibility for project management and delivery of the new project.

The Port Binnli group is an experienced marina operator with a reputation for building high quality, locally appropriate marinas.

A Queensland based company, Port Binnli was formed in 1993 to develop a marina precinct at Raby Bay. Since completing this project, the company has been involved in other marina developments and is the proud owner and operator of the Mackay Marina Village and Shipyard precinct, voted the Australian Marina of the Year (2006).

**For further information, please contact:**

Susan Scott                      Consultation Manager – Shute Harbour Marina Project

Mobile:                              0409 766 142

Email:                                [susan@threeplus.com.au](mailto:susan@threeplus.com.au)

## Community to be consulted on Shute Harbour marina

The Whitsunday community will be asked for their input on the proposed Shute Harbour Marina development, following the announcement the owner and operator of Mackay Marina recently became the operating partner.

Port Binnli Pty Ltd will hold a community information day on Saturday at the information centre located at the Shute Harbour Ferry Terminal, and project staff will be on hand to explain the new concept and the forthcoming Environmental Impact Statement (EIS) process.

Port Binnli's project manager, David Quinlan said Port Binnli wanted to involve the community from the outset and would be seeking input on the concept

design and EIS issues.

"It's important that input from the community is considered as part of the planning and EIS process and I encourage all those interested to attend the information day," Mr Quinlan said.

Port Binnli has appointed EIS specialist Cardno to prepare the EIS for the Shute Harbour Marina project.

The Queensland Government has declared the Shute Harbour Marina a significant project that will require an EIS in accordance with the State Development and Public Works Organisation Act 1971.

The proposed Shute Harbour Marina has also been declared a "controlled action" under the Environment Protection and

Biodiversity Act 1999 (EPBC Act).

This legislation triggers a statutory review process by the Commonwealth Department of Environment and Heritage (DEH).

The information session will be held at the Shute Harbour Ferry Terminal information centre on Saturday between 11am and 3pm.

A Queensland based company, Port Binnli was formed in 1993 to develop a marina precinct at Raby Bay.

Since completing this project, the company has been involved in other marina developments and is the owner and operator of the Mackay Marina Village and Shipyard precinct, voted the Australian Marina of the Year 2006.

## APPENDIX 5 – POST INFORMATION DAY MEDIA RELEASE

Media release

Tuesday 24 October 2006

### 9.1.2 Community views new Shute Harbour Marina concept

More than 80 local residents and business owners visited the Shute Harbour Marina Project information day last Saturday (21 October) to inspect the new marina concept plan.

The project team was on hand to explain the project elements and the consultation process.

Port Binnli Project Manager, Mr Dave Quinlan, said feedback was generally very positive.

“Obviously, a project of this magnitude will generate widespread community interest. We were pleased with the number of enquiries and found the feedback useful,” said Mr Quinlan.

“The majority of questions were about specific design elements, the Environmental Impact Statement (EIS) process and business opportunities,” he said.

Mr Quinlan explained the concept had been developed to provide a preliminary footprint for the EIS and that technical studies, including modelling, would be undertaken as part of the EIS investigations.

“We don’t have definitive answers yet,” Mr Quinlan said. “It’s early days and the consultation has only just begun.

“We plan to hold another information day early next year to seek input into the EIS.

“Technical experts will be available on that occasion to provide a progress update on the EIS studies and to receive feedback.

“We’re also undertaking 3D modelling and this will provide a virtual tour of the marina”, he said.

Port Binnli has appointed EIS specialist, Cardno, to prepare the EIS for the Shute Harbour Marina Project.

**A draft Terms of Reference for the EIS will be advertised for public comment in local, state and national newspapers beginning 25 October 2006 and will be available for viewing from this date at:**

[www.coordinatorgeneral.qld.gov.au/major\\_projects/shute.shtm](http://www.coordinatorgeneral.qld.gov.au/major_projects/shute.shtm)

For more information about the Shute Harbour Marina Project please call the project team on free call 1800 689 609.

Ends

**Note to Editor:**

The Shute Harbour Marina Project is a new project under new management.

A previous proposal by Shute Harbour Marina Development Pty Ltd (SHMD), including an EIS that was undertaken in 2005, informs the current project.

In March 2006, Port Binnli Pty Ltd purchased an interest in Shute Harbour Marina Developments Pty Ltd (SHMD). Port Binnli Shute Harbour Pty Ltd has now taken over sole responsibility for project management and delivery of the new project.

The Port Binnli group is an experienced marina operator with a reputation for building high quality, locally appropriate marinas.

A Queensland based company, Port Binnli was formed in 1993 to develop a marina precinct at Raby Bay. Since completing this project, the company has been involved in other marina developments and is the proud owner and operator of the Mackay Marina Village and Shipyard precinct, voted the Australian Marina of the Year (2006).

**Image attached to accompany release:**

*Project Liaison Officer, Steve Fisher, was on hand at the recent Shute Harbour Marina Project information day, to answer community enquiries.*

**For further information, please contact:**

Susan Scott                      Consultation Manager – Shute Harbour Marina Project  
Mobile:                              0409 766 142  
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The Times, Thursday, 26 October, 2006 — 3

# Port Binnli sets up shop

by **Linda Brady**

THE would-be developers of the controversial Shute Harbour Marina project, Port Binnli, have set up shop at the Shute Harbour jetty.

Project manager Steve Fisher said more than 80 people visited the company's new public information office during its opening day on Saturday, the "vast majority" of them "very positive" about the company's plans to build a 700-berth marina and five-storey resort and residential complex on the harbour.

"I would estimate we had less than 1% negative comments," Mr Fisher said.

"Most people thought the development would improve the value of real estate in the area or were pleased to see the area would be cleaned up."

But opponents of the development said the new shopfront is little more than a glorified sales and market-

ing office, and merely pays lip service to the notion of community consultation.

"As far as we are concerned it is portraying the marina as a project on offer rather than just a proposal," Shute Haven Residents and Ratepayers Association (SHRRA) chair Jacinta Lipson said.

"The office provides no information about the tenure status of the land, no mention of the fact that it is public land, and nothing to accurately display the footprint of the proposal or the fact that it is within a world heritage waterway."

"This facility is meant to inform the community about all aspects of the proposal — but it doesn't, it's very selectively presented."

The Port Binnli office, located at the old Whitsunday All Over office, will be open during normal business hours from Tuesday-Friday.



PUBLIC information or marketing? Designs for the planned Shute Harbour Marina went on display to the public this week. Picture: Rebecca Walker.



# Shute plans unveiled

By ELLEN BURGESS

Port Binnli Shute Harbour Pty Ltd will today release a draft of the Shute Harbour Marina Project's Environmental Impact Statement (EIS) for public comment, after their concept plan was unveiled at an information day held on Saturday.

Over 80 residents and business owners attended the information day, and project manager Dave Quinlan said wide community interest had been expected.

"Obviously, a project of this

magnitude will generate widespread community interest," Mr Quinlan said. "We were pleased with the number of inquiries and found the feedback useful."

"The majority of questions were about specific design elements, the Environmental Impact Statement (EIS) process and business opportunities."

The proposed concept includes a 733-berth marina, a commercial and tourism precinct with retail outlets and a four-star resort, and a residential precinct comprising 115 lots, and Mr Quinlan said

technical studies, including models, would be done as part of the EIS investigations.

"We don't have definitive answers yet," he said. "It's early days and the consultation has only just begun."

However, the Shutehaven Residents' Association has expressed concerns over the proposal, with representative Jacinta Lipson saying core issues were not mentioned in the consultation process.

Firstly, Ms Lipson said the project was a proposal, not a certainty, the group was worried about the

environmental effects on the world heritage listed area, and they questioned whether the owners had tenure over the land they planned to build on.

She also said the region did not need 1844 marina berths with Shute Harbour catering for vessels predominantly between 18-25m, and the group was concerned moorings would go to make way for the marina.

"We have everything to lose - our valuable natural resources, amenities and a huge section of public land for private commercial gain," Ms

Lipson said.

The Queensland Government declared the Shute Harbour Marina a significant project that will require an EIS in accordance with the State Development and Public Works Organisation Act 1971, and the proposal has been declared a "controlled action" under the Environment Protection and Biodiversity Act 1999 (EPBC Act).

Since Port Binnli Pty Ltd took over the project in March, changes have been made to the proposal.

*Continued Page 2*

- The Guardian, Wednesday October 25, 2006


## Plans unveiled

*Continued from Page 1*

Changes from previous proposals include: no developments north of Shute Harbour Road, no excavation on the northern side of the site to build the marina breakwater, no purchase of any part of Conway National Park (some lands will be returned to public ownership), no shipyard, no ferry terminal, a new public boat ramp facility and the development will include public access to the foreshore.






"We plan to hold another information day early next year to seek input into the EIS," Mr Quinlan said.

The EIS is available at the Queensland Government Co-ordinator General's website.



## SHUTE HARBOUR MARINA PROJECT

### Feedback Form

<p>Please complete this feedback form and deposit it in the feedback box provided at the Information Day.</p> <p>Alternatively, post to:                  PO Box 5820                  West End QLD 4101                  Has to: Three Plus or 07 300 5799</p>	<p>Name _____</p> <p>Organisation (if applicable) _____</p> <p>Postal/mail address _____</p> <p>If not already on our mailing list, would you like to be placed on the mailing list to receive further information about the project?</p> <p><input type="checkbox"/> Yes    <input type="checkbox"/> No</p>
<p><b>Comments about the project</b></p> <p>If you have any issues for comment that you feel PortBinn Shute Harbour Pty Ltd should take into account during the LIS process, please make them here (include separate sheets, if space insufficient)</p>	<div style="border-bottom: 1px solid black; height: 20px; margin-bottom: 5px;"></div> <div style="border-bottom: 1px solid black; height: 20px; margin-bottom: 5px;"></div> <div style="border-bottom: 1px solid black; height: 20px; margin-bottom: 5px;"></div> <div style="border-bottom: 1px solid black; height: 20px; margin-bottom: 5px;"></div> <div style="border-bottom: 1px solid black; height: 20px; margin-bottom: 5px;"></div> <div style="border-bottom: 1px solid black; height: 20px; margin-bottom: 5px;"></div> <div style="border-bottom: 1px solid black; height: 20px; margin-bottom: 5px;"></div> <div style="border-bottom: 1px solid black; height: 20px; margin-bottom: 5px;"></div> <div style="border-bottom: 1px solid black; height: 20px; margin-bottom: 5px;"></div> <div style="border-bottom: 1px solid black; height: 20px; margin-bottom: 5px;"></div> <div style="border-bottom: 1px solid black; height: 20px; margin-bottom: 5px;"></div> <div style="border-bottom: 1px solid black; height: 20px; margin-bottom: 5px;"></div> <div style="border-bottom: 1px solid black; height: 20px; margin-bottom: 5px;"></div> <div style="border-bottom: 1px solid black; height: 20px; margin-bottom: 5px;"></div> <div style="border-bottom: 1px solid black; height: 20px; margin-bottom: 5px;"></div> <div style="border-bottom: 1px solid black; height: 20px; margin-bottom: 5px;"></div> <div style="border-bottom: 1px solid black; height: 20px; margin-bottom: 5px;"></div> <div style="border-bottom: 1px solid black; height: 20px; margin-bottom: 5px;"></div> <div style="border-bottom: 1px solid black; height: 20px; margin-bottom: 5px;"></div> <div style="border-bottom: 1px solid black; height: 20px; margin-bottom: 5px;"></div> <div style="border-bottom: 1px solid black; height: 20px; margin-bottom: 5px;"></div>
<p><b>For more information</b></p>	<p> Freecall 1800 509 539</p> <p> Fax 300 5799</p> <p> Mail PO Box 5820 West End QLD 4101</p> <p> E-mail <a href="mailto:info@shuteharbourmarina.com">info@shuteharbourmarina.com</a></p> <p> or visit <a href="http://www.shuteharbourmarina.com">www.shuteharbourmarina.com</a></p>



## APPENDIX 3 – INFORMATION DAY 2 REPORT: FEEDBACK ANALYSIS



THREE PLUS

### SHUTE HARBOUR ENVIRONMENTAL IMPACT STATEMENT S 1.5 PUBLIC CONSULTATION PROCESS SHUTE HARBOUR OPEN DAY 2 FEEDBACK FORM ANALYSIS OF RESULTS



# 1 INTRODUCTION

The public consultation process (Section 1.5) of the Terms of Reference for the Shute Harbour Environmental Impact Statement (EIS) requires:

"...opportunities for community involvement and education. It may include interviews with individuals, information sessions, key stakeholder briefings, interest group meetings, production, production of regular summary information and updates, and other consultation mechanisms to encourage and facilitate active public consultation."

This report summarises the results of the community feedback form distributed at the second Information Day held at Project Information Office ,Shute Harbour Ferry Terminal, Shute Harbour Road, Shute Harbour on Saturday 18 August 2007.

In total,50 local residents attended the Information Day and eight completed the Feedback Form. No one completed all sections of the form. The feedback form included seven open-ended questions with a focus on project strengths and limitation and social economic and environmental effects (both positive and negative).

For an evaluation of the seven open-ended questions, a content analysis was conducted, assigning individual comments to one of 16 social variable categories (*Table 1: Content Analysis of Open Ended Questions*). The comments were then assessed across two affective criteria: (a) positive comments (project benefits); or (b) negative comments (project limitations). No neutral comments were received. For each of the three criteria, those categories with the greatest number of individual comments were graphed and these are presented in *Chart 1: Project Benefits*; and *Chart 2: Project Limitations*. Sample comments are also included.

Appendix A reproduces verbatim all Information day feedback comments received. A copy of the feedback form is reproduced as Appendix B.

## 2 OPEN-ENDED QUESTIONS

Seven open-ended questions were included on the survey form:

1. What do you think are the overall strengths of the proposed marina project?
2. What are the limitations?
3. What do you see as the likely social benefits or impacts?
4. What do you see as the likely economic benefits or impacts?
5. What do you see as the likely environmental benefits or impacts?
6. What additional information do you require to participate in the EIS process?
7. Any other comments

A content analysis was undertaken on the seven open-ended questions, and responses were coded into one of 16 social variable categories. While there is some overlapping between these variables, the coding was replicated and the two coders achieved 100% agreement on their assignment of comments to categories.

For the seven questions, no comments were received from attendees on:

- Housing and Accommodation
- Heritage and Cultural Values and Beliefs
- Health
- Risk Perception
- Property Values

The most ambiguous category proved to be 'social and visual amenity'. This is a subjective category which seeks to measure social and visual value and aesthetics. This social variable category received four negative comments.

Table 1 over the page summarises number of comments by social variable and affective evaluation (positive or negative).

**TABLE 1: CONTENT ANALYSIS OF OPEN-ENDED QUESTIONS**

<b>Social Variables</b>	<b>No. of Benefits</b>	<b>No. of Limitations</b>
Demographic & population change	1	1
Housing & accommodation		
Mobility and access	1	2
Community facilities (social infrastructure)	3	1
Social and political institutions	1	
Heritage & cultural values and beliefs		
Community identity & cohesion	2	
Health		
Leisure and recreation	1	1
Natural environment	3	4
Risk perception		
Crime and public safety	1	
Social and visual amenity		4
Employment	2	
Local economic effects	4	4
Property values		
<b>Total individual comments</b>	<b>19</b>	<b>17</b>

### 3 PROJECT BENEFITS

A total of 5 attendees listed at least one benefit for the project. Each of these five respondents on average identified four project benefits (total: 19). The top five benefit categories are given below in descending order, with the number of individual comments received given within the brackets:

#### Local Economic Effects (4)

Sample comments here included:

- "Provide local, recreation, economy, social"; "more tourists"

#### Community Facilities (3)

Sample comments here included:

- "Develop the area from its present basic state"; "provide additional infrastructure"

#### Natural Environment (3)

Sample comments here included:

- "Low environmental impact"; "protection"

#### Community Identity and Cohesion (2)

Sample comments here included:

- "sense of community"; "increased community to area"

#### Employment (2)

Sample comments here included:

- "local jobs".

#### Other (5)

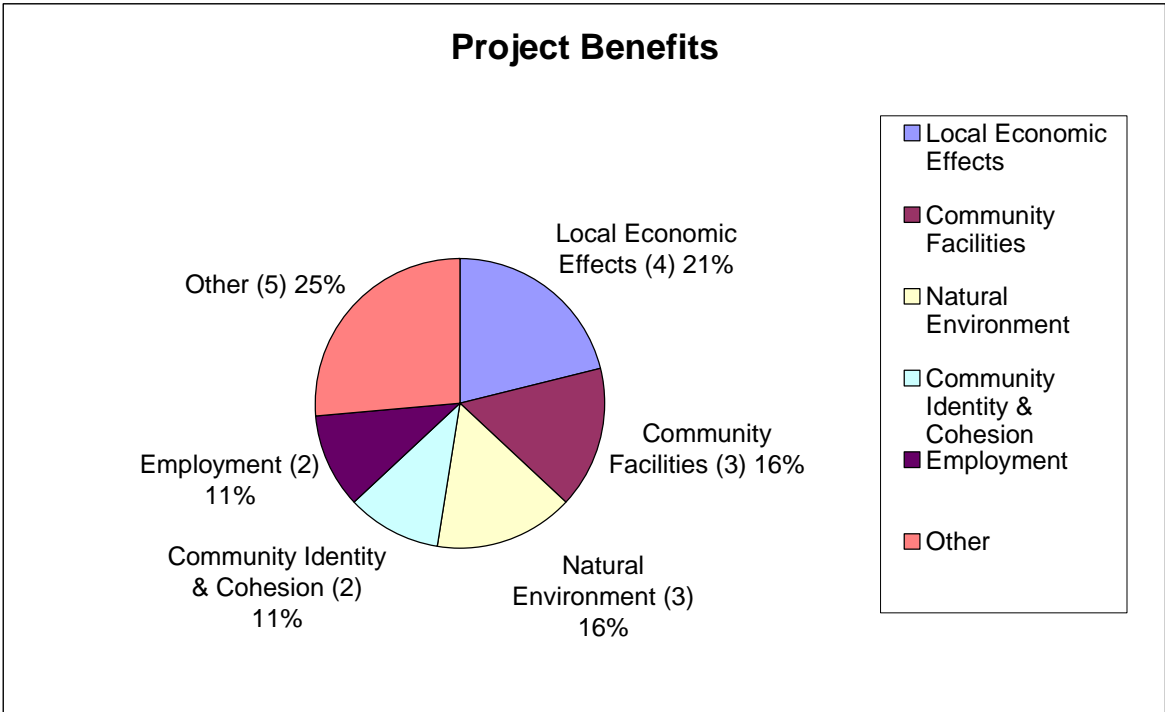
Five social categories received one beneficial comment each, namely: Demographic and Population Change; Mobility and Access; Social and Political Institutions; Leisure and Recreation; Crime and Public Safety.

Sample comments here included:

- "allows more visitors to experience the reef, islands and the local area"; "boat clubs"; "quality development to provide an extremely safe marina";

The summary results of the content analysis for the *project benefits* category are presented in Chart 1 below.

**CHART 1: PROJECT BENEFITS**



**PROJECT LIMITATIONS**

Respondents listed almost as many limitations as benefits (a total of 17 limitations to 19 benefits). A total of seven attendees listed at least one project limitation. Each of these seven respondents listed more than two limitations. The top four social variable categories for project limitations, in descending order of number of comments received, were:

**Natural Environment (4)**

Sample comments here included:

- “harming wildlife”; “environmentally unfriendly!! [definite double exclamation marks]”; “environmental vandalism”.

**Social and Visual Amenity (4)**

Sample comments here included:

- “We totally disagree with the size of this project”; “Let Airlie Beach be ruined, leave Shute Harbour alone”.

**Local Economic Effects (4)**

Sample comments here included:

- “a niche market”; “would impact on Whitsunday’s ‘brand’ [definite quotation marks]”;

**Mobility and Access (2)**

A sample comment here included:

- “Possible conflict/congestion of water traffic”.





**Other (3)**

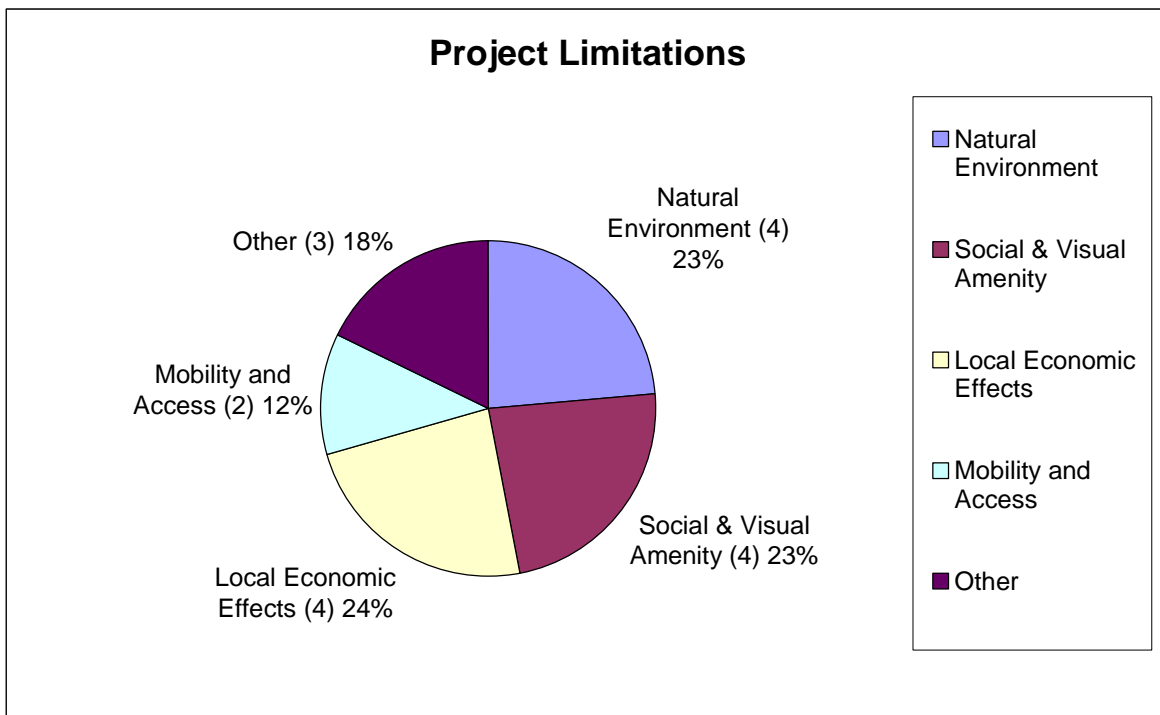
Three social categories received one negative comment each, namely Demographic and Population Change; Community Facilities; and Leisure and Recreation.

Comments here were:

- “likely loss of swing moorings and facilities for smaller boats”; “demand for such numbers of berths has not been established”; “Commercial boat numbers have been capped and bringing another 700+ large boats to this area does not seem appropriate”

The summary results of the content analysis regarding the project limitation category are presented in Chart 2 below.

**CHART 2: PROJECT LIMITATIONS**



## 4 CONCLUSION

The conclusion of S 1.5 (Public consultation process) in the Shute Harbour EIS Terms of Reference, refers to Environmental Protection Agency (EPA) *Guideline No. 7: Issue Identification and Community Consultation* (EPA, 2005). This Guideline (p.3) lists the following objectives for a community consultation program:

- a) the provision of factual, accurate information about the project and its likely environmental, social and economic impacts where there is a genuine requirement or request for such information;
- b) the identification and understanding of community values, concerns and interests;
- c) demonstration that the community's views are being taken into account in the planning and operation of the project focussing on participation;
- d) encouraging within the community a level of confidence that the exploration and mining operations are to be environmentally responsible (and not exclusively driven by economic considerations); and
- e) evaluation of community acceptance of the project.

The community feedback form, which results are analysed in this report, represents one of the methodologies chosen to identify and measure community attitudes about the proposed Shute Harbour Marina Project.

In summary, the feedback form focussed on community attitudes towards:

- possible project benefits
- potential project limitations
- possible environmental impacts
- possible economic impacts
- possible social impacts
- additional information requested
- any other comments

Summary results from the content analysis of the three open-ended questions have been presented in Table 1 and Charts 1 and 2. Sample comments have also been included.

## 5 APPENDICES

### A: RECORD OF ALL COMMENTS

Attendee 1	Q 1	Provide local jobs, recreation, economy, social
	Q 2	
	Q 3	Boat clubs, networking, content people
	Q 4	Local jobs, investors
	Q 5	Harming wildlife
	Q 6	
	Q 7	Do not know much about this
Attendee 2	Q 1	Developing the area from its present basic state
	Q 2	None
	Q 3	Allows more visitors to experience the reef, islands and the local area
	Q 4	Bring in more tourists
	Q 5	If planned properly, nothing significant
	Q 6	
	Q 7	
Attendee 3	Q 1	N/A
	Q 2	Too large for the site and demand for such numbers of berths has not been established
	Q 3	Likely loss of swing moorings and facilities for smaller boats
	Q 4	It is inappropriate for this site and would impact on Whitsundays "brand" [definite quotation marks]
	Q 5	There would be a loss of the view corridor through Long Island which would be detrimental to the beauty of the Whitsundays and diminish (sic) the tourist experience
	Q 6	N/A
	Q 7	The image of the Whitsunday's as an "unspoiled" haven for boating needs to be protected. Commercial boats (sic) numbers have been capped and bringing another +700 large boats to this area does not seem appropriate. If persons want the Gold Coast they will go there, they do not want to come to Whitsunday to see Monaco. [definite quotation marks]

<b>Attendee 4</b>	Q 1	low environment impact
	Q 2	a niche market
	Q 3	increased community to area
	Q 4	more people (inc international) into the area
	Q 5	protection
	Q 6	
	Q 7	
<b>Attendee 5</b>	Q 1	Quality development to provide an extremely safe marina
	Q 2	Possible conflict/congestion of water traffic – commercial/recreational near marina entrance/barge wharf/ferry terminal/launch ramp
	Q 3	Beneficial as quality development – provide additional infrastructure
	Q 4	good
	Q 5	
	Q 6	
	Q 7	Concern at small area of water (potential water quality) between proposed development and existing motel
<b>Attendee 6</b>	Q 1	Low environmental impact. Public access
	Q 2	Too small re urban amenities
	Q 3	Sense of community
	Q 4	More tourists
	Q 5	More tourists/traffic
	Q 6	
	Q 7	
<b>Attendee 7</b>	Q 1	Nil (sic)
	Q 2	
	Q 3	Nil Benefits. Environmentally unfriendly!! [definite double exclamation marks]
	Q 4	As usual with any development, economic development to the developer!! [definite double exclamation marks]

	Q 5	This is environmental vandalism and a grab of public land for private gain
	Q 6	
	Q 7	We totally disagree with the size of this project and it's impact on Shute Harbour!!! [definite triple exclamation marks] Let Airlie Beach be ruined, leave Shute Harbour alone
Attendee 8	Q 1	Nil (sic)
	Q 2	
	Q 3	Nil Benefits. Environmentally unfriendly!! [definite double exclamation marks]
	Q 4	As usual with any development, economic development to the developer!! [definite double exclamation marks]
	Q 5	This is environmental vandalism and a grab of public land for private gain
	Q 6	
	Q 7	We totally disagree with the size of this project and it's impact on Shute Harbour!!! [definite triple exclamation marks] Let Airlie Beach be ruined, leave Shute Harbour alone

**B: COPY OF SURVEY INSTRUMENT**

(SEE APPENDIX 2 – FEEDBACK FORM – INFORMATION DAY 2)

**APPENDIX 4 – FOOTPRINTS SURVEY REPORT**





18 April 2008

Dear Whitsunday Business Operator and/or Association Representative,

I am writing on behalf of Shute Harbour Marina Development Pty Ltd to advise that over the coming weeks we intend to survey a sample group of local business owners and community groups associated with the proposed Shute Harbour Marina.

As you/your group have been identified as a key stakeholder with a significant interest in the outcomes of the proposed marina, we are interested in obtaining your input to inform the current Environmental Impact Statement (EIS).

We have engaged the services of an independent market research consultant, Rhonda McLaren, from Footprints Market Research, to conduct the interviews by telephone.

Rhonda will seek to contact you next week to ask if you would like to participate in the survey and if so, to arrange a convenient time.

I realise that we are all busy people and your input into the EIS process is very much appreciated.

Yours faithfully,

Dave Quinlan

**Project Manager**  
**Shute Harbour Marina Project**

**FOOTPRINTS SURVEY REPORT**

**COMMUNITY ATTITUDINAL STUDY  
RESEARCH FINDINGS**



FINAL QUESTIONNAIRE  
SHUTE HARBOUR MARINA  
20 MARCH 2008

Hello, my name is ..... from Footprints Market Research. We are conducting a short survey with residents in your area about issues affecting your local community, and we'd like to include your opinions. The survey will take about 7 minutes.

Could I please speak to the person in your household who is aged 18 years or over and who is having the next birthday?

REINTRODUCE IF NECESSARY. Is now a good time? IF NOT, ARRANGE A SUITABLE TIME TO CALL BACK.

SQ1 Before we start, are you a permanent resident at this address?

Yes	1	CONTINUE
No	2	ASK TO SPEAK TO PERMANENT RESIDENT

SQ2 In which suburb do you live?

Proserpine	1	CONTINUE
Airlie Beach	2	CONTINUE
Shutehaven	3	CONTINUE
Cannonvale	4	CONTINUE
Other	9	TERMINATE

Q1 Approximately how long have you lived in this area? INTERVIEWER: 'THIS AREA' REFERS TO THE WHITSUNDAY REGION, NOT JUST THEIR CURRENT SUBURB.

Less than 2 years	1
2 to 5 years	2
6 to 10 years	3
11 to 20 years	4
More than 20 years	5

Q2 I will now read out some statements about your local area. For each one please tell me whether you strongly agree, agree, neither agree nor disagree, disagree or strongly disagree. ROTATE STATEMENTS.

	Strongly agree	Agree	Neither	Disagree	Strongly disagree
a) Tourism is vital for the economic success of our area	5	4	3	2	1
b) There should be more facilities for tourists visiting the area	5	4	3	2	1
c) There is a need for safer anchorages for vessels in the Whitsunday area	5	4	3	2	1
d) The level of boating activity in the Whitsunday area will continue to increase in the future	5	4	3	2	1

Q3 How adequate do you feel the current infrastructure at Shute Harbour is? Infrastructure includes roads, transport, boat launching facilities, car and trailer parking facilities.

Adequate	1
Needs improvement now	2
Will need improvements in the future	3

Q4 Currently there are plans for a proposed marina to be developed in Shute Harbour. Before today, were you aware of these plans?

Yes	1
No	2
Not sure	3

Q5 How did you become aware of the proposed marina development?

Information Centre/ Office on the Shute Harbour Transit Terminal	1
Local paper	2
Word of mouth	3
Radio	4
Other (please specify) _____	9

Q6 The proposed marina at Shute Harbour comprises a number of elements. Please tell me whether or not you are aware of each of these elements. READ OUT. ROTATE LIST.

	Aware	Not aware
a) 669 marina berths including 193 multi hull berths	1	0
b) A four star tourist resort up to 5 storeys high	1	0
c) A marina office and amenities including car parking	1	0
d) Charter boat base	1	0
e) Restaurant and Retail outlets	1	0
f) Resort accommodation precinct comprising approximately 117 lots. These will be architect-designed dwellings of up to 3 storeys	1	0
g) Public esplanade along the marina frontage	1	0
h) New public boat ramp facility	1	0
i) a "reef fund" providing on going funding for environmentally sensitive moorings on the reef for public use	1	0

Q7a READ OUT

The proposed Shute Harbour Marina would be located in and adjoining the Whitsunday Shire at Shute Harbour Road. The proposal is to create a masterplanned marina precinct, which will provide a safe, environmentally sustainable anchorage at Shute Harbour.

The proposed marina development would be in character with Shute Harbour's tropical north Queensland setting.

The project represents an investment of approximately \$240 million in the Whitsunday economy. It will create up to 200 jobs during construction and 148 jobs when in operation.

Based on this, do you believe this project will benefit the local community? IF YES: Will it be of great or moderate benefit to the local community? RECORD UNDER Q7a.

Q7b Do you think this project will benefit tourists visiting the area? IF YES: Will it be of great or moderate benefit to tourists?

	Q7a	Q7b
Great benefit	1	1
Moderate benefit	2	2
No benefit	3	3
DO NOT READ. Don't know	9	9

Q8a Thinking about the proposed marina at Shute Harbour, how strongly do you support or oppose this proposal? Do you ... READ OUT

Strongly support	5
Somewhat support	4
Neither support or oppose	3
Somewhat oppose	2
Strongly oppose	1
Undecided	9

Q8b Why do you say that?

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Q9 IF Q8A = CODE 3, 2 OR 1 (OPPOSE PROPOSAL OR NEITHER SUPPORT/OPPOSE)  
What would the development have to demonstrate for you to support it?

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Q10 There are a number of community interest groups with concerns about the proposed marina development at Shute Harbour. To what extent do you feel the opinion of these groups reflect general community views?

The majority of opinions	1
The minority of opinions	2

Q11 Do you currently have a boat on a swing mooring?

Yes	1
No	2

DEMOGRAPHICS

D1 RECORD GENDER

Male	1
Female	2

D2 To which of the following age groups do you belong?

	SR
18-29	1
30-44	2
45-59	3
60+	4
DO NOT READ. Refused	9

---

D3	Which of the following best describes you? READ OUT. CODE 1 TO BE EXCLUSIVE.	MR
	A single or couple with no children	1
	A person who has a child or children of primary school age or younger at home	2
	A person who has a child or children of high school age at home	3
	A person who has a child or children aged 18+ living at home	4
	A person whose child or children have left home	5
	DO NOT READ. Refused	9

---

D4	Which of the following best describes your employment status?	SR
	Working full time	1
	Working part time	2
	Full time student	3
	Part time student	4
	Not currently working	5
	Home duties	6
	Retired or on a pension	7

---

D5	Do you work in the tourism industry?	Yes	1
		No	0

---

THANK RESPONDENT AND CLOSE

INTERVIEWER DECLARATION

I have conducted this interview. It is a full and, to the best of my knowledge, an accurate recording.

Interviewer:.....

Date: \_\_\_ / \_\_\_ / 2008



# SHUTE HARBOUR MARINA PROPOSED DEVELOPMENT COMMUNITY ATTITUDINAL STUDY

RESEARCH FINDINGS  
2 April 2008

*Prepared for:* David Quinlan  
Shute Harbour Marina

Susan Scott  
Three Plus

*Prepared by:* Rhonda McLaren  
Footprints Market Research

# Contents

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◆ Research objectives and method	3
◆ Main findings	
∅ Views on local area	7
∅ Proposed marina development	11
◆ Sample profile	25
◆ Summary of main findings	28



# RESEARCH OBJECTIVES AND METHOD

# 1

# Research objectives

- ◆ Shute Harbour Marina commissioned Footprints Market Research to conduct a community attitudinal study into issues surrounding the proposed marina development in Shute Harbour.
  
- ◆ Key research objectives included:
  - ∅ Ascertain awareness of the proposed development
  - ∅ Determine source of awareness
  - ∅ Determine awareness of elements comprising the proposed development
  - ∅ Gauge the degree of community support or opposition towards the proposed development
  - ∅ Uncover any areas of concern surrounding the proposed development



## Research method

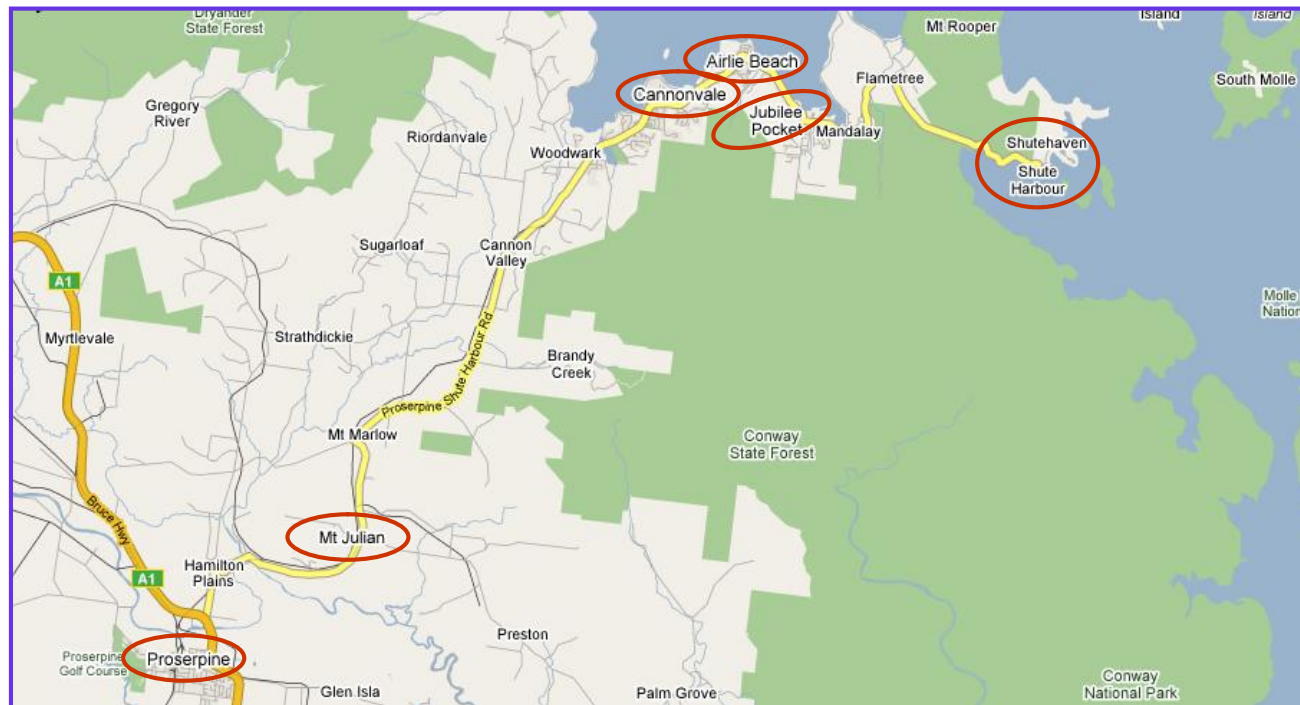
- ◆ To meet the research objectives, a quantitative data collection technique was employed, using CATI (Computer Assisted Telephone Interviewing). The average survey length was 8.6 minutes.
- ◆ A total of 301 residents aged 18 years and over in the areas shown below were surveyed between 25 March and 30 March 2008. The maximum margin of error associated with this sample size is  $\pm 5.6\%$  at the 95% level of confidence.

Area/ Suburb	Total sample
Cannonvale	n=119
Proserpine	n=103
Airlie Beach	n=39
Jubilee Pocket	n=31
Other (including Shute Harbour, Shutehaven, Flame Tree, Mt. Julian)	n=9

- ◆ Residents were contacted using a mixture of electronic white pages and random digit dialling for the areas specified. In order to achieve a truly random sample of community members, the 'next birthday' method of selection was used. This is where residents in each participating household who are having the next birthday take part in the study.

## Research method continued

- ◆ Further, the data has been post-weighted according to the 2006 Census figures from the Australian Bureau of Statistics. Data has been weighted by both age and gender for each area specified. This ensures that the sample is reflective of the general population in each area.



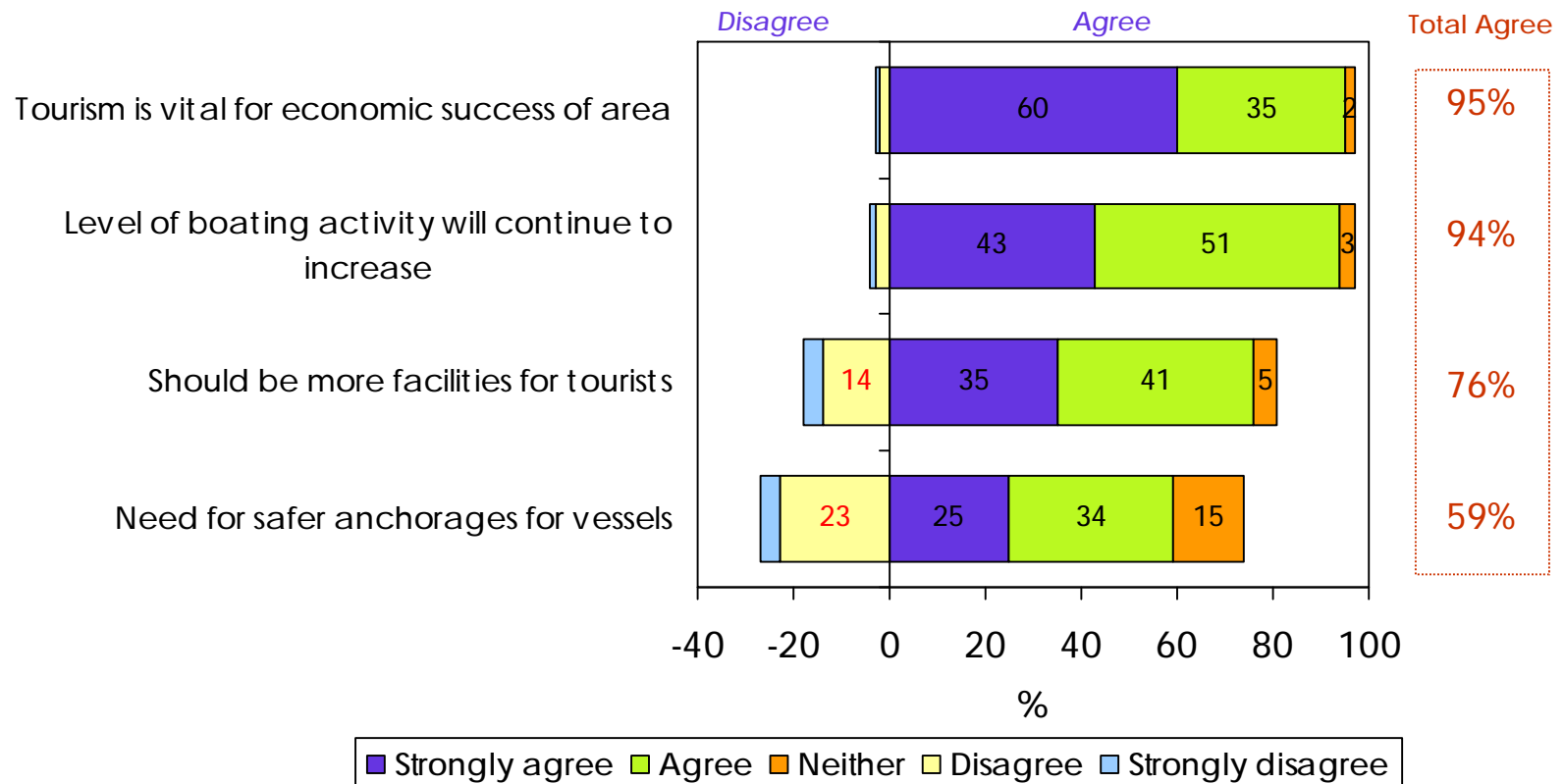


## VIEWS ON LOCAL AREA

# 2

# Local area issues

"Do you agree or disagree with the following statements about your local area?"



Base: Total sample (n=301)

## Local area issues (by area)

Total agree	Total (n=301)	Proserpine (n=103)	Cannonvale (n=119)	Airlie Beach (n=39)	Other (n=40)
Tourism is vital for the economic success of our area	95%	90%	97%	95%	98%
The level of boating activity in the Whitsunday area will continue to increase in future	94%	96%	95%	97%	80%
There should be more facilities for tourists visiting the area	76%	63%	78%	90%	72%
There is a need for safer anchorages for vessels in the Whitsunday area	59%	61%	63%	55%	53%

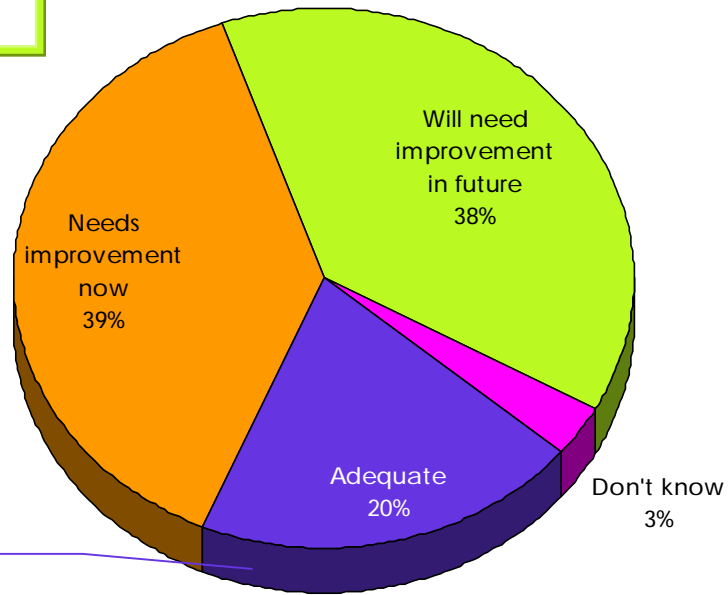
§ A greater proportion of Airlie Beach residents feel that there should be more facilities for tourists visiting the area (90%).

Base: Total sample (n=301)

# Infrastructure at Shute Harbour

*"How adequate do you feel the current infrastructure at Shute Harbour is?"*

No significant differences  
between geographic areas



More likely to oppose  
the marina  
development (47%)

Base: Total sample (n=301)



# PROPOSED MARINA DEVELOPMENT

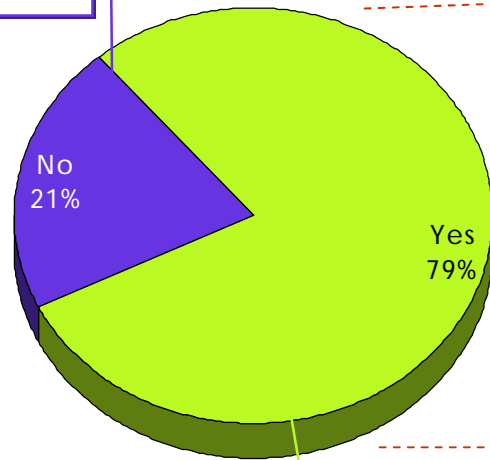
# 3

# Awareness of proposed development

Those who become aware of the proposed marina development via their local paper are more likely to support the proposal. Those who become aware of the proposal via protest groups are more likely to oppose the development.

Awareness of proposed marina development in Shute Harbour

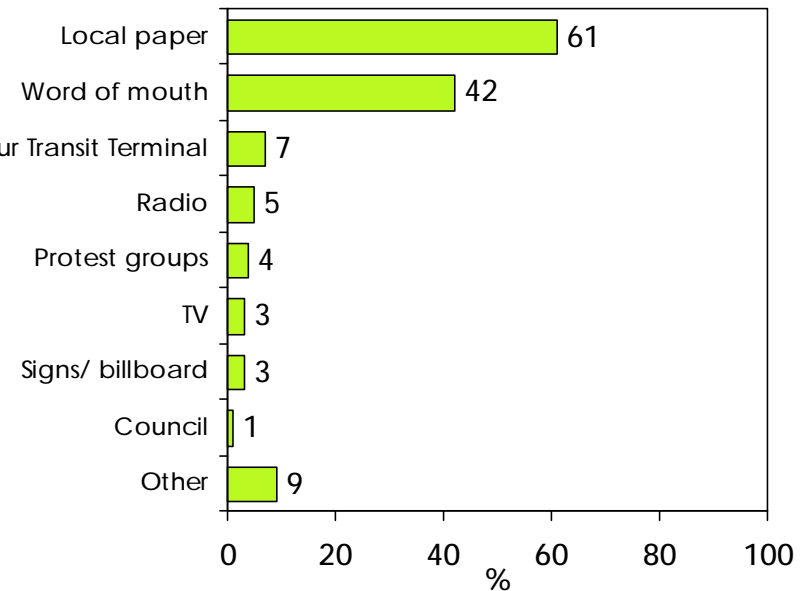
Less awareness amongst Proserpine residents (31%)



Base: Total sample (n=301)

Higher amongst Airlie Beach residents (90%)

Source of awareness

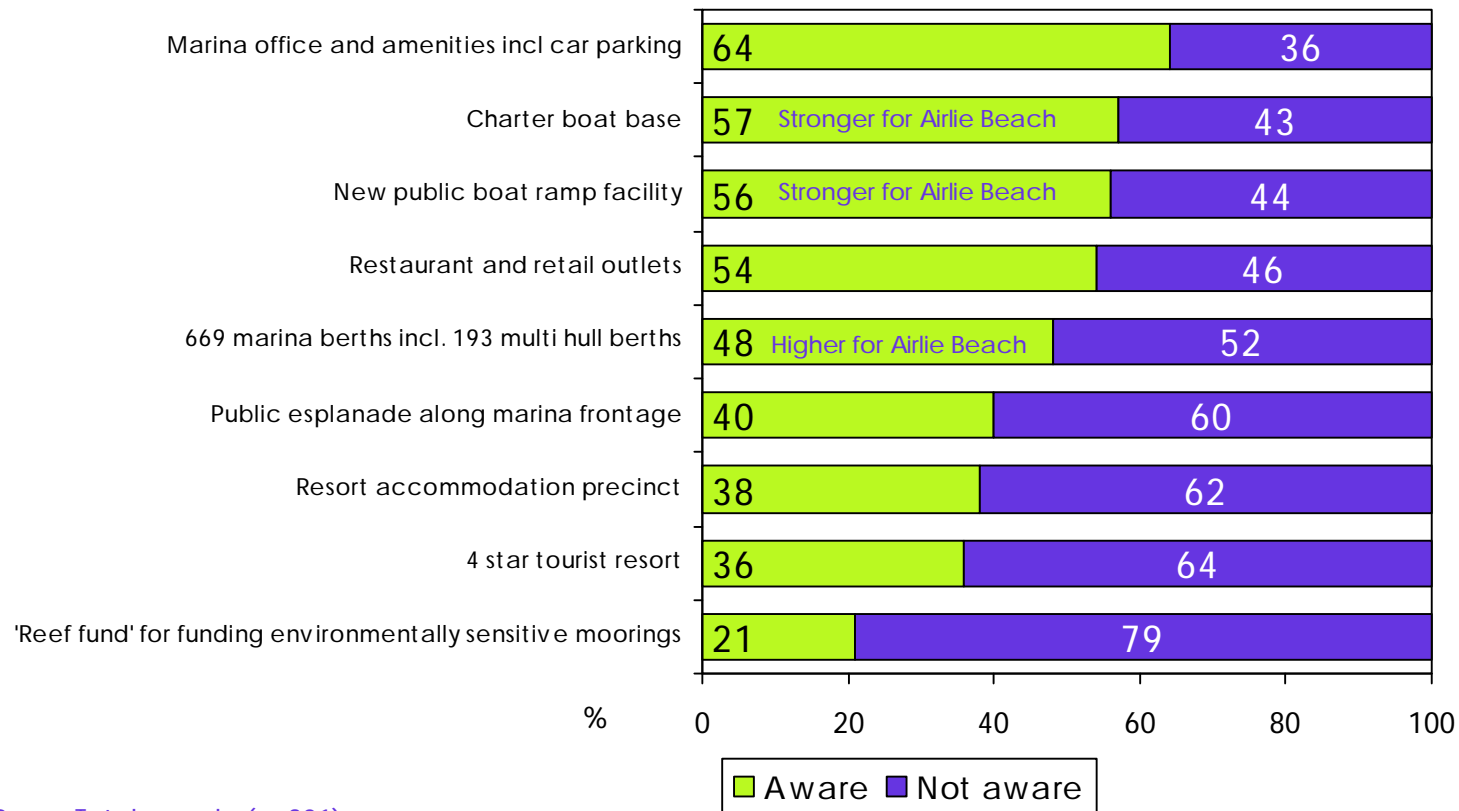


Base: Those who are aware of development (n=241)



# Awareness of proposed elements

*"The proposed marina at Shute Harbour comprises a number of elements. Please tell me whether or not you are aware of each of these elements?"*



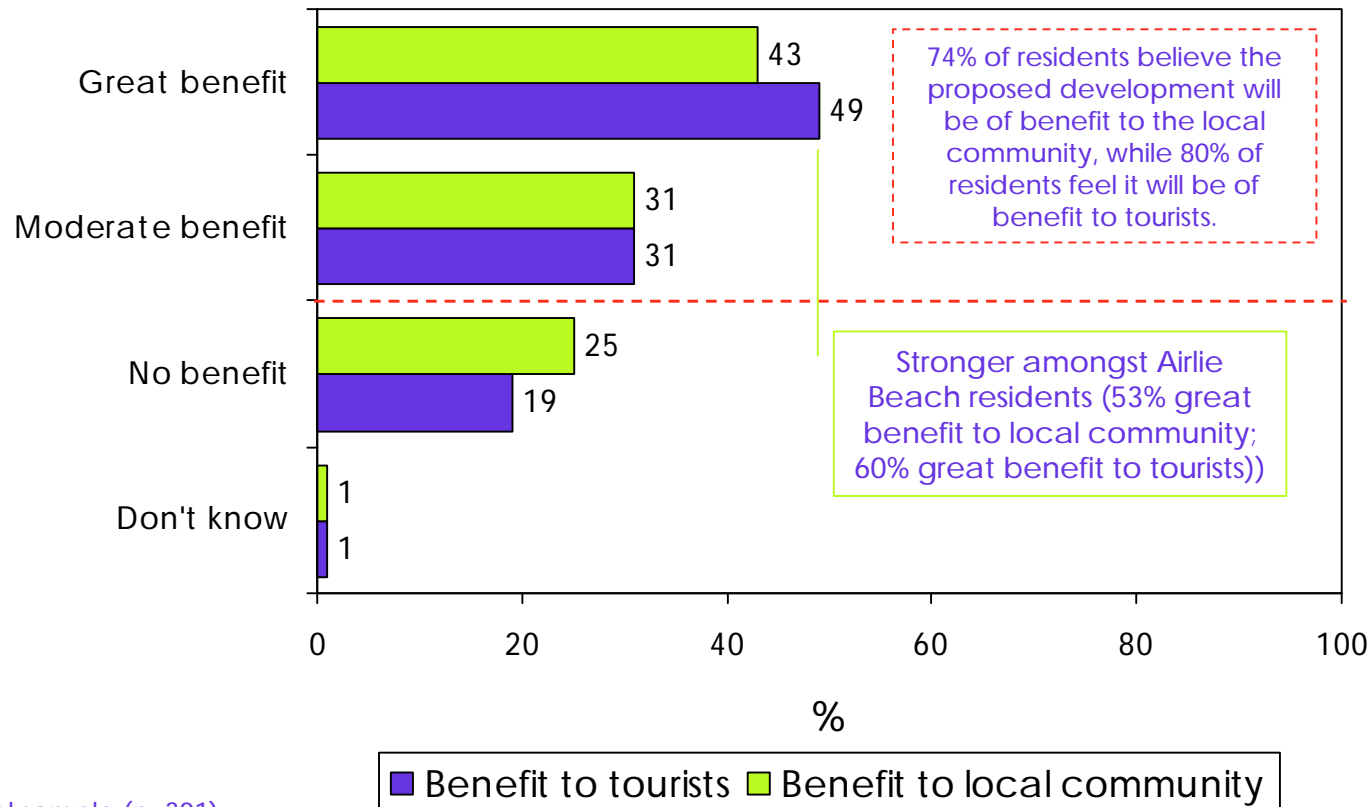
Base: Total sample (n=301)

## Awareness of proposed elements continued

- ◆ Those who are aware of the four star tourist resort up to 5 storeys high are more likely to be opposed to the marina development, as are those who are aware of the resort accommodation precinct.
- ◆ Those who are aware of the 'reef fund' are more likely to support the proposed marina development.

# Perceived benefit of proposed marina

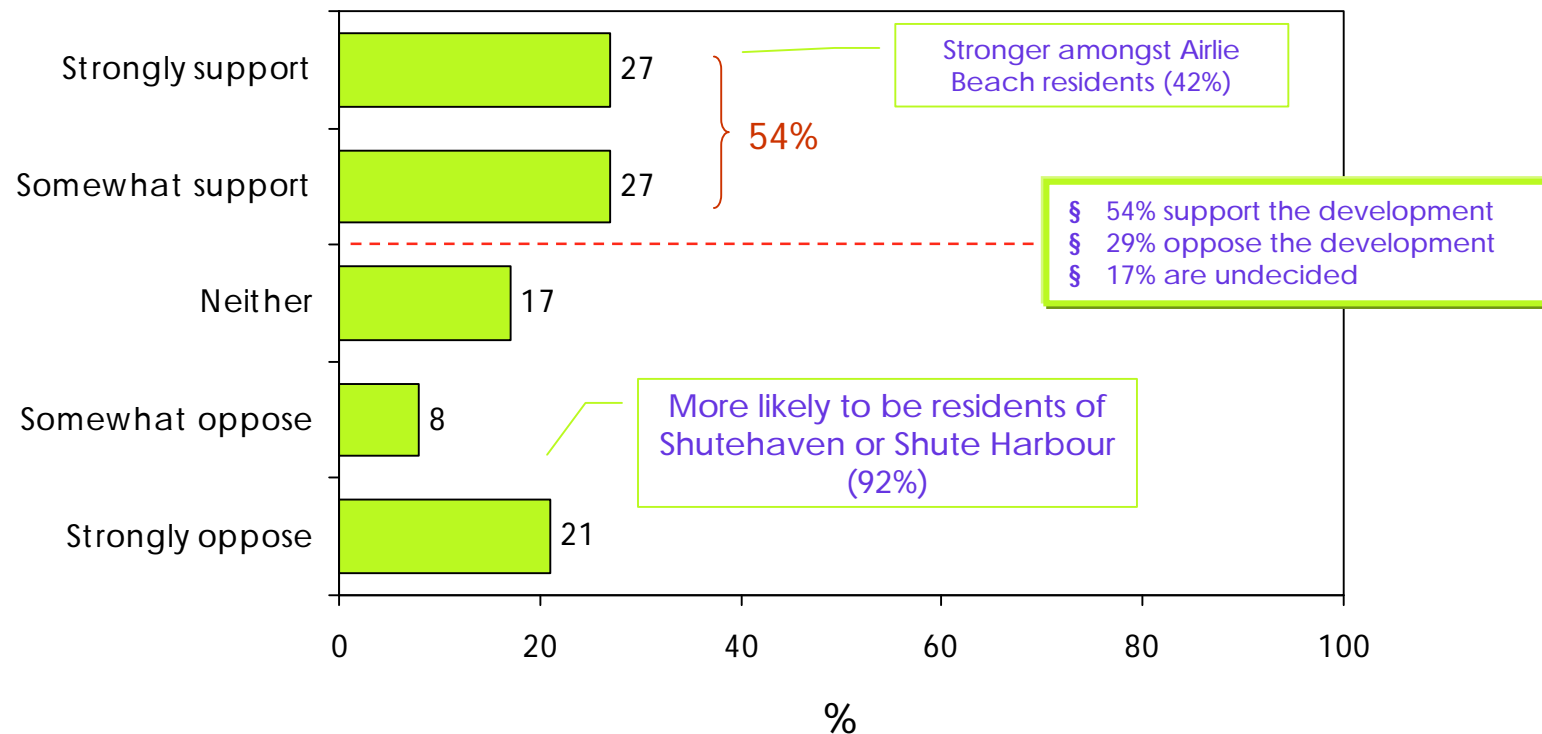
*"Do you think this project will benefit the local community/ tourists visiting the area?"*



Base: Total sample (n=301)

# Strength of feeling towards proposal

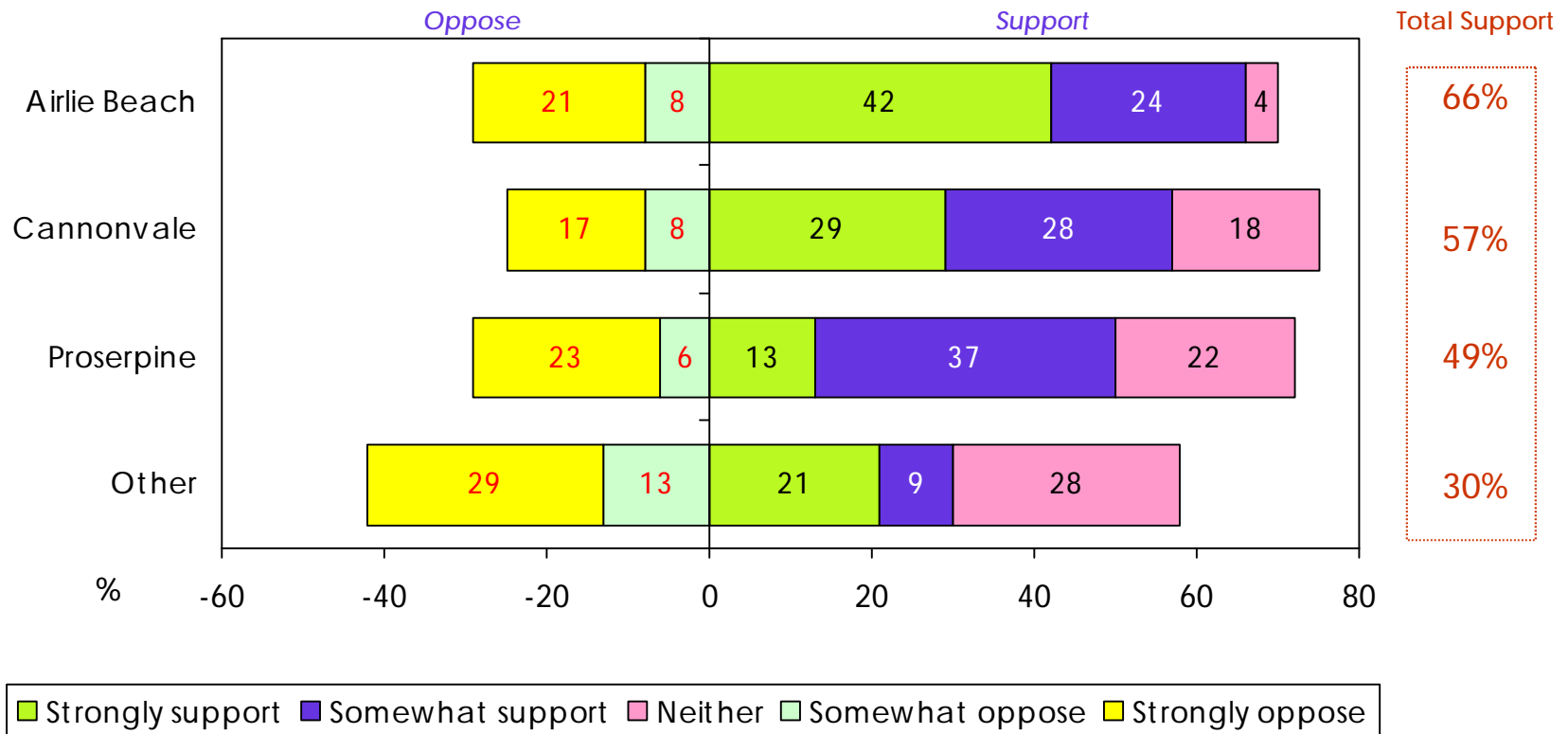
"Thinking about the proposed marina at Shute Harbour, how strongly do you support or oppose this proposal?"



Base: Total sample (n=301)

# Strength of feeling towards proposal (by area)

*"Thinking about the proposed marina at Shute Harbour, how strongly do you support or oppose this proposal?"*



Base: Total sample (n=301)

# Reasons for supporting development

Reason for supporting development	Total sample in support of development (n=146)
Good for tourism	27%
Will add value to the area	14%
Improved facilities for boats	11%
Sounds ok but need more information	11%
In favour as long as environmental concerns are addressed	10%
Will provide more berths and anchorages	9%
Creates jobs	7%
Will provide entertainment activities for locals	6%
Will reduce the cost of berths	5%
It's ok but have concern that there will be too many marinas	4%
Will provide better infrastructure	4%
Long term need for it	3%
Other responses (1% or less)	4%

## Reasons for supporting development continued

*"I think that its a growing area and it is a beautiful natural spot but it can definitely be better used to facilitate and to open this place up for the tourists and the people in the community."*

Cannonvale resident, male aged 30-44 (strongly support development)

*"Well I don't disagree that there should be more anchorages but I do disagree with the accommodation that is going to be built and the five storey building that you were describing, the visual impact will be destroying."*

Cannonvale resident, male aged 60+ (somewhat support development)

*"Anything that brings jobs to the area and is good for tourism I think is a good thing. It will increase the value of properties in the area. Also we can showcase our area to the world and more people would want to come there."*

Proserpine resident, female aged 18-29 (somewhat support development)

*"I prefer a relaxed small town but I know tourism is important for development. I don't want it to become too big but I think you have to move with the times."*

Proserpine resident, female aged 45-59 (somewhat support development)

# Reasons for opposing development

Reason for opposing development	Total sample opposed to development (n=100)
Environmental concerns	42%
There are enough marinas to cope with demand	24%
No need for development	19%
Taking some of the national park	14%
Do not like the scale of the plans (too big)	14%
Destroying the natural beauty of the area	10%
Infrastructure not sufficient for development	5%
Not in favour of proposed site (at the wrong site)	5%
Not enough information to support development	5%
Designed for tourists not locals	5%
Will disrupt roads during construction	2%
No local employment opportunities	2%
Will encourage more people to come to the area (overcrowded)	2%
Other	4%



## Reasons for opposing development continued

*"I don't want to see the removal of any more mangroves. With two marinas currently, I don't see the need for another marina of that size."*

Airlie Beach resident, male aged 30-44

*"Because it is just not feasible. The place is already there, it's just rich people coming up here. If you build something with 669 berths, who do you think will be paying for that?"*

Airlie Beach resident, male aged 45-59

*"I don't like high rise on the Great Barrier Reef, it's a national park isn't it? Everything seems to be for the tourists and I think it's actually public land. If I could have more information. We have got to leave some natural beauty in the area for our future generations. They've just built a new marina at Able Point and they made a lot of new berths and they left a hell of a lot of mess behind. I think that's what people are looking at, the mess. Just a destruction of natural habitat."*

Proserpine resident, female aged 30-44

*"Destroying inhabitants, destroying the mangroves and the crabbing. I hate it, leave our foreshores and rainforests alone."*

Proserpine resident, female aged 60+

# Requirements of development

*"What would the development have to demonstrate for you to support it?"*

	Proportion either opposed to development or undecided (n=154)
Nothing, leave it as is	41%
That it is environmentally friendly	24%
Scale it down	11%
Increase/ improvement in infrastructure incl. roads and parking	7%
Show that it is needed and necessary	6%
Build on a different site	5%
That it is economically viable	4%
More consultation with the public	3%
Discounts for locals/ cheaper for locals	3%
Provide recreational and entertainment facilities for locals	2%
Provide non-tourist jobs	2%
That it doesn't impact/ affect local residents	2%
Other responses (1% or less)	8%

## Requirements of development continued

*"That they are not going to change the coastline and destroy the mangroves."*  
Cannonvale resident, female aged 45-59

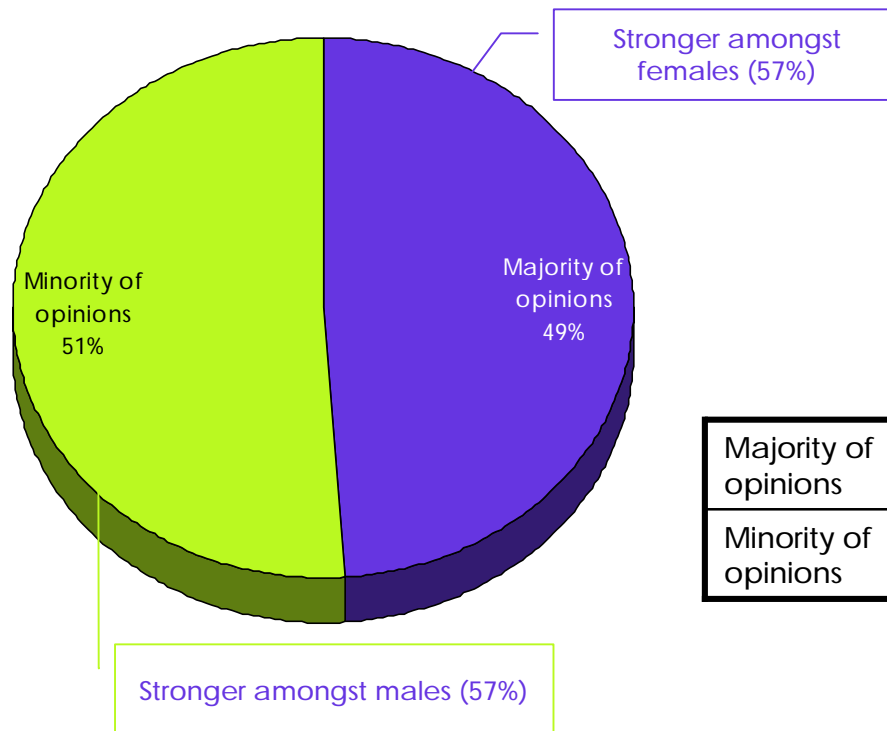
*"It would have to not damage the coastline anymore for a start. There's so much development going on already it's detrimental to the whole system here. You walk up any street in Airlie Beach and practically every house is up for sale because no one can any longer afford the rates and live a normal life up here."*  
Cannonvale resident, female aged 45-59

*"It has to be smaller, and they've got to develop a small township - a lot of tourists have nowhere to go at the moment, but now they're building something that's far too big."*  
Cannonvale resident, male aged 60+

*"I don't know how they can put it there without destroying that environment. They keep talking about save the reef, but saving the mangroves is more important than anything."*  
Jubilee Pocket resident, female aged 45-59

# Representation of community interest groups

*“There are a number of community interest groups with concerns about the proposed marina development at Shute Harbour. To what extent do you feel the opinion of these groups reflect general community views?”*



	Proserpine	Airlie Beach	Cannonvale	Other
Majority of opinions	44%	53%	47%	61%
Minority of opinions	56%	47%	53%	39%

Base: Total sample (n=301)



# SAMPLE PROFILE

# 4

# Sample profile

	Total (n=301)	Proserpine (n=103)	Cannonvale (n=119)	Airlie Beach (n=39)	Other (n=40)
<b>Length of time in area:</b>					
§ Less than 2 years	6%	-	8%	5%	20%
§ 2-5 years	12%	5%	15%	8%	25%
§ 6-10 years	20%	13%	23%	28%	23%
§ 11-20 years	24%	23%	28%	21%	18%
§ More than 20 years	38%	59%	27%	38%	15%
<b>Gender:</b>					
§ Male	47%	48%	46%	54%	40%
§ Female	53%	52%	54%	46%	60%
<b>Age:</b>					
§ 18-29 years	9%	6%	14%	-	10%
§ 30-44 years	33%	33%	29%	31%	45%
§ 45-59 years	34%	31%	33%	41%	38%
§ 60+ years	24%	30%	24%	28%	8%
<b>Boat on swing mooring:</b>					
§ Yes	9%	1%	14%	13%	8%
§ No	91%	99%	86%	87%	92%

Base: Total sample (n=301)  
 NB: Sample profile based on unweighted data

= statistically significant difference

## Sample profile continued

21% of sample work in the tourism industry

	Total (n=301)	Proserpine (n=103)	Cannonvale (n=119)	Airlie Beach (n=39)	Other (n=40)
<b>Lifestage *:</b>					
§ Single/ couple no children	23%	17%	32%	21%	18%
§ Primary school or younger	28%	27%	24%	28%	40%
§ High school age children	16%	20%	11%	13%	25%
§ Children aged 18+ at home	11%	15%	10%	10%	8%
§ Children left home	40%	47%	34%	44%	35%
§ Not stated	-	-	-	3%	-
<b>Employment Status *:</b>					
§ Working full time	50%	47%	51%	41%	65%
§ Working part time	19%	20%	19%	21%	13%
§ Full time student	-	-	-	-	-
§ Part time student	-	-	1%	-	-
§ Not working	3%	2%	3%	3%	8%
§ Home duties	5%	8%	5%	-	5%
§ Retired/ pension	22%	23%	21%	33%	10%
§ Not stated	-	-	-	3%	-

Base: Total sample (n=301)

NB: Sample profile based on unweighted data

\* Multiple responses allowed

= statistically significant difference



# SUMMARY OF KEY FINDINGS

# 5



# Summary of key findings

## Awareness

- ◆ Eight in 10 residents (79%) are aware of the proposed marina development in Shute Harbour.
- ◆ Awareness predominantly stems from the local newspaper (61%) and word of mouth (42%). Seven percent (7%) of residents have received information about the proposed development from the office at the Shute Harbour Transit Terminal. Four percent (4%) of residents have become aware of the proposed development via protest groups.
- ◆ Interestingly, those who become aware of the proposed development via their local newspaper are more likely to support the proposal, while those who become aware of the proposal via protest groups are more likely to be opposed to the development.
- ◆ In terms of the elements comprising the proposed marina development, residents are mostly aware of the marina office and amenities, including car parking (64% aware). Just 1 in 5 residents (21%) are aware of the 'reef fund' which would provide ongoing funding for environmentally sensitive moorings on the reef for public use.

## Summary of key findings continued

- ◆ Those who are aware of the four star tourist resort up to 5 storeys high are more likely to be opposed to the marina development, as are those who are aware of the resort accommodation precinct.
- ◆ Those who are aware of the 'reef fund' are more likely to support the proposed marina development.

### Strength of feeling towards proposal

- ◆ Three quarters of residents (74%) feel that the proposed marina development would be of benefit to the local community. This increases amongst Airlie Beach residents. Eight in 10 residents (80%) believe the development would be of benefit to tourists.
- ◆ In terms of the actual proposal, just over half of all residents (54%) support the development. Support is greater amongst Airlie Beach and Cannonvale residents and much lower amongst residents of Shutehaven and Shute Harbour.
- ◆ In total, 29% of residents oppose the development, whilst 17% are undecided. This latter group feel they need either more information and/or reassurances that the environment will not be adversely affected by development.

# Summary of key findings continued

## Strength of feeling towards proposal (continued)

- ◆ Residents who support the proposed marina development feel that it will be beneficial for the tourism industry in two ways. Firstly they feel that it will bring more tourists to the area, and secondly that the tourists will be better catered for. As a result, it is perceived that this will add value to the area. Many can see personal gain out of this by way of increased property prices.
  
- ◆ Concern for the environment is the key driver negatively impacting on support. Concerns include:
  - Ø Marine life
  - Ø Construction stirring up mud and negatively affecting marine life and mangroves
  - Ø Toxins and pollution
  - Ø Destroying the natural beauty of the landscape with modern constructions
  - Ø Destroying mangroves
  
- ◆ In addition, one quarter of those opposed to the development (24%) feel that there are sufficient marinas to cope with demand.

# Summary of key findings continued

## Local area issues

- ◆ Whilst the vast majority of residents (95%) agree that tourism is vital for the economic success of the area, significantly less residents believe that tourists should have access to more facilities. Anecdotal evidence suggests that many are of the view that tourists are attracted to the region for the untouched and pristine environment, rather than the facilities.
- ◆ The infrastructure at Shute Harbour is considered adequate by just 20% of residents. Three quarters of residents (77%) feel that the current infrastructure needs to be improved either immediately (39%) or in the future (38%). Those who feel the infrastructure is adequate are more likely to be opposed to the marina development.

## Increasing support

- ◆ In order to ease the minds of opposing residents, the following should be considered:
  - Ø Raise awareness and benefits of the reef fund
  - Ø Demonstrate benefits of the development to the local community with slightly less of a focus on tourists
  - Ø Where possible, show transparency with proposed concepts and plans etc. for the development
  - Ø Demonstrate demand for an additional marina
  - Ø Mostly, make clear all steps that will be taken to reduce any environmental impact both during construction and as a result of the actual development.



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**footprints**  
MARKET RESEARCH

  
SHUTE HARBOUR  
MARINA

  
THREE PLUS

# **FOOTPRINTS SURVEY REPORT**

## **KEY STAKEHOLDER VIEWS RESEARCH FINDINGS**



SHUTE HARBOUR MARINA DEVELOPMENT PROJECT  
STAKEHOLDER INTERVIEW GUIDE  
DRAFT – 16 April 2008

1. Introduction

- ◆ Refer to letter of introduction
- ◆ Purpose of research is to give you an opportunity to voice your opinion and provide your feedback on the proposed development
- ◆ Confidentiality and anonymity – independent research agency conducting the study (*ask if they would like their interview published in the EIS. If so, anonymous or seek permission to use name*)

2. Participant background

- ◆ Type of organisation
- ◆ Position and role of participant
- ◆ Place/ suburb of residence

3. Proposed Shute Harbour Marina Development

- ◆ Awareness of Shute Harbour Marina Development project:
  - Ä What do you know about the project?
  - Ä How have you found out about the project?
- ◆ I'm now going to read out some proposed elements of the marina development and I'd like your opinion on each one:
  - a) A "reef fund" providing ongoing funding for marine conservation including environmentally sensitive moorings on the reef for public use. Approximately \$1M will be raised at the time of sale of the berths with an ongoing levy providing approximately \$100k per annum in perpetuity.
  - b) A contribution of \$2.5 M to a new 4 lane public boat ramp with more than 96 trailer boat car parks owned by the Council and located in the bay between the existing Shute Harbour Motel and the Barge Jetty.
  - c) 669 marina berths including 193 multi hull berths

- d) A four star resort hotel up to 5 storeys high at the eastern end of the site near the existing Shute Harbour Motel
- e) A marina office and amenities including under-cover car parking
- f) Charter boat base
- g) Restaurant and retail outlets
- h) Resort accommodation precinct comprising approximately 117 lots. These will be architect-designed dwellings up to 3 storeys
- i) Public esplanade along the marina frontage

DISCUSS EACH IN FULL:

- ◆ What do you think of this particular element? Why?
- ◆ Benefits
- ◆ Concerns
- ◆ IF CONCERNS – what can be done to address these concerns?

4. Advantages/ disadvantages of proposed marina development

- ◆ Based on these elements that we've discussed, who do you think would be likely to use the marina? What services would they require?
- ◆ What advantages do you think the marina development will bring to the local community?
- ◆ What advantages do you think the marina development will bring to the region?
- ◆ Any disadvantages? Why?

5. Construction/ Development

- ◆ Do you see the construction impacting on your business/ association etc? In what ways?
- ◆ What could be done to ease the impact for you?

6. Overcoming barriers

- ◆ Lastly, what would it take for you to support the proposed development?
- ◆ What would need to be included in the proposal for you to support it?

Thank and Close





# SHUTE HARBOUR MARINA PROPOSED DEVELOPMENT KEY STAKEHOLDER VIEWS

RESEARCH FINDINGS  
30 May 2008

*Prepared for:* David Quinlan  
Shute Harbour Marina

Susan Scott  
Three Plus

*Prepared by:* Rhonda McLaren  
Footprints Market Research

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# RESEARCH OBJECTIVES AND METHOD

# 1

# Research objectives

- ◆ Footprints Market Research was commissioned by SHIFT Whitsunday Pty Ltd to conduct research into the proposed Shute Harbour Marina Development project.
- ◆ The research sought to gain feedback from community members and key stakeholders. A Community Attitudinal Study was conducted in March 2008; findings of which are contained in a separate report.
- ◆ This document details findings of the Stakeholder research.
- ◆ Specific research objectives for the Stakeholder component include:
  - Ø Understand current levels of awareness and knowledge of the Shute Harbour Marina Development project
  - Ø Uncover views on proposed elements of the marina development
  - Ø Uncover any areas of concern surrounding construction and development

# Research method

- ◆ The views of 14 key stakeholders were included in the research. Stakeholders were interviewed by telephone between 22 April and 27 May 2008. Each interview lasted for approximately 30 minutes.
  
- ◆ The views of the following organisations are included:
  - § Chocolate Fish Café
  - § Fantasea Cruises
  - § Hamilton Island Enterprises Limited
  - § Maritime Safety Queensland
  - § Save our Foreshore
  - § Shutehaven Residents Association
  - § Shute Harbour Motel
  - § Tourism Whitsunday
  - § Whitsunday Charter Boat Industry Association
  - § Whitsunday Development Corporation
  - § Whitsunday Parking (Shute Harbour Transit facility)
  - § Whitsunday Rent-a-Yacht
  - § Whitsunday Sailing Club
  - § Whitsunday Shute Harbour Secured Parking Storage
  
- ◆ The offer to include feedback from the Whitsunday Regional Council was extended and declined.



# PROPOSED SHUTE HARBOUR MARINA DEVELOPMENT

# 2

# Awareness and understanding of development

- ◆ All key stakeholders are aware of the Shute Harbour Marina Development project in general. Few are aware of details of the specific elements to be included in the proposed project, beyond marina berths, accommodation and a residential precinct.
- ◆ Awareness of the marina development stems from meetings and consultation with Port Binnli over the years. In addition, many cite the office at Shute Harbour as a source of information. Press reports also contribute to knowledge of the proposed development.

*"I have seen some earlier sketches. It is a residential and resort and commercial precinct and marina berths I think. There has been a bit of stuff in the paper over the years and a bit of advertising literature at the wharf."*

Shute Harbour Motel



# PROPOSED ELEMENTS OF MARINA DEVELOPMENT

# 3



# Potential elements of marina development

- ◆ Stakeholders were read a description of nine elements proposed for inclusion in the marina development. For each element, stakeholders gave their views in terms of benefits the element would bring to the community and any associated concerns. These are discussed below and over the next few pages.

Element	Response	Concern/ Questions
<p>Reef Fund:  <i>\$1 million raised at time of sale of berths with ongoing levy providing \$100,000 per annum in perpetuity.</i></p>	<ul style="list-style-type: none"> <li>§ The Reef Fund is considered a valuable and necessary aspect of the development.</li> <li>§ The Fund demonstrates a high level of commitment from the developer to put infrastructure into a sensitive area.</li> <li>§ The developer is seen to be giving back to the community through the Reef Fund, and in part, compensating for the extra usage the marina may bring to the region.</li> </ul>	<ul style="list-style-type: none"> <li>§ How will the ongoing levy be funded?</li> <li>§ Is the developer working with the Great Barrier Reef Marine Park Authority on this fund? In other words, is the proposed Reef Fund in addition to or instead of the fund set up by the Great Barrier Reef Marine Park Authority?</li> <li>§ Will there be moorings for super yachts?</li> <li>§ Will the moorings be for the wider reef or only placed in the immediate vicinity of the proposed marina?</li> <li>§ How will the fund be accountable?</li> </ul>

## Reef fund continued

*"Port Binnli needs to be seen as a community and regional citizen and sustainability is important for everybody, not just the tourism industry. Definitely it is a great idea."*

Whitsunday Charter Boat Industry Association

*"I think the idea of moorings on the reef is good. Personally I don't favour the marina development but certainly moorings towards protecting the reefs around the islands is a positive thing."*

Shute Harbour Motel

- ◆ A suggestion is made from one stakeholder that as part of the Reef Fund, some of the money could be devoted to super yachts. It is thought that by providing moorings for super yachts, the impact of this growing sector may be lessened.
- ◆ Key stakeholders are in favour of a Reef Fund being established to help protect the reef for generations to come. Whilst the establishment of the Fund is considered a positive and effective way for the developer to contribute to the sustainability of a fragile environment, there is cynicism from a few stakeholders surrounding the underlying motivations of the developer. These comments come from organisations and associations that are opposed to the development.

## Reef fund continued

*"Is it to be a gift to the general public from Port Binnli for the rape and pillage [of the area]?"*

*"The proposed elements of financial contributions to a conservation fund or public facilities are clearly a desperate attempt to bribe the community and gain some sort of credibility and acceptance."*

Save our Foreshore

- ◆ As with any project affecting the general community, it is important that aspects of the development are communicated in a clear and transparent manner. Feedback suggests that while the Reef Fund itself is a much needed and valuable component of the marina development, there are still grey areas that must be addressed. These include:

- ∅ Funding source
- ∅ Proposed locations of the moorings
- ∅ Association with Great Barrier Reef Marine Park Authority
- ∅ Role of Port Binnli in the establishment and ongoing management of the Reef Fund

# Public boat ramp

Element	Response	Concern/ Questions
<p>Public boat ramp:  <i>A contribution of \$2.5 million to a new 4 lane public boat ramp with more than 96 trailer boat car parks owned by the Council and located in the bay between the existing Shute Harbour Motel and the Barge Jetty.</i></p>	<p>§ Useful piece of infrastructure given the increase in recreational boating in the area.</p> <p>§ Current facilities for boats are unacceptable. The new facility will be beneficial in taking trailers and cars off the street.</p>	<p>§ Few stakeholders question the proposed location in terms of:</p> <ul style="list-style-type: none"> <li>Ø Potential for future expansion</li> <li>Ø Visual and noise pollution</li> <li>Ø Impact on marine environment</li> </ul> <p>§ Some concern raised over safety – must ensure that all recreational boat owners respect rules and stay out of channels used by commercial vessels.</p>

*"That is a positive; it's definitely needed down there. It is probably 10-15 years late and it will be good for the people and the area."*

Whitsunday Parking

## Public boat ramp continued

- ◆ The proposed contribution from the developer of \$2.5 million is warmly received by stakeholders. It is thought that a significant contribution of this amount would ensure that the public boat ramp and car parking would indeed be forthcoming from the council.
- ◆ Stakeholders agree there is a definite need for a public facility such as this, particularly given the increase in recreational boating activity. Currently the shortage of parking for trailers and boats causes congestion and is a source of contention for the community.

*"Currently it is quite a dangerous situation where they park their trailers and cars all up the road."*  
Whitsunday Shute Harbour Secured Parking Storage

*"I think that is really important. More and more people are moving to the area and there is more and more pressure on boat ramps around the place, so to have good quality boat ramps and parking is such a huge issue."*  
Tourism Whitsunday

## Public boat ramp continued

- ◆ Whilst the need for an improved public boat ramp and parking facility is undisputed, some stakeholders question the proposed location. Comment is made from one stakeholder that the proposed location is a finite space offering no room for future expansion, whilst the Shute Harbour Motel is concerned that they will be faced with both visual and noise pollution from the facility being located in close proximity to their property.
- ◆ All other key stakeholders are in favour of the proposed location of the public boat ramp and parking facility.

*“Very much needed, particularly the car parking. I think the location is fine. If it was located in the actual development area, we wouldn’t necessarily want locals pulling up in their boats. I think it is good to have it located separately.”*

# Marina berths

Element	Response	Concern/ Questions
Marina berths: <i>669 marina berths including 193 multi-hull berths.</i>	<ul style="list-style-type: none"> <li>§ Well protected and safe location for marina berths.</li> <li>§ Will encourage healthy competition between marinas.</li> <li>§ Multi-hull berths will be well received.</li> </ul>	<ul style="list-style-type: none"> <li>§ Size – number of berths:                             <ul style="list-style-type: none"> <li>∅ Is there sufficient demand?</li> <li>∅ Potential impact on environmental footprint.</li> </ul> </li> <li>§ Some initial concerns over safety have been addressed via a split channel.</li> </ul>

- ◆ When discussing the marina development, many stakeholders comment on, and are concerned about, the large number of berths proposed. Concern stems from two issues:
  1. The potential impact on the environment of developing a large marina (must be carried out and managed in a balanced, sustainable way).
  2. Perceived lack of demand for additional marina berths in the region.
  
- ◆ These stakeholders state that there are empty berths at other nearby marinas and for this reason, struggle to envisage full take-up of berths at Shute Harbour. For some, this has the potential to negatively impact on investors and community stakeholders in the future due to a possible over-supply of stock.

## Marina berths continued

- ◆ On a positive note, stakeholders are looking forward to the competition the Shute Harbour Marina will create between Abel Point and Port of Airlie marinas. There is speculation that Shute Harbour Marina may drive prices of marina berths down.

*"I don't think any yachting up here would be against another operator coming in and offering marina berths."*

Chocolate Fish Café

- ◆ The provision for multi-hull berths is well received as there is a perceived shortage of larger berths and marinas capable of attracting larger vessels to the region.

*"Certainly the need for multi-hull berths is real and because it is such a shallow marina then I would suggest that commercial multi-hulls will be their primary client."*

Whitsunday Sailing Club



# Resort hotel

Element	Response	Concern/ Questions
<p>Resort hotel:  <i>A four star resort hotel up to 5 storeys high at the eastern end of the site near the existing Shute Harbour Motel.</i></p>	<p>§ Will provide greater accommodation options for the mainland.</p> <p>§ Goes towards allowing Shute Harbour to be a destination in its own right.</p> <p>§ Economic benefits for the area via increase in tourism and increase in employment opportunities.</p>	<p>§ Height of building – reducing building to 3 storeys would see a greater amount of support given for the development.</p> <p>§ Will this be commercially viable? Is there sufficient demand to warrant such a hotel?</p>

- ◆ The greatest concern with the four star resort hotel is the proposed height of the building. Many stakeholders suggest that a building of 5 storeys would not be in keeping with the local architecture, and that a low impact building of say 3 storeys would be more appropriate and therefore more acceptable.
- ◆ A low impact building would ensure that the amenity and the natural environment is maintained, and that views are protected for the public to enjoy.

## Resort hotel continued

- ◆ Questions are also raised concerning the likely demand for a resort hotel in Shute Harbour and the commercial viability of such a facility. There is some feeling that visitors to the area will opt to stay on the islands as the mainland holds little attraction. They feel that Airlie Beach offers a wide range of accommodation options and that this is sufficient.

*"I don't think there is enough demand. People want to go to the islands so unless you can make something really attractive for them on the mainland, they are not going to stay here. There is plenty of accommodation in Airlie with infrastructure in place such as restaurants and bars."*

Whitsunday Rent-A-Yacht

*"I really question that it is needed. We have got that many on the cards at the moment. We have got \$3.5 billion worth of development happening in the Whitsundays, mainly 4.5 stars, and I don't know if they will fill it."*

Whitsunday Parking

- ◆ Other stakeholders are of the view that a four star resort hotel will add to the attraction of Shute Harbour, and this, coupled with other facilities at the proposed marina such as retail and restaurant outlets, may lead to Shute Harbour becoming a destination in its own right, as opposed to simply the gateway to the islands.

## Resort hotel continued

*"It will blend in nicely with the marina. That then becomes a tourist destination and an entertainment precinct and I am all in favour if it."*

Whitsunday Shute Harbour Secured Parking Storage

*"The majority of accommodation on the mainland is apartment accommodation so I think it will probably be a valuable thing to bring that on. People who stay on the mainland have a far greater range of activities and options available to them. I think the mainland is a sleeping giant here."*

Tourism Whitsunday

- ◆ At the moment, the majority of accommodation options are concentrated in the Airlie Beach area. Spreading some of the accommodation and activity out to Shute Harbour is considered an effective way of encouraging growth and development of Shute Harbour.
- ◆ Further, this may provide an opportunity to promote the terrestrial ecoregion – the natural parklands and landscape of the area, offering visitors a greater choice of mainland activity.

## Resort hotel continued

- ◆ The Shute Harbour Motel is strongly opposed to the marina development as a whole, but particularly the proposed resort hotel. This is due to the proposed facility being located in close proximity to the motel. They feel that there is insufficient buffer zones between their property and the proposed development, and are mostly concerned that the development will block views and detract from their business. These concerns in part could be alleviated if the height of the resort hotel was reduced.

*"It takes away prime areas of sea front adjacent to our property. This will block our view of the harbour. We would just be looking at ugly concrete buildings. It would also stop us using the helipad. The resort buildings are right on the boundary."*

Shute Harbour Motel

# Marina office

Element	Response	Concern/ Questions
<p>Marina office:  <i>A marina office and amenities including under cover car parking.</i></p>	<p>§ Marina office seen to be an essential element of the marina development – necessary to service the development.</p> <p>§ Sufficient car parking is required to service the development.</p> <p>§ Under cover car parking is positive to provide shelter and protection for vehicles.</p>	<p>§ Does under cover car parking mean underground car parking? This would be preferable so as not to detract from the visual landscape.</p>

*"I think it would be great to put the parking under ground where you can't see it and use the land for community amenities. It allows a better landscape."*

- ◆ The inclusion of a marina office in the development goes without saying. It is considered to be a necessary component for servicing the marina.

## Marina office continued

- ◆ There is some debate surrounding the inclusion of under cover car parking. Whilst a parking facility is a crucial part of the marina development, some stakeholders mention existing car parking facilities in Shute Harbour and the possibility of additional car parking being made available as part of the Shutehaven Transit Terminal upgrade. They are concerned that there may be an over-supply.

*"There needs to be adequate parking on site but there is plenty of parking in the area as is."*  
Whitsunday Shute Harbour Secured Parking Storage

- ◆ Where a facility such as parking is already in place in Shute Harbour, stakeholders ask that the developer recognise where others provide similar services and where possible, request that all parties work together to ensure that the inclusion of amenities in the marina development is not at the detriment of others.

# Charter boat base

Element	Response	Concern/ Questions
Charter boat base	§ Shute Harbour offers a better operational base than Abel Point due to its proximity to the islands.	<p>§ Is an additional charter boat base warranted given existing charter boat facilities in the area?</p> <p>§ Due to inexperience of those who use charter boats, how will safety be assured and congestion minimised?</p>

- ◆ In the main, stakeholders agree with the inclusion of a charter boat base at the proposed Shute Harbour Marina development. It is thought that such a facility in this location would provide better access to the islands, offer tourists a greater choice and would present diversity of 'product' which would ultimately benefit the industry.

*"By having that facility in Shute Harbour, it opens up the southerly aspects of the islands and at the moment there is not a lot of product that does that. It will allow operators to explore other opportunities."*

Whitsunday Charter Boat Industry Association

## Charter boat base continued

- ◆ There are however, issues raised by some stakeholders that should be addressed:

### Safety

- ◆ Due to the nature of the charter boat industry, some concern is raised over safety issues between the charter boats and commercial vessels. This should not be an issue providing correct safety procedures are followed and policed.

*"A charter boat business is given to novices to use the boats and safety must be preserved. Barges and large commercial passenger boats in the area are always turning around and moving all the time."*

### Demand

- ◆ Given current charter boat facilities available in the vicinity, some stakeholders question whether another facility at Shute Harbour is warranted.

*"I question that it is needed. We have a charter boat base on Hamilton Island and another one at Abel Point marina and another one in the Port of Airlie development."*

Whitsunday Parking



# Restaurant and retail outlets

Element	Response	Concern/ Questions
Restaurant and retail outlets	<ul style="list-style-type: none"> <li>§ Will provide greater options for the community.</li> <li>§ Will bring economic and social benefits to the community.</li> <li>§ Necessary component of marina development, particularly due to resort accommodation and hotel.</li> </ul>	<ul style="list-style-type: none"> <li>§ Buildings to be low impact and fitting with the surrounding environment.</li> <li>§ Commercial viability?</li> </ul>

- ◆ Many stakeholders believe that Shute Harbour is lacking in the provision of restaurant and retail outlets and as such they would welcome new offerings. Further, the inclusion of such facilities is deemed to be a necessary part of the marina development to cater to those using the resort hotel and accommodation precinct.
- ◆ The inclusion of such facilities is also considered to be beneficial to locals, providing a greater choice of dining facilities than currently available.

*"I think it is a necessary part of it. The place needs to get better eateries. Anything that raises standards in the area is a good thing."*

Tourism Whitsunday

## Restaurant and retail outlets continued

*"I have seen what they have done in Mackay and if they do the same it would be fantastic. We are fully supportive of that."*

*"It goes hand in hand that you need some sort of retail commercial outlets. Shute Harbour itself is not that well served by amenities, most are in Airlie Beach. As long as it doesn't conflict too much with businesses in the region."*

Whitsunday Shute Harbour Secured Parking Storage

- ◆ Types of retail suggested include a supermarket or mini-mart, bottle shop and perhaps a 'nice' souvenir shop. It is expected that the majority of retail remain in Airlie Beach and that retail in Shute Harbour at the marina be on a much smaller scale.
- ◆ Whilst most stakeholders believe that restaurant and retail outlets are a necessary part of the development, concern is expressed by the owner of Chocolate Fish Café that such outlets may not be sustainable.

*"I don't believe that any great retail precinct will work there. There may not necessarily be the population to sustain it. I just don't know whether people would be prepared to go in there and sign leases to serve an unknown number of people."*

Chocolate Fish Café

# Resort accommodation precinct

Element	Response	Concern/ Questions
<p>Resort accommodation precinct: <i>Comprising approximately 117 lots. These will be architect-designed dwellings up to 3 storeys.</i></p>	<p>§ Would provide a residential option for those people who do not wish to reside on the islands.</p> <p>§ Injection across the total economics of the area.</p>	<p>§ Is there sufficient demand for apartment style accommodation in Shute Harbour, with similar products in the market?</p>

- ◆ Stakeholders are mostly in favour of a resort accommodation precinct such as described. It would provide a closer residential option for those people who do not wish to reside on the islands, and would offer a synergy for recreational boat owners who wish to reside close to their vessel mooring.
- ◆ In terms of the likely target market for resort accommodation, stakeholders envisage boat owners and possibly people who have retired to Shute Harbour. In addition, the facility may attract southern investors.

## Resort accommodation precinct continued

- ◆ Once again, concern is raised by some stakeholders as to the commercial viability of the precinct. As demonstrated in the comments below, concern is due to the following:
  - ∅ Potential over-supply
  - ∅ Aesthetic appeal of the precinct
  - ∅ Environmental impact of development

*"Again I question that it is necessary for the same reasons. You have Funnel Bay about 4km from the marina. That is housing plus resort plus marina."*

Whitsunday Parking

*"I think they are too high density. I think they would be too jammed in and unappealing to the people who might be able to afford to buy them. Not attractive. Not enough open space around them."*

Shute Harbour Motel

*"Are they cutting into areas of conservation to build it? There is no need for it in principle."*

# Public esplanade

Element	Response	Concern/ Questions
Public esplanade: <i>Public esplanade along the marina frontage.</i>	§ A necessity for the development as it allows the community to enjoy the landscape and be part of the marina development, rather than excluded from it.	§ No adverse comments.

- ◆ A public esplanade along the marina frontage is considered a 'given' as part of the marina development. Open access would generate some feeling of 'ownership' of the marina for local residents, and would also provide social benefits for the community.

*"That is part of the amenity to allow ownership by the community and for it not to be seen as an exclusive or no-go area but that it is totally inviting access for everyone - that people can have a sense of ownership."*

Whitsunday Charter Boat Industry Association

*"I think it is very important that the public has access to the marina. Quite often you are excluded by gates and the public don't get the benefit. Public access is a good thing."*

Whitsunday Shute Harbour Secured Parking Storage



# ADVANTAGES AND DISADVANTAGES OF DEVELOPMENT

# 4

# Potential use of marina

- ◆ Stakeholders state that currently there is a monopoly on marinas in the area and berths are typically costly. Competition is therefore welcome in the region, as there is an expectation that prices of berths may decline in order to attract customers.

*"Everybody in Abel Point [would most likely use the Shute Harbour Marina], because they are not treated that well and because of the price. As long as they don't price the same as Abel Point. They need to be better."  
Chocolate Fish Café*

- ◆ Stakeholders envisage locals and tourists alike using the marina facilities such as the restaurants and retail, however the core target market is most likely to be high net worth individuals, interested in both the accommodation precinct and marina berths.

*"They are pitching this at high standard investors, which the area wants. If it doesn't stay at a high standard, you run the risk of the facility not being kept properly as far as visual amenity goes. It needs to be a nice, well built, appropriate low impact development that allows benefits for investors, stakeholders and the community."*

## Potential use of marina continued

- ◆ In terms of services required for boating clients, it is important that the Shute Harbour Marina offers sufficient services to be able to effectively compete with other marinas in the region. Stakeholders suggest:
  - ∅ Marine retail
  - ∅ Vessel cleaning, repair and maintenance services
  - ∅ Fuel facilities/ refuelling dock
  - ∅ Sewerage discharge facilities
  - ∅ Access to water and power
  - ∅ Fast and efficient access to marine services (via list of preferred suppliers if services are unable to be offered directly at the marina)



# Advantages and disadvantages - summary

## Advantages/ Benefits

- ◆ Economic benefits/ employment during construction
- ◆ Long term economic benefits
- ◆ Public assets (boat ramp, public esplanade)
- ◆ Increase in tourism
- ◆ Reef fund
- ◆ Higher standard of food and beverage offering via restaurants
- ◆ Greater choice of retail
- ◆ Safe berthing of vessels
- ◆ Increase in property values for Shutehaven
- ◆ Opportunity to service the international market



## Disadvantages

- ◆ Increase in marine traffic
- ◆ Erosion of natural beauty of the area
- ◆ Environmental impact of development, including impact to marine life

# Advantages

- ◆ The marina development brings potential benefits to Shute Harbour's quality of life and economy:
  - ∅ Economic benefits during construction - via the creation of employment and an increase in dollars spent in the area.
  - ∅ Long term growth - achieved through an increase in long term visitors and tourism to the mainland.

*"Shute Harbour at the moment is an exclusive enclave. Land prices are the dearest in Australia. These are multi million dollar houses. About 800,000 people pass through Shute Harbour, but they are only there for a minute. It would bring an end destination to the area and that is people would hang around longer and spend more money creating employment etc."*

Whitsunday Sailing Club

*"If all the development stopped tomorrow this place would go backwards 10 years."*

Chocolate Fish Café

## Advantages continued

- ◆ Public assets such as the public boat ramp, trailer boat car parks and a public esplanade along the marina frontage, will all contribute to an improved quality of life for residents, as will an improved food and beverage offering.
- ◆ Further, the reef fund is a significant benefit for the wider region, helping to ensure the continued protection of the Great Barrier Reef.

*"The reef fund and producing moorings are certainly a benefit. Completely raising the bar in terms of our accommodation offering and standards is something that has got to happen in the Airlie Beach area."*

Tourism Whitsunday

- ◆ Some believe that the marina development will also *improve* the current environment, via the removal and general 'clean-up' of the foreshore area. Further, it is believed that marinas can be an attractor for marine life, initiating positive change in the long term.

*"There are some environmental positives; some of the areas that are going to be cleaned up are pretty ordinary."*

Tourism Whitsunday

# Disadvantages

- ◆ One of the greatest fears for community and environmental groups is that a large-scale development such as that proposed will compromise the unique coastal ecosystem and natural beauty of the area.
- ◆ Further, some believe that a genuine need for an additional marina in the area is yet to be established (may lead to an over-supply), while others are concerned about the direct impact the development will have on their core business (Shute Harbour Motel).

*"Basically they will devalue our property by taking away our free access to the water. We have got 270 degree access to the ocean and this thing comes in and hems us in."*

Shute Harbour Motel

- ◆ Lastly, there is a view amongst some stakeholders that residents of Shutehaven may not appreciate an increase in population of the area that they see as their own. They may see the marina development as a catalyst leading to additional development around the proposed site. Possible further development of the peninsula might well be a key concern for residents that should be addressed.



# CONSTRUCTION/ DEVELOPMENT

# 5

# Concerns about development

- ◆ The Shute Harbour Marina comes at a cost of having substantial development on the foreshore that alters the coastal line. Stakeholders must be assured that processes will be put in place to ensure that it is a sustainable development that does not adversely impact on the community, or that any impact will be reduced to the absolute minimum.
  
- ◆ Although short term, construction itself is a concern for some stakeholders:
  - Ø Access - possible disruption along Shute Harbour Road and redirection of traffic. Concern that the road would not cope well with a significant increase in traffic, particularly with the increased use by heavy vehicles. A Traffic Management Plan must be in place.
  - Ø Tourism – negative impact on tourists during construction phases, mostly due to poor access and visual pollution.
  - Ø Environment – concern surrounding the type of material proposed for fill; negative impact dredging etc. may have on marine life.
  - Ø Community safety – this issue is raised by one stakeholder out of concern that a significant increase in construction workers may heighten the level of aggression in hotels and bars of an evening.

*“Shute Harbour Road in its current form cannot handle the trucks and the traffic that this construction will require. It is crucial that that side of it be reduced as much as possible. Barging everything in is a real necessity.”*

Tourism Whitsunday



# OVERCOMING BARRIERS

6

# Overcoming barriers

- ◆ The majority of key stakeholders are either in favour of, or at least not opposed to the marina development. The development is seen as progress – a way to showcase Shute Harbour and increase tourism, bringing economic and social benefits to the area.
- ◆ Two key stakeholders opposed or unsure of the development fear that the marina will negatively impact on their core business. They are Shute Harbour Motel and Fantasea Cruises. They require more knowledge of the planned elements via one-on-one consultation with the developer.
- ◆ As a development of a natural and iconic area, environmental concerns and objections have been raised (for example, that the proposed area for development is a marine grass area for dugongs). Whilst these concerns are perceived to be real to key stakeholders, there needs to be a balance between future development and the environment.
- ◆ Open and transparent communication between the developer and community groups as to how environmental impacts will be minimised will be beneficial, as will demonstrating a need for a development of this size. In short, the developer must demonstrate a certain sense of stewardship back to the local community.



## Overcoming barriers continued

*"I support the sustainable development and so do most of our members. Perhaps 600 marina berths is too large a project for that area. It might be that they have to tone it down."*

Whitsunday Sailing Club

- ◆ When asked what could be done to increase support for the marina project, stakeholders focus on the actual size of the development. This goes to demonstrating need.

*"I am in favour of a marina at Shute Harbour of the size around 300-400 berths with its relevant infrastructure, trailer boat parking and then half the accommodation."*

Whitsunday Parking - Shute Harbour Transit Facility

- ◆ The marine industry is key to the success of the region and for most stakeholders, a marina is considered to be necessary infrastructure for the region. To increase stakeholder and community acceptance, the developer must ensure that marine resources and the natural environment are protected and that buildings and associated infrastructure (such as parking, boat ramp etc.) are low impact. As much as possible, integrating the marina with existing businesses and community facilities should also be considered.



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