

Port Phillip Bay Coastal Hazard Assessment

Communication Reference Pack



Overview

The Port Phillip Bay Coastal Hazard Assessment (PPBCHA) is being undertaken to identify likely coastal hazard impacts around Port Phillip Bay through data analysis and modelling of a range of anticipated climate change scenarios. The data generated through the assessment will be shared with land managers and the community to help them consider climate change in their future planning.

The following communications and engagement 'Reference Pack' has been created as a valuable resource to support and empower the project Delivery Partners (DPs) in delivering successful coastal hazard engagement programs within their communities. The Reference Pack is intended to help improve capacity and consistency in communicating these themes, as well as helping to build relationships and foundations that will aid the implementation of future planning, decision making and management initiatives in coastal hazard management.

This Reference Pack has been co-designed with various DPs, from local and state government and other stakeholder agencies.

The Reference Pack contains resources to support delivery partners in delivering successful engagement programs.

Delivery partners (DPs) play an active role in communicating coastal hazards, planning and coastal hazard adaptation in relation to their respective areas and interests. The pack content was developed collaboratively with the DPs in line with key engagement objectives. These objectives helped to guide the type of information, content and format to include and where additional guidance might be needed.

The information provided in this pack draws from the delivery partners' collective experience and learnings from designing and delivering coastal hazard and adaptation engagement across the country for both local and state government agencies as well as their communities.

ACKNOWLEDGEMENT

Thank you to those DPs who have been involved in the co-design process, helping to ensure this Reference Pack is relevant, meaningful and useable. We appreciate you sharing your time, ideas and insights as part of this work.

This document

This document provides an overview of the Reference Pack along with desired engagement outcomes, tips, tricks and other useful resources. This includes:

- **The Reference Pack contents** – a list of the engagement tool factsheets that form the Reference Pack and the types of information included on each factsheet.
- **Where to start?** – a high-level guide on how to start planning your engagement approach, including drawing on existing resources and processes within your organisation.
- **Desired outcomes** – an overview of the short, intermediate and long-term desired outcomes of coastal adaptation.
- **Key messages** – existing high-level key messages for the PPBCHA.
- **Audiences** – a description of different audiences, advice for Traditional Owner engagement and information about the IAP2 participation spectrum.
- **Which tool for which audience and outcome** – an overview of tool suitability for different audiences and desired outcomes, along with a high-level indication of cost and difficulty.
- **Tips and tricks** – Some basic tips and tricks for written and visual messages, as well as face-to-face engagement.
- **Definitions** – common engagement and high-level technical terms used throughout the Reference Pack.

The image shows two pages from the Port Phillip Bay Coastal Hazard Assessment Communication Reference Pack. The left page is titled 'Wave tanks' and the right page is titled 'Coastal timelines'. Both pages include sections like 'Desired outcomes', 'Potential risks', 'Strengths and weaknesses', and 'Process'. They provide detailed information on how to use the tools, their purpose, and best practices for implementation.

Each factsheet contains information on the tool and how it can best be utilised. This includes information on:

- The purpose of the tool and key technical messages.
- Desired outcomes and suitable audiences.
- The process to develop and deliver the tool, including required materials and resources.
- Tips and tricks, including to improve accessibility.
- Potential risks and mitigation measures.
- Strengths and weaknesses of each tool.
- Guidance on evaluating the success of the tool.
- The relevant IAP2 participation goal, indicative cost and difficulty of developing and delivering the tool.

The Reference Pack contents

The Reference Pack includes a series of factsheets about nine different engagement tools. These tools are:

1. **Wave tanks**
2. **Coastal timelines**
3. **Community pop-ups**
4. **Community workshops**
5. **Interviews**
6. **Communications toolkit**
7. **Internal/intra-agency engagement**
8. **Stakeholder briefings**
9. **Interagency engagement.**



There are a wide array of engagement tools and methods available - it is not limited to the nine included in the Reference Pack.

Where to start?

As you start to plan your coastal hazard engagement, there are a few things you can do to ensure your engagement approach is consistent and suitable for your organisation and your community:



- Ensure your messages are appropriate for the desired outcome and audience.
- Use your organisation's engagement plan/principles and local context to tailor messaging.
- Seek input from DPs to ensure messaging is consistent, coordinated, and up to date.

There are some high-level key project messages that are available to use. Messaging and content will continue to evolve as the project progresses, enabling more local context and detail to be incorporated into engagement messages.



Key messages – PPBCHA engagement plan

Like all coastlines, Port Phillip Bay is vulnerable to coastal hazards. A coastal hazard arises when coastal physical processes cause damage, or potential damage, to ecosystems and assets.

The Victorian Government commissioned external consultants to conduct a coastal hazard assessment for Port Phillip Bay. This assessment is the first to examine the likely extent of inundation (flooding), groundwater change, and erosion for the Bay under different climate scenarios.

With climate change increasing the frequency and severity of coastal hazards, it is important that we understand how the Port Phillip Bay coastline could be affected so we can plan accordingly.

The products developed as part of the assessment will assist in planning for and managing the potential impacts of coastal hazards on natural, cultural, social and economic assets.

Your next steps should be to consider the desired outcomes for your target audience, including selecting the appropriate level of engagement using the IAP2 Spectrum. Once you have done that, you can choose the right tool for your engagement.

Desired outcomes

The planning and management of coastal hazards are ultimately the shared responsibility of a large number of stakeholders, including the community, private asset owners, as well as state and local government agencies.

To achieve and sustain the desired long-term outcome of shared responsibility and accountability for coastal adaptation, there are a series of interrelated steps or phases that are interlinked (refer to Figure 1).



Figure 1. Desired engagement outcomes

Each phase is cumulative and has several pre-conditions and prerequisites of information and understanding that stakeholders ideally obtain at different project stages.

It is important to design your engagement for the desired outcome, building on prior communications and/or engagements, and towards achieving a shared sense of responsibility and accountability.



Audiences

Some of the key stakeholders involved in coastal management are described below. Not all tools in this Reference Pack are suitable for all audiences.

Stakeholder	Description
Delivery Partners	Includes DEECA, Melbourne Water, Parks Victoria, local governments that adjoin the Bay, Corangamite Catchment Management Authority and Association of Bayside Municipalities (ABM).
Other authorities	Land managers, agencies, and authorities are not considered delivery partners. May include other DEECA divisions, Water Authorities, Port Authority or asset owners such as utility providers.
Traditional Owners	Several Traditional Owner groups and Aboriginal cooperatives in the lands surrounding the Bay, including Registered Aboriginal Parties representing the Bunurong, Wurundjeri and Wadawurrung peoples.
Academics and professionals	Includes coastal hazard researchers, practitioners and consultants as well as a broader range of environmental management professionals. Includes departments within agencies, private, and tertiary education.
Coastal landholders, residents and businesses	Includes landowners, occupiers and businesses that are adjacent to the coastline.
Coastal foreshore users	Groups who access or use the coast (on land and water based), such as Coastcare Victoria, Yacht Clubs, Surf Life Saving Clubs.
Broader community	All other people who use or interact with the coast, including groups within the community such as younger people, culturally and linguistically diverse (CALD) groups, families, transient populations, etc.

The appropriate level of engagement for each audience is important to consider. The IAP2 spectrum (described on the next page) helps us understand each audience's level of involvement and influence.

Traditional Owner Engagement



The Traditional Owners of Port Philip Bay have practised and passed down their laws, customs and languages, and nurtured both Land and Sea Country, for countless generations.

Partnerships with Traditional Owners are vital in promoting shared management and care for coastal environments, as well as promoting self-determination and two-way capacity building. Engagement with Traditional Owners must be genuine and tailored to Traditional Owner needs and aspirations.

It will be important to work with these groups to determine their level of interest and how they want to be involved. They are not a homogenous group and may require different approaches such as on country walks, yarning circling or formal meetings.

It is also important to recognise the value of cultural knowledge, which may involve payment for consultation sessions, or providing intellectual property agreements so they can retract knowledge if they wish.

Some useful references are provided below.

Useful references:

- DEECA's Traditional Owner and Aboriginal Community Engagement Framework - delwp.vic.gov.au/aboriginalselfdetermination/how-we-engage-with-traditional-owners

DEECA's Self-Determination Reform Strategy - delwp.vic.gov.au/aboriginalselfdetermination/self-determination-reform-strategy



IAP2 Public Participation Spectrum

The IAP2 Public Participation Spectrum (

Figure 2) assists with understanding the level of public (or stakeholder) participation in engagement activities and ensuring this level of engagement matches the project's requirements. One level of the spectrum is not better or preferred over the other but is fit for purpose and dependent on the desired outcomes and audience involved.

Further information and description of the spectrum can be found at iap2.org.au/resources/spectrum/

Which tool for which outcome and audience

Understanding the outcome you are trying to achieve and the audience you are engaging helps to determine which tools to use. The table on the following page details the most appropriate tools for each desired outcome and stakeholder group.

Each tool has been assigned a rating for approximate costs and level of difficulty to prepare and deliver these types of engagement activities.

INCREASED LEVEL OF INFLUENCE ON THE DECISION					
LEVELS	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PROMISE	We will keep you informed	We will listen to and acknowledge concerns and aspirations, and provide feedback on how public input influences the decision	We will work with you to ensure your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision	We will look to you for advice and innovation in formulating solutions and incorporate your recommendations into the decisions as far as is possible	We will implement what you decide
DELWP EXAMPLES	Planning Burning Advertising Campaign Prepare for Power Outages Campaign	Reforming the Victoria Planning Provisions Actions for the Future - Directions for a new Local Government Act	Water For Victoria Water Plan Biodiversity Plan 2036	Geelong Citizens Jury The Victorian Aboriginal Cultural Fire Strategy	Engagement Wheel with Gunaikurnai Land and Waters Aboriginal Corporation

At DELWP we put the community at the centre of our engagement approach, to make better and more informed decisions.

Figure 2. Adapted from the International Association for Public Participation's Public Participation Spectrum

	Wave tank	Coastal timelines	Community popups	Community workshops	Interviews	Communications toolkit	Internal / intra- agency engagements	Stakeholder briefings	Interagency engagements		
	Approximate cost	\$\$\$	\$	\$\$	\$\$	\$	\$ to \$\$	\$	\$\$	\$	
	Difficulty	困难	简单	简单	简单 / 中等	简单	简单	简单	简单	简单	
Outcome		Audience									
Shared understanding of interests and values	Delivery partners	✓				✓	✓	✓	✓	✓	
	Other authorities	✓				✓	✓	✓	✓	✓	
	Traditional Owners	✓		✓	✓				✓	✓	
	Academics / professionals				✓				✓	✓	
	Coastal landholders, residents and businesses	✓	✓	✓	✓						
	Coastal foreshore users	✓	✓	✓	✓						
	Broader community	✓	✓	✓	✓						
Shared understanding of coastal hazards	Delivery partners	✓					✓	✓	✓	✓	
	Other authorities	✓					✓	✓	✓	✓	
	Traditional Owners	✓			✓				✓	✓	
	Academics / professionals								✓	✓	
	Coastal landholders, residents and businesses	✓		✓	✓						
	Coastal foreshore users	✓		✓	✓						
	Broader community	✓		✓	✓						
Shared understanding of 'acceptable' risk	Delivery partners				✓	✓	✓	✓	✓	✓	
	Other authorities				✓	✓	✓	✓	✓	✓	
	Traditional Owners			✓	✓				✓	✓	
	Academics / professionals				✓				✓		
	Coastal landholders, residents and businesses			✓	✓						
	Coastal foreshore users			✓	✓						
	Broader community			✓							
Informed discussion on hazard mitigation and management	Delivery partners	✓				✓	✓	✓	✓	✓	
	Other authorities	✓				✓	✓	✓	✓	✓	
	Traditional Owners	✓			✓				✓	✓	
	Academics / professionals								✓	✓	
	Coastal landholders, residents and businesses	✓			✓						
	Coastal foreshore users	✓			✓						
	Broader community	✓			✓						
	Delivery partners					✓	✓	✓	✓	✓	

Shared responsibility and accountability	Other authorities	✓	✓	✓	✓
	Traditional Owners			✓	✓
	Academics / professionals				✓
	Coastal landholders, residents and businesses	✓			
	Coastal foreshore users	✓			
	Broader community	✓			

Suitability:	Approximate cost:	Costs to deliver this type of engagement activity / event.	Difficulty:	Relates to the degree of effort required to prepare and deliver the engagement activity.
✓ - most suitable	\$ Low <\$2,500	Note: These costs do not account for staff time spent preparing engagement events as part of their normal role. The inclusion of specialist experts may incur additional costs for their time.	 Low	
✓ - can be suitable	\$\$ Medium \$2500 to \$5,000		 Medium	This may include: <ul style="list-style-type: none">• time• amount of resource commitment• required level of capacity and capability, and necessary upskilling/training• equipment/materials preparation
	\$\$\$ High >\$5,000		 High	

Tips and tricks

The following describes some tips and tricks to help ensure your written, visual and face-to-face engagement is appealing, easy to understand, and engaging.



Checklist/principles for written messages

1. Step into your audience's world and tailor everything you say to it. Use multi-pronged strategies that will appeal to different audiences.
2. Aim for readability below the Year 10 level and have messages translated into multiple languages.
3. Use the EAST Framework. Make your message:
 - a. *Easy* by simplifying the message.
 - b. *Attractive* to attract attention and have maximum effect.
 - c. *Social* by using the power of people and networks.
 - d. *Timely* by contacting people when they are most likely to be receptive to messages.
4. Use visual language by including narratives and stories that appeal to the audiences' values. Most people understand the world through anecdotes and stories rather than statistics and graphs, so aiming for a narrative structure and showing the human face behind the science when presenting information will help you tell a compelling story.
5. Provide clear calls to action. When communicating about threats and risks, avoiding unwanted negative emotions (like helplessness) and maladaptive responses is essential by providing a "call to action" to boost self-efficacy.



Checklist/principles for visual messages (i.e., images, photographs and videos)

1. Show real people that your audience identifies with. Evidence shows that people prefer 'authentic' images over staged photographs.
2. Show positive descriptive norms. Show people and communities doing the right thing to care for and protect their coastline.
3. Use "new" images that capture attention not standard, well-known images.
4. Show emotionally powerful images (but the right emotions, such as awe and hope). Images of hazards and impacts can prompt a desire to respond, but because they are emotionally powerful, they can also be overwhelming. Coupling images with a written "call to action" for people to take can help overcome this.
5. Showing local places that people recognise can boost the personal relevance of your messages. People will pay more attention to personally relevant messages.



Checklist for face to face engagement

1. Do your background research. Know who you are talking to, what is their existing level of understanding and knowledge, what is important to them?
2. Explain the purpose of the engagement before anything else. This will build trust and confidence in the process and result in greater engagement.
3. Face to face engagements must include a two-way exchange of information.
4. Have multiple ways for people to engage and contribute. Not everyone likes to contribute in the same way.
5. Have a Plan B. Despite your best planning, unexpected events can arise (such as technology failure), so it is vital to have a Plan B ready.

Definitions

The following definitions provide a common language and understanding, they comprise terms used within the engagement Reference Pack and are not an exhaustive list of technical terms.

Communication and engagement terminology

Aboriginal Victorians is the term used to include all people of Aboriginal and Torres Strait Islander descent who are living in Victoria.

Community is described as a group of individuals who share a common sense of belonging and where there is a level of trust between members:

- Geographic – based around where people live, such as neighbourhood, suburb, town or region
- Interest – based around common interests such as conservation, community connection and improvement or recreation interest
- Identity – based on sharing a common identity such as age, culture or lifestyle

Community development is a principles-based approach to supporting people to identify and act on matters that are important to them. Community development is grounded in the belief that communities have inherent strengths and capabilities to respond to challenges and achieve their aspirations. At DEECA we employ community development approaches in our engagement to facilitate the actualisation of these strengths and capabilities in which DEECA is a valued partner, collaborator and beneficiary.

Community engagement refers to the planned and unplanned ways we (DEECA and DPs) interact and relate to our partners, stakeholders and communities. Community engagement is undertaken across all aspects of the department's business and to achieve a range of outcomes, including participation in decisions, actions or outcomes; building and maintaining relationships; and increasing community capacity for planning, action and learning.

Culturally and Linguistically Diverse (CALD) communities is a broad term used to describe communities with diverse languages, ethnic backgrounds, nationalities, traditions, societal structures and religions.

Delivery Partners are the 10 local governments that make up the Bay, the Corangamite Catchment Management Authority, Melbourne Water, the ABM, Parks Victoria and Traditional Owners.

Internal Engagement Specialist are the staff with the experience, skills and confidence to deliver good engagement activities, whatever their job title may be. Some are also internal champions who play an advocacy and support role to others.

Partners are individuals, organisations and groups that share a common interest and engage early to partner and collaborate on an ongoing basis. Partners have a strong interest in the outcomes and often share responsibility for delivery.

Registered Aboriginal Parties (RAP) are body corporates approved to deal with Aboriginal heritage matters on behalf of the relevant Traditional Owners within the RAP area. The members of the body corporate are Traditional Owners. Where the Traditional Owners have also been recognised by the Australian legal system, the Registered Native Title Body Corporate (RNTBC) or Traditional Owner Settlement Entity (TOSE) deals with Aboriginal heritage matters within the relevant area. The Registered Aboriginal Parties for the Port Phillip Bay coastal and estuarine areas are the Bunurong Land Council, Wadawurrung Traditional Owners and Wurundjeri Woi Wurrung Cultural Heritage Aboriginal Corporations.

Stakeholders are described as any individual, group of individuals, organisation, or political entity with an interest or stake in the outcome of a decision

Traditional Owners are people with traditional and customary rights in a particular part of the land (i.e. the 'right people for Country'). Some Aboriginal Traditional Owner groups have also had these rights recognised by the Australian legal system under a Native Title determination (Commonwealth) or a Traditional Owner Settlement Agreement (Victoria).

Technical terminology

Coastal hazards – Natural coastal processes that may negatively impact on the marine and coastal environment, including impacts on human use, values, property or infrastructure. Hazards include coastal erosion, inundation (flooding) due to storm tide and sea level rise and changes in groundwater.

Climate change – A change in the state of the climate (such as temperature, typical weather) that persists for an extended period, typically decades or longer. Climate change may be due to natural processes such as solar cycles, volcanic eruptions, as well as persistent human-induced impacts on the earth's atmosphere.

Sea-level rise – An increase in the mean level of the ocean. Relative sea level rise occurs when there is a local increase in the ocean level relative to the land, possibly due to ocean rise and/or land subsidence.

Adaptation – The process of adjustment to actual or expected disturbances such as coastal hazards. In human systems, adaptation seeks to proactively manage or avoid harm or make use of beneficial opportunities. Some natural systems may benefit from human intervention in helping to facilitate these adjustment processes.

Coastal adaptation – Future modification of behaviour through change in coastal land management, land-use or infrastructure, that reduces or prevents adverse impacts associated with coastal hazards.

Resilience – The capacity of social, economic, and environmental systems to cope with a hazardous event, trend or disturbance, responding or reorganising in ways that maintain their essential function, identity, and structure, while also maintaining the capacity for adaptation, learning, and transformation.

Marine and coastal environment – In Victoria, this includes all private and public land and waters between the outer limit of Victorian coastal waters (3 nautical miles) and five kilometres inland of the high-water mark of the sea, and 200 m below the land surface, as defined in the Marine and Coastal Act 2018.

Marine and coastal processes – The physical, chemical and biological processes that occur in the marine and coastal environment over short and long timescales, such as sediment transport, erosion, accretion, changes in coastal and marine flora and fauna.

Port Phillip Bay Coastal Hazard Assessment - The Coastal Hazard Assessment looks to identify likely coastal hazard impacts around Port Phillip Bay through data analysis and modelling of a range of anticipated climate change scenarios.

The assessment will look at the geological formation, historic and recent changes on the coast and model the potential impact of predicted future changes, including rising sea levels and changing wind and wave climates. Coastal hazards to be assessed will include erosion (sand loss), inundation (flooding) and change in groundwater (water level and salinity).

The data generated through the assessment will be shared with land managers and the community, to help them consider climate change in their future planning.



Useful references

Engagement tools

- Online workshopping canvases and whiteboards:
 - Mural™ - <https://www.mural.co/>
 - Google Jamboard™ - <https://jamboard.google.com/>
 - Miro™ - <https://miro.com/>
- Hemingway Editor makes suggestions to improve clarity of written text. It also provides a readability grade (e.g. Grade 10 is readable by an average Grade 10 student) - <https://hemingwayapp.com/>
- Test the readability of your messages using <https://readabilityformulas.com/free-readability-formula-tests.php>

Engagement resources

- engage.vic.gov.au/draft-public-engagement-framework
- www.vic.gov.au/stakeholder-engagement
- www.vic.gov.au/introduction-human-centred-design
- [www.mdba.gov.au/sites/default/files/archived/mdb_c-S-E-reports/1831_towards_whole_of_community_engagement_toolkit.pdf](https://mdba.gov.au/sites/default/files/archived/mdb_c-S-E-reports/1831_towards_whole_of_community_engagement_toolkit.pdf)
- www.bi.team/publications/east-four-simple-ways-to-apply-behavioural-insights/
- www.bi.team/our-work/tools/
- www.psychologytoday.com/au/blog/some-assembly-required/201702/the-4-primary-principles-communication
- behaviouraleconomics.pmc.gov.au/learn-hub
- campaigns.sustainability.vic.gov.au/assets-library/community-climate-change-and-energy-action-program/communications-toolkit
- climatevisuals.org/evidence/

We acknowledge Victorian Traditional Owners and their Elders past and present as the original custodians of Victoria's land and waters and commit to genuinely partnering with them and Victoria's Aboriginal community to progress their aspirations.



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