Port Phillip Bay Coastal Hazard Assessment

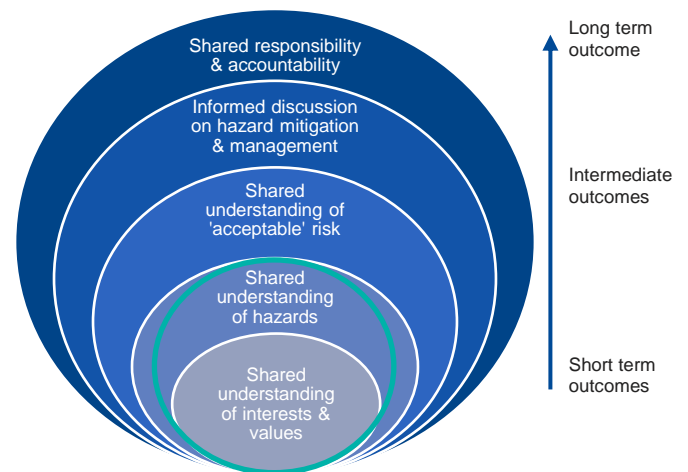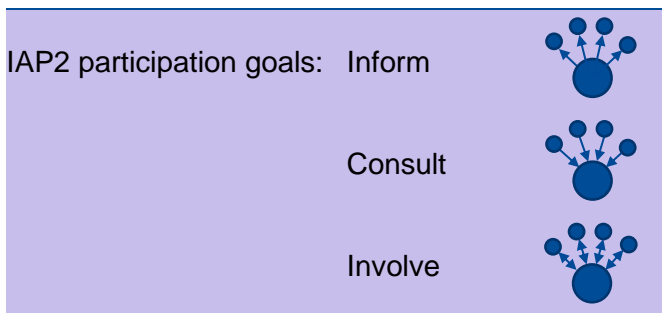Communication Reference Pack Tool #3: Community pop-up

In-person events to raise awareness, foster interest and engage with the community

Community pop-up events generally involve a staffed stall or site, either at a key location, or as part of a larger community festival or event. Visual resources, handouts and information are on hand and displayed to build awareness and to encourage conversation, interaction, and gathering of feedback.

IAP2 participation goals: Inform

Consult

Involve

Purpose

The main purposes of community pop-up events are to promote the project, build awareness, gather broad perspectives and capture opportunistic members of the community that ordinarily may not engage. A pop-up can be used at various stages of the project, but generally most useful to raise awareness of a project, develop a shared understanding of interests, values and coastal hazards.

Desired outcomes

Pop-up events can contribute to achieving short-term outcomes. This includes building a shared understanding of values and understanding coastal change and hazards. Later in the project, pop-ups could also be used to gather community feedback on proposed adaptation actions and foster discussion on hazard mitigation and management.

- Shared responsibility & accountability
- Informed discussion on hazard mitigation & management
- Shared understanding of 'acceptable' risk
- Shared understanding of hazards
- Shared understanding of interests & values

Long term outcome

Intermediate outcomes

Short term outcomes

Engagement outcomes

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Key engagement outcomes for the timeline include:

- Increased awareness of coastal hazards and visibility of the project.
- Increased appreciation and documentation of community coastal and marine values, from a broad range of people.
- Increased engagement and interest about coastal management

Key technical messages

Technical messages must be high level and simple. Staff may only have a short time to convey key messages, but in-depth discussions can also arise. The key technical messages at pop-up events could include:

- Coastal hazards (erosion, flooding, changes in groundwater), and sea level rise may impact the way we use and value our coastal and marine areas.
- Hazard magnitude, frequency and impact may potentially increase due to climate change.
- Everyone has a role to play in coastal management.
- The more we understand what our communities value, the better we can plan for adaptation to help retain these values.

Audience

Most suitable for	Less suitable for
Broader community	Delivery Partners
Coast / foreshore users and interest groups	Technical specialists
	Peak bodies
Coastal landholders and residents	
Traditional Owners	

Process

1. Plan the objective and key outcomes you're looking to achieve from the pop-up, considering the project stage and key messages that you want to convey.
2. Select suitable locations for the pop-up. Considerations might include proximity to the coast or a particular project site, areas of high local foot traffic, or part of a larger community festival/event, during a busy period (e.g. weekends).
3. Advertise pop-up events via your organisation's website, a project-specific/engagement website, social media and/or signage near the location, around 1-2 weeks prior.
4. Source staff and resources, including equipment and relevant training.

5. Develop, produce and print required materials (maps, timelines, handouts, activities, surveys, etc.), including materials to direct people to further information (e.g. engagement website, factsheets).
6. Manage logistics to set up and carry out pop-up.
7. Process outcomes of activities and share with community via a project update or factsheet.

Tips and tricks

- Ensure content is visually appealing, easy to read and simple. Employment of a graphic designer and printers may help with this.
- Ensure there's a mix of activities and level of engagement (e.g. surveys, 'voting' quick polls, adding comments to maps, wave tank, handouts etc.).
- Location and timing are very important to capture the widest range of foreshore users, e.g. a weekend or holiday might be busier than a weekday.
- If you have enough staff, don't be afraid to have someone roam in nearby areas to help draw people in.

⚠️ 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 delivery partners to ensure messaging is consistent, coordinated, and up to date.

Accessibility

Options to increase accessibility include:

- Ensure the pop-up is in an accessible location without stairs or rough terrain.
- Printed information provided for people with hearing impairments or in different languages.
- Audio description for people with visual impairments.

Potential risks

Risk	Mitigation
Weather	Contingency plans such as indoor venues, temporary shelters (gazebos) or fixed shelters at location.
Lack of interest from passers-by.	Make content and messages relevant, relatable and accessible.
Miscommunication or misunderstood messaging.	Simple messaging, take-away hand- outs or reference to engagement website for further information, printed technical information.
Only engage passionate stakeholders.	Plan pop-ups carefully for optimal timing, location, or target for particular groups (e.g. schools).

Strengths and weaknesses

Strengths	Weaknesses
Engages a wide range of people that may not otherwise engage.	Time and resource-intensive to plan and undertake.
Can 'piggy-back' on other community events to appeal to a broader audience.	
'Personalises' the project and creates trust/ transparency.	

Indicative cost:	Moderate	$$
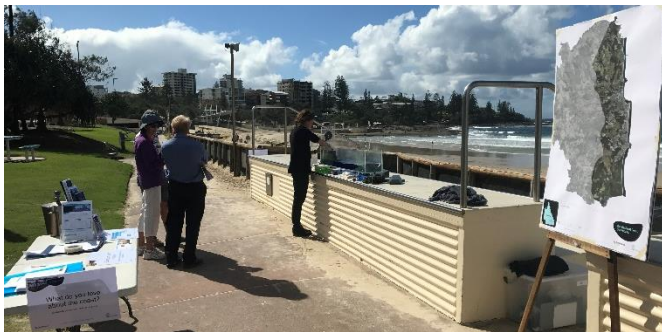
Tools, materials and resources

- Posters, printed materials and handouts, including maps, timelines, other activities, summary documents or fact sheets, if applicable.
- Signage (corflutes or other printed/laminated signs).
- Tables, chairs, poster boards or easels.
- Gazebo, tent or other protection from weather.
- Pens, sticky notes or stickers for interactive activities.

Other resources that can enhance the pop-up include:

- Wave tank.
- Branded t-shirts for staff.
- Other branded items to give away, e.g. bookmarks, postcards, etc. (recognising environmental footprint).
- QR codes to send people to the engagement website.

Difficulty level	🚶	Moderate

Alternative for online delivery

- Create an online 'drop in' session with timed demonstrations, forums or a formal presentation and Q&A.
- Move pop-up activities to an online format including timelines (using MURAL™, or Google Jamboard™) and wave tank videos or pre-recorded demonstration.

Evaluation

Success of the community popup can be evaluated through:

- Estimated number of people who attended and participated in an activity or who were engaged through handing out flyers/scanning QR codes.
- Visits and submissions via the engagement website immediately after pop-up events.
- Follow up surveys targeted at feedback for pop-ups.

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.