

20 July 2021

Mr Bernie O'Sullivan
Chief Executive Officer
Macedon Ranges Shire Council

Dear Mr O'Sullivan,

RE: Community Engagement Shaping Clarkefield

I write to provide a letter of endorsement for the recent community engagement on *Shaping Clarkefield* as undertaken by APD Projects.

The *Shaping Clarkefield* community engagement program was designed by Capire to provide a wide range of opportunities for nearby residents, interested communities, peak bodies and the wider public to learn about the vision for Clarkefield and to contribute to refining the design of the project.

The *Shaping Clarkefield* engagement comprised:

- Targeted briefings which included the Macedon Ranges Sustainability Group, the Settle Woodend Residents Group and Councillors (1 June 2021)
- Dedicated project website (www.shapeclarkefield.com.au) which provided extensive project information, video and key facts and interactive town centre map to allow detailed local insights to be submitted. Over 1,200 visits have been logged to date and the website will remain live for the duration of the project as a source of project information
- A detailed online survey was open for 4 weeks
- Public Webinar 1: 16 June 2021
- Face to Face drop in events held at the Coach and Horses hotel in Clarkefield, 24 and 26th June 2021
- Public Webinar 2: 1 July 2021

A summary report highlights the key comments, feedback and insights gained from the engagement and we are confident that this will significantly inform the final design and engagement during the statutory approvals process.

Capire has designed and delivered more than 1,200 community and stakeholder engagement programs over the past 14 years – many for projects similar to *Shaping Clarkefield*. In our view, this engagement program and key project staff made a genuine attempt deliver in a COVID-safe environment an informative, accessible, and inclusive engagement program at what is the early stages of this project. We are confident that APD Projects will maintain this approach and commitment to best-practice engagement for future stages of this project.

Do not hesitate to contact me should you wish to discuss any aspect of the community engagement program part *Shaping Clarkefield*.

Yours sincerely,



Chris Robinson
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Giving every person a voice.

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