

CHRMAP Community Reference Group

Meeting Outcomes Report — Meeting 2: Stakeholder Engagement and Communications

Date:	Thursday 26 June 2025
Time:	5.30pm–8pm
Location:	Civic Centre Conference Rooms 2 & 3 102 Boas Avenue, Joondalup
Facilitator:	Claire Paddison – 361 Degrees

Attendees

Presiding Member: Deputy Mayor Cr Adrian Hill

Elected Members: Cr John Raftis
Cr Phillip Vinciullo
Cr John Chester
Cr Rebecca Pizzey

Community Members: Shirree Blazeski
Fabienne Hill Faskel
Dr Arnold van Rooijen
Dr Brian Luinstra
Ben Allen
Annette Ellerby
Kim Allen
Daniel McKeon

City Officers: Jamie Parry, Director Governance and Strategy
Hannah Tagore, Manager Communications and Stakeholder Relations
Nicole Adams, Coastal Hazard Planning Officer
Jessica Openshaw, Principal Environmental Project Officer
Charles Sullivan, Principal Project Engineer Coastal and Civil

Apologies: Ryan Hunter
Druimé Nolan
James Pearson, Chief Executive Officer
Nico Claassen, Director Infrastructure Services
Rebecca Maccario, Manager Strategic and Organisational Development
Danielle Bowler, Environmental Development Coordinator

Overview

The purpose of the meeting is for CRG members and the City to reflect on the previous CHRMAP community engagement and provide inputs into the City's development of a new Community and Stakeholder Engagement Strategy for the revised CHRMAP process.

The objectives of the meeting were to:

- understand how the City approaches engagement and the key tools and methods available to the City in designing and planning engagement and communications
- review the lessons learnt from the previous CHRMAP community engagement process
- have clarity about the purpose of future CHRMAP community engagement
- work with other members to identify key stakeholders, possible ways to engage and communicate with them and important key messages
- discuss preferred ways for how CRG members can raise project awareness with the broader community
- understand the next steps in developing the CHRMAP Community and Stakeholder Engagement Strategy.

Outcomes

Item 3 and 4 - Welcome and overview of session

Presiding Member, Deputy Mayor Adrian Hill provided a welcome to the meeting and outlined the actions from the last meeting:

Actions from the last meeting:

1. Item 6 – the City will draft a Communications Protocol for guiding out of session online communications between CHRMAP CRG members – for endorsement.

City update: We are working with our IT department to identify a fit for purpose tool that the group can use to collaborate. Once we have identified the system, we will draft the Communications Protocol and keep the members informed. This is aimed to be submitted for endorsement before the next CRG meeting.

2. Conflict of interest declarations and discussion will be added to all agendas.

City update: A conflict of interest agenda item has been added to the agenda and will be included in all future agendas.

CRG member: A CRG member raised a potential or perceived conflict of interest around their involvement in both the Community Reference Group (CRG) and the Technical Steering Group (TSG), stating that they were a City of Joondalup resident at the time of applying for a position on the CRG, however were also contacted by the City to join the TSG as a professional representative.

The CRG member acknowledged that they are taking one of 10 community positions and wanted to be upfront with the rest of the CRG members about this setup and to ensure this was acceptable with the group.

Additionally there is also a research project that is currently being advertised by the City as a Request for Quote (RFQ), seeking research institutions and consultants to research the feasibility of alternative coastal erosion adaptation options. The CRG member's workplace is applying for this RFQ and if successful, this could be a perceived conflict of interest.

Action: *This declaration will be a standing declaration for all upcoming CRG meetings.*

Action: *Wait to see the outcome of the RFQ process and whether this needs to be escalated and further documented.*

Claire Paddison provided an overview of the agenda for the evening.

Rules of engagement

Claire Paddison provided a reminder of the Community Reference Group rules of engagement, including:

- Meetings will be designed to provide opportunities to hear from all members and it is likely there will be a range of opinions and perspectives expressed during meetings and that's ok. Members are requested to respect each other's opinions, listen to others and give each other an opportunity to be heard.
- No idea is a silly idea! Members are encouraged to fully contribute and input into discussions.
- If you don't understand a matter, please ask a question. Everyone has nominated to participate in the CHRMAP CRG because they have high level of interest in guiding the development of the future of Coastal Adaptation Planning in the City and wishes to make a valuable contribution. It's important all members understand what is being presented.
- City Officers and the facilitator will design meetings that will provide a range of opportunities to suit the different preferences of how members feel comfortable in providing input and feedback. This may include members working in smaller groups, individually and through plenary sessions. We may also coordinate activities digitally and through more traditional methods.
- If you feel you are not being able to have your say, you are not being listened to, then please advise the facilitator or City Officers.

Item 5 – Presentation by City Officer to set the context

City officers presented an overview of:

- the recent CHRMAP Technical Steering Group meeting and outcomes.
- proposed community engagement stages.
- aims and objectives of the upcoming CHRMAP engagement.
- the City's Consultation Policy.
- the process the City uses to develop a Community and Stakeholder Engagement Strategy, including an overview of the IAP2 consultation spectrum, identifying and mapping stakeholders and defining consultation methods to suit each identified group.

The slides from the presentation can be found at Appendix 1.

Item 6 – CHRMAP community consultation – lessons learnt

Claire Paddison led the group through a plenary session asking group members to think about the lessons learnt from the previous CHRMAP consultation process. Each CRG member provided their own comments about the lessons learnt from the community consultation on the draft CHRMAP in 2023. The list of comments raised by individual CRG members that were not endorsed by the group include:

Engage the community effectively:

- Involve the community throughout the entire CHRMAP process, not just towards the end.
- Community felt their feedback on the coastal values was ignored. In the first CHRMAP process, it wasn't clear why groynes were proposed as an adaptation option, when the findings from the community coastal values survey demonstrated a preference for other 'softer' options. The City needs to better explain how engagement results influence decisions.
- The community engagement process needs to be more strategic and proactive to ensure meaningful and well-timed community engagement.
- Avoid Town Hall type meetings, these were poorly managed, structured and facilitated poorly and increased the level of outrage in the community. There were issues specifically around room capacity and limits to attendee numbers.
- Consider the choice of suitable venues which are appropriate in location and size for the expected audience. Some venues had to turn residents away due to capacity limits, which led to increased distrust and outrage.
- Prevent the spread of misinformation (which the City spent a lot of time managing) by ensuring the process is transparent and information is easy to understand.

Communication and key messages:

- Improve clarity around scope and process of the new CHRMAP project and be clear that there are no predetermined solutions.
- Communication about how adaptation options are triggered by coastal erosion was unclear.

- The community was unaware that coastal erosion was a problem when groynes were proposed as an option to fix it. Educate on coastal erosion first (the problem) and then present the solutions to fix it in future messaging.
- In the draft CHRMAP, it stated that a benefit of CHRMAPs was that funding was available for adaptation options and other coastal works for those local governments with an endorsed CHRMAP. This led the community to believe that funding was being sought to implement the current CHRMAP plan, which included groynes, because a plan was presented at the same time as funding options.
- Communications need to clarify that triggers are influenced by future coastal conditions, and that action depends on reaching specific erosion thresholds.
- Explain the process of reaching trigger values and what the City is doing to manage any coastal hazards up until this time. Include communications around all the actions that will be implemented in the meantime.
- Don't assume the community aren't smart - ensure there is access to technical information for those that want it (in addition to simplified communications and document versions for the wider community and other target audiences), throughout the project lifecycle.
- FAQs need to be complete – missing information and links to a video left some community members asking whether the City was trying to hide information, raising concerns about the lack of transparency.
- Whilst the CHRMAP focuses on solutions for the next 100 years, start communications by focusing on the short term (next 10 years), as an option to initially engage people in the process.
- Timing and choice of communications channel is important, i.e. the previous CHRMAP consultation in the middle of winter missed many beach users and small signs along beach walkways and hidden behind vegetation were not effective.

Roles and responsibilities:

- Be clear about the roles and responsibilities in managing coastal erosion between state and local government.
- The WA State Government initiated the CHRMAP process and require local governments to develop a CHRMAP in accordance with the WA State Government State Coastal Planning Policy No. 2.6. The role of the WA State Government in the CHRMAP process was not made clear to the community during the previous CHRMAP community engagement process. Suggest making this very clear when engaging with the community during the CHRMAP process.
- Explain the collaborative effort between state and other local governments including the Northern Beaches Alliance. The City is not acting alone in undertaking this CHRMAP process. Emphasize that this project is broader than just the City of Joondalup.

Rebuild the City's reputation and trust with the community:

- Transparency of both engagement and communications process is critical to rebuilding trust.
- There are currently existing reputational issues about the City's coastal management – leading to a lack of community trust. The City needs to improve its reputation by listening, explaining decisions, and staying open with the community.
- The City seemed to not have the coast's best interests at heart. It was perceived by the community that the City was progressing with coastal developments (e.g. Hillarys Beach Club and Ocean Reef Marina), which don't protect the coast, may have detrimental impacts on the coast, and may give the City a reason to build hard adaptation options such as groynes (to protect the new infrastructure).

Questions and discussion points:

Member question: SPP2.6 talks about coastal hazards, not specifically just coastal erosion and inundation. Our CHRMAP has the potential to include more, such as water quality issues. Could water quality be a part of our CHRMAP as a coastal hazard?

City response: we need to be clear what is in and out of scope for the CHRMAP and who is responsible for managing what (for example, State government manage ocean water quality). The City will investigate whether water quality is within the scope of the CHRMAP.

Post Meeting Note from the City

The scope for developing the CHRMAP is determined by the [State Planning Policy 2.6](#) (SPP2.6) and related [CHRMAP Guidelines](#). In addition, Council has provided direction for the development of the CHRMAP through the endorsement of the [CHRMAP Project Plan](#).

The City has sought advice from the Department of Planning, Lands and Heritage (DPLH) regarding the scope of a CHRMAP and DPLH advised that water quality is not a matter that is typically addressed in a CHRMAP, as the [CHRMAP Guidelines](#) (WAPC, 2019) focus on coastal erosion and inundation as the two primary coastal hazards. Further, Section 5.5 (Coastal hazard risk management and adaptation planning) of [State Planning Policy 2.6](#) (SPP2.6) does not make reference to water quality.

As water quality matters would likely need advice from other state government authorities, the DPLH advise that a CHRMAP is not the most appropriate method to address this issue, and it would be considered outside the scope.

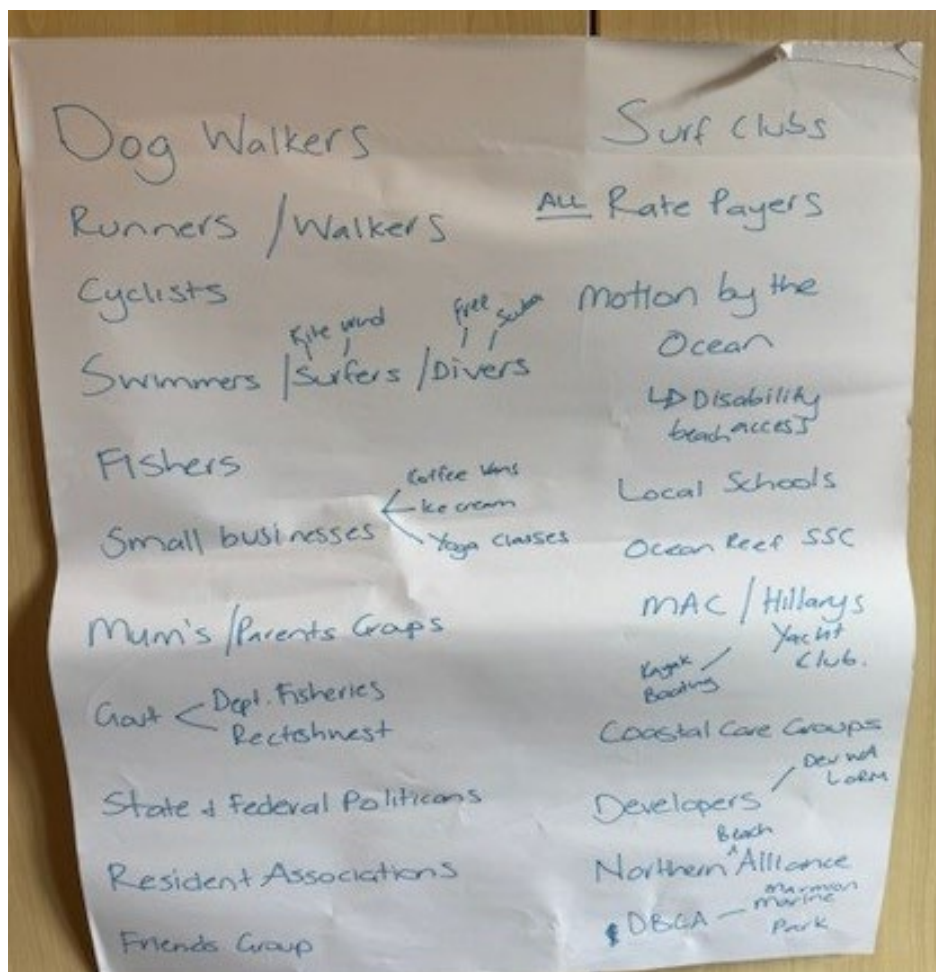
Member question: How can community members in the CRG raise issues for consideration by the group, if the group believes something has been overlooked by the City on the agendas?

City response: CRG members can circulate information within the group as needed and are able to ask questions from City Officers at any time, who can provide direct responses. However, the CRG meeting agenda topics form a part of the CHRMAP CRG project plan which has been endorsed by Council and follows the steps outlined in the CHRMAP planning policies and documents.

Item 7 – Setting up for success

Group activity A – Stakeholder Mapping: Working in three small groups, the CRG members were asked to identify all the different coastal cohorts and groups within the community who may have a level of interest in the CHRMAP project and process.

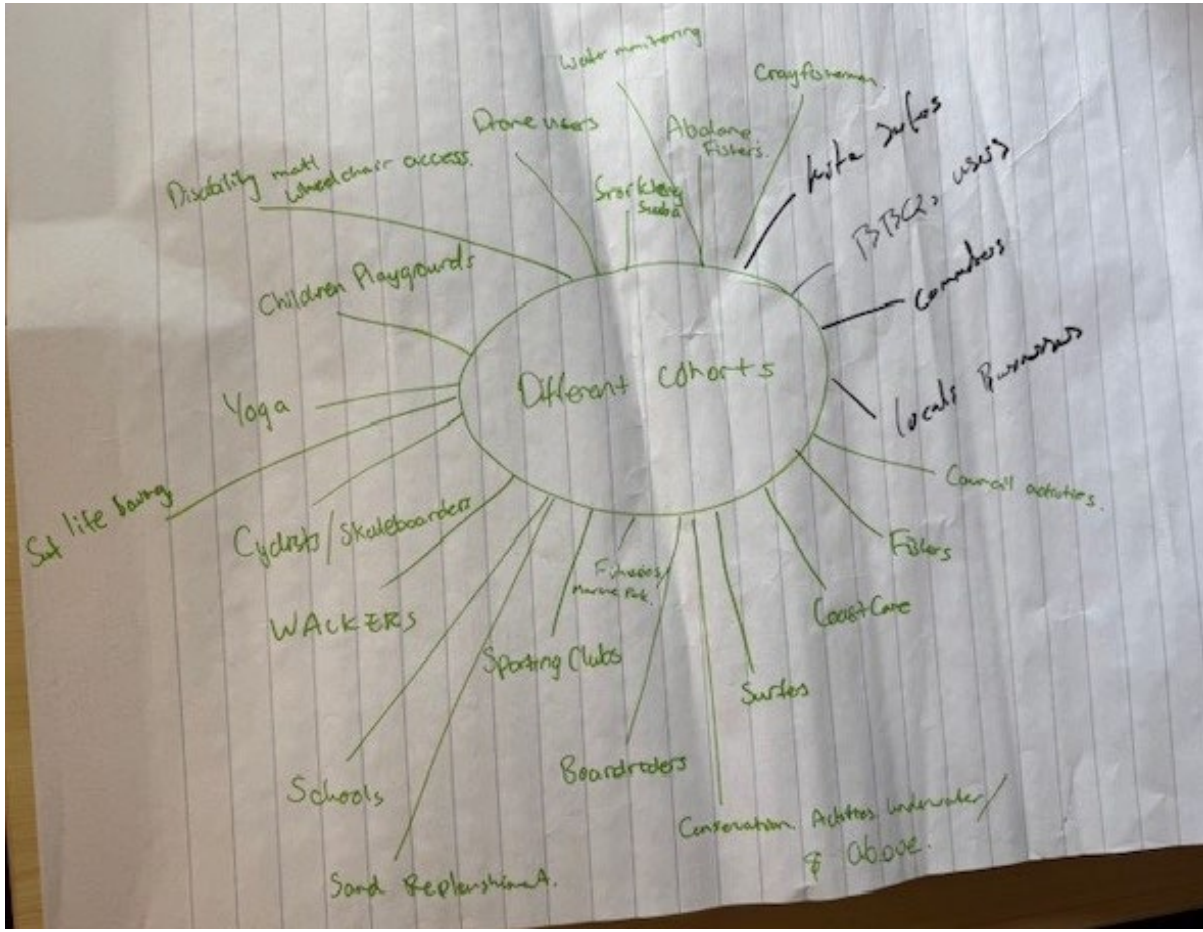
Group activity A raw outcomes:



STAKEHOLDERS

- Rate payers - (C) WEBSITE
- Dog owners / Horse owners - PRINT / SIGNS
- Schools **EVENTS**
- Surfers
 - Boaters
 - Surf Club
 - Kite Surfers
 - Fishers
 - Divers/snorkellers
 - Bike riders
 - Swimmers
- Sports } **PRINT / SIGNS**
- Recreational Users
- Businesses / Cafe's / Pubs / Hotels } **EVENTS**
EMAILS
PRINT
- Ocean front/view owners **EMAILS / SOCIAL MEDIA**
- Scientists
- EVERYONE
 - Parents / Grandparents
 - Developers
 - Life-saving services
- Tourists / Tour operators **RADIO**
SOCIAL MEDIA
- Researchers
- NGOs
 - Transport
 - EMER
- Govt
 - Water Corp
 - DNER
 - DPRED

SLICK FLICKS



Group activity A consolidated outcomes: list of identified stakeholders

Recreational beach users	<ul style="list-style-type: none"> Dog walkers Horse owners Runners / walkers Cyclists (recreational and commuters) Skateboarders Swimmers Surfers/ kite / wind Scuba Divers / snorkelers Fishers including abalone and cray fishers Surf Life Saving Club members Motion by the Ocean People with disabilities (Beach access) Local Schools Playground users Picnickers (BBQ users) Drone Users MAAC / Hillarys Yacht Club Kayak / boating Parents/caregivers and parent groups All rate payers
Community	<ul style="list-style-type: none"> All ratepayers Resident Associations Friends Groups Ocean front / view owners Tourists (Intra/interstate / International)
Environmental Groups	<ul style="list-style-type: none"> Coastal Care Groups Marine Conservationists
Government	<ul style="list-style-type: none"> Department of Fisheries Department of Biodiversity, Conservation and Attractions – Marmion Marine Park Northern Beaches Alliance Development WA (Ocean Reef Marina) Water Corporation Department of Water and Environmental Regulation Department of Primary Industries and Regional Development
Political	<ul style="list-style-type: none"> City of Joondalup Elected Members State Members of Parliament Federal Members of Parliament
Businesses	<ul style="list-style-type: none"> Coffee/Ice cream vans Yoga Classes Cafes / pubs/ hotels Tourism Operators Developers
Other	<ul style="list-style-type: none"> Scientists Researchers NGOs - Transport

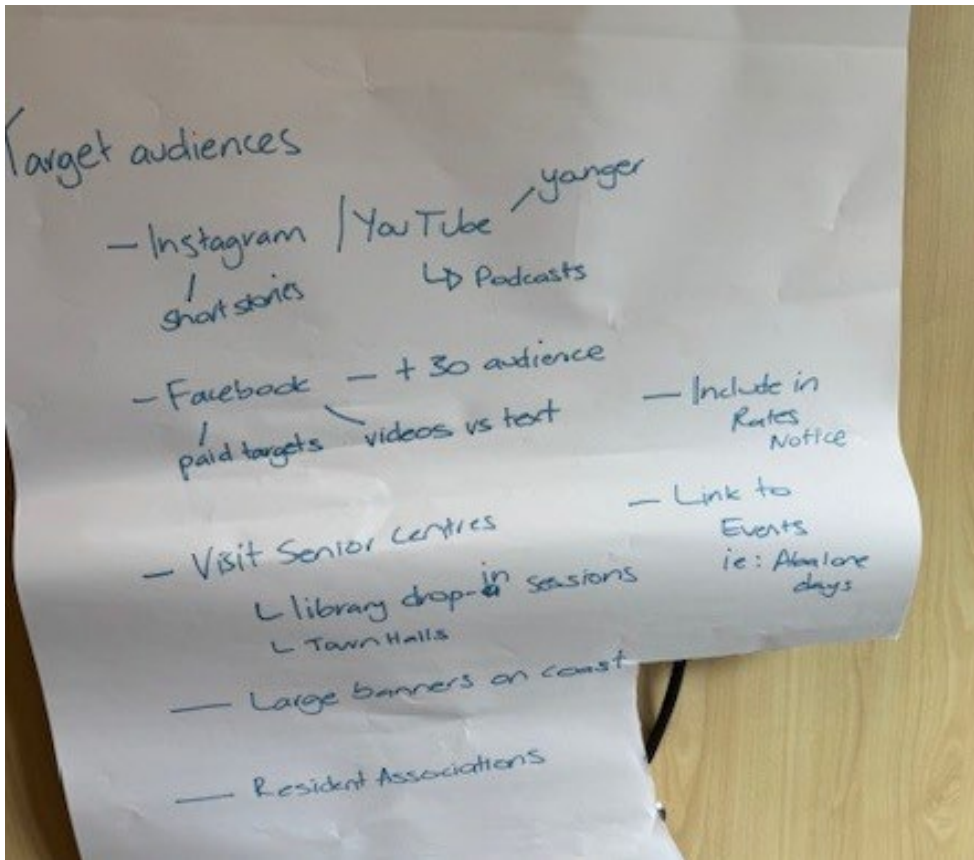
Presentation by City of Joondalup – community engagement methods

The City presented an overview of the City's available community engagement methods that could be used for the CHRMAP communications and engagement.

The slides from the presentation can be found at Appendix 1.

Group activity B – identify community engagement methods: Group members were asked to identify communication channels and engagement methods appropriate for the different stakeholder groups identified. Group members then discussed their results with the larger group.

Group activity B raw outcomes:

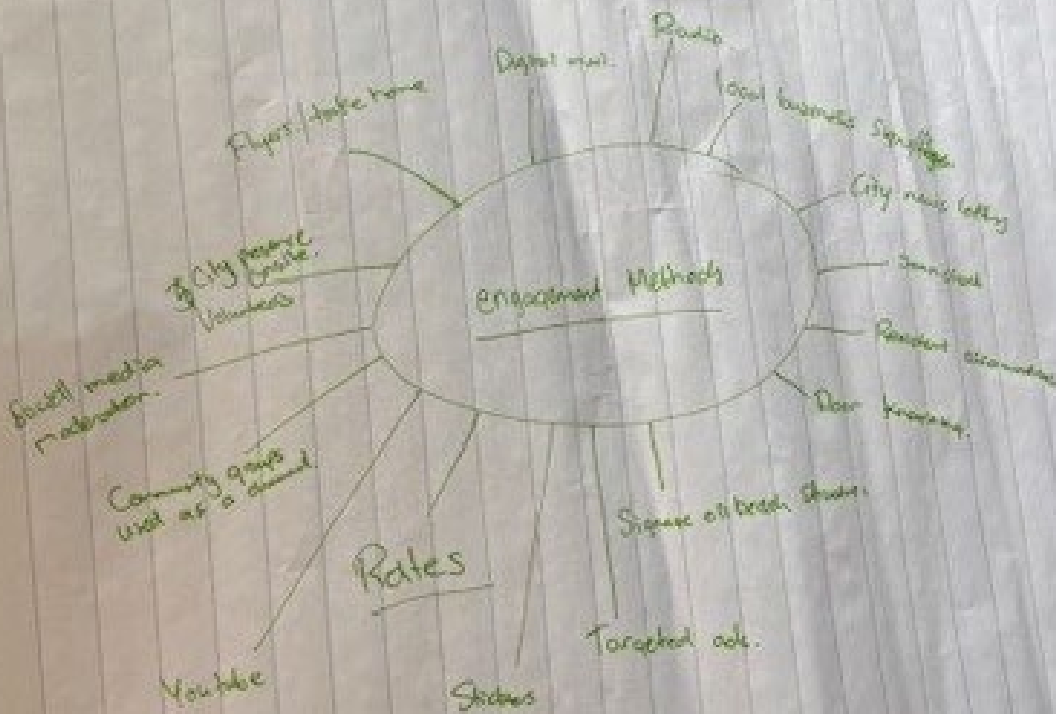


STAKEHOLDERS

- Rate payers - (C) WEBSITE
- Dog owners / Horse owners - PRINT / SIGNS
- Schools - EVENTS
- Surfers
- Sports
 - Boaters
 - Surf Club
 - Kite Surfers
 - Fishers
 - Divers/snorkellers - EVENTS
 - Bike riders
 - Swimmers
- Recreational Users
- Businesses / Cafe's / Pubs / Hotels - EVENTS, EMAILS, PRINT
- Ocean front/view owners - EMAILS / SOCIAL MEDIA
- Scientists
- EVERYONE
 - Parents/grandparents
 - Developers
 - Life-saving services
- Tourists / Tour operators - RADIO, SOCIAL MEDIA
- Researchers
- NGOs
 - Transport
 - DMR
- Govt
 - Water Corp
 - DNER
 - DPRED

SLICK FLICKS

engagement Methods



Group activity B consolidated outcomes – preferred methods of engagement and communications:

Methods of engagement and communications:

- Signage at the beach and via local businesses and or large banners along the coast to promote engagement
- Flyers - library / local businesses
- Stickers
- Radio
- Leverage existing Community Group / Resident Associations communication channels via social media and newsletters
- Include communications / promotion in Rates Notices

Face to face:

- Door knocking
- Visit senior centres
- Library drop in sessions
- Events – community information sessions targeted at specific stakeholder groups
- Link face to face opportunities with events – such as Abalone Days / Surf Life Saving Club Events
- Leverage existing Community Group / Resident Associations for engagement via attending their meetings.

Digital:

- City's website
- City's social media with moderation and using targeted ads
- E-mail to the City's subscription lists
- YouTube, Instagram, Facebook

Target audiences:

- Younger demographics: Instagram (story content) / YouTube – video podcasts / TikTok / Snapchat
- 30+yrs old: paid adverts and videos vs text

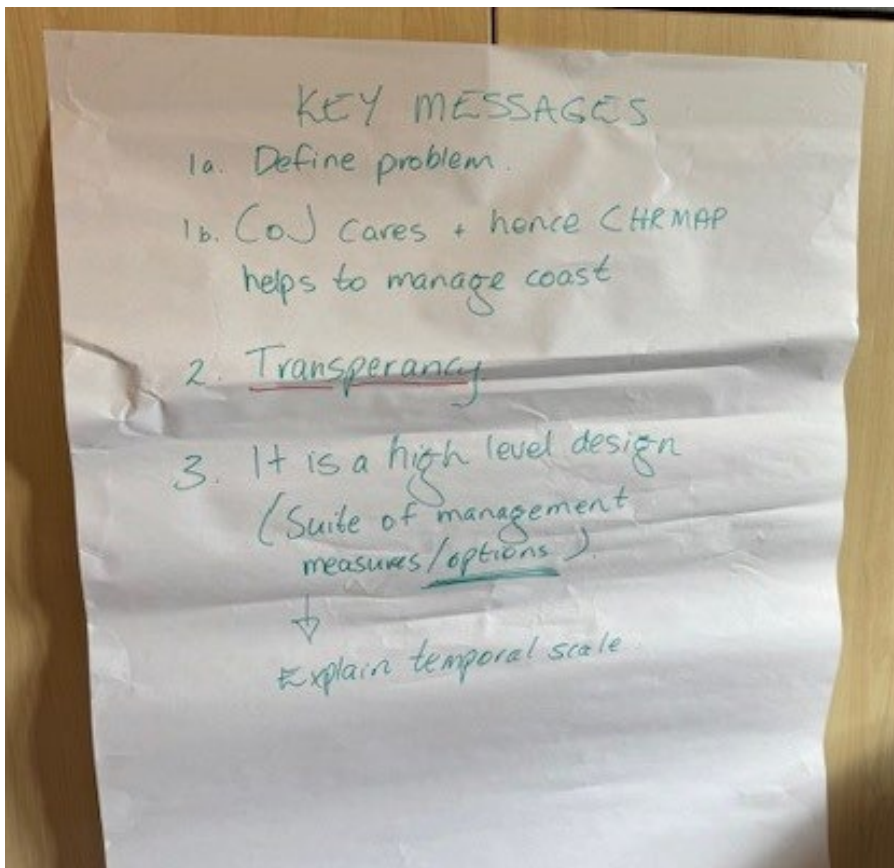
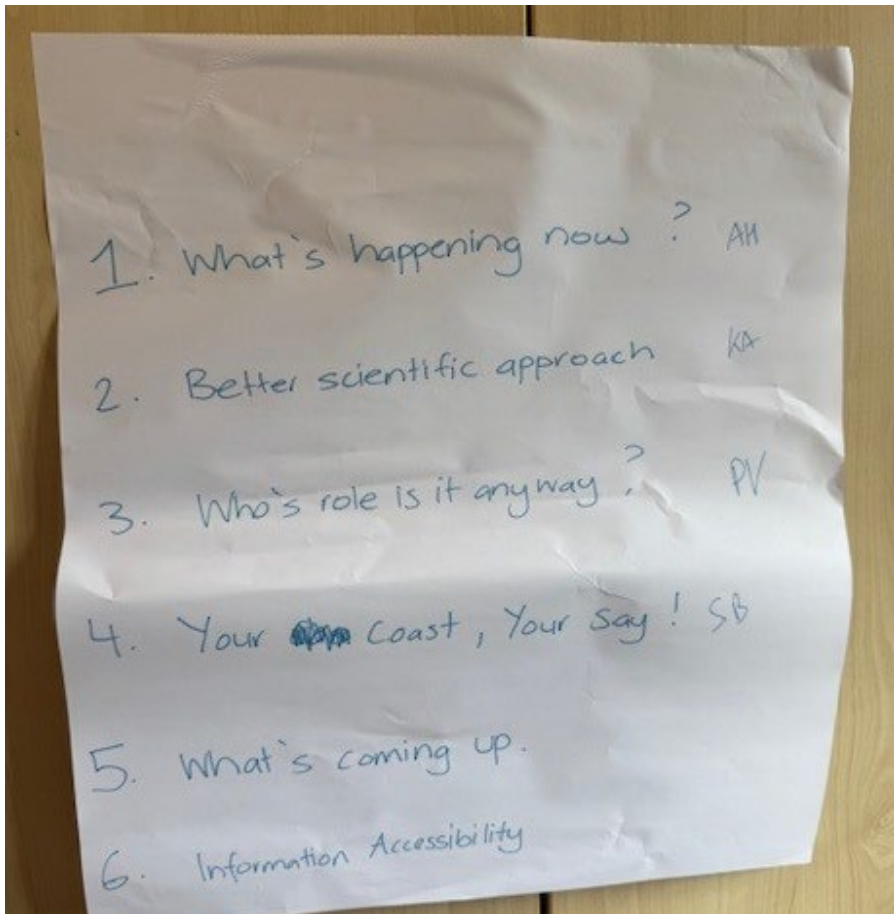
The group members were invited to discuss their outcomes and ask questions.

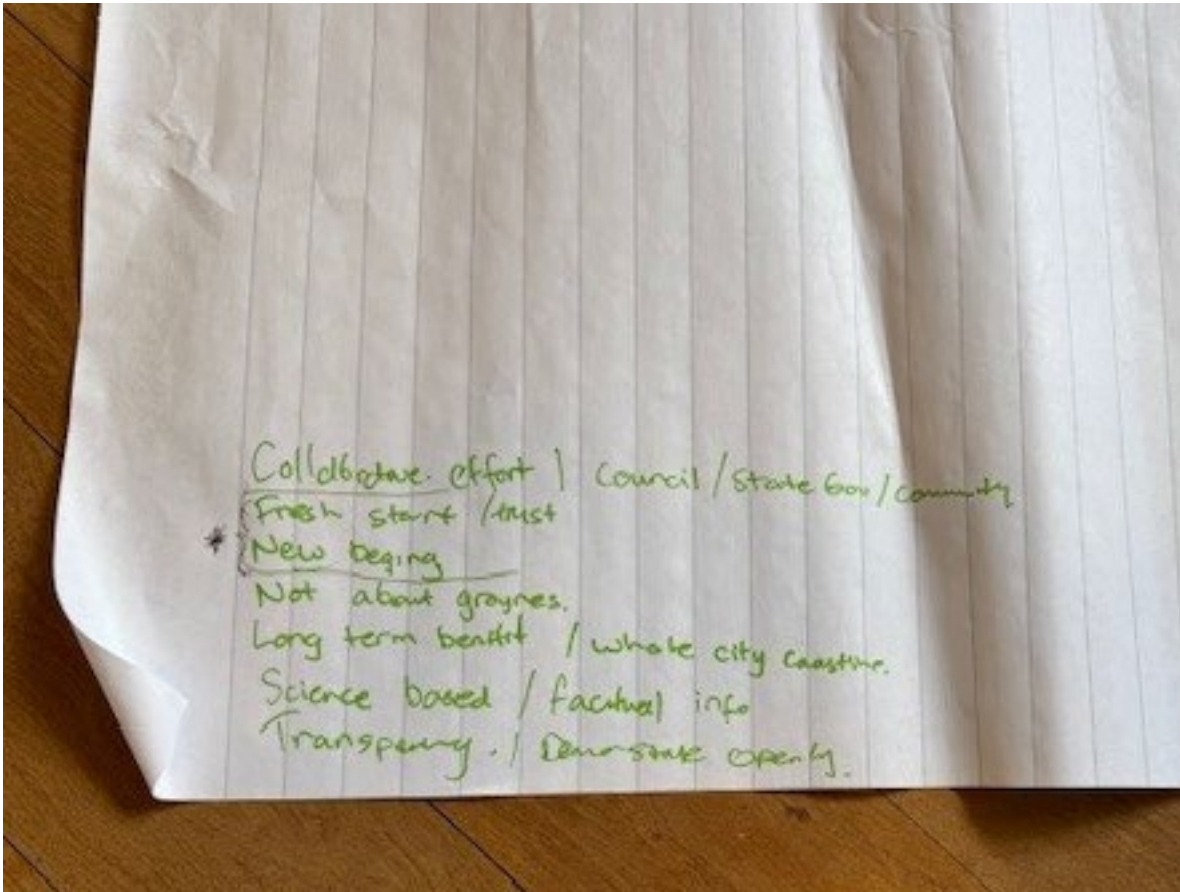
Group activity B - additional discussion topics:

- It is important for the City to respond to misinformation.
- Short videos that are focused on technical issues would be beneficial to build the community's understanding of current coastal issues and projects. Short-form video content could target a wider demographic (18-30 age groups).
- Continue to use existing community groups for mailing lists for progress updates.
- Potentially could advertise community consultation opportunities with local schools for inclusion with their regular newsletters.

Group activity C – key messages: Group members were asked to suggest key messages for the City to consider following the lessons learnt from the previous consultation and with a better understanding of stakeholders.

Group activity C raw outcomes:





Group activity C consolidated outcomes – key messages:

- What's happening now?
- What's coming up?
- Better scientific approach – focus on the technical
- Who's role is it anyway?
- Be clear on purpose and scope
- #Your coast, your say!
- Information accessibility
- Define the problem
- The City of Joondalup cares and a CHRMAP will help to manage the coast
- Transparency – build trust and allow the community to understand the problem.
- A CHRMAP is high-level design with a suite of management measures and options related to the scale of erosion. Explain the temporal scale.
- A collaborative effort between City, state government and the community
- This is a fresh start, a new beginning
- Not about groynes
- Long-term benefit for the whole City coastline
- Science based / factual information
- Communicate openly and transparently

Item 8 – Next steps

The City provided an update about the next steps, including:

- City officers will use the outcomes from tonight's meeting to develop a draft Community and Stakeholder Engagement Strategy.
- The draft Community and Stakeholder Engagement Strategy will be sent to the CHRMAP CRG members in July for comment (out of session).

- The draft Community and Stakeholder Engagement Strategy will go to Council for endorsement on 26 August 2025.

Comments and questions:

Member question: are the minutes from the first meeting on the website?

City response: the City is currently developing a CHRMAP website page and the minutes from all meetings will be published onto this page.

Member statement: Cr Hill and Cr Chester are running for re-election in the local government elections in October 2025. Depending on the outcome of this election, we may have new Elected Member representatives in the CRG for our next meeting in November 2025.

Member question: the draft Community and Stakeholder Engagement Strategy is planned to go to the August Council meeting for endorsement. However, the August Council meeting is held at midday, instead of after hours as usual. Sending the draft Community and Stakeholder Engagement Strategy to the August meeting could be perceived as the City not providing the best options for the community to have their say, with most people being at work and unable to attend the meeting. Would it be better to wait for the September meeting?

City response: In September, the City will be in caretaker period due to the October local government elections. Therefore, Elected Members would likely not be able to endorse the plan at the September meeting. If the draft strategy doesn't go to the August meeting, it would be held back to after the caretaker period has finished, at the end of the year.


Item 9 – Next meeting

The next CHRMAP Community Reference Group meeting will be held on Wednesday 12 November 2025 from 5.30pm-8pm focussed on community coastal values.

Appendix 1 — City Officer presentation slides – Agenda items 5, 7 and 8



What to expect today



Welcome
Meeting overview
Setting the context – City Officers
Setting up for success – Claire Paddison

Plenary discussion:


- Reflect and review - lessons learnt from previous CHRMAP

Small Group Activity:

- Stakeholder mapping
- Proposed communication channels & engagement methods
- Developing key messages

Plenary discussion:

- Raising awareness about CHRMAP engagement and communications within the broader community



Next steps – City Officers
Next meeting – Claire Paddison
Close

Agenda item 5 – setting the context

CHRMAP Technical Steering Group meeting

The first CHRMAP Technical Steering Group meeting was held on 12 June 2025.

Attendees from DoT, DPLH, WALGA, UWA & CoJ.

Agenda items included:

- CHRMAP process – past, present and future
- Lessons learnt from CHRMAP engagement
- CHRMAP proposed timeline
- Community engagement expectations
- Key messages for community and stakeholder engagement.



CHRMAP Technical Steering Group meeting

Key outcomes / advice from CHRMAP TSG meeting include:

- Engage early and provide regular updates and engagement opportunities
- Focus on high level options instead of detailed adaptation options
- Provide information on website and opportunity for feedback and questions
- Provide all relevant technical documents
- Plan for 100 years but focus on actions proposed in next 5-10 years

The next CHRMAP TSG meeting will be held on 23 October 2025 regarding community coastal values.



Proposed community engagement stages



What is community engagement?



CHRMAP community engagement goals

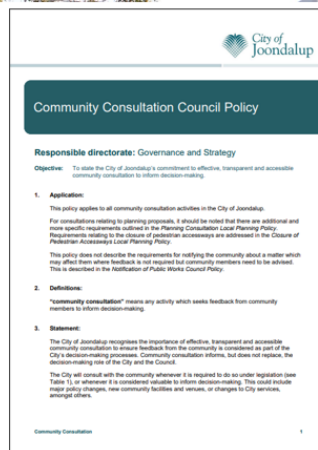
- Deliver timely, consistent and appropriate levels of engagement and communications
- Avoid over promising and under delivering
- Mitigate risks including consultation fatigue
- Provide a single source of trusted information
- Reach diverse community groups
- Monitor, evaluate and adjust program if needed



Policy context

City of Joondalup Community Consultation Council Policy:

- Committed to effective, transparent and accessible community consultation to inform decision-making
- Community consultation informs but does not replace the decision-making role of City and Council
- Consult when required under legislation or it is valuable to inform decision-making.



Principles of community consultation

Community Consultation Council Policy principles:

1. Identify stakeholders
2. Implement the most appropriate methods
3. Ensure adequate timing and duration of consultation activities
4. Provide appropriate background information and materials
5. Employ sound social research and data collection methods
6. Share engagement outcomes where appropriate



Step 1 - Identify stakeholders

Community or stakeholder groups might include:

- local communities
- community groups
- land management agencies/councils
- emergency management agencies
- emergency service organisations
- essential services
- local governments, State and Commonwealth government
- agencies, and government entities
- industry/business or industry/business associations



Step 2 – Map stakeholders on the engagement spectrum

Increasing impact on the decision →					
Level of engagement	Inform	Consult	Involve	Collaborate	Empower
Description	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions	To obtain public feedback on analysis, alternatives and/or decisions	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution	Final decision making power
Promise to stakeholders	We will keep you informed	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision	We will work with you to ensure that 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 advice and recommendations into the decisions to the maximum extent possible.	We will implement what is decided
Example	Communications e.g. website, e-newsletters, social media, mail outs	Community consultation e.g. survey	Community consultation e.g. workshops	CHRMAPP Community Reference Group	Council are the final decision makers

Questions

Agenda item 7 – CHRMAP community consultation

Community engagement methods

Examples of engagement methods:

- Social media, website & newsletters
- Letters, flyers, signage & brochures
- Surveys
- Forums, workshops & information sessions
- Community Reference Groups
- Council meetings



Community engagement methods

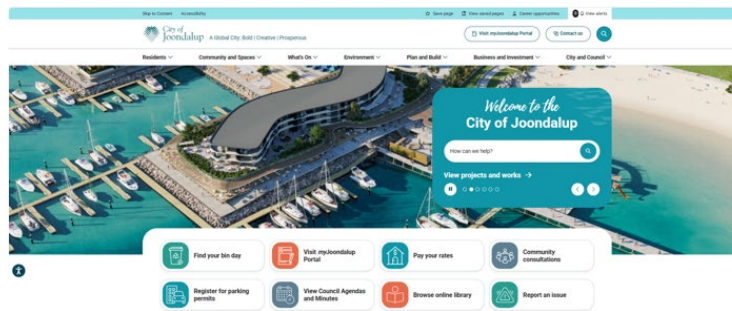


Print	Digital	Out of Home	Other
City News to letterboxes	Google advertising	Shopping centre banners	Radio advertising
Joondalup Voice (Perth Now)	Social Media adverts (Facebook, Instagram)	Street flags, pole wraps, roadside banners	Community service announcements
Posters	You tube channel	Train station ads	On hold messages
Brochures	eNewsletters	Bus shelter ads	Events
Flyers	Catch up TV (digital)	On premise signage, promotion at venues	Sponsorships and partnerships
Media coverage	Media coverage	Digital screens	TV and Cinema advertising

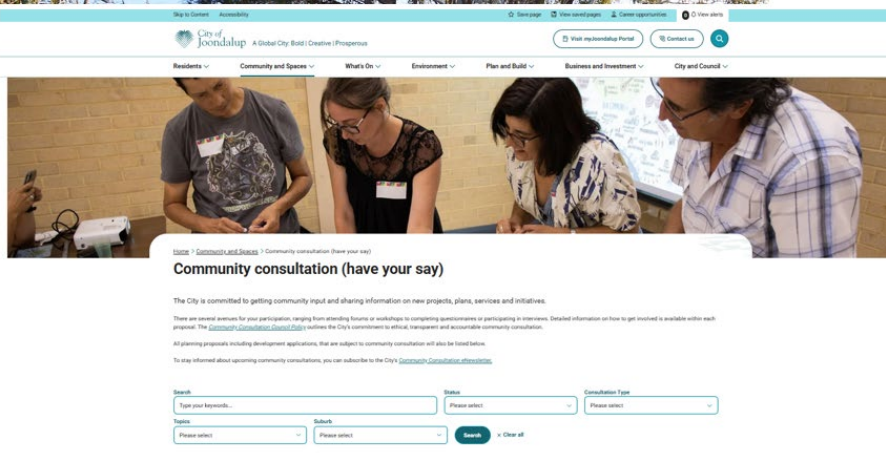
Website and e-newsletters



- 25,000 unique website visits every month
- 25,000 webpage visits
- 10 e-newsletters with more than 80,000 subscriptions



Community consultation webpage (have your say)



Social media

Facebook - 26.8k followers

Twitter – 2.8k followers

LinkedIn – 1.4k followers

Instagram – 900 followers

YouTube – almost 100 videos



Questions

Agenda item 8 – next steps

Next steps

- City officers will draft a Community and Stakeholder Engagement Strategy using CRG outcomes
- The Strategy will be circulated to CRG members out of session for comments in July 2025
- City Officers will seek Council endorsement on the draft Strategy on 26 August 2025

Next meeting

CRG Meeting#3
Wednesday 12 November
Community Coastal Values