

OCEAN REEF MARINA COMMUNICATIONS STRATEGY

March 2016

Version No.	Date	Status	Amendments / Comments	Distributed by:
Rev 4	220316	Final	CEO, MMC and TBB Comments	G Hunter

TABLE OF CONTENTS

1. EXECUTIVE SUMMARY	3
2. INTRODUCTION	3
2.1 Background	3
2.2 Memorandum of Understanding	4
2.3 Environmental and Planning Approvals Processes.....	4
2.4 Local Structure Plan	5
2.5 Environmental Stakeholder Consultation Strategy	5
3. COMMUNICATIONS PLAN	5
3.1 Purpose and Scope.....	5
3.2 Stakeholder identification and communication methodology.....	6
3.3 Communication methods and techniques	9
3.4 Implementation – Roles and Responsibilities	10

TABLES

Table 1: Stakeholder groups and communication methods	7
Table 2: Communication methods and timing	11
Table 3: Timetable of communication events	15

APPENDICES

- Appendix 1: Indicative Approvals Timelines
- Appendix 2: Outline of dedicated Ocean Reef Marina website
- Appendix 3: Proposed Fact Sheet List
- Appendix 4: Email Mailing List

1. EXECUTIVE SUMMARY

The Ocean Reef Marina Communications Strategy will guide the City in providing project information to key stakeholders and the community during the planning and environmental approvals phase of the Ocean Reef Marina project (the Project).

A key element of the planning and environmental approvals is the advertising for public comment of the Metropolitan Region Scheme (MRS) amendment, the Public Environmental Review (PER) and the Ocean Reef Marina Structure Plan (SP). Through agreement with the relevant decision making authorities it is anticipated that this advertising will occur concurrently in the latter half of 2016; however the timing is subject to a variety of external factors.

A substantial amount of detailed information on the proposed Ocean Reef Marina will be publically available and it is considered vital that key stakeholders and the community are fully conversant with the status of the project, the objectives of the approvals processes, the statutory methodology of the processes, the avenues available for comment and feedback and how the City proposes to progress the project beyond the approvals phase.

A component of the Environmental Stakeholder Consultation Strategy (prepared and implemented by consultants Strategen as part of the PER) the Ocean Reef Marina Communications Strategy identifies the key stakeholders, the communication methods to be used, information to be disseminated and an indicative implementation timetable.

The implementation of the Ocean Reef Marina Communications Strategy will be the responsibility of the City Projects and Marketing Business Units with support from the Ocean Reef Marina Project Team.

2. INTRODUCTION

2.1 Background

The City proposes the Ocean Reef Marina to be world class recreational, residential, boating and tourist development. The Project site is located approximately 6 km southwest of the Joondalup City Centre on coastal land west of Ocean Reef Road, south of Crown Reserve 45122 and north of Crown Reserve 45136.

The Project will involve the upgrade and expansion of the existing Ocean Reef Boat Harbour into a mixed use 'working marina' enabling club, service commercial and marine industrial uses in the north; a central retail, tourist and residential precinct; and a southern boating precinct inclusive of ramps, coastal amenities and parking. The existing harbour will be expanded approximately 1 km to the north and 300 m to the west and will be protected by two large breakwaters.

In 2009 Council endorsed Concept Plan 7 for public comment. Concept Plan 7 was developed by an iterative process with input from the Ocean Reef Marina Committee, Ocean Reef Marina Community Reference Group and Ocean Reef Marina Steering Committee. Since that time, the concept plan has been amended resulting in Concept Plan 7.2A.

2.2 Memorandum of Understanding

In 2012, the City executed a Memorandum of Understanding (MOU) with the State Government which acknowledges a joint appreciation of the importance of this Project and sets out roles of each party in resolving ongoing issues related to its delivery. Co-signed by the Minister for Transport and the Minister for Planning, the MOU is an endorsement of the shared commitment of the parties to proceed collaboratively with the Project.

In October 2015 it was agreed that Council request the Minister for Planning to initiate action for the State Government to assume the role of proponent for the Ocean Reef Marina project. One of the actions initiated could result in the development of a renewed and expanded MOU between the State Government and the City that will again outline the joint commitment to the Project and the role of each party in facilitating approvals to enable development of the Project.

Further, the State Government has directed LandCorp to undertake a review of the current concept plan and business case for the project. The review is being undertaken in collaboration with the City and the project consultants and it is anticipated that the review will be completed by mid-2016.

2.3 Environmental and Planning Approvals Processes

The Project requires an amendment of the Metropolitan Region Scheme (MRS) to change the zoning of the site from Parks and Recreation to Urban, Waterways and new Parks and Recreation Reserved Lands under the *Planning and Development Act 2005*.

The MRS amendment was referred to the Environmental Protection Authority (EPA) for consideration under section 48A of the *Environmental Protection Act 1986* (EP Act) on 9 May 2014 and was given a decision of 'not assessed – advice given'. The basis for this decision is that detailed environmental assessment is only required for the marine aspects of the Project and this can be better undertaken through a section 38 process, as outlined below:

- (a) Land based development: The Project includes clearing of vegetation which will be assessed under the *Environmental Protection (Clearing of Native Vegetation) Regulations 2004*. The excision and clearing of land within Bush Forever site 325 will be addressed through a mitigation and offset package that will be prepared and assessed through the MRS amendment process.
- (b) Marine based development: The Project includes significant marine works (including dredging, reclamation and breakwater construction) to develop the marina and warrants a full environmental impact assessment by the EPA under section 38 of the EP Act.

The marine based components were referred to the EPA and the level of assessment set at a Public Environmental Review.

The Office of the Environmental Protection Authority and the Department of Planning have agreed, in principle, to the concurrent assessment (including advertising for public comment) of the MRS Amendment and the PER.

An indicative approvals timeline is provided in Appendix 1.

2.4 Ocean Reef Marina Structure Plan

Concurrent to the above, the City is preparing the Ocean Reef Marina SP (based on Concept Plan 7.2A) to provide a planning framework for the development. It is intended that the Ocean Reef Marina SP, MRS Amendment and PER will be advertised for public comment at the same time.

2.5 Environmental Stakeholder Consultation Strategy

As part of the PER the EPA expects that the City will consult with stakeholders who are interested in, or affected by, the Project.

The Environmental Stakeholder Strategy, prepared by environmental consultants Strategen, identifies the key stakeholders and potential issues relative to the PER. Stakeholder consultation at this level will be led by Strategen and the results of the consultation will be reported in the PER document.

The PER also requires the City to report on consultation and communication undertaken as part of this communications strategy.

3. COMMUNICATIONS STRATEGY

3.1 Purpose and Scope

The Ocean Reef Marina Communications Strategy is an important part of the Environmental Stakeholder Consultation Strategy and the MRS Amendment and Ocean Reef Marina SP approval processes.

A substantial amount of detailed, technical information will be made available to all stakeholders (including the wider community) during the public advertising period. Further, the approvals process being undertaken by the City is unique and complex and it is considered vital that, as far as possible, all stakeholders have a good understanding of the process being undertaken by the City.

Therefore, the objectives of the Ocean Reef Marina Communications Strategy are to:

- (a) To build on the community consultation previously undertaken by the City and to harness the high level of community support for the Project.
- (b) Ensure the City engages effectively with identified stakeholders, including potential opponents, throughout the various phases of the Project.
- (c) Ensure the consultation undertaken identifies the key concerns and issues regarding the Project to ensure they are addressed in the information disseminated to all stakeholders.
- (d) Identify the appropriate methodology for communicating with stakeholder groups and the general community.
- (e) Ensure key stakeholders and the general community are adequately informed of the environmental and planning approvals processes the City is currently undertaking including, but not limited to, opportunities for public comment on the Project.

- (f) Provide key stakeholders and the general community with information on the City's proposed course of action following the completion of the environmental and planning approvals process.

The Communications Plan outlines:

- Targeted stakeholder groups
- Methodology and timetabling of communication with stakeholders and the general community.
- Key responsibilities for implementation of the Communications Strategy.

3.2 Stakeholder Identification and Communication Methodology

For the purposes of this Communications Strategy, the identification of stakeholders is based on previous consultation and the requirements for the dissemination of information during the approvals processes and beyond.

It is important to note that the communication/consultation proposed in this strategy is in addition to that proposed in the Environmental Stakeholder Consultation Strategy.

The identified stakeholder groups are:

- (a) City of Joondalup: The City's Mayor and Elected Members, individually and through the Major Projects Committee, as advocates for the project. It is therefore considered vital that they have a detailed understanding of all aspects of the Project.
- (b) City Officers also have a role to play in the dissemination of information to the City's residents and ratepayers given the direct public contact many have. Ocean Reef Marina Community Reference Group (CRG): Consisting of community and special interest group representatives CRG has the potential to influence community opinion and may play an important role in disseminating information to the community.

It should be noted that the CRG was not re-established by Council in 2013. While the CRG has not met since 2010, updates on the Project were provided in 2010, 2012, 2013 and 2014. Engagement with the members of this group is still considered appropriate given their knowledge of the project.

- (c) Government: Senior government stakeholders such as the Premier and the Ministers for Transport, Planning and the Environment as well as other government departments and agencies have the ability to influence the Project.

The Ocean Reef Marina Government Steering Committee plays an important role during the approvals process both through the PER process and other aspects of the Project. Members of this Committee represent the Departments of Planning, Parks and Wildlife and Transport, the Office of the Environmental Protection Authority, LandCorp and Water Corporation. It is therefore considered advantageous to maintain regular engagement with this committee.

- (d) The Cities of Wanneroo and Stirling have been identified as potential conduits of information given the potential impact of the Project on the north-west metropolitan area.

- (e) **Industry Groups:** Industry stakeholders may directly and/or indirectly influence industry perceptions of the Project to progress and operate. These stakeholders also have the potential to influence the approvals processes through submissions to the relevant decision making authorities.
- (f) **Non government organisations and groups:** These organisations/groups may directly and/or indirectly influence the community's perceptions of the Project. These groups also have the potential to influence the approvals processes through submissions to the relevant decision making authorities.
- (g) **Educational/research organisations:** Liaison with universities and entities such as the CSIRO may identify and resolve issues and may also identify potential collaborative educational opportunities (on or off-site).
- (h) **General community:** Members of the general community may directly and/or indirectly influence the approvals processes through submissions to the relevant decision making authorities. The general community may also influence the Project at the local and state political level.

A summary of the identified stakeholders and the proposed communication methods is provided in Table 1.

Table 1: Stakeholder and communication methods

Stakeholder	Communication Method
City of Joondalup	
Mayor	CEO Briefings
Elected Members	Desk of the CEO Project Briefings
Major Projects Committee	Regular meetings/briefings
Ocean Reef Marina Community Reference Group	Regular meetings/briefings Written communication Advertorial Website Community Forums
City Officers	Project Briefings Intranet
Government	
Premier Deputy Premier	Mayoral/CEO Briefing Written communication
Minister for Transport Minister for Planning Minister for the Environment Minister for Tourism Minister for Lands Opposition Leader Shadow Minister for Planning and Transport Shadow Minister for the Environment	Mayoral/CEO Briefing Written communication
Member for Ocean Reef Member for Joondalup Member for Hillarys Member for Wanneroo	Mayoral/CEO Briefing Written communication Email mailing list

Stakeholder	Communication Method
Members for North Metropolitan	
LandCorp Environmental Protection Authority Western Australian Planning Commission Department of Parks and Wildlife Department of Fisheries Department of Lands Department of Planning Marine Parks and Reserves Authority	CEO/Project Team Briefing Written communication
Ocean Reef Marina Steering Committee	Written communication Email mailing list Advertorial
Tourism WA	CEO/Project Team Briefing Written communication Email mailing list
City of Wanneroo & City of Stirling (Mayor and Chief Executive Officer)	Mayoral/CEO Briefing Written communication Email mailing list
Other agencies as identified	CEO/Project Team Briefing Written communication Email mailing list
Industry/recreational Groups	
Boating WA Surf Life Saving WA Recfishwest Experience Perth (incorporating the Sunset Coast)	Project Team Briefing Written communication Email mailing list
West Coast Abalone Divers Association Abalone Association of WA	Project Team Briefing Written communication Email mailing list
Joondalup Business Association Property Council WA UDIA	Project Team Briefing Written communication Advertorial
Non government organisations & groups	
Universities and CSIRO	Written communication Project Briefings (as appropriate)
Joondalup Coast Care Forum Friends of Marmion Marine Park Friends of North Ocean Reef-Iluka Foreshore Save Joondalup Beaches Mullaloo Beach Community Group Other local environmental groups (as identified)	Written Communication Project Team Briefing Advertorial Fact Sheets Website Email mailing list
Ocean Reef Sea Sports Club Whitfords Volunteer Sea Rescue Group	ORM Community Reference Group Project Team Briefings Email mailing list Website
Surfing WA Yachting WA Australian Anglers Association Fishing WA	Project Briefings Written communication Email mailing list Website

Stakeholder	Communication Method
Ocean Reef Progress Association (TBC) Iluka Homeowners Association Currambine Residents Association	Email mailing list Project Briefings Website Community Forums
General Community (including individuals who have previously expressed interest in the project through direct contact with the City and/or attended previous forums).	Website, Joondalup Voice Social media/online promotional campaign Various traditional media Rates Notice Article Fact Sheets Public information booths / open days Promotional displays Email mailing list Individual briefings (as appropriate) Community Forums

3.3 Communication Methods and Techniques

Communication methods are tailored to respond to the current and anticipated interests and issues of the identified stakeholders taking cognisance of their sphere of influence. These interests and issues are expected to evolve as the Project progresses and the Communications Strategy is intended to be adapted and modified to suit the changing needs of the stakeholders and the community.

The timing of the activities identified in this Strategy are contingent on the timing of the approvals processes for the PER, MRS and Ocean Reef Marina Structure Plan. The timetable has been prepared based on the PER assessment timeline. Further actions will be identified following confirmation of dates.

The public advertising period for the PER and the MRS amendment is a key milestone for the communications strategy and will be an intensive period of community consultation. The PER process has statutory requirements for the advertising, distribution and availability of the PER during the eight week public review period. The volume of interest in the Project is expected to be high and the communications strategy aims to facilitate informed comment during the public review.

Key Stages of Assessment

Anticipated Date

City submits first adequate draft PER document to EPA	May 2016
OEPA provides comment on first adequate draft PER document	June 2016
City submits adequate finalised PER document	July 2016
EPA releases authorised PER document for public review	August 2016
Public advertising of PER, MRS and Ocean Reef Marina Structure Plan	August/Sept 2016
EPA provides Summary of PER Submissions	October 2016
City provides responses to PER Submissions	December 2016
OEPA reviews the Responses to PER Submissions	February 2016
OEPA assesses proposal for consideration by EPA	March 2017
Preparation and finalisation of EPA assessment report	May 2017
Appeals period and determination of appeals	July 2017
Ministerial Statement	August 2017

The above key assessment stages relate to the PER only. Finalisation of the PER will determine the timing of the finalisation of the MRS Amendment, Ocean Reef Marina Structure Plan and other processes.

The communication methods and proposed timing to be used are outlined in Table 2 and Table 3 provides a timetable of the proposed communication events.

3.4 Implementation – Roles and Responsibilities

The implementation of the Plan will primarily be the responsibility of the City Projects and Marketing and Communications Business Units.

Input is also anticipated from the Strategic and Organisation Development Business Unit to ensure the communication/consultation conforms to the relevant City policies. Input will also be required from the Project Team particularly in relation to project briefings, what information can be communicated and the preparation of technical and process information.

3.5 Budget

The Ocean Reef Marina project budget contains an allocation of \$93,000 for communications and marketing. This amount is considered adequate to undertake the proposed Communications Strategy.

Table 2: Communication methods and timing

Communication Method	Description	Stakeholder Group	Timing	Responsibility
WEBSITE Appendix 2 refers	<p>The existing Ocean Reef Marina webpage (accessed via the City's website) will be updated to include only that information relevant to the approvals process.</p> <p>Additional information will be available through downloaded information/fact sheets.</p> <p>Consideration will also be given to permanently highlighting the project through the "hero" images on the City's homepage.</p> <p>The updated website will be a central repository for all public information regarding the Project and will provide clear guidance on the opportunities and methods to comment on the Project.</p> <p>The updated website will also provide the opportunity to request more information, provide feedback and will include all relevant contact details.</p>	All stakeholders for general information provision; targeted towards the general public.	Website updated as soon as possible with regular updates made as new information becomes available.	<p>Marketing Team in collaboration with City Projects.</p> <p>Input also provided by Strategic & Organisation Development and the Project Team.</p>
SOCIAL MEDIA	Facebook / Twitter campaigns driving people to the current status on the website – particularly once the PER advertising date is known.	Targeted primarily towards the general public.	Initial post as soon as possible with regular monthly posts following.	Marketing Team in collaboration with City Projects on content.
MAILING LIST EMAILS	<p>Initial email on current status then regular updates – particularly once the PER advertising date is known.</p> <p>The mailing list to comprise those people who have previously expressed an interest in the project – email/phone contact with the City, attendees at the previous community forums etc</p>	<p>General public</p> <p>CRG</p> <p>Community Groups</p> <p>Environmental Groups</p> <p>Business Groups</p> <p>City Officers</p> <p>Other groups (as identified)</p>	Initial email as soon as possible with regular monthly emails following.	City Projects in collaboration with the Marketing Team on content.
ADVERTORIAL	Published in the Community Newspapers providing comprehensive information regarding the project and the approvals processes.	All stakeholders; targeted toward the general public.	As soon as possible following submission of the draft PER documents to the EPA.	City Projects Marketing Team Project Team

Communication Method	Description	Stakeholder Group	Timing	Responsibility
BROCHURE	Information included will be similar to, and provide reinforcement to, the Advertorial above including frequently asked questions. Available via the website, electronically to interested parties, Customer Service Centres, Leisure Centres, Libraries, City Administration and Promotional booths/displays.	Primarily for the general public and interested community groups – including the CRG.	As soon as possible following submission of the draft PER documents to the EPA.	City Projects in consultation with Marketing Team. Input also provided by Strategic & Organisation Development and the Project Team.
FACT SHEETS	Providing detailed and specific information on the various aspects of the Project including the approvals processes. Fact Sheets will also be available through the website, at the City's Customer Services Centres, Leisure Centres, Libraries, City Administration and Promotional Booths /displays.	Primarily for the general public and interested community groups – including the CRG.	As soon as possible in line with website update.	City Projects in consultation with Marketing Team. Input also provided by Strategic & Organisation Development and the Project Team.
PROJECT BRIEFINGS	Formal and informal briefing meetings.	1 Mayor	1 Regular CEO Briefing Meetings	CEO
		2 Elected Members Major Projects Committee ORM Steering Committee	2 As identified – in line with PER timeline.	CEO City Projects Project Team
		3 Premier, Ministers and Parliamentarians	3 Prior to and/or during the PER advertising period (as appropriate)	Mayor / CEO
		4 Opposition Leader, Shadow Ministers and Parliamentarians	4 Prior to and/or during the PER advertising period (as appropriate)	Mayor/CEO
		5 Senior Public Servants	5 Prior to and/or during the PER advertising period (as appropriate)	CEO
		6 City Officers	6 As identified prior to the public advertising period.	City Projects
		7 Government agencies	7 Prior to and/or during the PER advertising period (as	CEO City Projects

Communication Method	Description	Stakeholder Group	Timing	Responsibility
			appropriate).	
MEETINGS	<p>Face to face meetings with key stakeholder groups as an “as needs/identified/requested” basis.</p> <p>Providing targeted information on the project, issues as identified and the approvals processes.</p> <p>Providing an opportunity to identify and address issues of concern with accurate information.</p>	Stakeholder groups and individuals as identified (including community groups and environmental groups).	<p>Notification of the City's intent to meet with the groups/individuals should be forwarded following submission of the draft PER documents to the EPA.</p> <p>Meetings to be scheduled once the actual timing of the public advertising period is confirmed.</p>	<p>City Projects in collaboration with members of the Project Team.</p> <p>Mayoral and CEO involvement as identified and appropriate.</p>
WRITTEN INFORMATION	Briefing notes / project updates through direct correspondence.	Senior government and other stakeholders as identified.	Aligned with the submission of the draft PER documents to the EPA.	CEO in collaboration with City Projects and the Project Team.
OTHER PUBLICATIONS	<p>Joondalup Voice, Desk of the CEO and other publications as identified.</p> <p>Providing up-to-date information on the project status throughout the approvals processes.</p>	Elected Members, City Officers and the general community.	Commencing as soon as possible and regularly through the approvals process.	City Projects in consultation with Marketing Team.
TRADITIONAL/ON LINE MEDIA	Articles and stories relating to project updates and promotion of approvals process.	General information to all stakeholders.	As identified following submission of the draft PER documents to the EPA.	Media Advisor in collaboration with City Projects and the Project Team.
PUBLIC INFORMATION SESSIONS/BOOTHS/ DISPLAYS	<p>Public information booths providing information to the broader community. Project Team members to be in attendance to answer questions.</p> <p>Booths could consist of maps, project information, brochure and fact sheets.</p> <p>Provided at opportunistic events, shopping centres and Customer Service Centres, Libraries and Leisure Centres.</p>	General community.	Timing to determined following confirmation of the public advertising period.	City Projects in collaboration with the Marketing Team, Strategic & Organisation Development and the Project Team.
COMMUNITY FORUMS	Providing project information to the community. Elected Members, City Officers and Project Team members to be in attendance to answer questions.	General community.	Timing to be determined prior to submission of the draft PER documents to the EPA.	City Projects in collaboration with the Marketing Team and the Project Team.

Communication Method	Description	Stakeholder Group	Timing	Responsibility
RATES NOTICE ARTICLE	An article on the project to be included in the City's brochure accompanying the Rates Notices (which are sent to all City ratepayers).	City ratepayers	July 2016	City Projects in collaboration with the Marketing Team and Rates Team.

Table 3: Timetable of communication events

MONTH	EVENT	WHO
MARCH 2016	Mayoral Briefings	CEO
	Prepare written correspondence for government agencies	City Projects
	Schedule Steering Committee Meeting	City Projects
	Schedule CEO briefing meetings with government agencies	Office of the CEO
	Website updated	City Projects / Marketing / Project Team / SODs
	Social media article uploaded	City Projects / Marketing / Project Team / SODs
	Prepare Fact Sheets, brochure and advertorial	City Projects / Marketing / Project Team / SODs
APRIL 2016	Mayoral Briefings	CEO
	Major Projects Committee meeting	CEO / City Projects / Project Team
	Steering Committee meeting	CEO / City Projects / Project Team
	Desk of the CEO article prepared and published	City Projects / Marketing / Office of the CEO
	CEO meetings with government agencies	CEO
	Correspondence finalised & forwarded	City Projects / CEO
	Briefing meetings with government agencies	MCP / Project Team
	Website updated	Marketing
Email to mailing list	City Projects / Marketing	
MAY 2016	Mayoral Briefings	CEO
	Correspondence to special interest groups finalised & forwarded	CEO / City Projects
	Community Forums	CEO / City Projects / Marketing / Project Team
	Website updated as appropriate	City Projects / Marketing / Project Team
	Email to mailing list	City Projects / Marketing / Project Team
JUNE 2016	Mayoral Briefings	CEO
	Major Projects Committee Meeting	CEO / City Projects / Project Team
	Finalise advertorial and brochure	City Projects / Marketing
	Meetings scheduled with special interest groups (as identified)	City Projects / Project Team
	Desk of the CEO article prepared and published	City Projects / Marketing / Office of the CEO
	Website updated	City Projects / Marketing / Project Team

MONTH	EVENT	WHO
	Email to mailing list	City Projects / Marketing / Project Team
	Prepare material for promotional displays	City Projects / Marketing / Project Team
JULY 2016	Mayoral Briefings	CEO
	CEO meetings with Cities of Stirling and Wanneroo	CEO / MCP
	ORM Steering Committee meeting	CEO / City Projects / Project Team
	Email to mailing list	City Projects / Marketing / Project Team
	Schedule and prepare for shopping centre information displays	
	Media articles prepared	
	Social media article uploaded	
	Website updated	City Projects / Marketing / Project Team
AUGUST 2016	PER and MRS amendment published. Regulatory requirements regarding advertising, availability and distribution of PER copies etc.	Project Team
	Mayoral Briefings	CEO
	Major Projects Committee	CEO / City Projects / Project Team
	City Officers briefed	City Projects
	Advertorial and brochure finalised and distributed	City Projects / Marketing / Project Team
	Desk of the CEO article prepared and published	City Projects / Marketing / Office of the CEO
	Promotional displays erected at Customer Service Centres etc	City Projects / Marketing
	Shopping centre information displays	
	Email to mailing list	
	Website updated	
	Media articles / advertisements	
	Update site signage	
	Social media article uploaded	
	Meetings with special interest groups as appropriate	City Projects / Project Team
SEPTEMBER 2016	Mayoral Briefings	CEO
	Website updated	City Projects / Marketing / Project Team
	Meetings with special interest groups as appropriate	City Projects / Marketing

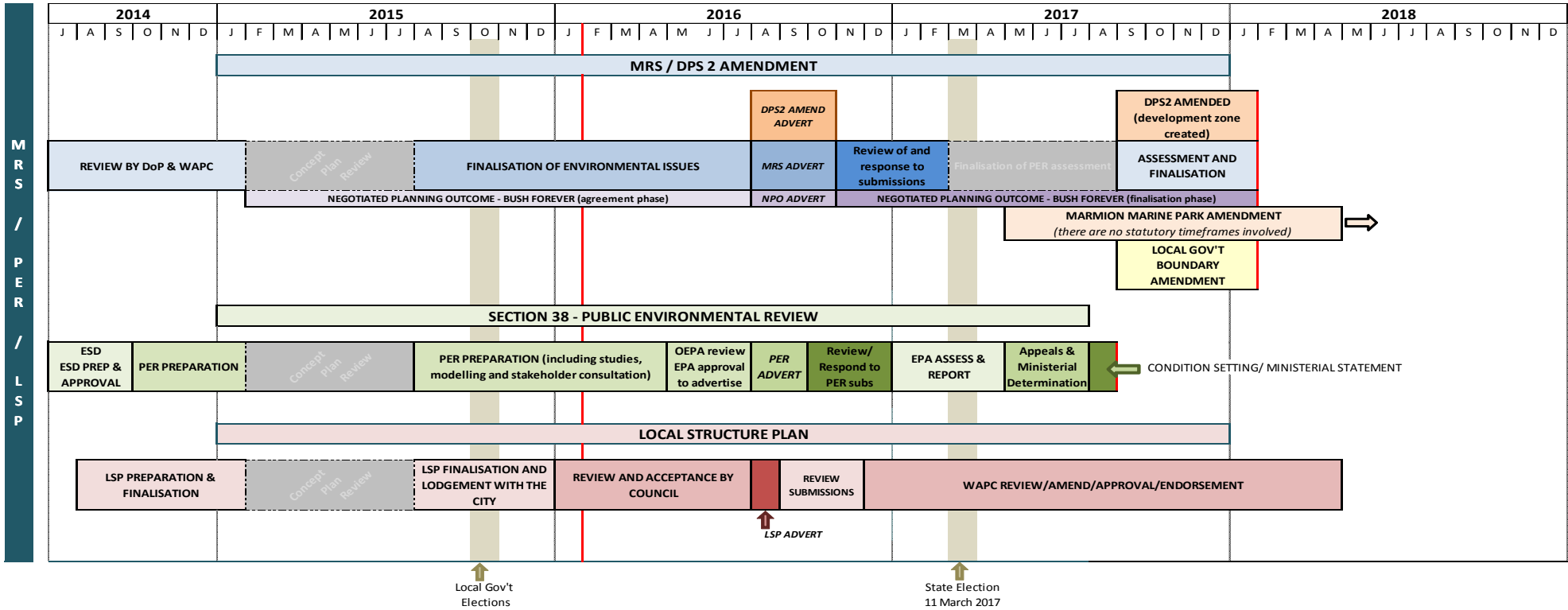
MONTH	EVENT	WHO
	Desk of the CEO article prepared and published	
	Media articles / advertisements	
	Email to mailing list	City Projects
OCTOBER 2016	Mayoral Briefings	CEO
	Major Projects Committee	CEO / City Projects / Project Team
	Steering Committee Meeting	CEO / City Projects/ Project Team
	Website updated	Office of the CEO
	Email to mailing list	City Projects / Media Advisor
NOVEMBER 2016 – AUGUST 2017	Mayoral Briefings	CEO
	Emails to mailing list	Mayor / CEO / City Projects / Marketing / Project Team
	Website updated	CEO / City Projects / Project Team
	Major Projects Committee Meetings	City Projects / Project Team
	State Election (March 2017)	Mayor / CEO / City Projects
	Desk of the CEO articles prepared and published	City Projects / Marketing / Office of the CEO
	Steering Committee Meetings	City Projects / Marketing / Project Team
<p><i>Further actions / activities to be determined following completion approvals process. Finalisation of the MRS Amendment and Ocean Reef Marina Structure Plan (and other matters) is dependent on the timing of the PER process.</i></p>		

APPENDIX 1

OCEAN REEF MARINA – INDICATIVE APPROVALS TIMELINES

OCEAN REEF MARINA - POTENTIAL EXPEDITED APPROVALS TIMELINE
(as at December 2015)

CONCURRENT PUBLIC ADVERTISING PROPOSED



Note: This timeline is INDICATIVE only - and is constantly being reviewed by the City in conjunction with the relevant government agencies

APPENDIX 2

OCEAN REEF MARINA: UPDATED WEBSITE

OCEAN REEF MARINA: DRAFT UPDATED WEBSITE OUTLINE

The Ocean Reef Marina webpage will be maintained through the City's website with the project permanently highlighted through a "hero" image on the home page.

LANDING PAGE

- Brief outline of approvals process – planning and environmental
- Project Outline
- How the community can make submissions
- Where to next?
- Contact information – dedicated email address and contact number
- Regular interest in project / provide feedback / request further information
- Links to:
 - EPA website: s38 EP Act referral
 - EPA determinations
 - Environmental Scoping Document (ESD)
 - Fact Sheets
 - Concept Plan

COMMUNITY

- Benefits of the development
- Community Consultation
- Other consultation

ENVIRONMENT

- Brief outline of the Public Environmental Review Process
- Baseline Studies
- Outline of PER document
- Public Advertising
- Appeal Process
- Federal Environmental Assessment

PLANNING

- Brief outline of the MRS amendment process
- Public Advertising
- Structure Plan
- Brief outline of the Structure Plan process
- Public Advertising

FREQUENTLY ASKED QUESTIONS

APPENDIX 3

OCEAN REEF MARINA FACTS SHEETS

PROPOSED OCEAN REEF MARINA FACT SHEETS

- Environmental Approvals Process
- MRS Amendment Process
- Structure Plan process

APPENDIX 4

STAKEHOLDER DETAILS

Government Stakeholders

Federal

- Ian Goodenough MP – Member for Moore

State

- Hon Colin Barnett MLA – Premier
- Hon Lisa Harvey MLA – Deputy Premier (acting for Albert Jacob MLA, Minister for the Environment on this issue)
- Hon John Day MLA – Minister for Planning; Culture and the Arts
- Hon Dean Nalder MLA – Minister for Transport
- Hon Kim Hames MLA – Minister for Tourism
- Hon Terry Redman MLA – Minister for Lands
- Hon Albert Jacob MLA – Member for Ocean Reef (Minister for the Environment)

State Opposition

- Hon Mark McGowan MLA – Leader of the Opposition
- Rita Saffioti MLA – Shadow Minister for Planning; Finance; Transport; Infrastructure
- Christopher Tallentire MLA – Shadow Minister for Environment; Climate Change

Parliamentary Members

- Hon Liz Behjat MLC – Member for North Metropolitan Region
- Hon Peter Collier, MLC – Member for North Metropolitan Region
- Hon Peter Katsambanis, MLC – Member for North Metropolitan Region
- Hon Michael Mischin, MLC – Member for North Metropolitan Region
- Hon Martin Pritchard, MLC – Member for North Metropolitan Region
- Hon Ken Travers, MLC – Member for North Metropolitan Region

- Jan Norberger MLA – Member for Joondalup
- Paul Miles MLA – Member for Wanneroo
- Hon Rob Johnson MLA – Member for Hillarys

Senior Public Servants

- Dr Tom Hatton – Chair, Environmental Protection Authority
- Chair – Marine Parks and Reserves Authority
- Kim Taylor – General Manager, Office of the Environmental Protection Authority
- Eric Lumsden – Chair, Western Australian Planning Commission

- Gail McGowan – Director General, Department of Planning
- Reece Waldock – Director General, Department of Transport
- Dr Jim Sharp – Director General, Department of Parks and Wildlife
- Peter Conran – Director General, Department of Premier and Cabinet
- Colin Slattery – Director General, Department of Lands
- Sue Osborne – Senior Environmental Officer Marine, Department of Parks and Wildlife
- Liesl Rohl – Manager Environmental Planning, Office of the Environmental Protection Authority
- Loretta van Gasselt – Planning Manager, Department of Planning
- ORM Steering Committee:
 - Jos Mensink – Manager Corporate Real Estate, Water Corporation
 - Danny Nimbalker – Manager Business Development and Acquisition, LandCorp
 - Kym Petani – Director Metropolitan Planning North West, Department of Planning
 - Hans Jacob – Manager Infrastructure Assessment Branch, Office of the Environmental Protection Authority

Other Local Government

- Tracey Roberts – Mayor, City of Wanneroo
- Daniel Simms – Chief Executive Officer, City of Wanneroo
- Giovanni Italiano – Mayor, City of Stirling
- Stuart Jardine – Chief Executive Officer, City of Stirling

Other stakeholders

- Tourism WA
- Edith Cowan University
- CSIRO
- Property Council WA
- UDIA
- Ocean Reef Marina Community Reference Group
- Ocean Reef Sea Sports Club
- Whitfords Volunteer Sea Rescue Group
- Experience Perth (incorporating the Sunset Coast)
- Abalone Industry Association of WA
- West Coast Abalone Divers Association
- Joondalup Business Association
- Iluka Homeowners Association
- Currambine Residents' Association
- Conservation Council of WA
- Joondalup Coastcare Forum
- Friends of North Ocean Reef / Iluka Foreshore
- Mullaloo Beach Community Group
- Save Joondalup Beaches
- Surf Life Saving WA
- Surfing WA

- Recfishwest
- Yachting WA
- Australian Anglers Association (WA Division) Inc
- Fishing WA

Proposed email mailing list

- Attendees from the 2013 Community Forums (approx 200)
- Previous correspondents with the City (approx 250)
- Community Reference Group Members (approx 30)
- City Officers
- Ocean Reef Sea Sports Club
- Whitfords Volunteer Sea Rescue Group
- Experience Perth (incorporating the Sunset Coast)
- Abalone Industry Association of WA
- West Coast Abalone Divers Association
- Joondalup Business Association
- Community Stakeholder Groups:
 - Residents/ratepayers associations
 - Iluka Homeowners Association
 - Currambine Residents' Association
 - Environmental groups
 - Joondalup Community Coastcare Forum
 - Friends of North Ocean Reef / Iluka Foreshore
 - Mullaloo Beach Community Community Group
 - Save Joondalup Beaches
 - Marine recreational groups
 - Surf Life Saving WA
 - Surfing WA
 - Recfishwest
 - Yachting WA
 - Australian Anglers Association (WA Division) Inc
 - Fishing WA