

## **Community Consultation and Communication Plan - Specified Area Rating for Burns Beach**

### **Purpose of Consultation**

- To determine the overall level of support for the introduction of a Specified Area Rate (SAR) within the boundaries of Burns Beach.
- To determine the level of support for various rating and service level scenarios that could apply under a Burns Beach SAR.

### **Background**

In October 2013, the City of Joondalup received a request from the Burns Beach Residents Association Incorporated to consider establishing a SAR within Burns Beach to fund additional landscaping services across the suburb.

This is the first request for a SAR since the introduction of the City's Specified Area Rating Policy (SAR Policy) in 2010 and as such, will be the first instance where the Policy is applied.

This Consultation and Communication Plan outlines a methodology for applying the City's SAR Policy to assist Council in determining whether the introduction of a SAR is supported by Burns Beach ratepayers or not.

### **Who will be consulted?**

The consultation will affect all ratepayers within the suburb of Burns Beach, estimated to be 1,156 households.

### **Implications of the City's SAR Policy**

The City's SAR Policy states that *'It is solely at the Council's discretion as to whether or not it will agree to impose a Specified Area Rate, however, the Council will not consider agreeing to a proposal unless the survey results show support by not less than 75% of all property owners surveyed.'*

Consultations conducted over the past two years which have affected Burns Beach residents attracted an average survey return rate of less than 30%. Therefore, setting a minimum target of 75% for returned and supported surveys within the suburb is ambitious. However, given the nature of the subject it is anticipated that higher than normal response rates would be obtained. Nonetheless, achieving this target will be affected by how accessible the target audience is to receive and respond to a survey, within the stated consultation period, and the methodology for encouraging feedback adopted by the City.

Table 1 below illustrates the break-down of accessibility of the target audience.

**Table 1 - Ratepayers within Burns Beach**

Ratepayers in Burns Beach	N	%	Level of Accessibility
<b>Owner Occupiers</b>	676	58.48%	High
<b>Owners who do not live in the property</b>	420	36.33%	Medium to Low
<b>PEET Ltd.</b>	60	5.19%	N/A (considered as a stakeholder)
<b>TOTAL</b>	<b>1156*</b>	<b>100.00%</b>	

*\*Note: 292 of the 1156 properties (25.26%) within Burns Beach are vacant land. They are still subject to a SAR if introduced, but will cost property owners significantly less than those who own improved land due to a lower GRV.*

Of all rateable properties in Burns Beach, 58.5% are owner occupied. There are also 60 properties (5.19%) that are still owned and being sold by PEET Ltd, which will also be subjected to the SAR if implemented. It is envisaged that PEET Ltd will provide one response on behalf of the 60 properties that are owned. A further break-down of the owners who do not live in the property is outlined in Table 2 below.

**Table 2 - Distribution of owners who do not live in the property**

Owners who do not live in property	N	%	Level of Accessibility
<b>Live within the Metro WA</b>	315	27.25%	Medium
<b>Live within Rural WA</b>	17	1.47%	Medium
<b>Mailing address is PO Box</b>	70	6.06%	Medium - Low
<b>Live in other states within Australia (excluding WA)</b>	6	0.52%	Medium - Low
<b>Live Internationally</b>	12	1.04%	Low
<b>TOTAL</b>	<b>420</b>	<b>36.33%</b>	

Of the owners who do not live in the property, 27.25% live within the WA Metropolitan region, 6.06% nominated a PO Box as their mailing address and 1.47% lives in Rural WA. All types of rateable properties in Burns Beach have been classified on a level of accessibility, as outlined in Table 3 below.

**Table 3 - Classification of Accessibility**

Rating:	Definition
<b>High</b>	<i>Owners that are deemed most likely to respond due to their ability to be contacted through multiple communication methods including: direct mail, phone-calls, door-knocking, local advertising and community meetings.</i>
<b>Medium</b>	<i>Owners may still respond, however, they have an anticipated lower response rate as their communication methods are limited to: direct mail and phone-calls (if phone contact details are available).</i>
<b>Low</b>	<i>Unlikely that owners will respond due to: distance, potential third-party management arrangements over their property and a lower level of affectedness by rate changes.</i>

Based on the accessibility of the target audience from the data above, approximately 6.23% of ratepayers are deemed “low” or “not applicable”. This means that of 100% (1,156) of rateable properties within Burns Beach, only 93.8% (1,084) of ratepayers are considered relatively accessible and most likely to respond to the consultation.

In order to met the requirements of the policy and achieve a 75% response and support rate the City requires a minimum of 867 positive responses to be returned.

## **How will they be consulted?**

### ***Ratepayers:***

To encourage the maximum level of feedback, personalised surveys will be used with information that demonstrates potential financial impacts at a household level. Previous surveys of residents as part of periodic community reviews indicate that residents prefer individualised forms of communication.

Bearing this in mind, a personalised information package will be sent to each ratepayer explaining the purpose of the consultation and advising them of the consultation period.

Each package will include:

- A covering letter
- Frequently asked questions containing information on the purpose and procedure in conducting the SAR
- Hard Copy Survey to determine the level of support
- A Reply Paid Envelope

In the final week of consultation, the City will follow up with phone calls to encourage a higher response rate. In addition, there may be an opportunity for information to be held to answer any further enquiries.

### ***Residents:***

An online survey will be available on the City's website whereby residents can provide comments on the Specified Area Rating proposal, should they choose to. Any responses received from residents will be reported to Council but not included in the analysis of results.

### ***Stakeholders:***

Defined as developers and government departments, (in this case Peet Ltd. and the Department of Lands), a letter seeking qualitative feedback will be sent to each stakeholder, seeking comment on the proposed introduction of a SAR within Burns Beach.

## **Validity**

To be a valid response, the respondent must:

- Include their Name and Address on the survey form.
- Live or own property in Burns Beach.

Surveys received from non-ratepayers/residents will not be included in the analysis process and will be considered "out of scope".

## **Date of Commencement and Duration of Consultation**

The minimum consultation period is 21 days. This SAR consultation will be extended to a 30 day period.

Following endorsement by Council for public advertising, the consultation will be conducted from **Monday 4 August – Tuesday 2 September**. These dates have been selected as outside the school holiday period in order to maximise the response rate.

## **Summary of Documents Required for the Consultation**

Burns Beach ratepayers will receive:

- An email/letter explaining the purpose of the consultation and advising them of the consultation period.
- Frequently asked questions containing information on the purpose and procedure in conducting the SAR
- Hard Copy Survey form requesting the different options provided.

- Phone calls to all ratepayers during the final week of consultation.