

**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 Ratepayers, Residents and Community Association 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 - 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

### ***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.

## **REQUEST FOR SPECIFIED AREA RATING, BURNS BEACH — SURVEY ANALYSIS REPORT**

The following provides an analysis of the quantitative and qualitative data gathered from the *Request for Specified Area Rating — Burns Beach* survey conducted with ratepayers between 4 August 2014 and 2 September 2014.

### **BACKGROUND**

#### **Suburb Demographics**

Burns Beach is the newest residential area within the City of Joondalup and is bounded by the City of Wanneroo in the north, Marmion Avenue in the east and Burns Beach Road and Ocean Parade in the south.

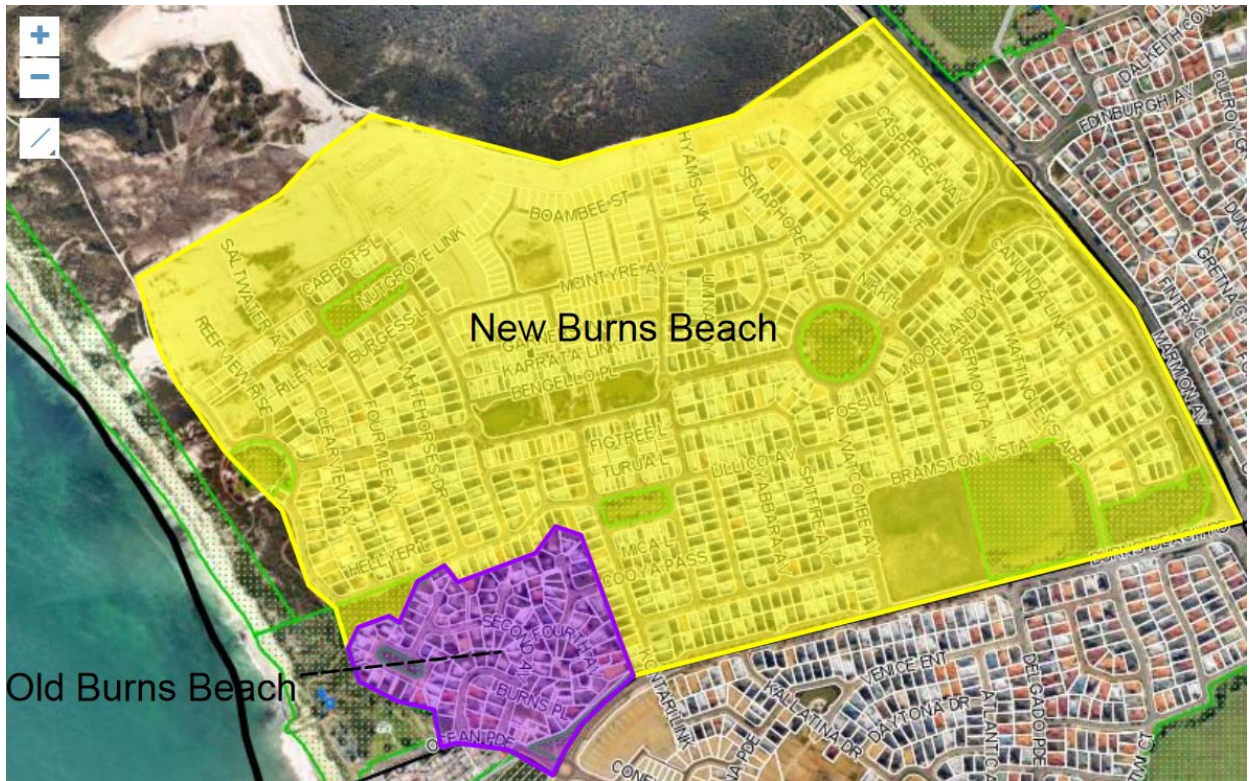
Housing development of the area dates primarily from the late 1990s. Rapid growth took place between 2006 and 2011 as large numbers of new dwellings were added to the area. The population is expected to continue to increase, largely from the new Burns Beach estate developed by PEET Ltd.

As of the 4 August 2014, there were 1251 properties located within the whole suburb of Burns Beach. The suburb is informally described by two areas (outlined in Figure 1 below);

- “Old Burns Beach” – dwellings developed between 1990 and 2005; and
- “New Burns Beach” – dwellings developed by PEET Ltd. since 2006.

A breakdown of the suburb demographics by location, property type and ownership is provided in Tables 1, 2 and 3.

**Figure 1: Boundaries of “Old Burns Beach” and “New Burns Beach”**



**Table 1: Burns Beach Properties – By Location**

Burns Beach Properties – By Location	N	%
Old Burns Beach	128	10.2%
New Burns Beach	1123	89.8%
<b>Total number of properties</b>	<b>1251</b>	<b>100.0%</b>

**Table 2: Burns Beach Properties – By Property Type**

Burns Beach Properties – By Property Type	N	%
Improved Properties <sup>1</sup>	864	69.1%
Vacant Properties <sup>2</sup>	387	30.9%
<b>Total number of properties</b>	<b>1251</b>	<b>100.0%</b>

**Table 3: Burns Beach Properties – By Ownership**

Burns Beach Properties – By Residential Type	N	%
Owner Occupier	730	58.4%
Owners of Investment Properties <sup>3</sup>	521	41.6%
<b>Total number of properties</b>	<b>1251</b>	<b>100.0%</b>

**Note:** the most recent Census data (ABS 2011) is not currently up-to-date due to Burns Beach being a Greenfield site. Therefore, it has not been possible to cross compare the demographic information provided within the Census data with the results of the survey.

<sup>1</sup> 'Improved properties' are defined as properties that have a dwelling built on the land.

<sup>2</sup> 'Vacant properties' are defined as properties that are yet to have a dwelling built on the land.

<sup>3</sup> 'Investment properties' are defined as the owners of the land that do not live at the address, whether the land is vacant or improved.

## Consultation Development

The City consulted directly with all ratepayers within Burns Beach and Community Engagement Network members who live in the suburb of Burns Beach.

A personalised information package was sent to each ratepayer explaining the purpose of the consultation and advising them of the consultation period. Each package included:

- A covering letter;
- Frequently asked questions containing information on the purpose of the consultation and the process involved in establishing a new SAR; and
- Hard copy survey to determine the level of support from households.

The consultation was also advertised on the City's website outlining the details of the consultation process. Ratepayers of Burns Beach were able to complete a hard-copy survey or complete an online form via the City's website.

To validate details, ratepayers were supplied with a property number within their consultation package and were asked to quote the number on their survey forms. The owners of multiple properties within Burns Beach were only required to complete one survey form, which would be applied across all the properties that they own.

PEET Ltd. and the Department of Lands were also sent a personalised letter seeking qualitative feedback and comment on the proposed introduction of a SAR within Burns Beach.

## SURVEY DEMOGRAPHICS

### Response Rates

(N.b. unless otherwise stated, “%” refers to the proportion of total survey respondents.)

Hard-copy surveys were sent to all 1251 ratepayers within the suburb of Burns Beach. The City collected a total of 481 responses throughout the advertised consultation period. Of those responses, 469 were deemed valid<sup>4</sup> and the data has been summarised in Tables 4 and 5.

**Table 4: Responses by type of survey completed**

Type of survey completed	Responses	
	N	%
Hard-copy survey	258	55.0%
Online survey	211	45.0%
<b>Total (valid) responses</b>	<b>469</b>	<b>100.0%</b>

**Table 5: Responses by Residential Type**

Residential Type	Responses	
	N	%
Owner Occupier	391	83.4%
Investment Properties	78	16.6%
<b>Total (valid) responses</b>	<b>469</b>	<b>100.0%</b>

### Multiple Property Owners

Out of the 469 valid responses, 6 responses received were multiple property owners within Burns Beach, equating to 27 households. PEET Ltd. also completed a written response, which was replicated across the 63 properties that it currently still owns. This information is represented below in Table 6.

**Table 6: Responses by households**

Summary - Survey Responses	Responses			
	N – (Survey Responses)	%	N – (Households)	%
Single Owners	462	98.5%	462	83.7%
Multiple Owners	6	1.3%	27	4.9%
PEET Ltd.	1	0.2%	63	11.4%
<b>Total (valid) responses</b>	<b>469</b>	<b>100.0%</b>	<b>552</b>	<b>100.0%</b>

Taking into account the respondents who own multiple properties and the response from PEET Ltd, a total of 552 households responded to the consultation survey. In conclusion, the total response rate for the consultation was calculated at **44.12%**.

<sup>4</sup> A “valid” response is one which includes the respondent’s full contact details, have responded within the advertised consultation period and for which multiple survey forms have not been submitted by the same household for the same property.

## 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.' Under the current policy, the response rate for the *Request for Specified Area Rating — Burns Beach* survey of **44.12%** falls below the policy requirements.

Notwithstanding, the result is the City's highest response rate achieved through consultation to date. Furthermore, according to [Raosoft Inc.](#), a sample size of 552 households from 1251 responses achieves a confidence rating of 99.8% (i.e. this result encompasses the true population 99.8% of the time) with a 4.92% margin of error ([Raosoft 2014](#)). As such, the response rate achieved through the survey is considered representative of the whole suburb of Burns Beach and statistically reliable.

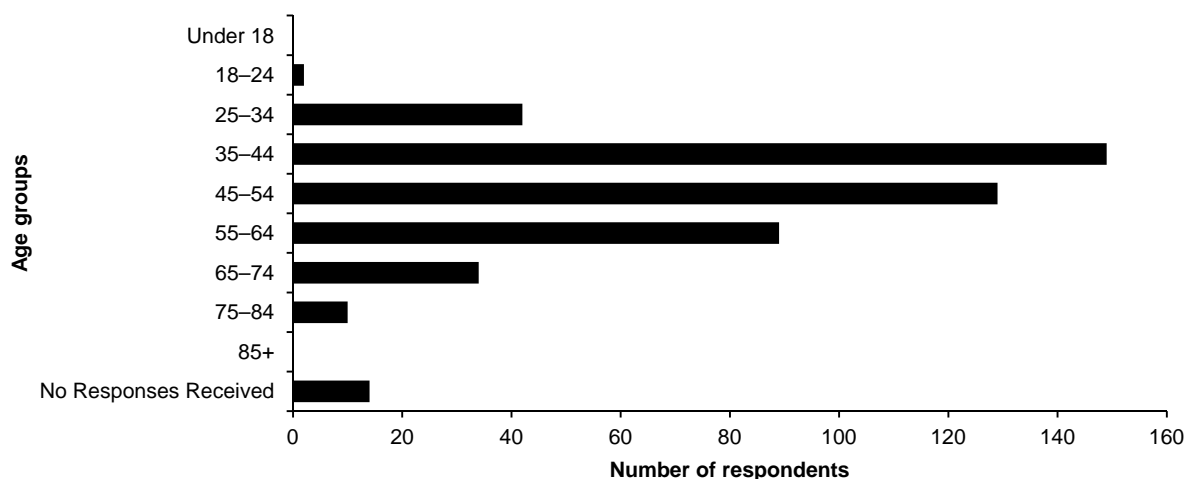
## Age

Of the 469 valid responses, the majority of respondents were aged 35–44 (31.8%), 45–54 (27.5%) and 55–64 (19.0%). This data is summarised in Table 7 and Chart 1 below.

**Table 7: Responses by age**

Age groups	Responses	
	N	%
Under 18 years of age	0	0.0%
18–24 years of age	2	0.4%
25–34 years of age	42	9.0%
35–44 years of age	149	31.8%
45–54 years of age	129	27.5%
55–64 years of age	89	19.0%
65–74 years of age	34	7.2%
75–84 years of age	10	2.1%
85+ years of age	0	0.0%
No responses received	14	3.0%
<b>Total (valid) responses</b>	<b>469</b>	<b>100.0%</b>

**Chart 1: Responses by age**





## SURVEY ANALYSIS

### QUESTION 1 — “DO YOU CURRENTLY OWN PROPERTY IN BURNS BEACH?”

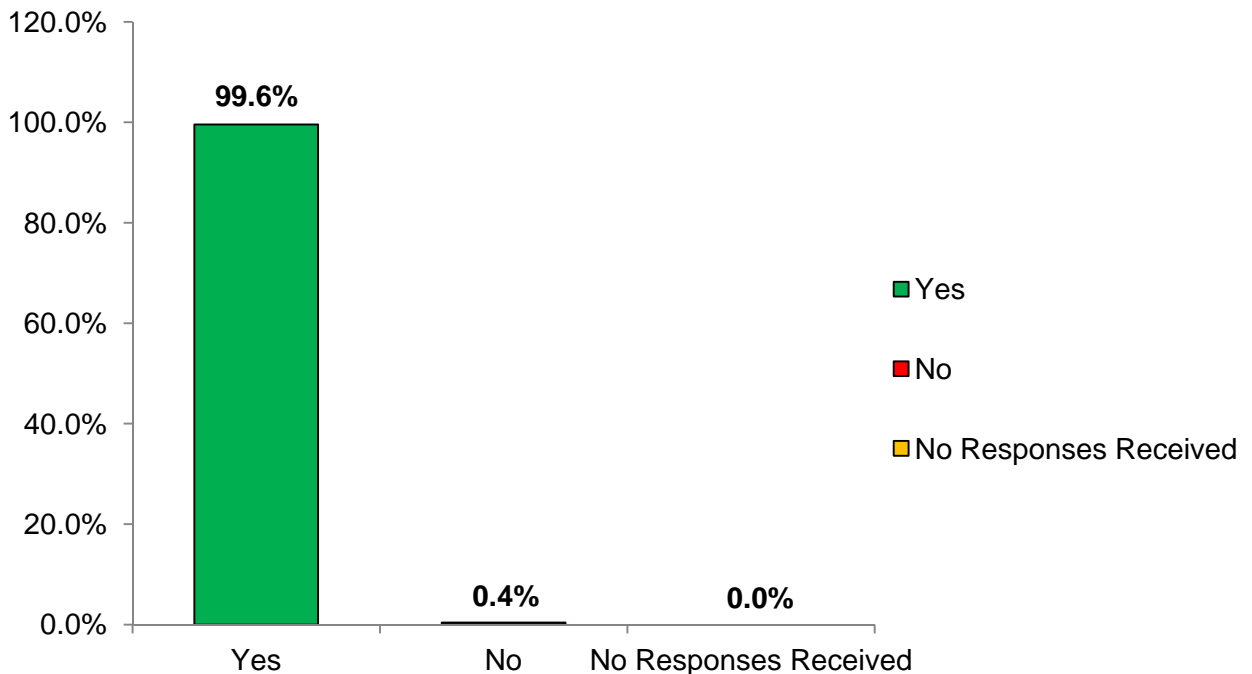
Respondents were asked to indicate whether they currently owned property in Burns Beach. All 469 respondents replied to this question; the results have been summarised in Table 8 and Chart 2 below.

Only two respondents indicated they did not currently own property in Burns Beach. However, both respondents indicated that they did reside in Burns Beach. **Note:** Although there were 469 valid responses, those respondents who did not own property in Burns Beach were excluded from the remainder of the consultation analysis. As such, a total of 467 remained valid.

**Table 8: Tabulated analysis of Question 1**

Do you currently own property in Burns Beach?	Responses	
	N	%
Yes	467	99.6%
No	2	0.4%
No response	0	0.0%
<b>Total (valid) responses</b>	<b>469</b>	<b>100.0%</b>

**Chart 2: Summary of respondents that indicated that they own property in Burns Beach.**



**QUESTION 2 —  
“WOULD YOU BE SUPPORTIVE OF INTRODUCING A SPECIFIED AREA RATE (SAR) WITHIN BURNS BEACH?”**

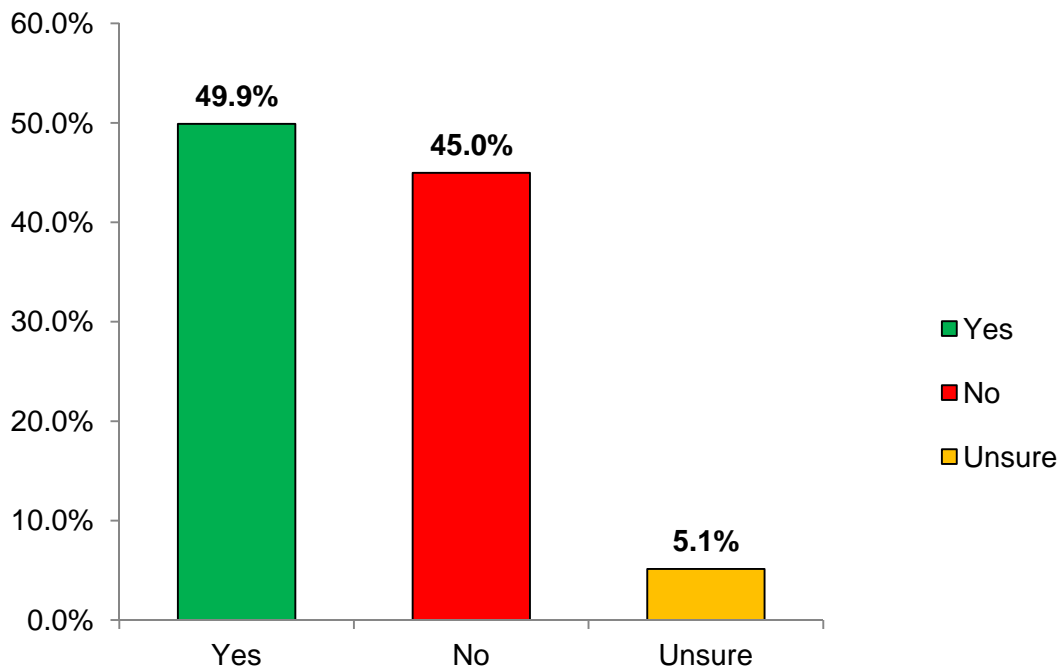
Respondents were asked to indicate whether they would be supportive of introducing a Specified Area Rating within Burns Beach. All 467 respondents replied to this question; the results have been summarised in Table 9 and Chart 3 below.

The initial results of the survey indicated that 49.9% of respondents supported the introduction of a SAR, whilst 45.0% of respondents indicated an opposition to the proposal and 5.1% specified they were unsure.

**Table 9: Tabulated analysis of the question, “Would you be supportive of introducing a Specified Area Rate (SAR) within Burns Beach?”**

Would you be Supportive of the SAR?	Responses	
	N	%
Yes	233	49.9%
No	210	45.0%
Unsure	24	5.1%
<b>Total (valid) responses</b>	<b>467</b>	<b>100.0%</b>

**Chart 3: Summary of the question, “Would you be supportive of introducing a Specified Area Rate (SAR) within Burns Beach?”**



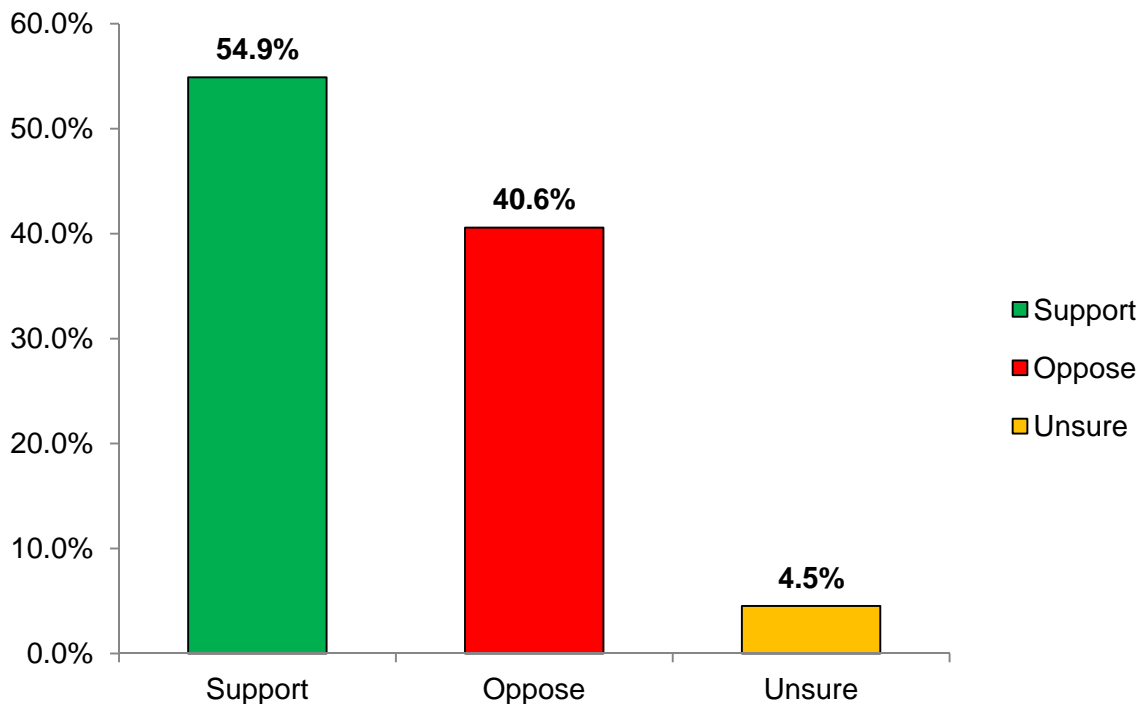
**Level of Support – Inclusive of Multiple Property Owners**

When the data was merged with the multiple property owners (including the 63 properties owned by PEET Ltd.), the results indicated that 54.9% of households supported, whilst 40.6% of households opposed and 4.5% remained unsure. These results have been summarised in Table 10 and Chart 4 below. A visual representation is also shown in Figure 2.

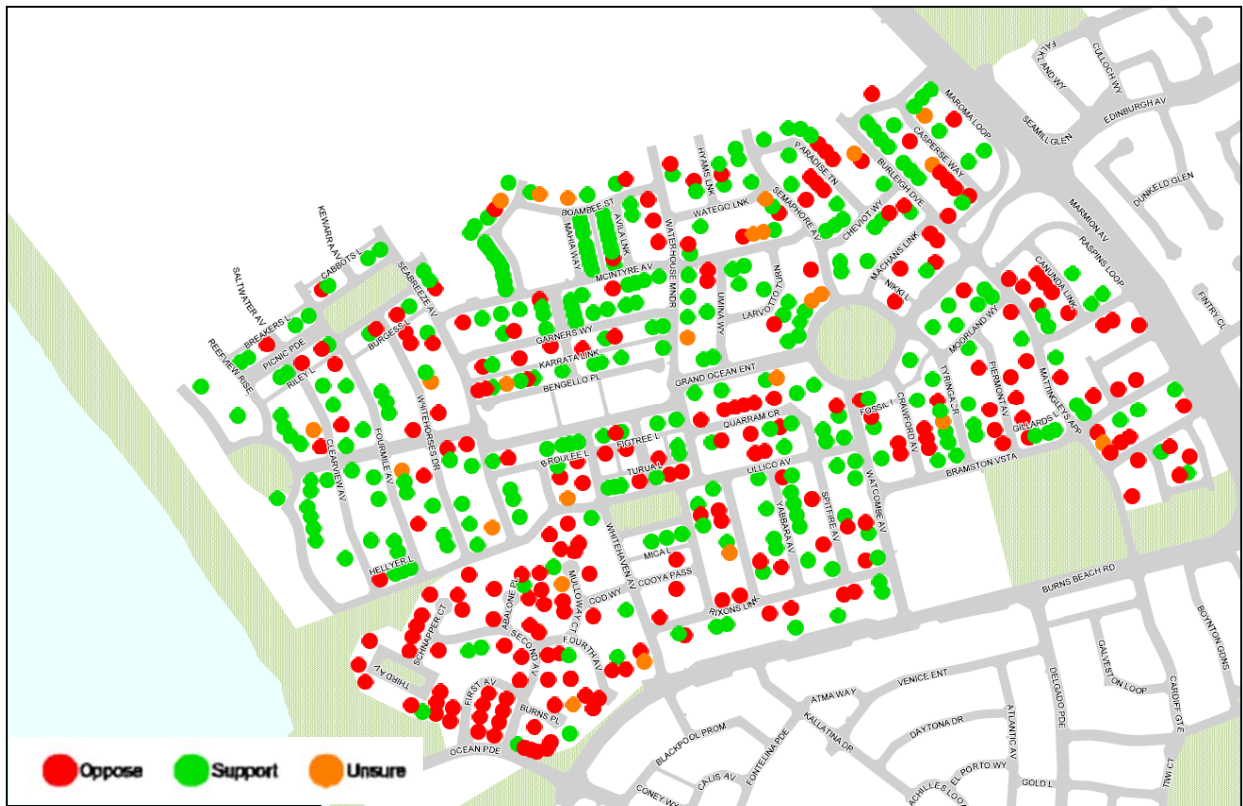
**Table 10: Summary of households which were supportive of introducing a Specified Area Rate (SAR) within Burns Beach (inclusive of Multiple Property Owners)”**

Would you be Supportive of the SAR?	Responses	
	N	%
Yes	303	54.9%
No	224	40.6%
Unsure	25	4.5%
<b>Total (valid) responses</b>	<b>552</b>	<b>100.0%</b>

**Chart 4: Summary of households that indicated their level of support for introducing a Specified Area Rating in Burns Beach (inclusive of Multiple Property Owners).**



**Figure 2: Visual Representation of households that indicated their level of support for introducing a Specified Area Rating in Burns Beach (inclusive of Multiple Property Owners).**



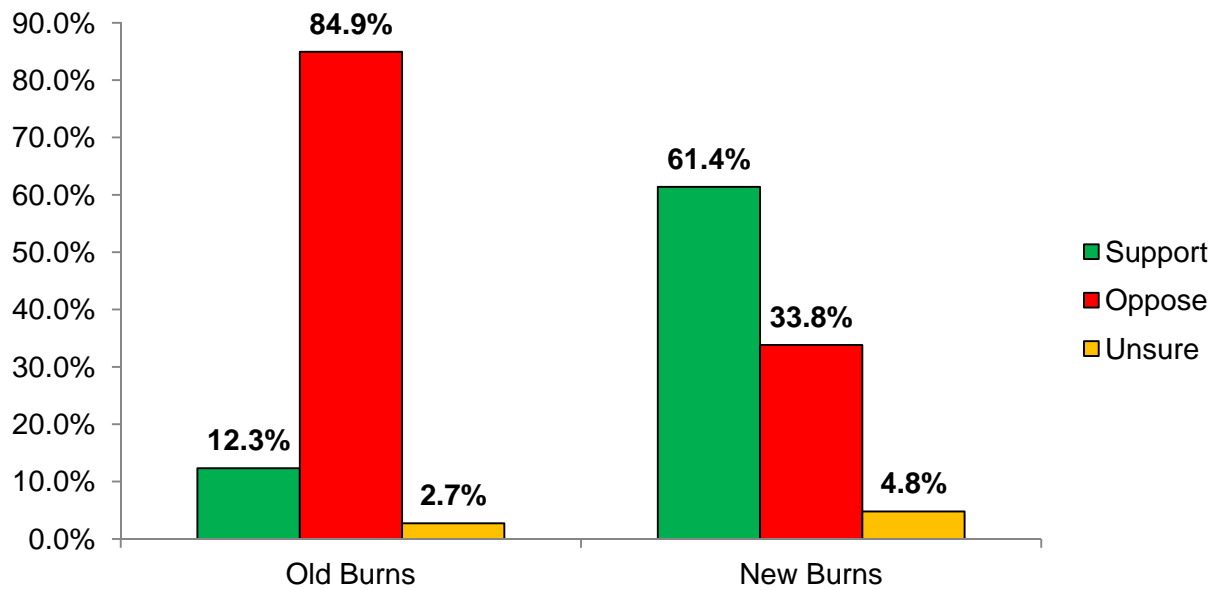
**Level of Support by Location (inclusive of multiple property owners) – Comparison between “Old Burns Beach” and “New Burns Beach”**

Further analysis of the level of support by location can be found in Table 11 and Chart 5 below. The results indicate 84.9% of households within “Old Burns Beach” opposed the introduction of the SAR, whilst 12.3% of households supported the SAR. With regard to “New Burns Beach”, 61.4% of households supported the introduction of the SAR, whilst 33.8% opposed.

**Table 11: Summary of households which were supportive of introducing a Specified Area Rate (SAR) within Burns Beach – by location**

Count of Results - Do you support the SAR? – by location						
Response	Old Burns	%	New Burns	%	Total	%
Support	9	12.3%	294	61.4%	303	54.9%
Oppose	62	84.9%	162	33.8%	224	40.6%
Unsure	2	2.7%	23	4.8%	25	4.5%
<b>Total</b>	<b>73</b>	<b>100.0%</b>	<b>479</b>	<b>100.0%</b>	<b>552</b>	<b>100.0%</b>

**Chart 5: Summary of households that indicated their level of support for introducing a Specified Area Rating in Burns Beach – by location.**



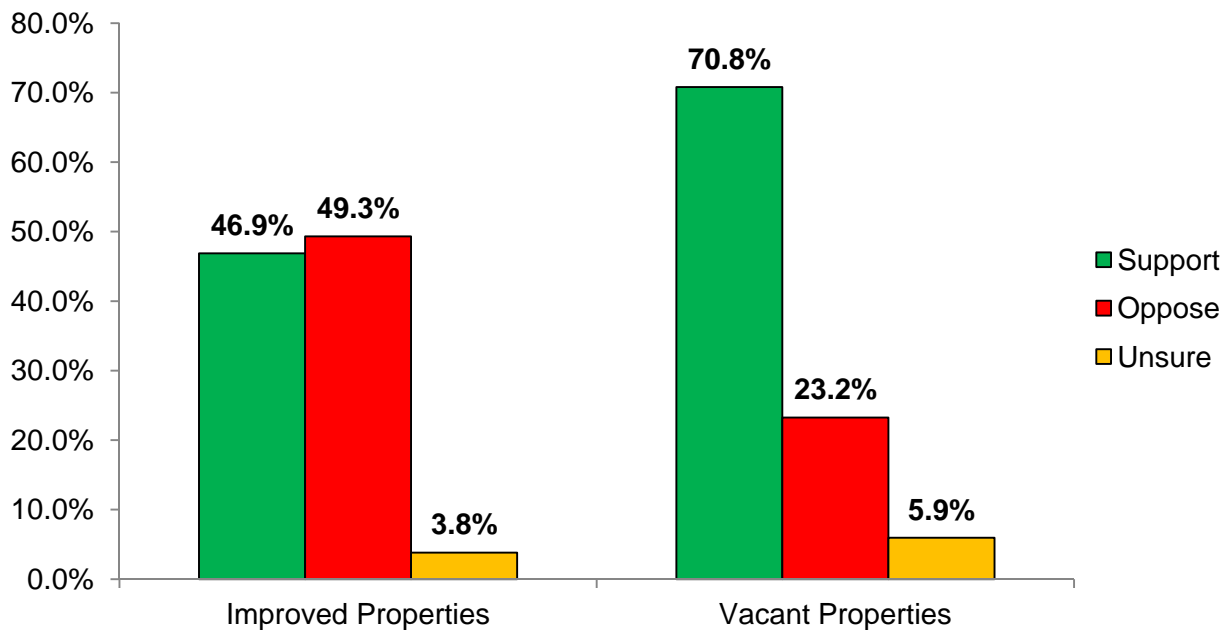
**Level of Support by Property Type (inclusive of multiple property owners) – Comparison between “Improved Properties” and “Vacant Properties”**

Further analysis of the level of support by property type can be found in Table 12 and Chart 6 below. The results indicate 49.3% of households that own “Improved Properties” opposed the introduction of the SAR, whilst 46.9% of households supported the SAR. With regard to “Vacant Properties”, 70.8% of households supported the introduction of the SAR, whilst 23.2% opposed.

**Table 12: Summary of households which were supportive of introducing a Specified Area Rate (SAR) within Burns Beach – by Property Type**

Count of Results - Do you support the SAR? - Improved and Vacant Properties						
Response	Improved Properties	%	Vacant Properties	%	Total	%
Support	172	46.9%	131	70.8%	303	54.9%
Oppose	181	49.3%	43	23.2%	224	40.6%
Unsure	14	3.8%	11	5.9%	25	4.5%
<b>Total</b>	<b>367</b>	<b>100.0%</b>	<b>185</b>	<b>100.0%</b>	<b>552</b>	<b>100.0%</b>

**Chart 6: Summary of households that indicated their level of support for introducing a Specified Area Rating in Burns Beach – by Property Type.**



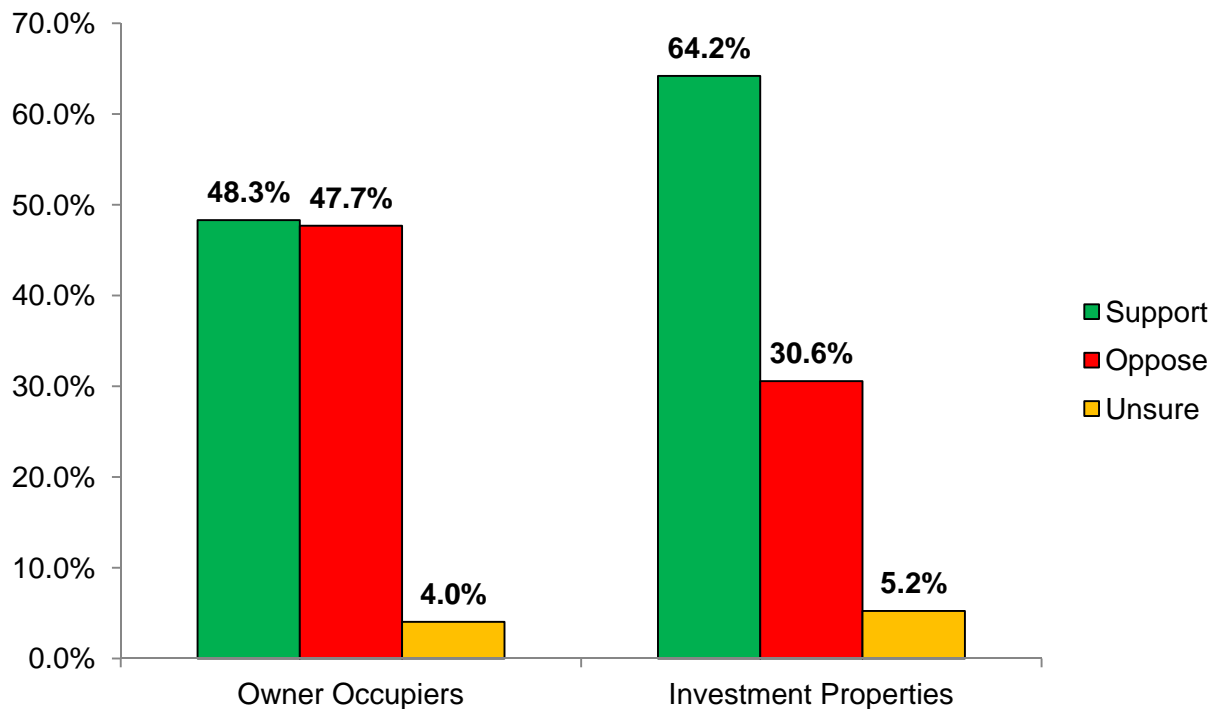
**Level of Support by Ownership (inclusive of multiple property owners) – Comparison between “Owner Occupiers” and “Investment Properties”**

Further analysis of the level of support by ownership can be found in Table 13 and Chart 7 below. The results indicate 48.3% of households that were “Owner Occupiers” supported the introduction of the SAR, whilst 47.7% of households opposed the SAR. With regard to “Investment Properties”, 64.2% of households supported the introduction of the SAR, whilst 30.6% opposed.

**Table 13: Summary of households which were supportive of introducing a Specified Area Rate (SAR) within Burns Beach – by Ownership**

Count of Results - Do you support the SAR? - Owner Occupiers and Investment Properties						
Response	Owner Occupiers	%	Investment Properties	%	Total	%
Support	156	48.3%	147	64.2%	303	54.9%
Oppose	154	47.7%	70	30.6%	224	40.6%
Unsure	13	4.0%	12	5.2%	25	4.5%
<b>Total</b>	<b>323</b>	<b>100.0%</b>	<b>229</b>	<b>100.0%</b>	<b>552</b>	<b>100.0%</b>

**Chart 7: Summary of households that indicated their level of support for introducing a Specified Area Rating in Burns Beach – by Ownership.**



**QUESTION 3 —  
“IF ANSWERED NO TO Q2, PLEASE INDICATE THE REASONS WHY YOU DO NOT SUPPORT THE INTRODUCTION OF A SAR.”**

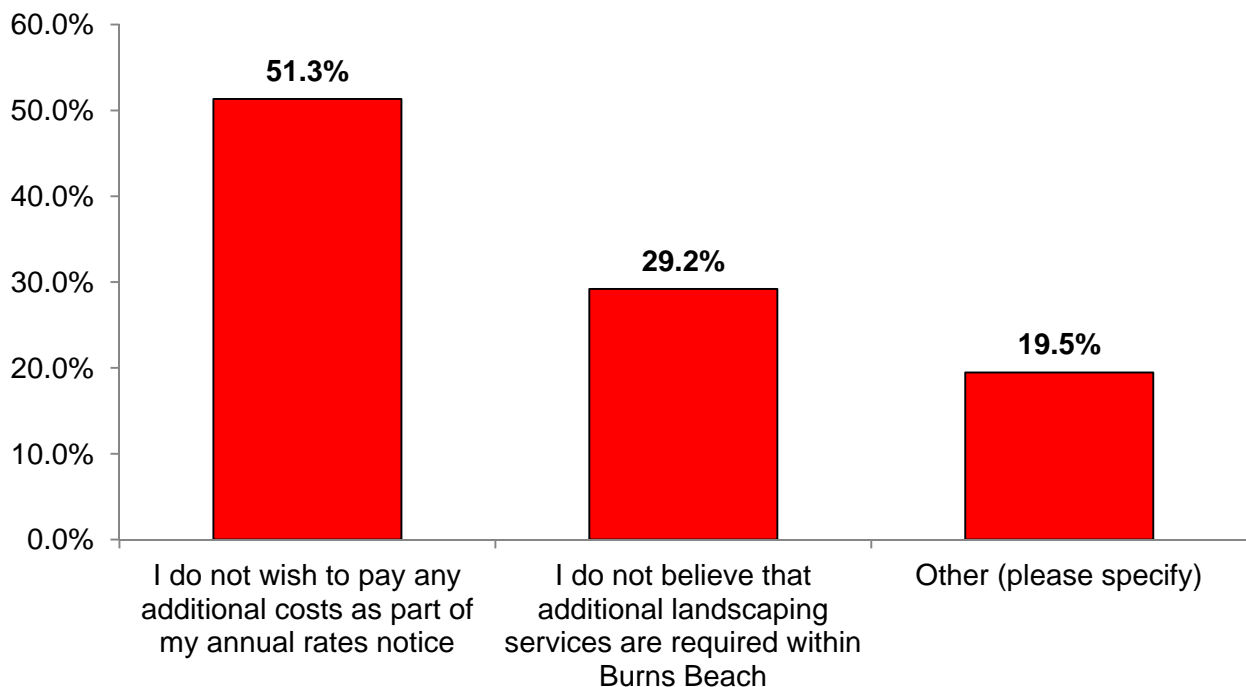
Respondents were asked to indicate the reasons why they did not support the introduction of a Specified Area Rating within Burns Beach. There were 298 respondents that replied to this question. The results have been summarised in Table 14 and Chart 8 below.

The initial results of the survey indicated that 51.3% of respondents to this question did not wish to pay additional costs, whilst 29.2% did not believe that additional landscaping services were needed.

**Table 14: Summary of reasons why respondents did not support the introduction of a SAR<sup>5</sup>**

Would you be Supportive of the SAR?	Responses	
	N	%
I do not wish to pay any additional costs as part of my annual rates notice	153	51.3%
I do not believe that additional landscaping services are required within Burns Beach	87	29.2%
Other (please specify)	58	19.5%
<b>Total (valid) responses</b>	<b>298</b>	<b>100.0%</b>

**Chart 8: Summary of reasons why respondents did not support the introduction of a SAR**



<sup>5</sup> N.b. some respondents provided more than one reason.



<b>Other (please specify)</b>
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A total of 58 respondents selected “Other (please specify)” and provided 95 comments why they did not support the introduction of a SAR. The results have been summarised in Table 15.

**Table 15: Summary of reasons why respondents did not support the introduction of a SAR<sup>6</sup>**

Comments	Responses	
	N	%
Believe Old Burns Beach residents would not benefit from the SAR	16	16.8%
Believe they already pay too much in rates	16	16.8%
Believe that people who reside outside Burns Beach but use the facilities should pay for the SAR	10	10.5%
Want owners to clean their own verges in order to benefit from the SAR	7	7.4%
Believe that the City should be able to maintain the standards with the rates collected at present	6	6.3%
Believe that they will not be able to afford the SAR	6	6.3%
Believe Burns Beach residents already pay higher rates in comparison to other suburbs	5	5.3%
Believe that the City already provides an adequate service in the area	5	5.3%
Believe that Burns Beach Residents Association should have consulted residents before requesting the SAR	4	4.2%
Would like to know how the additional rates will be spent	4	4.2%
Concern for the current landscaping conditions should the SAR not be supported	4	4.2%
Believe that the developers should have mentioned possibility of the SAR before properties were purchased	3	3.2%
Concerned that additional rates would be used on areas outside Burns Beach	2	2.1%
Believe that cost would not be evenly distributed whilst Burns Beach estate is still in development	2	2.1%
Comments regarding the landscaping design of the suburb	1	1.1%
Concerned that their area will not benefit from the SAR	1	1.1%
Owners of vacant land are already paying rates	1	1.1%
Do not believe that the SAR is required (in general)	1	1.1%
<b>Total comments received</b>	<b>95</b>	<b>100.0%</b>

<sup>6</sup> N.b. some respondents provided more than one reason.

**QUESTION 4 —  
“WHAT IS THE MAXIMUM AMOUNT YOU WOULD BE WILLING TO PAY PER YEAR, FOR ADDITIONAL SERVICES WITHIN BURNS BEACH?”**

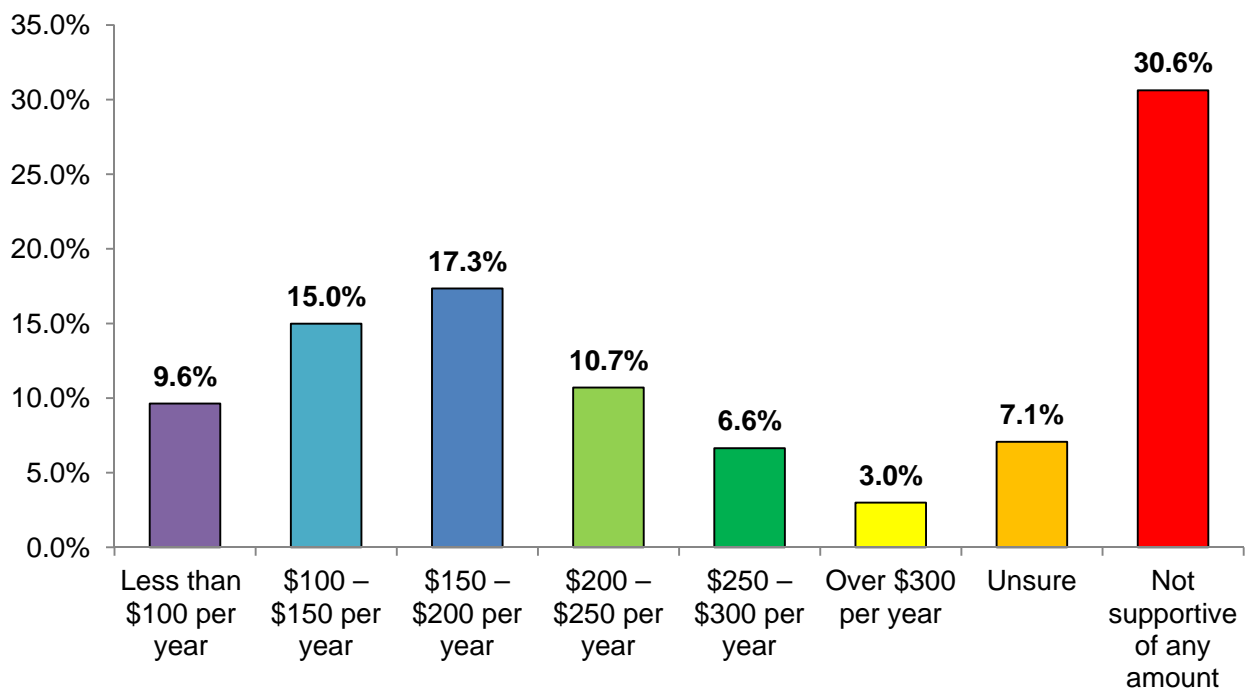
Respondents were asked about the maximum amount they would be willing to pay per year, for additional services within Burns Beach. All 467 respondents replied to this question. The results have been summarised in Table 16 and Chart 9 below.

The initial results of the survey indicated that 30.6% of respondents would not be supportive of any amount, 17.3% would be willing to pay a maximum of \$150 – \$200 per year, whilst 15.0% would be willing to pay a maximum of \$100 – \$150.

**Table 16: Summary of the maximum amount respondents would be willing to pay per year, for additional services within Burns Beach**

Maximum Amount Range	Responses	
	N	%
<b>Less than \$100 per year</b> <i>(Note: An amount less than \$100.00 per year would be unlikely to cover the expected level of service required within the area)</i>	45	9.6%
<b>\$100 – \$150 per year</b>	70	15.0%
<b>\$150 – \$200 per year</b>	81	17.3%
<b>\$200 – \$250 per year</b>	50	10.7%
<b>\$250 – \$300 per year</b>	31	6.6%
<b>Over \$300 per year</b>	14	3.0%
<b>Unsure</b>	33	7.1%
<b>Not supportive of any amount</b>	143	30.6%
<b>Total responses received</b>	<b>467</b>	<b>100.0%</b>

**Chart 9: Summary of the maximum amount respondents would be willing to pay per year, for additional services within Burns Beach**



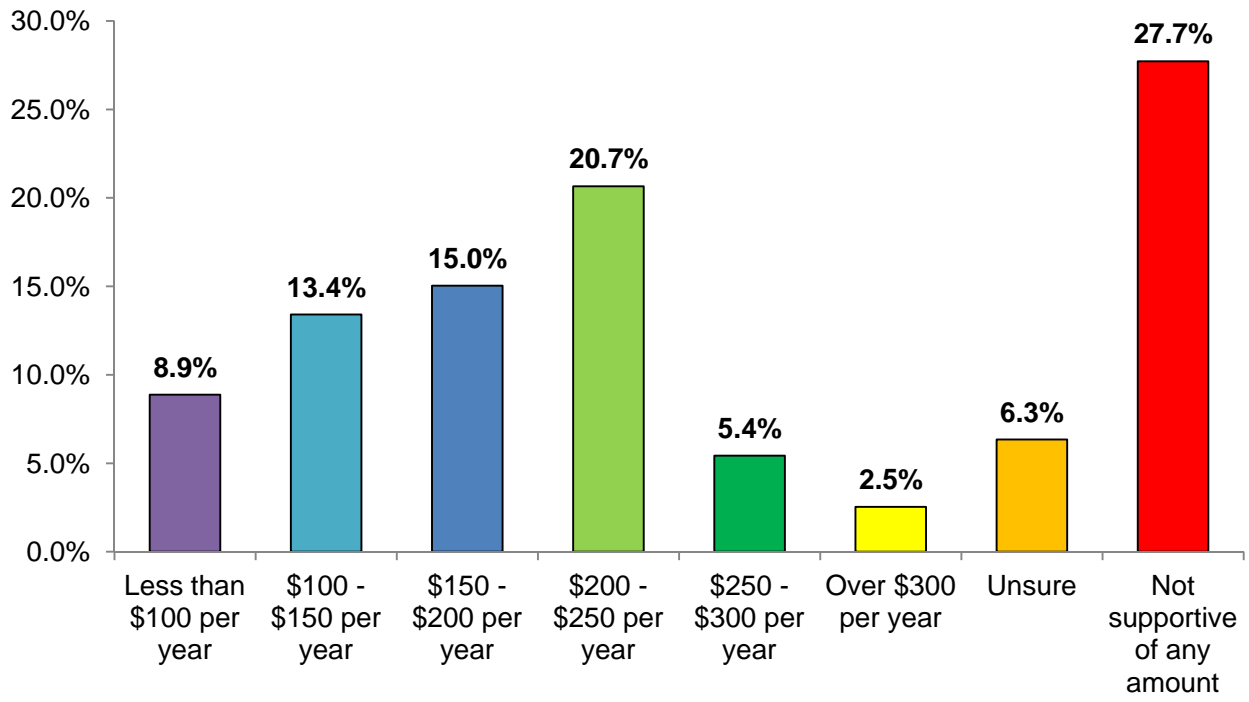
**Maximum amount willing to pay – Inclusive of Multiple Property Owners**

When the data was merged with the multiple property owners, the results indicated that 27.7% of households would not be supportive of any amount. However, 20.7% of households would be willing to pay a maximum of \$200 – \$250 per year. (Note: This increase is attributed to the addition of 63 properties from PEET Ltd. at this suggested rate). In addition, 15.0% would be willing to pay a maximum of \$150 – \$200 and 13.4% would be willing to pay a maximum of \$100 – \$150. These results have been summarised in Table 17 and Chart 10 below.

**Table 17: Summary of the maximum amount households would be willing to pay per year, for additional services within Burns Beach (inclusive of Multiple Property Owners).**

Maximum Amount Range	Responses	
	N	%
<b>Less than \$100 per year</b> <i>(Note: An amount less than \$100.00 per year would be unlikely to cover the expected level of service required within the area)</i>	49	8.9%
<b>\$100 – \$150 per year</b>	74	13.4%
<b>\$150 – \$200 per year</b>	83	15.0%
<b>\$200 – \$250 per year</b>	114	20.7%
<b>\$250 – \$300 per year</b>	30	5.4%
<b>Over \$300 per year</b>	14	2.5%
<b>Unsure</b>	35	6.3%
<b>Not supportive of any amount</b>	153	27.7%
<b>Total responses received</b>	<b>552</b>	<b>100.0%</b>

**Chart 10: Summary of the maximum amount households would be willing to pay per year, for additional services within Burns Beach (inclusive of Multiple Property Owners).**



**Maximum Amount willing to pay - by Level of Support (inclusive of Multiple Property Owners)**

Further analysis of the maximum amount households were willing to pay by the level of support can be found in Table 18 below.

Of the households that supported the SAR, 37.3% were willing to pay a maximum of \$200 – \$250 per year, 25.7% were willing to pay a maximum of \$150 – \$200 per year, and 17.8% were willing to pay a maximum of \$100 – \$150 per year. This is shown in Chart 11.

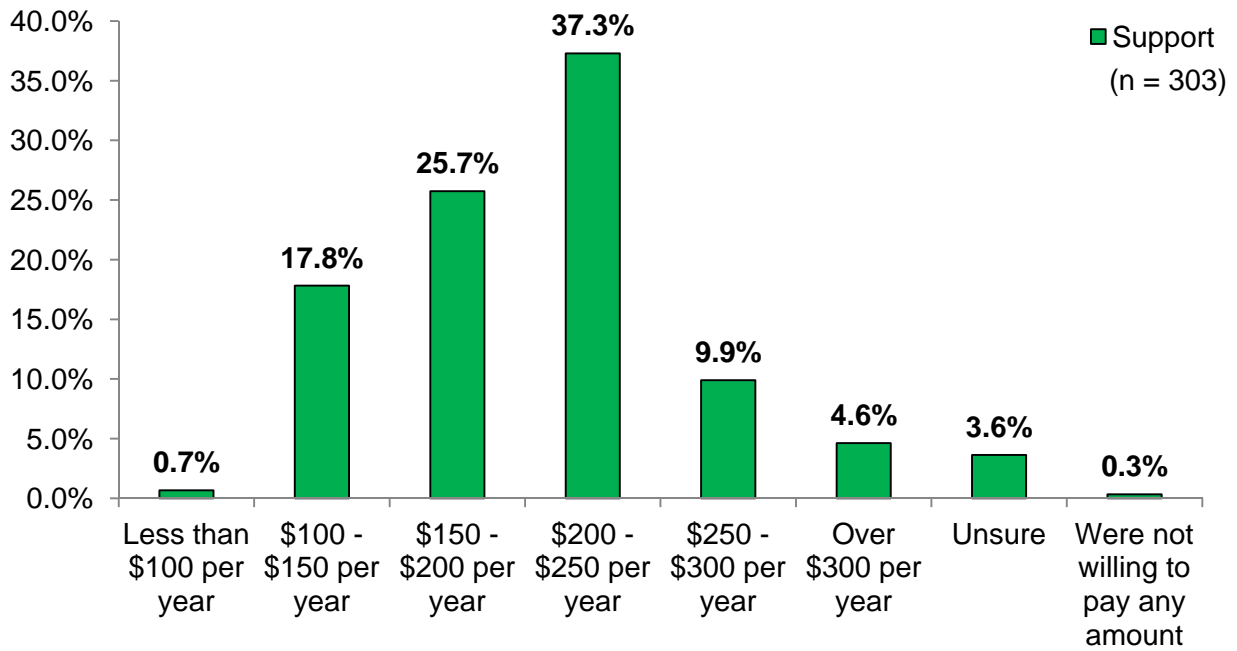
Of the households that opposed the SAR, 67.9% were not willing to pay any amount, 21.0% were willing to pay less than \$100 per year, and 6.3% were unsure. This is shown in Chart 12.

Of the households that were unsure, 44.0% were willing to pay a maximum of \$100 – \$150 per year, 40.0% were unsure and 16.0% were willing to pay a maximum of \$150 – \$200 per year. This is shown in Chart 13.

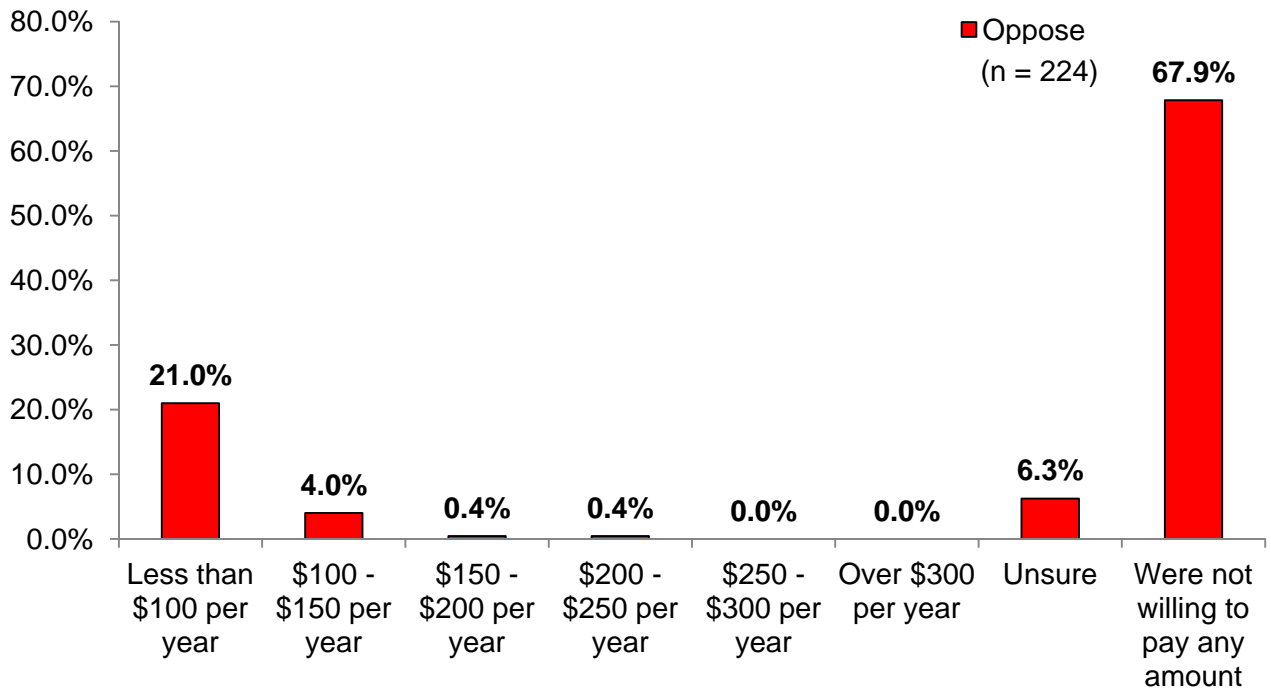
**Table 18: Summary of the maximum amount ratepayers would be willing to pay per year, for additional services within Burns Beach – by Level of Support (inclusive of Multiple Property Owners)**

<b>Count of Results - What is the maximum amount you will be willing to pay?</b>								
<b>Response</b>	<b>Support</b>	<b>%</b>	<b>Oppose</b>	<b>%</b>	<b>Unsure</b>	<b>%</b>	<b>Total</b>	<b>%</b>
<b>Less than \$100 per year</b>	2	0.7%	47	21.0%	0	0.0%	49	8.9%
<b>\$100 - \$150 per year</b>	54	17.8%	9	4.0%	11	44.0%	74	13.4%
<b>\$150 - \$200 per year</b>	78	25.7%	1	0.4%	4	16.0%	83	15.0%
<b>\$200 - \$250 per year</b>	113	37.3%	1	0.4%	0	0.0%	114	20.7%
<b>\$250 - \$300 per year</b>	30	9.9%	0	0.0%	0	0.0%	30	5.4%
<b>Over \$300 per year</b>	14	4.6%	0	0.0%	0	0.0%	14	2.5%
<b>Unsure</b>	11	3.6%	14	6.3%	10	40.0%	35	6.3%
<b>Not supportive of any amount</b>	1	0.3%	152	67.9%	0	0.0%	153	27.7%
<b>Total</b>	<b>303</b>	<b>100.0%</b>	<b>224</b>	<b>100.0%</b>	<b>25</b>	<b>100.0%</b>	<b>552</b>	<b>100.0%</b>

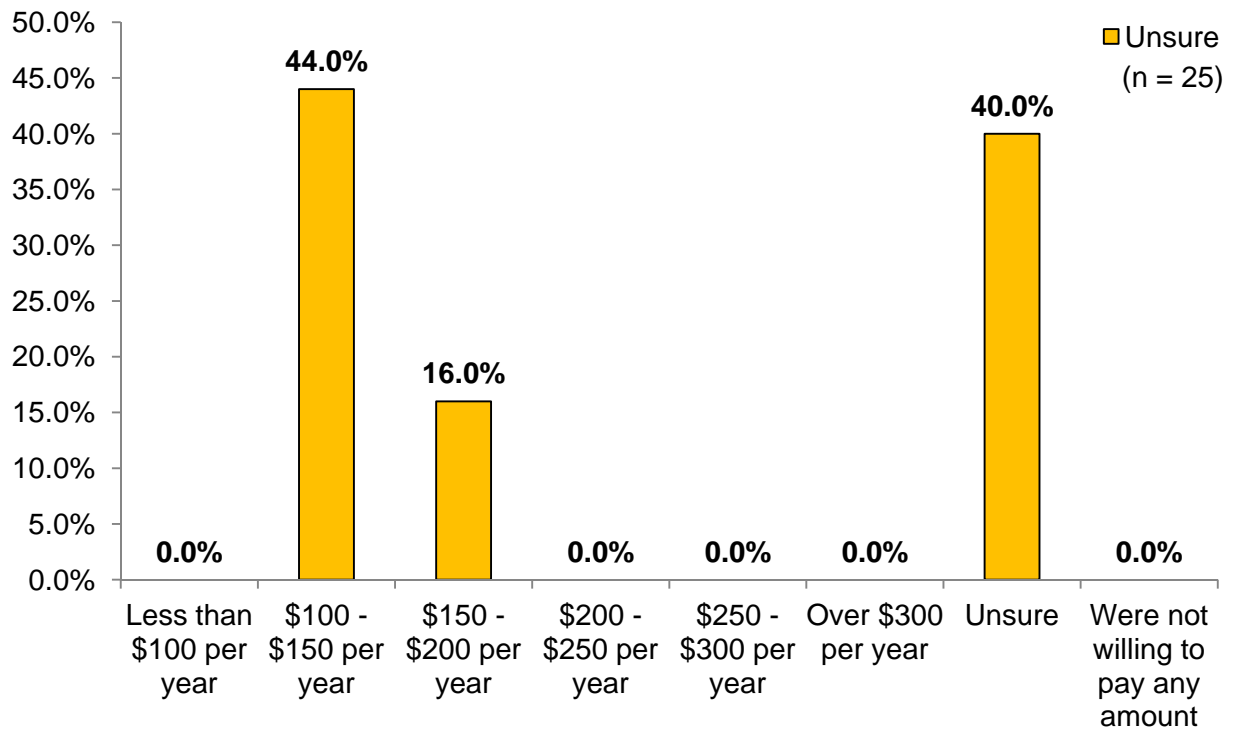
**Chart 11: Summary of the maximum amount ratepayers would be willing to pay per year, for additional services within Burns Beach – Support**



**Chart 12: Summary of the maximum amount ratepayers would be willing to pay per year, for additional services within Burns Beach – Oppose**



**Chart 13: Summary of the maximum amount ratepayers would be willing to pay per year, for additional services within Burns Beach – Unsure**



**QUESTION 5 —  
“DO YOU HAVE ANY ADDITIONAL COMMENTS ABOUT THE POTENTIAL INTRODUCTION OF A SAR WITHIN BURNS BEACH?”**

Respondents were asked if they had any additional comments about the potential introduction of a SAR within Burns Beach. A total of 246 respondents provided 487 comments. The results have been summarised in Table 19 below.

**Table 19: Summary of respondents’ additional comments about the potential introduction of a SAR within Burns Beach<sup>7</sup>**

Comments	Responses	
	N	%
Support the SAR (in general)	38	7.8%
Would like to know where the additional money from the SAR will be spent	36	7.4%
Opposed the SAR (in general)	34	7.0%
Believe that the current rates collected should be enough to pay for the standard of quality landscaping required	31	6.4%
Believe that the current rates are already too high	29	6.0%
Believe that additional landscaping is not required in the area	25	5.1%
Would not be able to afford further rises in rates	24	4.9%
Not adverse to paying the SAR if a difference in landscaping services were noticeable	23	4.7%
Are happy with the current standards provided by the City	23	4.7%
Want users of parks and facilities who reside outside the Burns Beach area to incur the costs of the SAR	20	4.1%
Would like parks and facilities to be exclusive to Burns Beach ratepayers and residents	18	3.7%
Comments regarding BBRA's representation of the suburb	18	3.7%
Believe that Old Burns Beach will not benefit from the introduction of a SAR	17	3.5%
Believe that they would not see a difference paying extra for the SAR	17	3.5%
Would like the area to be maintained at a high standard	15	3.1%
Believe that the SAR should have been introduced prior to the sale of properties by the developer	13	2.7%
Would prefer Old Burns Beach and New Burns Beach to be considered separately	13	2.7%
Would like the owners of untidy verges to be penalised by the City	12	2.5%
Would like the cleanliness of the suburb to be improved	11	2.3%

<sup>7</sup> N.b. some respondents provided more than one reason.



Comments	Responses	
	N	%
Feel that every ratepayer should pay a fixed amount for the SAR (instead of being based on GRV)	10	2.1%
Believe there is insufficient information provided to make a decision	7	1.4%
Comments regarding improvements to the current design of the landscaping features and operational maintenance within Burns Beach	6	1.2%
Would like to see Jack Kikeros Hall improved and renovated	4	0.8%
Would like the SAR to include all POS and verges within the suburb	4	0.8%
Would like to see the community maintain the landscaping instead of paying for the SAR	4	0.8%
Questions regarding who controls/negotiates the standards set	4	0.8%
Comments regarding the consultation process	3	0.6%
Believe that the extra services will be a good value for money	3	0.6%
Believe that the SAR will add value to their properties	3	0.6%
Would like to see toilet facilities built for the beachside parks	3	0.6%
Believe that the owners of vacant land will not benefit from the SAR	3	0.6%
Would like extra security to be included in Burns Beach	2	0.4%
Questions regarding where SARs are currently in place	2	0.4%
Would like the SAR to be compulsory for all ratepayers	1	0.2%
Believe that PEET Ltd. should not be consulted or included in the results	1	0.2%
Believe that the required response rate is too high	1	0.2%
Believe that owner occupier votes should weigh more than rental property votes	1	0.2%
Would like Old Burns Beach to be included in the SAR	1	0.2%
Other Comments (outside scope of consultation)	7	1.4%
<b>Total comments received</b>	<b>487</b>	<b>100.0%</b>