

REQUEST FOR SPECIFIED AREA RATE IN BURNS BEACH

Engagement Communication Plan

Purpose of Engagement	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> In October 2013, the City of Joondalup received a request from the Burns Beach Residents Association Incorporated (BBRA) to consider an establishment of a SAR within Burns Beach to fund additional landscaping services across the suburb. At its 2014 June Council meeting, Council accepted BBRA request and approved a 30 day consultation process to be conducted with all affect ratepayers within Burns Beach. A total of 522 (response rate = 44.1%) households responded (including responses from multiple property owners and PEET Ltd) with 54.9% of households supporting the SAR. Further analysis showed that segregating the results received from the south-west section of Burns Beach (i.e. Old Burns Beach) achieved a 61.4% support rate. However, 40.6% opposed the SAR, with comments indicate they did not want to pay additional rates and believed that additional landscaping services were not required. As a result, Council considered but declined the request to introduce a SAR at its 2014 October Council meeting. In December 2014, the Policy Committee requested a review of the SAR Policy to identify any gaps within the Policy and analyse how the policy could be amended to achieve a better outcome In April 2015, a survey was distributed to all Resident and Ratepayer Associations currently subject to a SAR, (including the BBRA as recent requestors of a SAR), seeking their views on the City's current policy. In August 2015, Council subsequently amended its Policy (CJ149-08/15 refers) to reduce the consultation targets required for Council to consider the proposal from at least 75% of all property owners surveyed to support by more than 40%. In February 2016, the City received a formal request from the BBRA to consider the adoption of a SAR following the amendments to the Council's SAR Policy.
What is proposed?	Should the request be approved, the City will conduct a consultation to determine whether ratepayers will support the introduction of a SAR within Burns Beach excluding those living in 'Old Burns Beach'.
Who will be engaged?	<p>The consultation will directly consult the following stakeholders:</p> <ul style="list-style-type: none"> All ratepayers within the suburb of Burns Beach excluding those living in 'Old Burns Beach' Burns Beach Residents Association Inc. Local Parliamentarians Community Engagement Network members that live in Burns Beach
Date and Duration of Engagement Project	<p>The minimum consultation period is 21 days. However, the previous SAR consultation was extended to a 30 day period and it is expected that the same will occur for this consultation.</p> <p>Proposed engagement dates: Monday 23 January 2017 to Wednesday 22 February 2017</p>
Consultation Budget:	~ \$5,000

Stakeholder Engagement	
How will stakeholders be engaged?	The City aims to undertake targeted “consultation” stakeholder engagement activities with all ratepayers within the suburb of Burns Beach.

Ratepayers within Burns Beach	Timeline: February 2017
-------------------------------	-------------------------

Approach:
To encourage the maximum level of feedback, personalised surveys will be used with information that demonstrates potential financial impacts at a household level. This will be achieved through the following measures:

Personalised Information Package

- The City will contact all affected ratepayers within Burns Beach excluding those living in ‘Old Burns Beach’ (~1,170 ratepayers).
- The City proposes to post a personalised cover letter, a FAQ document and a hard copy survey form to all Burns Beach ratepayers.

Public Website

- All information regarding the project will be made publicly available through the City’s website.
- Only Burns Beach ratepayers will be able to provide feedback through an Online Comment Form on the City’s website.
- Similar to the hard copy version, this form will enable the cross-tabulation of responses between the randomly selected participants as well as analysing results based on the demographic information provided.
- Hero Image will circulate on the City’s home page, linking the general public to the landing page

Joondalup Voice Advertisement

- Advertise through the Joondalup Voice, which will direct those affected stakeholders to the City’s website for more information.
- Burns Beach ratepayers will have an opportunity to visit the City’s website to gain more information.
- Should they have any further queries about the project, they will be able to contact the City.

Social Media Posts

- Cover images will advertise and promote the consultation project.
- Series of regular updates and posts will be compiled to supply ongoing activity on the City’s Facebook and Twitter Pages
- Social media posts will link directly to the City’s website.

Email through Community Engagement Network

- CEN members that live in suburb of Burns Beach and selected “anything in my suburb” will be notified by email.

Residents within Burns Beach

Approach:

Although greater weighting and more detailed feedback will be sought from Burns Beach ratepayers as they will be most affected by the introduction of a SAR, Burns Beach residents who are not ratepayers will also be provided with an opportunity to submit comments

Stakeholder Groups

Approach:

Defined as developers and government departments, (i.e. 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 responses received from non-ratepayers/residents will not be included in the analysis process and will be considered "out of scope".

Anonymity

In order for a submission to be considered valid, the name and address of the respondent must be provided, which is to be stated within correspondence and advertisements. For this reason, a survey form has been developed with an open-ended question to ensure that valid details are collected.

