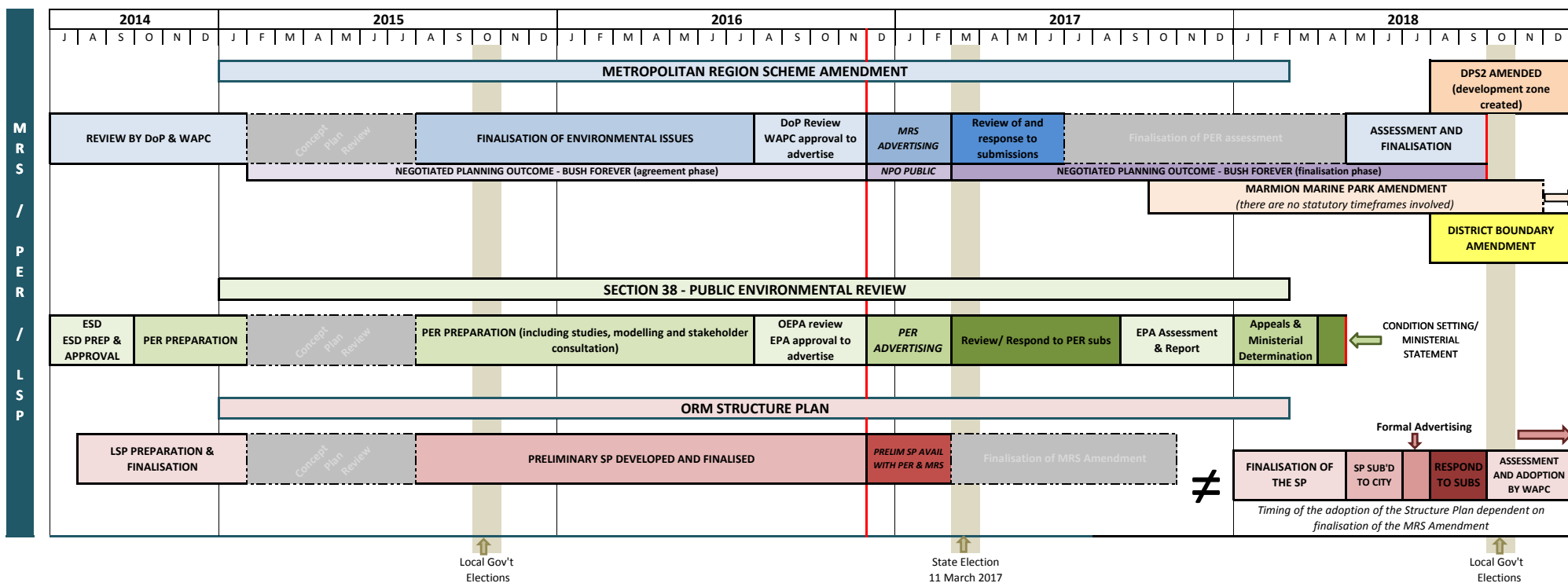


APPENDIX 13

ATTACHMENT 1

OCEAN REEF MARINA - POTENTIAL EXPEDITED APPROVALS TIMELINE (as at February 2017)

CONCURRENT PUBLIC ADVERTISING PROPOSED



OCEAN REEF MARINA

**PUBLIC ENVIRONMENT REVIEW – RESPONSE TO SUBMISSIONS
SCHEDULE**

No	Task	Completion date
1	Receipt of all submissions from Office of the Environmental Protection Authority (OEPA).	23 Mar 2017
2	Receipt of summary of submissions and response requirements from the OEPA.	23 Mar 2017
3	OEPA notified of timelines.	13 Apr 2017
4	First draft of responses received from consultants Strategen (environmental).	28 Apr 2017
5	Review of draft responses by the City.	19 May 2017
6	First draft of responses received from consultants M P Rogers & Associates (marine engineering).	19 May 2017
7	Review of draft responses by Strategen and the City.	23 May 2017
8	Preparation of consolidated responses.	30 May 2017
9	Review of consolidated responses by the City.	8 June 2017
10	Amendments, finalisation and approval to submit the consolidated responses.	12 June 2017
11	Submission of responses to the OEPA.	13 June 2017

OCEAN REEF MARINA

DRAFT PRELIMINARY OCEAN REEF MARINA STRUCTURE PLAN



ATTACHMENT 3

SUMMARY OF SUBMISSIONS RECEIVED BY THE CITY

NOTE: The draft preliminary *Ocean Reef Marina Structure Plan* was made available at the same time as the PER, MRS Amendment and NPO. In all information regarding the Structure Plan, it was clearly stated that the availability of the document was not part of a formal community consultation process. It was stated that the final Structure Plan would be made available for formal comment in line with the statutory process at the appropriate time.

As far as possible, the Structure Plan appendices were downloadable from the ORM webpage. Where the documents were too large to download, interested people were directed to City Projects to obtain a copy via USB or large file transfer. The *Local Water Management Strategy* was not available as the document is not finalised nor has the City's Director of Infrastructure Services formally accepted the strategy.

The City indicated that it was interested in receiving feedback and preliminary comments on the draft preliminary Structure Plan.

A total of 21 submissions were received on the draft preliminary Structure Plan; 16 received directly by the City and five PER submissions contained specific comments regarding the Structure Plan and have therefore been recorded as Structure Plan submissions

	NAME	SUBMISSION	RESPONSE
1	Matthew Turnbull	<ul style="list-style-type: none"> Construction should be undertaken in two phases – north and south. Fully complete the northern part of the marina in the first stage. This will enable the club and sea rescue to relocate to new buildings and include residential housing and a couple of cafes/restaurants. 	CoJ/MPRA
2	Geoff Chantler	<ul style="list-style-type: none"> Very important to include a sufficient launching facility for kayaks. 	CoJ
3	Phil Poulter	<ul style="list-style-type: none"> Resident of Resolute Way. Very concerned about the planned entry/exit using Resolute Way. The roundabout should be redesigned to ensure that Resolute Way is safe and remains a residential street not a cut through for the marina. 	CoJ
4	D Braybrooks	<ul style="list-style-type: none"> Can see no personal benefit in the development. As a regular visitor to Hillary's Boat Harbour it is unlikely that Mr Braybrooks would travel further north. Currently enjoys the dual use path between North Beach and Burns Beach; very pleasant with the current zoology and botany. 	CoJ

**OCEAN REEF MARINA
DRAFT PRELIMINARY OCEAN REEF MARINA STRUCTURE PLAN**



	NAME	SUBMISSION	RESPONSE
5	Confidentially requested	<ul style="list-style-type: none"> Does not support the proposal. The bushland should not be cleared. 	N/A
6	Rob Greenhalgh	<ul style="list-style-type: none"> The City should strictly enforce a 9 metre coastal development height restriction. No residential or commercial structures built on the coast should exceed three storeys. 	CoJ/TBB
7	Lesley Solly	<ul style="list-style-type: none"> Totally support the proposed development. The marina should include an ocean fed swimming pool as a priority. It would contribute in a positive manner bring social, economic and environmental benefits to the City and be an essential catalyst for regional tourism development. 	CoJ/MPRA
8	Wendy Scafidas	<ul style="list-style-type: none"> Concerned regarding the traffic on Resolute Way. The marina will increase the volume of traffic on Resolute Way considerably. Access to Resolute Way should be restricted to pedestrians and cyclists while allowing residential to exit onto Ocean Reef Road. 	CoJ
9	Jack Moore	<ul style="list-style-type: none"> Objects to the proposal because there will be tall buildings on the site. People using the boating facilities should pay an economic price – “otherwise it is middle class welfare”. 	CoJ
10	Joondalup Coast Care Forum	<ul style="list-style-type: none"> A number of numbering and “typos” highlighted. The northern access road should be realigned to protect the only occurrence of Tuart trees in site 325 north of Whitfords Nodes. The required Construction Environmental Management Plan should: <ul style="list-style-type: none"> be released for public comment state who will check for breaches and include severe penalties require clearing to be done in stages and restricted to only that land which is immediately needed. There should be no firebreaks included in site 325. If required they should be part of the development area. Considers that the City has not properly considered State Planning Policy 2.6: State Coastal Planning Policy. The removal of the shared use path is not supported. The location of the proposed replacement shared use path needs to be reconsidered to remove dangerous hazards, to be more direct and aesthetically pleasing. The <i>Local Water Management Strategy</i> should be released for public comment prior to the finalisation of the Structure Plan. Hardstands for example should be designed to prevent run off into site 325 and no 	CoJ/TBB/Strategen

**OCEAN REEF MARINA
DRAFT PRELIMINARY OCEAN REEF MARINA STRUCTURE PLAN**



	NAME	SUBMISSION	RESPONSE
		drainage sumps should be allowed in site 325.	
11	Linda Kemp	<ul style="list-style-type: none"> • Objects to the overall plan for the marina. • No Bush Forever land should be used. • There will be impacts on the ocean and the having a dual carriageway along the ocean front ruins the natural aspects of the area. • Money making projects cause more problems and benefits. 	CoJ
12	Dr Marjorie Apthorpe	<ul style="list-style-type: none"> • The present proposal of a housing estate is incompatible with SPP2.6 to “protect, conserve and enhance coastal values” and SPP2.8 to conserve Perth’s remnant bushland. • Enhancement of the existing cleared areas is supported and re-developing the existing boat harbour could and should be accomplished without the extensive clearing of vegetation in Bush Forever site 325. • The Structure Plan does not take into account the high conservation values of site 325 which was rated as the City’s No 1 priority site for conservation and protection (David Pike, author, City of Joondalup documents prepared for the Perth Biodiversity Project). • The Structure Plan does not take into account the amount of clearing of the endangered Carnaby’s Black Cockatoo feeding area. 	CoJ/Strategen
13	Anonymous (from PER submission)	<ul style="list-style-type: none"> • The proposal is supported. • A properly planned marina with a deeper draft will enable it to host national and international maritime and tourism events. • It is essential that the ORSSC has sufficient space (both land and water area) to operate both the club and a viable boat stacking operation. • The area currently allocated to the club is insufficient. 	
14	Anonymous (from PER submission)	<ul style="list-style-type: none"> • Considers that there has already been damage to the local marine environment and the marina will not necessarily cause more. • Residential lots should not be provided – boat pens and service workshop should not be mixed with residences. • To future proof the development there should be increased parking/boat trailer parking, increased space provided for an assortment of clubs. 	CoJ
15	Anonymous (from PER submission)	<ul style="list-style-type: none"> • A marina is a necessity to rectify serious shortcomings in the areas of maritime facilities tourism infrastructure and public amenity. • All land and waters areas should be allocated to the core uses of maritime, tourism, 	CoJ / TBB

**OCEAN REEF MARINA
DRAFT PRELIMINARY OCEAN REEF MARINA STRUCTURE PLAN**



	NAME	SUBMISSION	RESPONSE
		<p>accommodation, public recreation and leisure amenity.</p> <ul style="list-style-type: none"> • Acknowledges the benefits of high density, low rise residential development. • The area allocated to club is not sufficient and should be increased to 4 heactres (as recommended by the planners). • The proposal needs to be an “iconic marina” with a WOW factor to compliment the beautiful coastline and spectacular sunsets. 	
16	Anonymous (from PER submission)	<ul style="list-style-type: none"> • Need to ensure there is sufficient parking for visitor boats (charged by the hour). • Canals and canal blocks should be included attached to the marina. 	CoJ
17	Anonymous (from PER submissions)	<ul style="list-style-type: none"> • Concerned regarding the magnitude of the proposal, the height of the buildings and the impact to the residential areas around the marina. • The large scale commercial buildings proposed will ruin the beautiful coastline views and look out of place. • The marina should be built as an area for sporting activities rather than a commercial/residential area. 	Not required.
18	Jason Morton	<ul style="list-style-type: none"> • The current plan should be amended to add more usable beach. The northern beach area should be increased; the groyne area could be moved to protect the beach. • Alternatively build another groyne to create two protected beaches and an ocean pool. • The southern groyne should also be moved/extended to create another protected beach. • A shark net should be installed. • An artificial diving reef should be provisioned. • Night lighting to enable swimming, surfing, diving at night. 	Not required.
19	Dave Smith	<ul style="list-style-type: none"> • The amphitheatre should be realigned to minimise noise pollution on surrounding areas. 	CoJ
20	Ruth Points	<ul style="list-style-type: none"> • The development should provide separation of cyclists from pedestrians, cater for young families on a tight budget and include an ocean pool. 	Not required.
21	Ross Hack	<ul style="list-style-type: none"> • An artificial reef should be considered south of the marina which can double as a reef for water sports particularly surfing. 	CoJ

OCEAN REEF MARINA COMMUNICATIONS STRATEGY



EXECUTION REPORT

April 2017

BACKGROUND

The *Ocean Reef Marina Communications Strategy* (the Strategy) was noted by Council at its meeting held on 19 April 2016 (CJ065-04/16 refers). At its Special Meeting held on 29 August 2016 (JSC02-08/16 refers), Council then requested the Chief Executive Officer to undertake a direct household mail-out to all household in the City as part of the Strategy.

The principal objectives of the strategy were to:

- (a) Build on the community consultation previously undertaken by the City and harness the high level of community support for the Project.
- (b) Ensure the City engages effectively with identified stakeholders, including potential opponents.
- (c) Ensure the consultation undertaken identifies the key concerns and issues regarding the project to ensure they are addressed in the information disseminated to 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.

It should be noted the Strategy included the statutory communications processes required for the public advertising of the Public Environmental Review (PER) and Metropolitan Region Scheme (MRS) Amendment.

A substantial amount of information on the Ocean Reef Marina (ORM) was publically available during the MRS Amendment, PER, Negotiated Planning Outcome (NPO) and Structure Plan advertising period. The approvals process undertaken by the City is unique and complex and it was considered vital that all stakeholders are fully conversant with the project status, the objectives of the approvals process, the statutory methodology of the processes and the avenues available for comment and feedback.

The Strategy was formally implemented following the approval to advertise of the PER and MRS Amendment (Office of the Environmental Protection Authority and Department of Planning respectively).

DETAILS

The following tasks/activities were undertaken as part of the Strategy:

1. Ocean Reef Marina Webpage

The ORM webpage was completely overhauled with the new information published focussing on the approvals process and how and where the community can be involved. The articles published were prepared in collaboration with the City's Marketing Team and approved by the Manager Marketing and Communications.

Access to all of the approvals documents (PER, MRS Amendment, NPO and Structure Plan) was available through the webpage. In the case of the MRS Amendment, access was via a link to the Department of Planning website (in accordance with statutory process).

Information on the ORM Community Forums was published on the ORM landing page.

The updated webpage went live at 12.00noon on 22 November 2016 and a 'hero' image was published on the City's landing page and the pages were updated (as appropriate) throughout the advertising period.

The statistics recorded for visits to the ORM webpage during the public advertising period (22 November 2016 to 24 February 2017) are provided in Attachment 1.

2. Social Media

A number of Facebook and Twitter posts were made during the public advertising period focussing on the ORM Community Forums, making submissions and media articles.

The City also ran a paid Facebook campaign from 6 to 23 February 2017. The campaign resulted in a total of 3,480 link clicks to the City's website and reached 93,655 people.

The campaign targeted:

- Suburbs within the City of Joondalup
- Suburbs within the City of Stirling
- Profiles set to Perth Western Australia
- Age profile: 25-65 years
- Interests: environment, fishing, surfing, boating, sailing, swimming, Hillary's Boat Harbour, home ownership, homeowners, house.

In addition to posts on the City's Facebook there are a number of posts on other pages including: Build Ocean Reef Marina, WA Labor, Liberals WA, Save Joondalup Beaches, Emily Hamilton, Jan Norberger, Peard Real Estate – Hillarys, OceanReefWA, Mark Folkard and Smithson Planning.

3. Media advertising

A total of 23 advertisements appeared in the print media – Joondalup Times/Weekender, The West Australian and the Sunday Times.

OCEAN REEF MARINA COMMUNICATIONS STRATEGY



- Statutory PER: 11
- Statutory MRS Amendment: 6
- City advertisements: 6

Attachment 2 provides a list of all print media advertisements.

The City managed and paid for all advertising for the PER, including the statutory advertisements, while the WAPC managed and paid for the advertising of the MRS Amendment.

In addition to the above articles on the public advertising period were also published in *City News* November 2016 and *Joondalup Voice* December 2016.

4. Media articles

The following print media articles concerning the ORM and the public advertising were published during the period 22 November 2016 and 24 February 2017:

Date	Publication	Headline
24 Nov 16	Joondalup Weekender	<i>Forums will provide into on marina project</i>
1 Dec 16	Joondalup Weekender	<i>Joondalup Voice – Ocean Reef Marina Community Consultation</i>
15 Dec 16	Joondalup Weekender	<i>Marina Concerns</i>
16 Jan 17	West Australian	<i>McGowan backs marine for Ocean Reef</i>
19 Jan 17	Joondalup Weekender	<i>Bush Forever Webb focus</i>
19 Jan 17	Joondalup Weekender	<i>Marina arm wrestle starts</i>
19 Jan 17	Joondalup Weekender	<i>Project long overdue, says Mayor</i>
8 Feb 17	West Australian	<i>Ocean Reef Marina to go head no matter result</i>

5. Group Emails

The following group emails were sent during the public advertising period:

Date	Recipients	Contents
29 Nov 16	<ul style="list-style-type: none"> • Attendees from the 2013 Community Forums • People who had previously emailed the City regarding the project. • Community Reference Group 	<ul style="list-style-type: none"> • Information on the PER and MRS Amendment advertising process. • Community Forums
7 Feb 17	<ul style="list-style-type: none"> • Attendees from the 2013 Community Forums • People who had previously emailed the City regarding the project. • Community Reference Group 	<ul style="list-style-type: none"> • Closing date for submissions • Encouraging participation • Community Forum • Political party commitments to the project

6. Promotional Material

The following promotional material was prepared and distributed during the public advertising period:

ITEM	DISTRIBUTION
Fact Sheets: PER MRS Amendment Local Structure Plan	City Administration Offices Libraries Customer Service Centres Community Forums Website
Poster	City Administration Offices Libraries Customer Service Centres Community Forums
Postcard	City Administration Offices Libraries Customer Service Centres Community Forums
Brochure	City-wide mail out City Administration Offices Libraries Customer Service Centres Community Forums

7. Direct Mail-out

As requested by Council at its special meeting held on August 2016 (JSC02-08/16 refers), the Ocean Reef Marina Brochure together with a letter from the Chief Executive Officer was mailed to all City ratepayers. Approximately 58,000 articles were lodged with Australia Post on Friday 16 December 2016.

8. Briefing Meetings

Identified as key stakeholders, the following entities were offered the opportunity to be briefed on the PER, MRS Amendment, draft preliminary Ocean Reef Marina Structure Plan:

- Whitfords Volunteer Sea Rescue Group.
- South West Aboriginal Land and Sea Council.
- Tourism WA.
- Urban Bushland Council.
- Conservation Council of WA.
- Recfishwest.
- Surfing WA.
- Joondalup Coast Care Forum.
- Ocean Reef Sea Sports Club.

Briefings were subsequently held with Tourism WA, Urban Bushland Council and Joondalup Coast Care Forum.

9. Direct contact with the City

During the public advertising period (22 November 2016 to 24 February 2017) the City received 65 direct contacts – telephone, email or in person. The principal enquiries related to access to information and the process for making submissions.

10. Community Forums

The City conducted three community forums during the advertising period:

- 5 December 2016, Ocean Reef Sea Sports Club – approximately 80 attendees.
- 8 December 2016, Ocean Reef Sea Sports Club – approximately 80 attendees.
- 15 February 2017, Beaumaris Community Centre – approximately 35 attendees.

Mayor Pickard and the Chief Executive Officer presented information on the project focussing on the process for public comment and members of the Ocean Reef Marina Project Team presented detailed information on the PER, MRS Amendment, draft NPO and draft preliminary Ocean Reef Marina Structure Plan.

The presentations were followed by Q & A sessions chaired by Mayor Pickard. Topics covered in the Q & A sessions included:

- Environmental impacts
- Impacts to surrounding areas
- Provision of amenities within the marina
- Construction commencement dates and staging of the development
- Development cost and roles and responsibilities of the City and the State Government
- Existing club facilities
- Provision of car parking
- Traffic and transport issues within the marina and the surrounding area
- Community support for the development
- Building height and view corridors

11. Expenditure

Total expenditure for the implementation of the *Ocean Reef Marina Communication Strategy* was \$124,907.43. Attachment 3 provides a breakdown of the expenditure.

Attachments

- 1 Ocean Reef Marina webpage statistics.
- 2 Summary of print media advertising.
- 3 Breakdown of expenditure.

OCEAN REEF MARINA COMMUNICATIONS STRATEGY



ATTACHMENT 1 - ORM WEBPAGE STATISTICS

PAGE	HITS
ORM landing page:	10,074
MRS Amendment Public Submissions:	2,223
<i>Clicks to Department of Planning webpage</i>	346
PER:	1,124
<i>Clicks to OEPA eConsultation page</i>	28
PER document:	923
Concept Plan:	718
Structure Plan:	691
Frequently Asked Questions:	256
Community consultation:	225
Project Outline:	223
Project Milestones:	215
Image Gallery:	192
Reports and Studies:	28
Approvals/Environmental Assessment:	26
PER/How to make a submission:	17
Have your say:	8
Approvals:	6
Project Information:	6
Planning Assessment:	5
Environmental Assessment/Studies & Investigations:	3
Planning Assessment/Structure Plan Support Documents:	3
Project Philosophy and Key Parameters:	3
Planning Assessment/MRS Amendment Supporting Docs:	2
Other:	2

OTHER WEBPAGE VISITS – OCEAN REEF MARINA

PAGE	HITS
Council Committee/ORM Community Reference Group	38
Public Notices/ORM Community Forums	35
Archived news items/public notices	62
Current news items	8

OCEAN REEF MARINA COMMUNICATIONS STRATEGY



ATTACHMENT 2 - SUMMARY OF PRINT MEDIA ADVERTISING

Date	Publication	Advertising	Type
23 Nov 16	West Australian – General News	MRS Amendment public advertising (via WAPC)	Statutory
23 Nov 16	West Australian – General News	PER public advertising	Statutory
23 Nov 16	West Australian – General News	Public advertising for PER, MRS Amendment, NPO and Structure Plan	City
24 Nov 16	Joondalup Weekender	Community Forums	City
26 Nov 16	Weekend West Australian – General News	PER public advertising	Statutory
26 Nov 16	Weekend West Australian – General News	Public advertising for PER, MRS Amendment, NPO and Structure Plan	City
27 Nov 16	Sunday Times – Public Notices	PER public advertising	Statutory
27 Nov 16	Sunday Times – Public Notices	MRS Amendment public advertising (via WAPC)	Statutory
29 Nov 16	Joondalup and Wanneroo Times	PER public advertising	Statutory
1 Dec 16	Joondalup and Wanneroo Weekender	PER public advertising	Statutory
21 Dec 16	West Australian – General News	PER public advertising	Statutory
8 Jan 17	Sunday Times – Public Notices	PER public advertising	Statutory
8 Jan 17	Sunday Times – Public Notices	MRS Amendment public advertising (via WAPC)	Statutory
18 Jan 17	West Australian – General News	PER public advertising	Statutory
22 Jan 17	Sunday Times – Public Notices	PER public advertising	Statutory
22 Jan 17	Sunday Times – Public Notices	MRS Amendment public advertising (via WAPC)	Statutory
24 Jan 17	Joondalup and Wanneroo Times	PER public advertising	Statutory
24 Jan 17	Joondalup and Wanneroo Weekender	MRS Amendment public advertising (via WAPC)	Statutory
26 Jan 17	Joondalup and Wanneroo Weekender	PER public advertising	Statutory
26 Jan 17	Joondalup and Wanneroo Weekender	MRS Amendment public advertising (via WAPC)	Statutory
9 Feb 17	Joondalup Weekender	Closing date for submissions and Community Forum	City
14 Feb 17	Joondalup Times	Closing date for submissions and Community Forum	City
16 Feb 17	Joondalup Weekender	Closing date for submissions	City

OCEAN REEF MARINA COMMUNICATIONS STRATEGY



ATTACHMENT 3 - EXPENDITURE

Promotional materials:

Fact sheets	\$ 608.00	
Postcard	136.00	
Poster	70.00	
Brochure	7,546.00	\$ 10,360.00
Preparation	<u>2,000.00</u>	

Facebook campaign: 1,000.00

Newspaper Advertising:

Statutory	\$ 12,050.48	
City	<u>24,313.22</u>	36,363.70

Community Forums:

Audio visual equipment	\$ 8,833.00	
Facilities hire	800.00	
Consultants	9,970.63	
Miscellaneous	<u>286.01</u>	19,889.64

City wide mail-out:

Postage	\$ 32,147.56	
Brochure	7,546.00	
Printing & preparation	<u>8,541.40</u>	48,234.96

Briefing Meetings – consultants 9,059.13

TOTAL \$124,907.43