

As a **long-term Hillarys and Kallaroo resident, father of two young boys and a staffy**, I deeply appreciate what makes our community great.

With my vast local issues experience and your support, **we can make this place even better**.

With a B.Communications and a leadership background in media, consultancy, and education, I bring unique expertise towards ratepayer advocacy. I will listen to and take action on the concerns and issues residents and community groups face.

My strength is in community engagement and consultation, essential for effective representation. By being fully informed and listening to residents, I pledge to make **independent decisions** on Council.

Raising a young family, **I am in touch** with the rising cost of living pressures.

I believe in prudent financial management. **Minimal rate rises and initiatives to lower rates** by offsetting residential rateable income will drive local economic prosperity while creating jobs.

Supporting **local businesses and attracting key growth sectors to our City is vital** for future generations to live, study and work locally.

Council must be a positive force in the everyday lives of residents by actively assisting the hard-working community, volunteers, seniors, youth, sporting groups and organisations that undertake vital roles in our community.

**I understand how important it is to participate in the community actively, not just during elections.**

President of the Joondalup Symphony Orchestra: recently awarded 'Best New Business' by JBA, I can foster autonomous and sustainable organisations that add value to our community.

North Shore Community Hub committee illustrates my dedication to community-driven initiatives.

I support responsible and environmentally sustainable planning to enhance local amenity, upgrade road/pedestrian safety infrastructure and beautify parks/streetscapes, while **protecting our unique coastal environment** and native bushland.

As your Councillor, I will energise new ideas, integrity, and good governance.