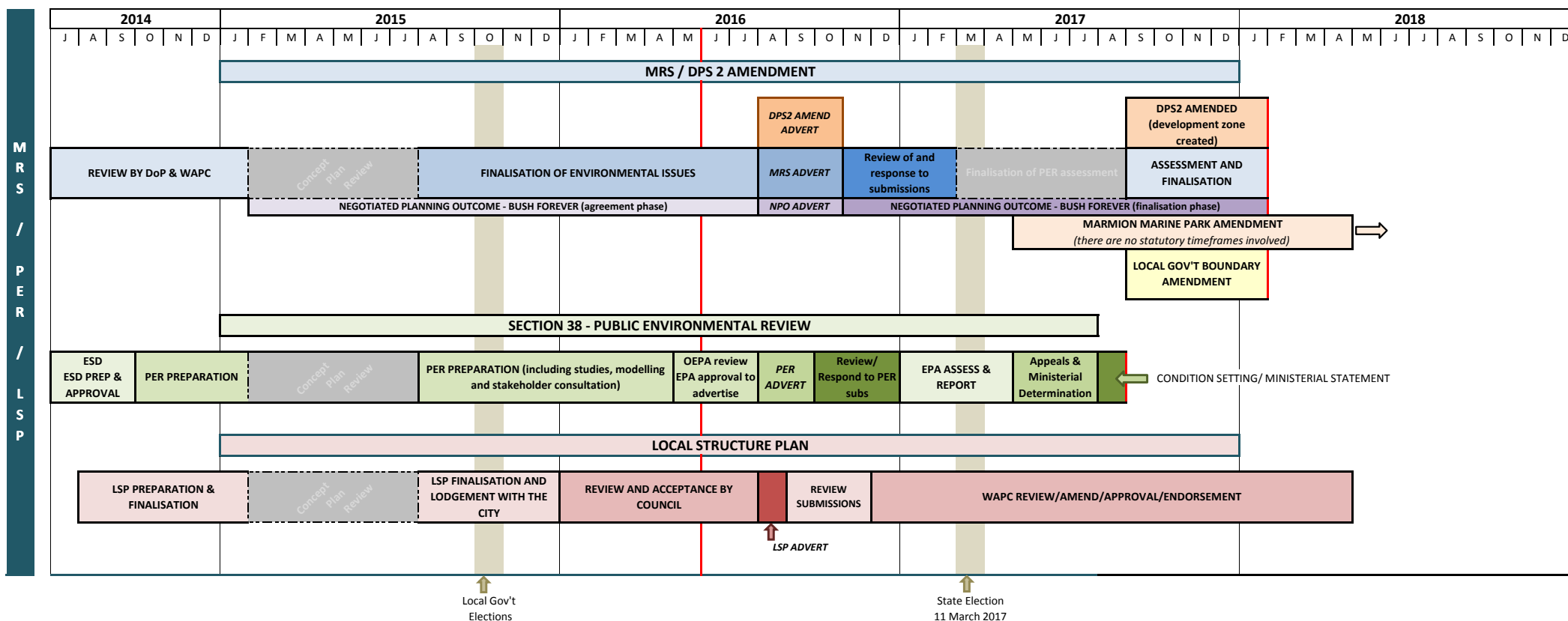


APPENDIX 1 ATTACHMENT 1

OCEAN REEF MARINA - POTENTIAL EXPEDITED APPROVALS TIMELINE (as at June 2016)

CONCURRENT PUBLIC ADVERTISING PROPOSED



Note: This timeline is INDICATIVE only - and is constantly being reviewed by the City in conjunction with the relevant government agencies

OCEAN REEF MARINA COMMUNICATIONS STRATEGY



ATTACHMENT 2

MATERIALS REQUIRED

ITEM	DESCRIPTION	DATE REQ	STATUS
Website update	Design and content updated focussing on consultation.	<ul style="list-style-type: none"> • ASAP • Further amendments required once public advertising commences 	Content ready for uploading
Hero image	For publication on the City's website leading into and during the advertising period.	<ul style="list-style-type: none"> • Once updated content is uploaded • Updated once public advertising commences 	Draft being prepared
Media release	Providing details of the public advertising and project progression.	<ul style="list-style-type: none"> • Released once public advertising date known. 	Content finalised for approval
Advertisements	Advertising the public consultation period For newspaper and displayed in all relevant City locations.	<ul style="list-style-type: none"> • Released once public advertising date in known 	Draft ads designed by Marketing for review.
	Advertising the community forums For newspapers and displayed in all relevant City locations	<ul style="list-style-type: none"> • Released once forums dates are finalised – following notification of public advertising date. 	Draft ads prepared and will be finalised once all information is known.
Information Booklet	Comprehensive information on the project, approvals process and public advertising. Potential to update booklet once public advertising commences - TBC. To be available from the City's website and selected City locations.	<ul style="list-style-type: none"> • ASAP • Reissued once public advertising date is known and/or commences 	Contents ready for designing
Short brochure	Short, glossy brochure providing "fast facts", dot points etc – directing interested people to website for more information.	<ul style="list-style-type: none"> • Released in conjunction with the Information Booklet 	Draft being prepared

OCEAN REEF MARINA

COMMUNICATIONS STRATEGY



ITEM	DESCRIPTION	DATE REQ	STATUS
Fact Sheets	Providing detailed and specific information different approvals processes. Available from the City's website and selected City locations.	<ul style="list-style-type: none"> Released in conjunction with the Information Booklet 	
	MRS Amendment – including graphic timeline		Content ready for designing
	PER – including graphic timeline		
	Structure Plan – including graphic timeline		
	DPS2 / District Boundary - TBC		Not commenced - TBC
Joondalup Voice	Short article focussing on the consultation period.	<ul style="list-style-type: none"> Published in the most appropriate edition in relation to the public advertising date. 	Content ready for designing
Timeline	For inclusion in identified material.	<ul style="list-style-type: none"> To be uploaded with website information and provided with other identified material. 	Content ready for designing
Artist Impressions	Three additional views being prepared.	<ul style="list-style-type: none"> For inclusion in all marketing materials. 	Being prepared externally
Social Media items	For publication leading into and during the advertising	<ul style="list-style-type: none"> Once advertising date is known Updated during advertising period 	Draft being prepared
Forum material	To be determined.	<ul style="list-style-type: none"> Required for forums 	To be determined following scheduling of the forum dates.
Emails	Distributed to interested parties providing project information and the actual dates for consultation.	<ul style="list-style-type: none"> Released once public advertising date known. 	Content will be similar to Booklet – currently being designed.
Desk of the CEO	Advice to Elected Members regarding commencement of public advertising.	<ul style="list-style-type: none"> Released once public advertising date known 	Draft being prepared
Letters to senior State Government stakeholders	Advice to senior government officials advising of project progression particularly the commencement of public advertising.	<ul style="list-style-type: none"> Released once public advertising date known 	Draft being prepared