

OCEAN REEF MARINA: COMMUNICATIONS STRATEGY



MATERIALS REQUIRED – as NOTED by Council (CJ064-4/16 and JSC02-08/12 refer)

APPENDIX 2
ATTACHMENT 1

ITEM	DESCRIPTION
Website update	Design and content updated focussing on consultation. Update relevant pages once advertising date is known: Landing Approvals Environmental Assessment (Fact Sheets) Planning Assessment (Fact Sheets) Have your say NEW PAGE – Links to OEPA, DoP and all documents, information on submissions. Further updates as advertising progresses.
Hero image	For publication on the City’s website once the documents are released.
Social Media items	Item 1: For publication once the documents are released. Item 2: Advertising Community Forums Item 3: Closing date of advertising
Brochure	City-wide mail out Other locations as identified.
Postcard	Short, glossy brochure focussing on the consultation period, available at selected City locations with the Fact Sheets.
ORM Poster	Information on PER/MRS advertising
Forum material	To be determined.....

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ITEM	DESCRIPTION
Fact Sheets	Providing detailed and specific information different approvals processes (can be included in updated web):
	MRS Amendment – including graphic timeline
	PER – including graphic timeline
	Structure Plan – including graphic timeline
	DPS2 / District Boundary
Advertisements	Advertising the public consultation period:
	OEPA Statutory Advertisement (OEPA appro required)
	City PER/MRSD Advertisement
	Community Forums advertisement
Joondalup Voice	MOU and State Government Announcement
	Short article focussing on the consultation period.
Timeline	For inclusion in identified material.
Emails	Email 1: Distributed to interested parties providing project information and the actual dates for consultation.
	Email 2: Advising of Community Forums
	Email 3: Advising of closing date
City News	CN 1: For inclusion in Sept/Oct edition.
	CN 2: For inclusion in Dec edition
PER document and appendices	Hard copies of the documentation to be provided to DMA's, IA's, libraries and interested parties (as per distribution list). Estimate 50 copies. Hard copies must also be available through the City for any interested party – cost \$10.
PER CDs USBs	CDs of all PER documentation to be available to any interested party through the City.
Front Covers	PER and Local Structure Plan
CD label	PER
PER Summary	To be distributed as appropriate. Not considered appropriate to upload to the City's website.
Letters	L1: OEPA approved letter for the PER
	L2: Letter to accompany the City-wide mail out
	L3: Letter to MPs etc
Intranet News Item	Providing information to City officers on the PER/MRS advertising.

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ITEM	DESCRIPTION
Memo to Customer Service Coordinator	Providing detailed information regarding the advertising to assist the City's Customer Services Officers.

DISTRIBUTION LIST

* Denotes OEPA statutory requirement

WHO	WHAT
LOCAL MEMBERS/POLITICIANS	
Ian Goodenough MP, Member for Moore	Mayoral letter/brochure TO BE RELEASED FOLLOWING THE SECOND COMMUNITY FORUM TO BE HELD ON 8 DECEMBER 2016 TO ENABLE ANY ISSUES RAISED TO BE HIGHLIGHTED IF REQUIRED.
Premier Colin Barnett MLA	
Mark McGowan MLA, Leader of the Opposition	
Rita Saffioti MLA, Shadow Minister for Planning, Transport	
Christopher Tallentire MLA, Shadow Minister for Environment	
Jan Norberger MLA, Member for Joondalup	
Albert Jacob MLA, Member for Ocean Reef	
Andrea Mitchell MLA, Member for Kingsley	
Members for North Metropolitan Region	
<i>Peter Collier MLC</i>	
<i>Peter Katsambanis MLC</i>	
<i>Liz Behjat MLC</i>	
<i>Michael Mischin MLC</i>	
<i>Martin Pritchard MLC</i>	
<i>Laine McDonald MLC</i>	
GOVERNMENT DEPARTMENTS	
Office of the Environmental Protection Authority	PER/LTR*

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WHO	WHAT
Department of Parks and Wildlife	
Department of Environmental Regulation	
Department of Transport	
Department of Fisheries	
Department of Planning	
Department of Lands	
GOVERNMENT AGENCIES	
Water Corporation	PER/LTR*
LandCorp	PER/LTR*, all other materials
Western Australian Museum	
Conservation and Parks Commission	PER/LTR*
Tourism WA	
LOCAL GOVERNMENT	
City of Joondalup	
<i>Elected Members</i>	CEO Briefing Note
<i>ORM Steering Committee</i>	Email / links, Briefing Meeting
<i>ORM Community Reference Group</i>	Briefing session
<i>CoJ Ratepayers/residents</i>	Brochure / CEO letter (City-wide mailout), City News Article
City of Wanneroo	PER/LTR*
City of Perth	PER/LTR*
City of Fremantle	PER/LTR*
City of Stirling	PER/LTR*
LIBRARIES	
J S Battye Library	PER/LTR*
State Library	PER/LTR*
Joondalup Library	
Whitford Library	PER/LTR*, Poster, Postcard, Fact Sheets, City News/Joondalup Voice Article

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WHO	WHAT
Duncraig Library	
Woodvale Library	
COMMUNITY ORGANISATIONS	
RecfishWest	
Boating WA	PER/LTR*
Surfing WA	
Surf Life Saving WA	PER/LTR*
Joondalup Business Association	
Ocean Reef Sea Sports Club	PER/LTR*, (CRG Materials), Briefing Meeting
Whitford Volunteer Sea Rescue Group	PER/LTR*, (CRG Materials), Briefing Meeting
South West Land and Sea Council	PER/LTR*
Conservation Council of WA	PER/LTR*
COMMUNITY GROUPS	
Abalone Association of WA	PER/LTR*, Briefing Meeting
West Coast Abalone Divers Association	PER/LTR*, Briefing Meeting
Joondalup Coast Care Forum	PER/LTR* (CRG materials)
Friends of Marmion Marine Park	PER/LTR*
Friends of North Ocean Reef-Iluka Foreshore	PER/LTR*
Save Joondalup Beaches	PER/LTR*
Mullaloo Beach Community Group	PER/LTR*
Ocean Reef Progress Association	PER/LTR* (CRG materials)
OTHER / GENERAL COMMUNITY	
Facebook/Twitter followers	Post x 3
City Administration, Leisure Centres, Customer Service Centres	Poster, Postcard, Fact Sheets, City News/Joondalup Voice Article
City Officers	Intranet, City News/Joondalup Voice Article
Customer Service	Information memo
Interested parties (as per database of contacts)	Emails x 3

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WHO	WHAT
General Community	ORM website

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

CONCURRENT PUBLIC ADVERTISING PROPOSED

