

OCEAN REEF MARINA

COMMUNICATIONS STRATEGY – ROLL OUT

Please note: Dates for the roll out of the materials will be determined once approval to advertise the Public Environmental Review is received of the Office of the Environmental Protection Authority and the Minister for Planning approves the release of the MRS Amendment for public advertising.

KEY:

City Item	EPA required Item	WAPC required item
-----------	-------------------	--------------------

ITEM	COMMENT	WHEN/WHERE	DATE
Draft Advertisement	Specific format as per EPA guidelines.	Provided to OEPA for approval.	As soon as possible
Distribution list	As required as per EPA guidelines.	Provided to OEPA for approval.	As soon as possible
ORM Brochure	For City wide mail out.	Provided to printer.	Once approved
Mayoral letter	For City wide mail out.	Provided to printer.	Once approved
Link to City's PER webpage.	As required as per EPA guidelines – to be forwarded to the OEPA's assessment officer.	For inclusion on the EPA's consultation webpage.	As soon as possible
PER Statutory Advertising	Must be published on or before the release date.	Joondalup Weekender – main news section.	To be determined
City Advertisement	In addition to the statutory advertisement	Joondalup Weekender	To be determined
Hard copies of PER and CDs	As required as per EPA guidelines.	Forwarded to OEPA assessment officer.	To be determined
Letter and PER (if appropriate) to DMA's, IA's, libraries and interested parties.	Distribution list as approved by the OEPA. Distribution letter as per OEPA provided template.	Couriered or posted as appropriate.	To be determined
PER Statutory Advertising	Must be published in the Saturday or Monday edition of the main daily newspaper.	The West Australian – main news section.	To be determined
MRS Statutory Advertising	Controlled by WAPC	As per WACP requirements	As advised by WAPC
City Advertisement	In addition to the statutory advertisement.	The West Australian	To be determined
Hero Image	Designed – CEO approval pending	City's website	To be determined
Media Release	Draft prepared	The West Australian	To be determined

OCEAN REEF MARINA

COMMUNICATIONS STRATEGY – ROLL OUT

ITEM	COMMENT	WHEN/WHERE	DATE
PER document	To be uploaded as soon as possible on the day of release.	City's website	To be determined
Website update	Links to EPA consultation page / WAPC for MRS MRS supporting documents	City's website	To be determined
Social Media Items	First post.	Facebook, Twitter	To be determined
ORM information "postcard"	Providing information on the public advertising and where to access documents.	City's libraries, Customer Services Centres, Leisure Centres and other identified locations.	To be determined
ORM Fact Sheets	PER, MRS and ORM Structure Plan fact sheets	City's website. Other locations to be confirmed.	To be determined
ORM Poster	Information on the PER/MRS advertising	City's libraries, Customer Service Centres, Leisure Centres and other identified locations	To be determined
First email	Information on the PER/MRS advertising	Interested parties	To be determined
PER Statutory Advertisement	Must be published in the main local newspaper.	Joondalup Times – main news section.	To be determined
City Advertisement	In addition to the statutory advertisement	Joondalup Times	To be determined
Media Release	Draft prepared	Joondalup Times	To be determined
City wide mail out	Refer above.	Lodged with Australia Post for delivery.	To be determined
Social Media	Second post – advertising Community Forums	Facebook, Twitter	To be determined
Second email	Advising of community forums	Interested parties	To be determined
Community Forum Advertisement	Draft designed.	Joondalup Times City's website (including Public Notices section and Community Consultation) Email to interested parties.	To be determined
Community Forums x 2	Dates to be determined once the release date is known. Ideally hold one week after release.	Ocean Reef Sea Sports Club	To be scheduled
Social Media	Third post – advising of closing date for PER.	Facebook, Twitter	2 weeks prior to close of PER advertising

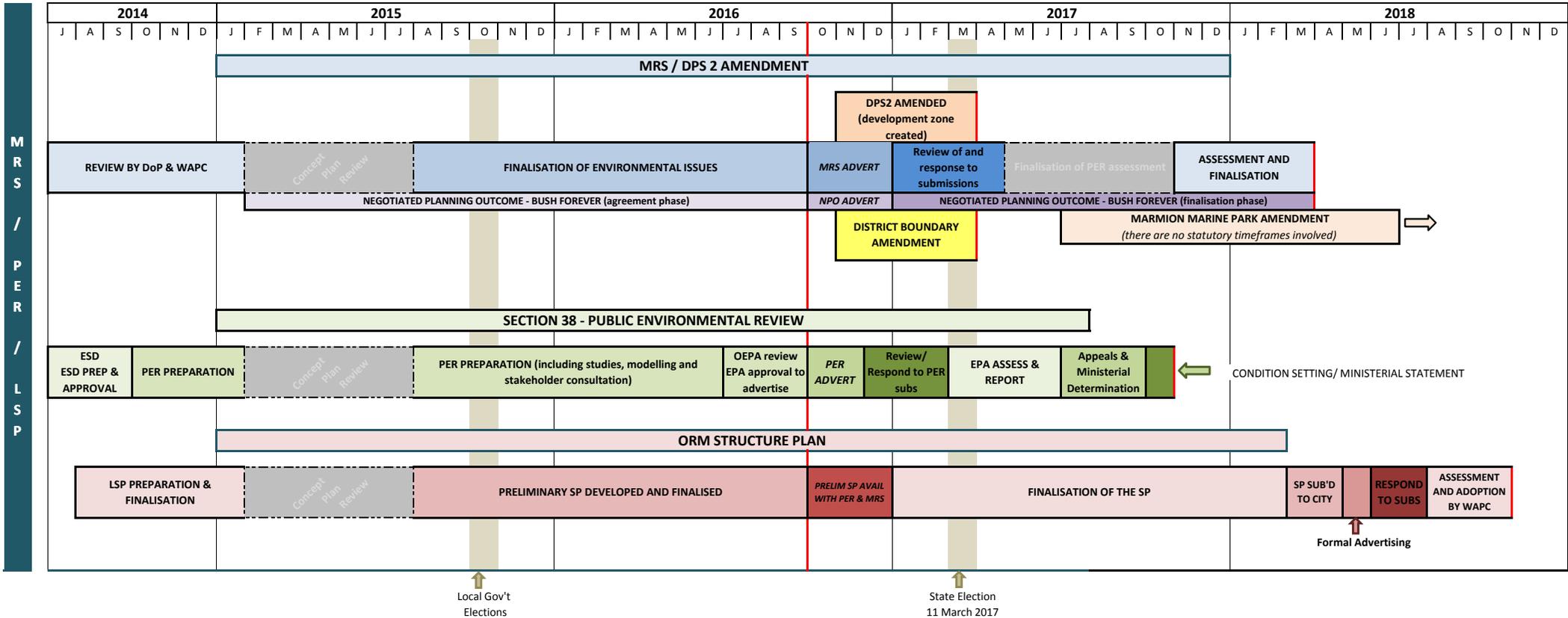
OCEAN REEF MARINA

COMMUNICATIONS STRATEGY – ROLL OUT

ITEM	COMMENT	WHEN/WHERE	DATE
Third email	Advising of close date for PER.	Interested parties	2 weeks prior to close of PER advertising
PER Statutory Advertisement	As required as per EPA guidelines	Joondalup Weekender	2 weeks prior to close of PER advertising
PER Statutory Advertisement	As required as per EPA guidelines	The West Australian – main new section	2 weeks prior to close of PER advertising
PER Statutory Advertisement	As required as per EPA guidelines	Joondalup Times – main new section	2 weeks prior to close of PER advertising

OCEAN REEF MARINA - POTENTIAL EXPEDITED APPROVALS TIMELINE
(as at September 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