

COMMUNITY SECURITY PATROL SERVICE REFERENDUM

INFORMATION CAMPAIGN

	STRATEGY	ACTIONS	Cost	When
1.	Council News <i>(Distributed to all households in the Autumn Information Pack)</i>	Major article on Community Security Patrol Service Referendum	\$0	Apr 01
2.	Information leaflet	Direct mail to all households – included in Autumn Information Pack	\$10,000	Apr 01
		Available at Customer Service Centres	\$0	Apr-May 01
		Available at all Libraries and Recreation Centres	\$0	Apr-May 01
		Distributed by City Watch Security Officers	\$0	Apr-May 01
		Distributed via Councillors and available at Council Meetings	\$0	Apr-May 01
3.	Advertisements – Wanneroo Times	Full page advertisement	\$1,000	Apr 01
		Quarter page advertisement	\$250	May 01
		Full page advertisement	\$1,000	May 01
4.	Internet	Web page detailing Referendum information and process	\$0	Apr 01
5.	Media Releases / Publicity	Initial media release to West and Wanneroo Times	\$0	Apr 01
		Reminder - press release – Wanneroo Times	\$0	May 01
		Reminder - included in ‘Message from the Mayor’ – Wanneroo Times	\$0	May 01
		Include in Mayor’s Announcements at Council Meeting	\$0	May 01
7.	Election information	Information and referendum form to be included in Election mailout	TBC	May 01

Note: This excludes any statutory public notices that need to be placed