

THE CITY OF JOONDALUP

COMMUNITY PARTICIPATION PLAN

OCEAN REEF MARINA

TABLE OF CONTENTS

Executive Summary	3
Background of project.....	3
1.0 Task Identification Phase	3
Purpose of Ocean Reef Community Participation Plan	3
Objectives of the community participation process	4
Stakeholders	4
Potential impact of project on stakeholders	4
Methods of stakeholder participation.....	5
Stakeholder Input	5
Participation timeline	6
Non-negotiable aspects of community participation process	6
2.0 Representation Phase	6
Stakeholder identification through EOI	6
Stakeholder participation target	7
3.0 Community Information & Education Phase.....	7
Participation specific information pack	7
4.0 Gathering Stakeholder Information Phase	8
5.0 Building the Agenda Phase	8
6.0 Program Development and Implementation Phase.....	9
Generating background and technical information.....	9
Community Reference Group – an overview	9
Reporting outcomes	9
Miscellaneous.....	10
7.0 Evaluation Phase.....	10

Executive Summary

In accordance with Council's Public Participation Policy 1.2 and the recently revised Public Participation Strategy, the Ocean Reef Marina Development Project provides an ideal opportunity for the City to involve the local community in a development project of regional significance.

A Community Participation Plan has been designed with the intention of motivating local people to participate in the development project by sharing information and ideas about:

- What they would like to see at the Marina in the future; and
- What they would NOT like to see at the Marina in the future.

This information will contribute to the concept design and a Structure Plan for the Marina.

The methodology for the Plan is aligned with the phases described in the City's Public Participation Strategy (2006).

Background of project

The Ocean Reef Marina redevelopment site spans approximately 46 hectares and is located along the coast at Ocean Reef. The site currently consists of a boat launching facility, parking for vehicles and boat trailers, reserves, freehold land and the sea sports club and sea rescue building.

The redevelopment project focuses on identifying a concept design and structure plan for the Ocean Reef Marina to meet the social/ lifestyle needs of the region, while promoting economic development and protecting the environment in a sustainable way.

A Project Team has been established by the City, involving the various disciplines that are required to manage the project. This includes services such as community consultation and public relations, environment, planning and urban design, engineering and infrastructure, geotechnical, land survey and heritage elements.

The role of the Project Team will be to develop the concept design and structure plan, taking into account information gained through a community consultation process.

1.0 Task Identification Phase

Purpose of Ocean Reef Community Participation Plan

The purpose of the community participation plan is to provide the Ocean Reef Marina Development Project Team with sufficient information on community views relating to the Marina development.

Objectives of the community participation process

To meet predetermined targets for participation through the Expressions of Interest (EOI) process.

To successfully convene and facilitate a Community Reference Group (CRG) that will represent local issues.

To provide the Project Team with sufficient information from stakeholders to design an appropriate Structure Plan.

Stakeholders

Owners – including the City of Joondalup (COJ), Water Corporation (WC), Department of Planning and Infrastructure (DPI)

Occupiers – Sea Sports Club, Sea Rescue, Surf Club

Community Organisations/Agencies – Tourism Groups, Environmental Groups, Aboriginal Heritage Groups, Economic Development bodies, Boat Owner and Fishing Groups

Local Community – people living in the local community adjacent to the Marina development site from the suburbs of Ocean Reef, Iluka, Mullaloo, Heathridge, Connolly and Currambine.

Broader Community – people living in the northwest corridor of Perth

Potential impact of project on stakeholders

Economic benefits including tourism and employment.

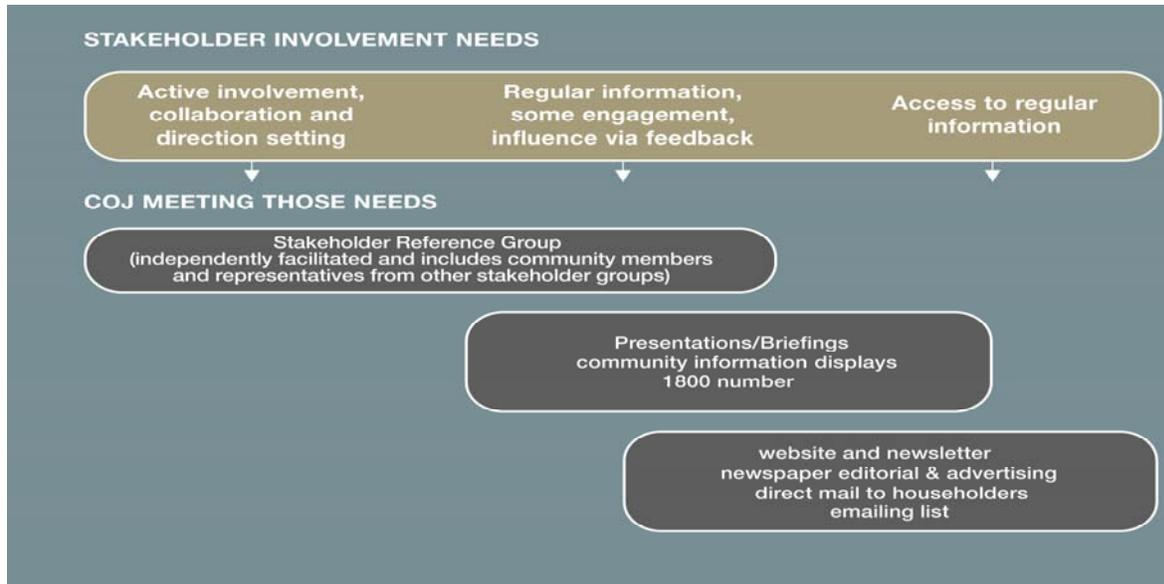
Increasing traffic and parking requirements.

Environmental impact.

Impact on recreational clubs.

Methods of stakeholder participation

The following chart identifies the range of consultation options.



To identify the extent of “Stakeholder Involvement Needs”, an EOI proforma will be designed that can be distributed as widely as possible using multiple communications channels.

The highest level of stakeholder involvement (active involvement, collaboration and direction setting) will involve opportunities for community representatives to serve on a CRG.

The next level of stakeholder involvement (regular engagement, some information, influence by feedback) will involve opportunities to:

- Present additional information to the CRG for their consideration; and
- Attend presentations/briefings on the Marina project in its entirety.

The lowest level of stakeholder involvement (access to regular information) will involve opportunities to receive regular updates on the progress of the community participation process and the Marina project overall.

Stakeholder Input

Stakeholder input generated from the wide range of consultation processes will be analysed and consolidated into a report for presentation to the Project Team.

Participation timeline

To be agreed in consultation with COJ as key stakeholder.

The key events for the communications timeline are detailed below, however the schedule will be largely driven by the following external influences:

- Project Team requirements; and
- The number and level of complexity of the issues identified via the EOI process. Resource availability for addressing identified issues raised e.g. expert advice, additional information, public venues etc.

Non-negotiable aspects of community participation process

Any EOI received after the due date will not be processed.

Final membership of the CRG will be as follows:

- 10 individuals representing Ocean Reef residents;
- 10 individuals representing surrounding suburbs including Iluka, Mullaloo, Heathridge, Connolly and Currambine;
- 5 individuals representing community groups/agencies; and
- 5 individuals representing the northwest corridor communities.

In the event that there are more individuals willing to serve on the CRG than there are places available, the final make up of the group will be decided by randomised selection.

A concept design and structure plan will be prepared by the Project Team, following the community participation process.

A report on the findings from the community participation process will need to be approved by COJ prior to being incorporated within the structure plan.

COJ, DPI, WC and WA Planning Commission approval is required prior to proceeding with the overall Marina project.

2.0 Representation Phase

Stakeholder identification through EOI

COJ Elected Members to take an active role in encouraging their constituents to complete an EOI.

Staff that are also residents of the suburbs targeted for participation will be invited to assist in distributing information on the EOI process through their local networks.

Displays such as posters and signage in public venues throughout the City (eg libraries, shopping centres) inviting people to complete EOI.

Advertisements and media releases to invite community stakeholders to complete EOI.

Residents of Ocean Reef, Mullaloo, Iluka, Currambine, Connolly and Heathridge that have been randomly selected from the City's databases will receive a direct invitation to complete EOI.

Stakeholders who have already expressed a special interest in the project will be invited to complete EOI.

Community groups that use the current facilities will be invited to complete EOI.

Stakeholder participation target

EOI process – > 30 per identified suburb (180 individuals).

CRG – 30 stakeholders comprising:

- 10 individuals representing Ocean Reef residents;
- 10 individuals representing surrounding suburbs including Iluka, Mullaloo, Heathridge, Connolly and Currambine;
- 5 individuals representing community groups/agencies; and
- 5 individuals representing the northwest corridor communities.

The participation targets will be highlighted in advertisements and direct mail to stakeholders.

3.0 Community Information & Education Phase

Participation specific information pack

An information package will be developed which will be available in hard and soft copies and in the form of a presentation that may be delivered by a representative of the City to community groups/organisations. The package will include general information on the project, the consultation process, the participation targets and the opportunities for stakeholders to have input. Multiple channels for distributing the information will include:

- Advertisements in the Western Australian and community newspapers;
- Direct mail and email;
- The COJ website;
- COJ Elected Members and staff;
- Via a 1800 number which will be attended 24 / 7; and
- On request, through presentations to community groups/organisations.

Community Reference Group

In addition to the general information and participation specific information developed for general stakeholders, the CRG members will receive information throughout the process, relating to specific issues. This will be in a wide range of formats, including:

- Fact sheets; and
- Presentations by “experts”.

4.0 Gathering Stakeholder Information Phase

The EOI process will provide information on the following:

- Some demographics – age, sex, suburb;
- Levels of stakeholder background and knowledge on the overall project;
- Desired levels of stakeholder involvement – from active participation to receiving information only;
- Previously unidentified local networks with an interest in the Marina project overall and specifically in participating;
- Stakeholder issues/concerns;
- Ideal or desired outcomes for stakeholders;
- Desired ground rules for public events/meetings; and
- Any 'out of scope' issues for the consultation process and the Marina project overall.

This information will be recorded in a spreadsheet and analysed to provide the following information:

- The extent to which participation targets have been met;
- Initial ideas on what the community would like to see included in the Marina development;
- A list of recurrent issues for consideration by the CRG;
- Issues that are out of the scope of the project. This is an opportunity to refer issues to relevant agency / individuals to resolve or develop information to clarify the scope of the project; and
- Stakeholder availability.

Generally, the EOI process will be an opportunity for gathering and documenting information. However, it is also an opportunity to impart information, such as:

- Background information;
- Ground rules for participation process; and
- Non-negotiable elements of the project.

5.0 Building the Agenda Phase

The agenda for the CRG will be developed from analysis of the information and based on the following:

- The issues and desirable outcomes identified by stakeholders; and
- Issue / outcome is within scope.

The proposed agenda will be circulated to the Project Team for information and sign-off.

The CRG will then form and agree to an agenda for the participation process.

6.0 Program Development and Implementation Phase

Generating background and technical information

Members of the Project Team will work with Gryphon Management Australia to identify any technical aspects of issues/desired outcomes arising from the EOI process. It will then be possible to develop fact sheets/presentation materials which can be of assistance to the CRG in their discussions on the issues/desired outcomes. This type of information can also be made available to the wider community.

In addition, Project Team members will be available throughout the participation process to undertake presentations on the issues/desired outcomes within a range of forums (CRG, community groups, individual meetings).

The sessions and time allocated will be determined post-EOI process, reflecting the complexity of the issues to be addressed.

Community Reference Group – an overview

Stakeholders who indicate an interest in participating in active, collaborative stakeholder decision-making forums will be selected to join the CRG.

The CRG will provide a forum to educate stakeholders and systematically address issues and concerns raised in the EOI process.

The proposed role of the CRG and its members will be to:

- Help COJ develop a concept design and structure plan for the Ocean Reef Marina;
- Ensure the issues and concerns of the community are adequately represented;
- Represent the interests of the wider community;
- Act as a conduit to disseminate information and feedback to and from the wider community; and
- Liaise with extended networks and community groups to facilitate information sharing about the project.

The CRG will be independently facilitated by representatives from Gryphon Management Australia.

Reporting outcomes

Outcomes from the CRG meetings will be regularly disseminated to the wider community for information purposes (eg. minutes, newsletters, website, letters to households, etc).

The Project Team will receive regular updates on any key issues or concerns raised within the CRG forum to integrate into the design process and structure plan.

Regular updates on outcomes and key discussion points will also be provided to Elected Members.

Miscellaneous

The information provided via the 1800 number will continue to be updated for the duration of the consultation process.

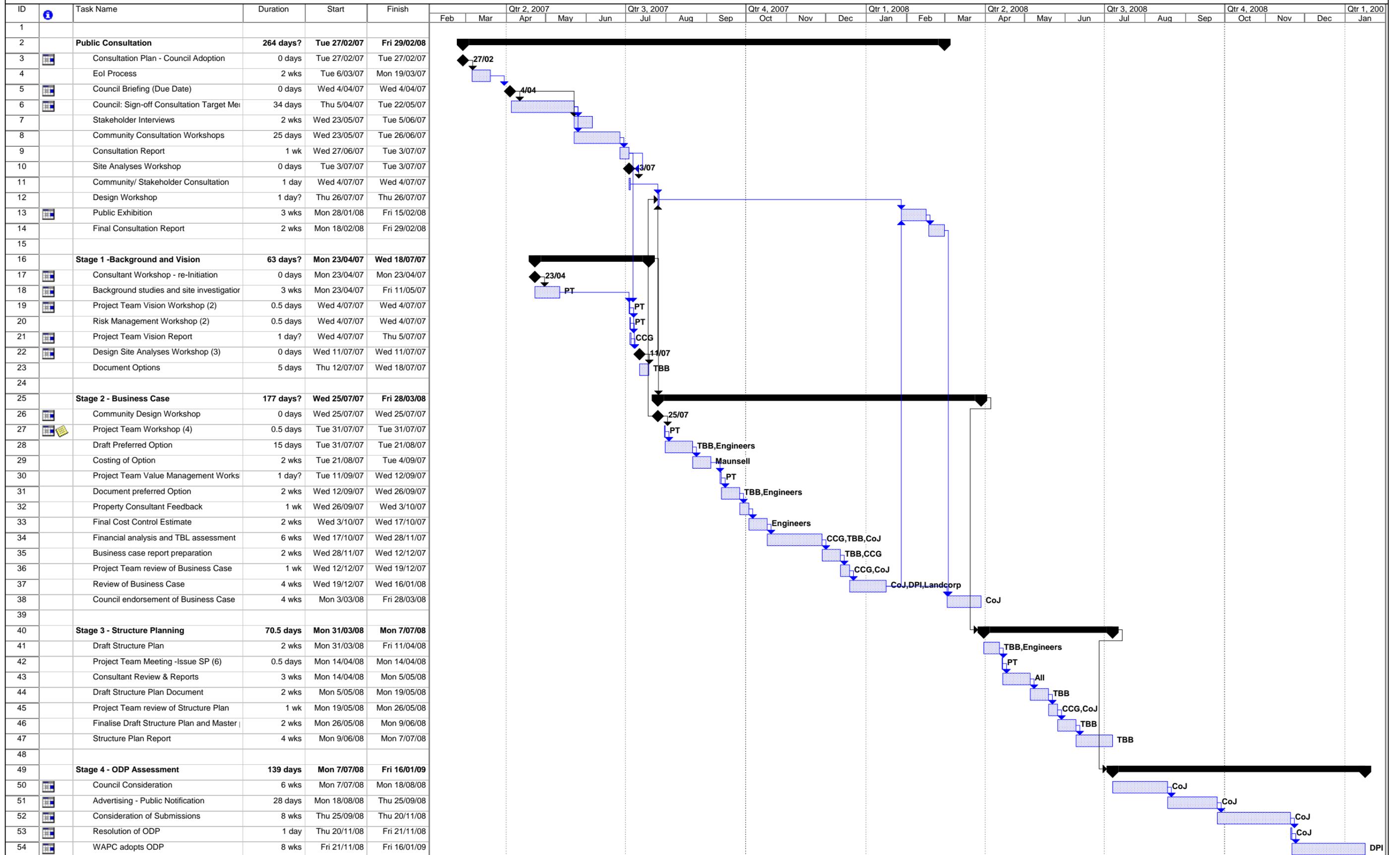
7.0 Evaluation Phase

The community participation process will be evaluated by all stakeholders (including Project Team and COJ) to determine the extent to which the process was satisfactory.

This will be against the following qualitative measures:

- Incorporating public values into decisions;
- Improving the quality of decisions;
- Resolving conflict effectively;
- Stakeholder trust in the process; and
- Increased levels of stakeholder education.

OCEAN REEF BOAT HARBOUR
Structure and Development Plan (18 month option)



Project: PP005 18 month 13Dec04
Date: Thu 1/02/07

Task Milestone Rolled Up Task Rolled Up Progress External Tasks Group By Summary

Progress Summary Rolled Up Milestone Split Project Summary

Footnote: All above Consultant fees have been negotiated on the basis of an Informal Environmental Assessment strategy. If a Formal Environmental Assessment is required we can estimate the programme will extend to 12 months.