

## REQUEST FOR SPECIFIED AREA RATE IN BURNS BEACH Engagement Communication Plan

<b>Purpose of Engagement</b>	<ul style="list-style-type: none"> <li>To determine the overall level of support for the introduction of a Specified Area Rate (SAR) within the boundaries of Burns Beach.</li> <li>To determine the level of support for various rating and service level scenarios that could apply under a Burns Beach SAR.</li> </ul>
<b>Background</b>	<ul style="list-style-type: none"> <li>In October 2013, the City of Joondalup received a request from the Burns Beach Residents Association Incorporated (BBRA) to consider an establishment of a SAR within Burns Beach to fund additional landscaping services across the suburb.</li> <li>At its 2014 June Council meeting, Council accepted BBRA request and approved a 30 day consultation process to be conducted with all affect ratepayers within Burns Beach.</li> <li>A total of 522 (response rate = 44.1%) households responded (including responses from multiple property owners and PEET Ltd) with <b>54.9%</b> of households supporting the SAR. Further analysis showed that segregating the results received from the south-west section of Burns Beach (i.e. Old Burns Beach) achieved a 61.4% support rate.</li> <li>However, <b>40.6%</b> opposed the SAR, with comments indicate they did not want to pay additional rates and believed that additional landscaping services were not required. As a result, Council considered but declined the request to introduce a SAR at its 2014 October Council meeting.</li> <li>In December 2014, the Policy Committee requested a review of the SAR Policy to identify any gaps within the Policy and analyse how the policy could be amended to achieve a better outcome</li> <li>In April 2015, a survey was distributed to all Resident and Ratepayer Associations currently subject to a SAR, (including the BBRA as recent requestors of a SAR), seeking their views on the City's current policy.</li> <li>In August 2015, Council subsequently amended its Policy (CJ149-08/15 refers) to reduce the consultation targets required for Council to consider the proposal from at least 75% of all property owners surveyed to support by more than 40%.</li> <li>In February 2016, the City received a formal request from the BBRA to consider the adoption of a SAR following the amendments to the Council's SAR Policy.</li> </ul>
<b>What is proposed?</b>	Should the request be approved, the City will conduct a consultation to determine whether ratepayers will support the introduction of a SAR within Burns Beach excluding those living in 'Old Burns Beach'.
<b>Who will be engaged?</b>	<p>The consultation will directly consult the following stakeholders:</p> <ul style="list-style-type: none"> <li>All ratepayers within the suburb of Burns Beach excluding those living in 'Old Burns Beach'</li> <li>Burns Beach Residents Association Inc.</li> <li>Local Parliamentarians</li> <li>Community Engagement Network members that live in Burns Beach</li> </ul>
<b>Date and Duration of Engagement Project</b>	<p>The minimum consultation period is 21 days. However, the previous SAR consultation was extended to a 30 day period and it is expected that the same will occur for this consultation.</p> <p>Proposed engagement dates: <b>Monday 23 January 2017 to Wednesday 22 February 2017</b></p>
<b>Consultation Budget:</b>	~ \$5,000

Stakeholder Engagement	
<b>How will stakeholders be engaged?</b>	The City aims to undertake targeted “consultation” stakeholder engagement activities with all ratepayers within the suburb of Burns Beach.
Ratepayers within Burns Beach	Timeline: February 2017
<p><b>Approach:</b>  <i>To encourage the maximum level of feedback, personalised surveys will be used with information that demonstrates potential financial impacts at a household level. This will be achieved through the following measures:</i></p>	
<b>Personalised Information Package</b>	
<ul style="list-style-type: none"> <li>• The City will contact all affected ratepayers within Burns Beach excluding those living in ‘Old Burns Beach’ (~1,170 ratepayers).</li> <li>• The City proposes to post a personalised cover letter, a FAQ document and a hard copy survey form to all Burns Beach ratepayers.</li> </ul>	
<b>Public Website</b>	
<ul style="list-style-type: none"> <li>• All information regarding the project will be made publicly available through the City’s website.</li> <li>• Only Burns Beach ratepayers will be able to provide feedback through an Online Comment Form on the City’s website.</li> <li>• Similar to the hard copy version, this form will enable the cross-tabulation of responses between the Burns Beach ratepayers as well as analysing results based on the demographic information provided.</li> <li>• Hero Image will circulate on the City’s home page, linking the general public to the landing page</li> </ul>	
<b>Joondalup Voice Advertisement</b>	
<ul style="list-style-type: none"> <li>• Advertise through the Joondalup Voice, which will direct those affected stakeholders to the City’s website for more information.</li> <li>• Burns Beach ratepayers will have an opportunity to visit the City’s website to gain more information.</li> <li>• Should they have any further queries about the project, they will be able to contact the City.</li> </ul>	
<b>Social Media Posts</b>	
<ul style="list-style-type: none"> <li>• Cover images will advertise and promote the consultation project.</li> <li>• Series of regular updates and posts will be compiled to supply ongoing activity on the City’s Facebook and Twitter Pages</li> <li>• Social media posts will link directly to the City’s website.</li> </ul>	
<b>Email through Community Engagement Network</b>	
<ul style="list-style-type: none"> <li>• CEN members that live in suburb of Burns Beach and selected “anything in my suburb” will be notified by email.</li> </ul>	

## Residents within Burns Beach

### Approach:

*Although greater weighting and more detailed feedback will be sought from Burns Beach ratepayers as they will be most affected by the introduction of a SAR, Burns Beach residents who are not ratepayers will also be provided with an opportunity to submit comments*

## Stakeholder Groups

### Approach:

*Defined as developers and government departments, (i.e. PEET Ltd. and the Department of Lands), a letter seeking qualitative feedback will be sent to each stakeholder, seeking comment on the proposed introduction of a SAR within Burns Beach.*

## Validity

To be a valid response, the respondent must:

- Include their Name and Address on the survey form.
- Live or own property in Burns Beach.

Surveys responses received from non-ratepayers/residents will not be included in the analysis process and will be considered "out of scope".

## Anonymity

In order for a submission to be considered valid, the name and address of the respondent must be provided, which is to be stated within correspondence and advertisements. For this reason, a survey form has been developed with an open-ended question to ensure that valid details are collected.

Still to be developed



**LEGEND**

- SAR Boundary
- Areas to be maintained

Area (m2)  
 Garden Bed: 41,000.71  
 Turf: 47,146.51  
 Not Applicable: 86.58  
 Grand Total: 88,233.79



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Scale (A3): 1 : 4750    Date: 08/11/2016    Compiled: Leanne Goodley

File: BurnsBeach\_SAR  
 Folder: I:\AMSGIS Projects\SAR

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**Special Area Rates (proposed)  
 Burns Beach**