

REQUEST FOR SPECIFIED AREA RATE IN BURNS BEACH Engagement Communication Plan

Purpose of Engagement	<ul style="list-style-type: none"> To determine the overall level of support for the introduction of a Specified Area Rate (SAR) within the boundaries of Burns Beach. To determine the level of support for various rating and service level scenarios that could apply under a Burns Beach SAR.
Background	<ul style="list-style-type: none"> 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. 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. A total of 522 (response rate = 44.1%) households responded (including responses from multiple property owners and PEET Ltd) with 54.9% 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. However, 40.6% 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. 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 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. 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%. 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.
What is proposed?	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'.
Who will be engaged?	<p>The consultation will directly consult the following stakeholders:</p> <ul style="list-style-type: none"> All ratepayers within the suburb of Burns Beach excluding those living in 'Old Burns Beach' Burns Beach Residents Association Inc. Local Parliamentarians Community Engagement Network members that live in Burns Beach
Date and Duration of Engagement Project	<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: Monday 23 January 2017 to Wednesday 22 February 2017</p>
Consultation Budget:	~ \$5,000

Stakeholder Engagement	
How will stakeholders be engaged?	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
Approach: <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>	
Personalised Information Package	
<ul style="list-style-type: none"> The City will contact all affected ratepayers within Burns Beach excluding those living in ‘Old Burns Beach’ (~1,170 ratepayers). The City proposes to post a personalised cover letter, a FAQ document and a hard copy survey form to all Burns Beach ratepayers. 	
Public Website	
<ul style="list-style-type: none"> All information regarding the project will be made publicly available through the City’s website. Only Burns Beach ratepayers will be able to provide feedback through an Online Comment Form on the City’s website. 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. Hero Image will circulate on the City’s home page, linking the general public to the landing page 	
Joondalup Voice Advertisement	
<ul style="list-style-type: none"> Advertise through the Joondalup Voice, which will direct those affected stakeholders to the City’s website for more information. Burns Beach ratepayers will have an opportunity to visit the City’s website to gain more information. Should they have any further queries about the project, they will be able to contact the City. 	
Social Media Posts	
<ul style="list-style-type: none"> Cover images will advertise and promote the consultation project. Series of regular updates and posts will be compiled to supply ongoing activity on the City’s Facebook and Twitter Pages Social media posts will link directly to the City’s website. 	
Email through Community Engagement Network	
<ul style="list-style-type: none"> CEN members that live in suburb of Burns Beach and selected “anything in my suburb” will be notified by email. 	

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.

REQUEST FOR SPECIFIED AREA RATING 2016, BURNS BEACH — SURVEY ANALYSIS REPORT

The following provides an analysis of the quantitative and qualitative data gathered from the *Request for Specified Area Rating — Burns Beach* survey conducted with ratepayers between 23 January 2017 and 22 February 2017.

SUMMARY OF RESULTS

- The City collected **405 valid responses**¹ throughout the 21-day advertised consultation period with the majority of respondents were aged 35–49 (44.2%), 50-59 (26.2%) and 60-69 (16.5%)
- While the survey results did not receive the Specified Area Rate (SAR) policy requirements, the survey response rate of **37.88%** (confidence rating of over 99% with a 5% margin of error) is considered highly representative of ‘New’ Burns Beach and statistically reliable.
- **66.2%** of respondents supported the introduction of a SAR, whilst **31.6%** of respondents indicated an opposition to the proposal and **2.2%** specified they were unsure
- When analysis was merged with the multiple property owners (including the 46 properties owned by PEET Ltd.), **69.9%** of households supported the introduction of a SAR, whilst **28.1%** of households opposed and **2.0%** remained unsure.
 - Of those that did not support the SAR, 47.1% of respondents to this question did not wish to pay additional costs, whilst 8.1% did not believe that additional landscaping services were needed
- 41.1% would be willing to pay a maximum of \$150 – \$250 per year, whilst 17.5% would be willing to pay a maximum of \$250 – \$350 per year, however, 31.1% of respondents would not be supportive of any amount,

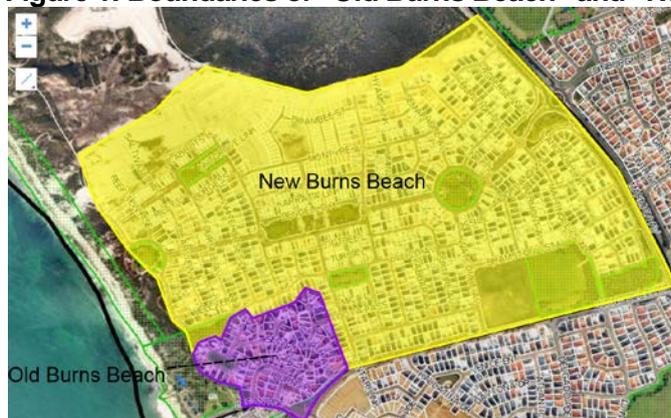
BACKGROUND

Suburb Demographics

Burns Beach is bounded by the City of Wanneroo in the north, Marmion Avenue in the east and Burns Beach Road and Ocean Parade in the south. Housing development of the area dates primarily from the late 1990s. Rapid growth took place between 2006 and 2011 as large numbers of new dwellings were added to the area. The population is expected to continue to increase, largely from the new Burns Beach estate developed by PEET Ltd.

As of the 23 January 2017, there were 1201 properties located within the area designated as ‘New’ Burns Beach. The outline of ‘New’ Burns Beach is indicated in Figure 1 below.

Figure 1: Boundaries of “Old Burns Beach” and “New Burns Beach”



¹ A “valid” response is one which includes the respondent’s full contact details, is a ratepayer within ‘New’ Burns Beach, has responded within the advertised consultation period and for which multiple survey forms have not been submitted by the same household for the same property.

A breakdown of the suburb demographics by location, property type and ownership is provided in Tables 1, and 2.

Table 1: Burns Beach Properties – By Property Type

Burns Beach Properties – By Property Type	N	%
Improved Properties ²	1074	89.4%
Vacant Properties ³	127	10.6%
Total number of properties	1201	100.0%

Table 2: Burns Beach Properties – By Ownership

Burns Beach Properties – By Residential Type	N	%
Owner Occupier	926	77.1%
Owners of Investment Properties ⁴	173	22.9%
Total number of properties	1201	100.0%

Consultation Development

The City consulted directly with all ratepayers within ‘New’ Burns Beach. The residents of ‘Old’ Burns Beach were not included in the consultation.

A personalised information package was sent to each ratepayer explaining the purpose of the consultation and advising them of the consultation period. Each package included:

- A covering letter;
- Frequently asked questions containing information on the purpose of the consultation and the process involved in establishing a new SAR; and
- Hard copy survey to determine the level of support from households.

The consultation was also advertised on the City’s website and through the Community Engagement Network outlining the details of the consultation process. Ratepayers of Burns Beach were able to complete a hard-copy survey or complete an online form via the City’s website. Supplementary information was also available on the City’s website including:

- A document of the projected costing of a SAR within Burns Beach based on the Iluka SAR;
- A map of ‘New’ Burns Beach which illustrated the area where the SAR was being considered as well as the parks and open spaces that would be included; and
- A copy of the 2016–17 SAR service level agreement for Iluka.

To validate details, ratepayers were supplied with a property number within their consultation package and were asked to quote the number on their survey forms. The owners of multiple properties within ‘New’ Burns Beach were only required to complete one survey form, with their comments being applied across all the properties that they own.

PEET Ltd. was also sent a personalised letter seeking comment on the proposed introduction of a SAR within ‘New’ Burns Beach.

² ‘Improved properties’ are defined as properties that have a dwelling built on the land.

³ ‘Vacant properties’ are defined as properties that are yet to have a dwelling built on the land.

⁴ ‘Investment properties’ are defined as the owners of the land that do not live at the address, whether the land is vacant or improved.

SURVEY DEMOGRAPHICS

Response Rates

(N.b. unless otherwise stated, “%” refers to the proportion of total survey respondents.)

Hard-copy surveys were sent to all 1201 ratepayers within the area designated as ‘New’ Burns Beach. The City collected a total of 478 responses throughout the advertised consultation period. Of those responses, 405 were deemed valid⁵ and the data has been summarised in Tables 3 and 4. (Note: A “valid” response is one which includes the respondent’s full contact details, is a ratepayer within ‘New’ Burns Beach, has responded within the advertised consultation period and for which multiple survey forms have not been submitted by the same household for the same property.)

Table 3: Responses by type of survey completed

Type of survey completed	Responses	
	N	%
Hard-copy survey	185	45.7%
Online survey	220	54.3%
Total (valid) responses	405	100.0%

Table 4: Responses by Residential Type

Residential Type	Responses	
	N	%
Owner Occupier	352	87.0%
Investment Properties	53	13.0%
Total (valid) responses	405	100.0%

Multiple Property Owners

Of the 405 valid responses, 5 responses received were multiple property owners within ‘New’ Burns Beach, equating to 10 households. PEET Ltd. also completed an online response, which was replicated across the 46 properties that it currently still owns. This information is represented below in Table 5.

Table 5: Responses by households

Summary - Survey Responses	Responses			
	N – (Survey Responses)	%	N – (Households)	%
Single Owners	399	98.5%	399	87.7%
Multiple Owners	5	1.2%	10	2.2%
PEET Ltd.	1	0.2%	46	10.1%
Total (valid) responses	405	100.0%	455	100.0%

Taking into account the respondents who own multiple properties and the response from PEET Ltd, a total of 455 households responded to the consultation survey. In conclusion, the total response rate for the consultation was calculated at **37.88%**.

⁵ A “valid” response is one which includes the respondent’s full contact details, is a ratepayer within ‘New’ Burns Beach, has responded within the advertised consultation period and for which multiple survey forms have not been submitted by the same household for the same property.

Implications of the City's SAR policy

The City's SAR Policy states that 'it is solely at the Council's discretion as to whether or not it will agree to impose a Specified Area Rate, however, the Council will not consider agreeing to a proposal unless the survey results show majority support by more than 40% of all property owners surveyed.' Under the current policy, the response rate for the *Request for Specified Area Rating — Burns Beach* survey of **37.88%** falls below the policy requirements.

Notwithstanding, a sample size of 455 households from 1201 responses achieves a confidence rating of over 99% (i.e. this result encompasses the true population 99% of the time) with a 5% margin of error ([Raosoft 2014](#)). While the survey results did not receive the policy requirements, the survey response rate achieved is considered highly representative of 'New' Burns Beach and statistically reliable.

Age

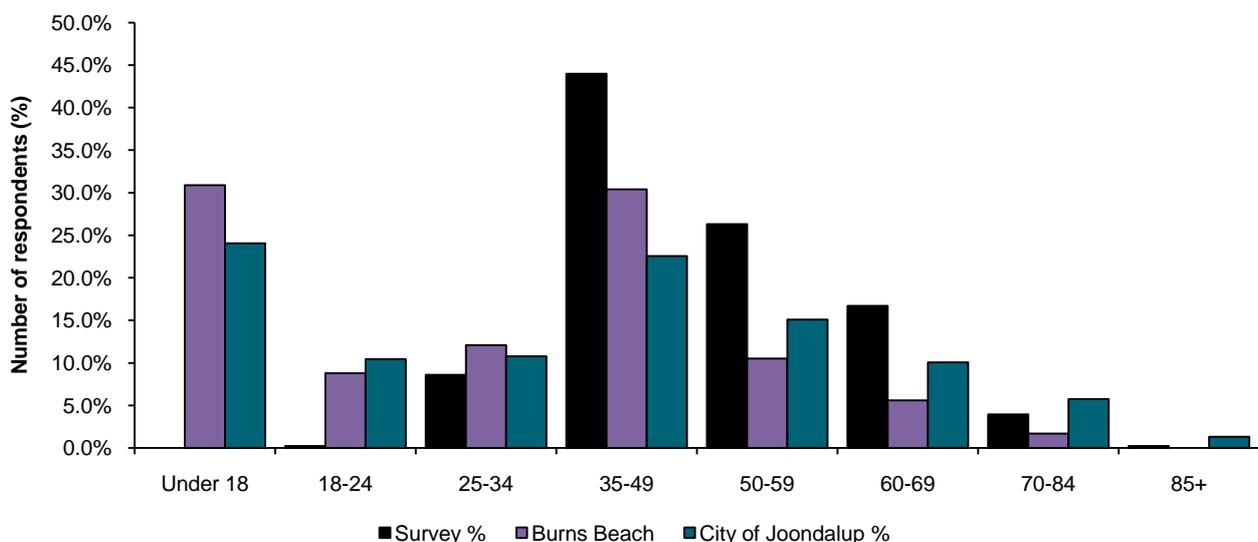
Of the 405 valid responses, the majority of respondents were aged 35–49 (44.0%), 50–59 (26.3%) and 60–69 (16.7%). This data is summarised in Table 6 and Chart 1 below, with direct percentage comparisons with the suburb of Burns Beach and the City of Joondalup.

Note: The 35–49, 50–59, and 60–69 age groups were over-represented whilst the 18–24 and under the age of 18 age groups were under-represented in this survey response.

Table 6: Responses by age

Age groups	Survey Responses		Burns Beach ⁶	Joondalup ⁷
	N	%	%	%
Under 18 years of age	0	0.0%	30.9%	24.0%
18–24 years of age	1	0.2%	8.8%	10.4%
25–34 years of age	35	8.6%	12.1%	10.8%
35–49 years of age	179	44.2%	30.4%	22.6%
50–59 years of age	106	26.2%	10.5%	15.1%
60–69 years of age	67	16.5%	5.6%	10.1%
70–84 years of age	16	4.0%	1.7%	5.8%
85+ years of age	0	0.2%	30.9%	24.0%
Total (valid) responses	405	100.0%	100.0%	100.0%

Chart 1: Responses by age



⁶ "Burns Beach" represents the total proportion of each age group within the suburb of Burns Beach ([Source: Profile Id. 2011](#)).

⁷ "Joondalup" represents the total proportion of each age group across the City of Joondalup ([Source: Profile Id. 2011](#)).

SURVEY ANALYSIS

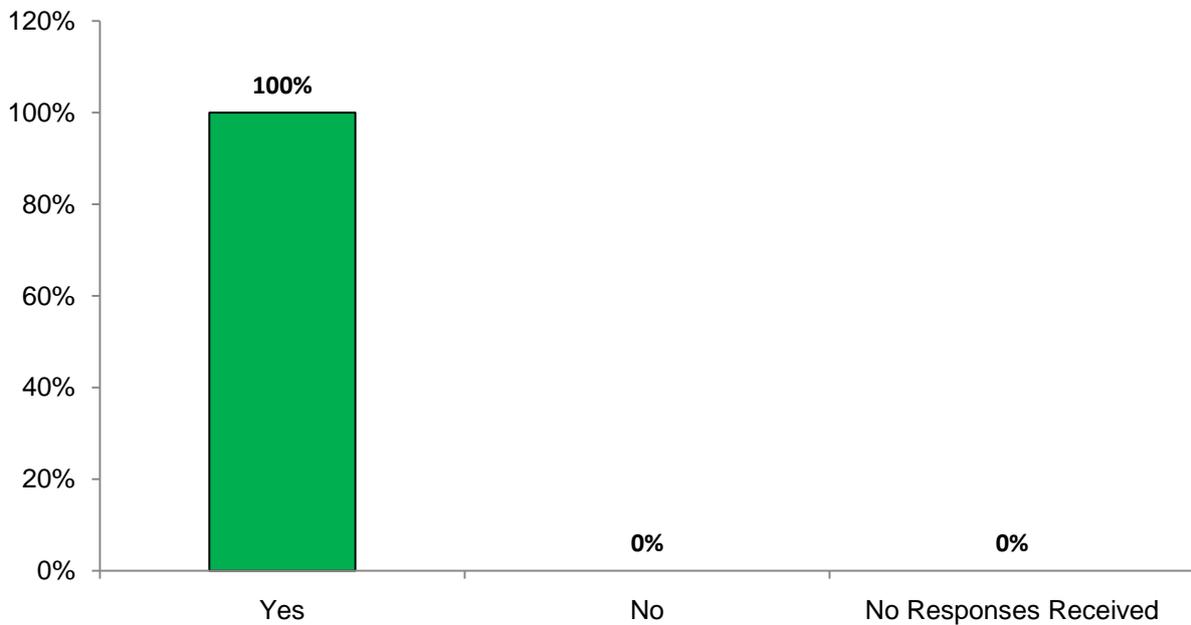
QUESTION 1 — “DO YOU CURRENTLY OWN PROPERTY IN BURNS BEACH?”

Respondents were asked to indicate whether they currently owned property in Burns Beach. A total of 405 valid responses were received. Results have been summarised in Table 7 and Chart 2 below.

Table 7: Tabulated analysis of Question 1

Do you currently own property in Burns Beach?	Responses	
	N	%
Yes	405	100%
No	0	0.0%
No response	0	0.0%
Total (valid) responses	405	100.0%

Chart 2: Summary of respondents that indicated that they own property in Burns Beach.



**QUESTION 2 —
“WOULD YOU BE SUPPORTIVE OF INTRODUCING A SAR WITHIN BURNS BEACH?”**

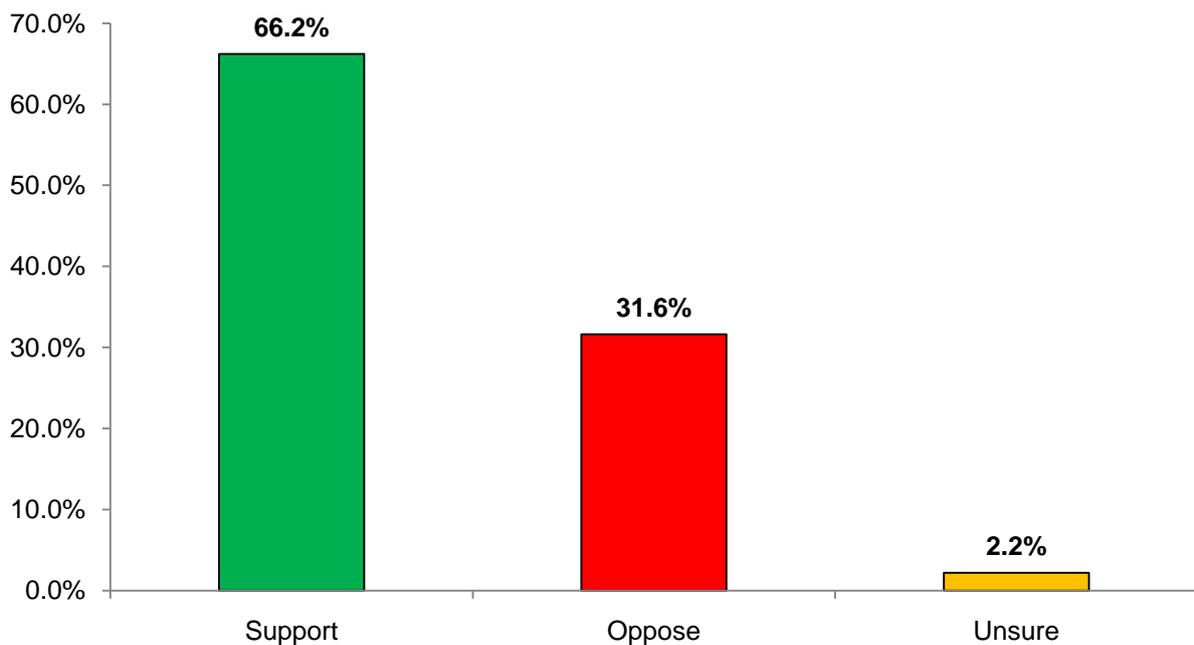
Respondents were asked whether they would be supportive of introducing a Specified Area Rating within Burns Beach. There were 405 responses to this question; the results have been summarised in Table 8 and Chart 3 below.

The initial survey results indicated that 66.2% of respondents supported the introduction of a SAR, whilst 31.6% opposed to the proposal and 2.2% were unsure.

Table 8: Tabulated analysis of the question, “Would you be supportive of introducing a SAR within Burns Beach?”

Would you be Supportive of the SAR?	Responses	
	N	%
Yes	268	66.2%
No	128	31.6%
Unsure	9	2.2%
Total (valid) responses	405	100.0%

Chart 3: Summary of the question, “Would you be supportive of introducing a SAR within Burns Beach?”



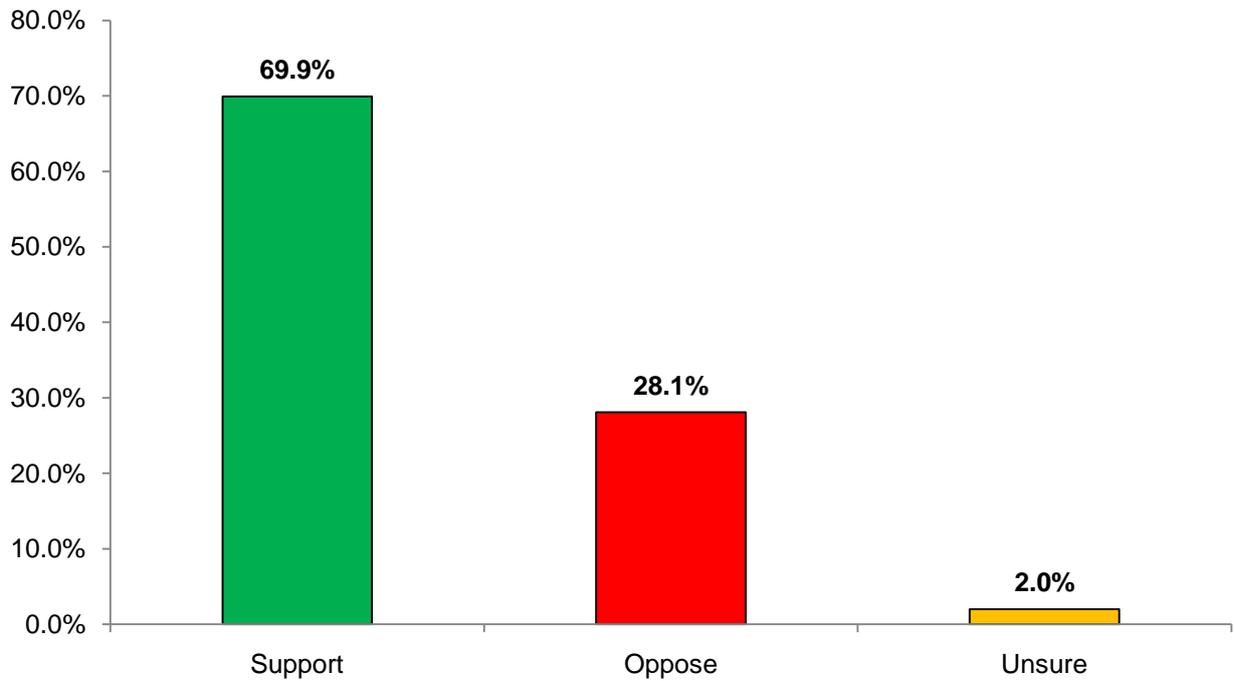
Level of Support – Inclusive of Multiple Property Owners

When the data was merged with the multiple property owners (including the 46 properties owned by PEET Ltd.), the results indicated that 69.9% of households supported the introduction of a SAR, whilst 28.1% of households opposed and 2.0% remained unsure. These results have been summarised in Table 9 and Chart 4 below. A visual representation is also shown in Figure 2.

Table 9: Summary of households which were supportive of introducing a Specified Area Rate (SAR) within Burns Beach (inclusive of Multiple Property Owners and PEET properties)

Would you be Supportive of the SAR?	Responses	
	N	%
Yes	318	69.9%
No	128	28.1%
Unsure	9	2.0%
Total (valid) responses	455	100.0%

Chart 4: Summary of households that indicated their level of support for introducing a Specified Area Rating in Burns Beach (inclusive of Multiple Property Owners and PEET properties)



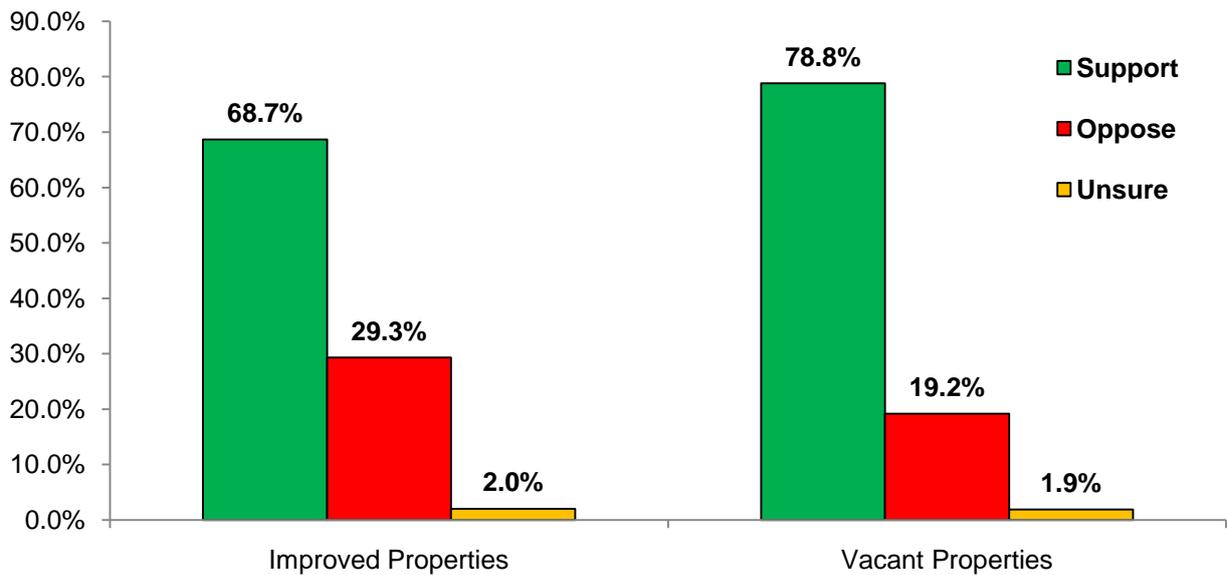
Level of Support by Property Type (inclusive of multiple property owners) – Comparison between “Improved Properties” and “Vacant Properties”

Further analysis of the level of support by property type can be found in Table 10 and Chart 5 below. The results indicate 29.3% of households that own “Improved Properties” opposed the introduction of a SAR, whilst 68.7% of households supported the SAR. With regard to “Vacant Properties”, 78.8% of households supported the introduction of the SAR, whilst 19.2% opposed.

Table 10: Summary of households which were supportive of introducing a Specified Area Rate (SAR) within Burns Beach – by Property Type

Count of Results - Do you support the SAR? - Improved and Vacant Properties						
Response	Improved Properties	%	Vacant Properties	%	Total	%
Support	277	68.7%	41	78.8%	318	69.9%
Oppose	118	29.3%	10	19.2%	128	28.1%
Unsure	8	2.0%	1	1.9%	9	2.0%
Total (valid responses)	403	100.0%	52	100.0%	455	100.0%

Chart 5: Summary of households that indicated their level of support for introducing a Specified Area Rating in Burns Beach – by Property Type.



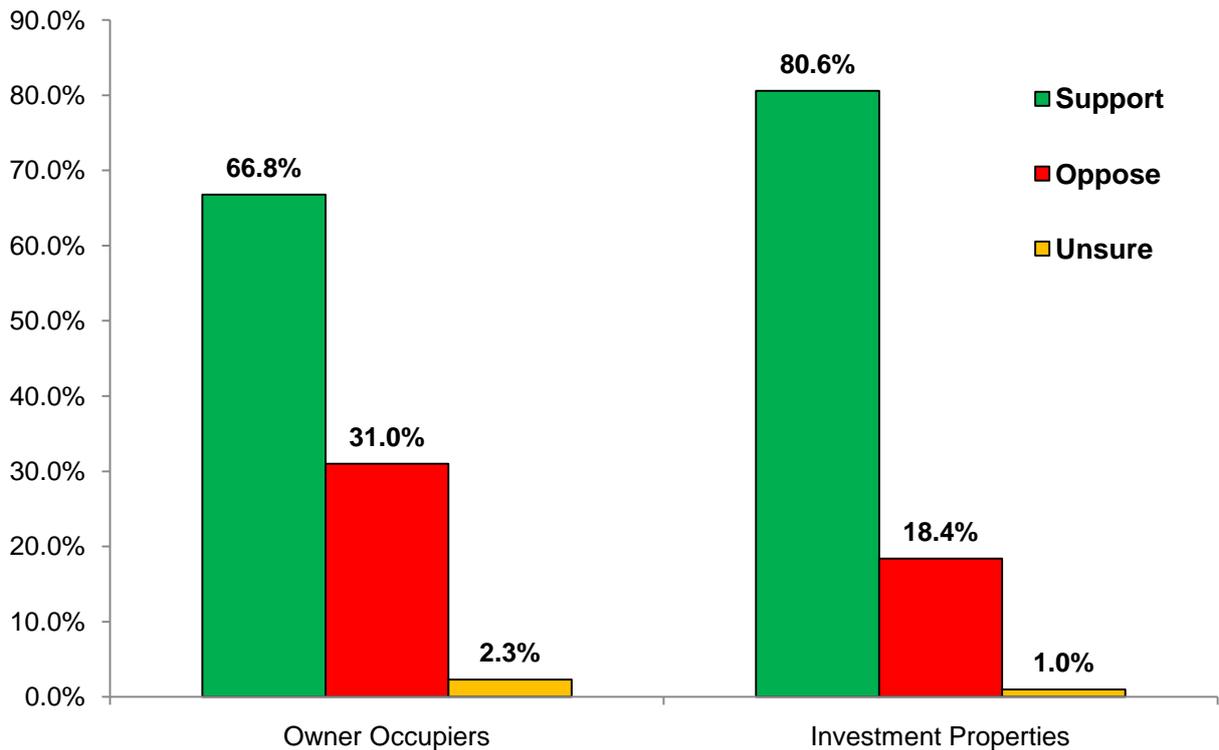
Level of Support by Ownership (inclusive of multiple property owners) – Comparison between “Owner Occupiers” and “Investment Properties”

Further analysis of the level of support by ownership can be found in Table 11 and Chart 6 below. The results indicate 66.8% of households that were “Owner Occupiers” supported the introduction of the SAR, whilst 31.0% of households opposed the SAR. With regard to “Investment Properties”, 80.6% of households supported the introduction of the SAR, whilst 18.4% opposed.

Table 11: Summary of households which were supportive of introducing a Specified Area Rate (SAR) within Burns Beach – by Ownership

Count of Results - Do you support the SAR? - Owner Occupiers and Investment Properties						
Response	Owner Occupiers	%	Investment Properties	%	Total	%
Support	235	66.8%	83	80.6%	318	69.9%
Oppose	109	31.0%	19	18.4%	128	28.1%
Unsure	8	2.3%	1	1.0%	9	2.0%
Total (valid responses)	352	100.0%	103	100.0%	455	100.0%

Chart 6: Summary of households that indicated their level of support for introducing a Specified Area Rating in Burns Beach – by Ownership.



**QUESTION 3 —
 “AS YOU ANSWERED NO TO INTRODUCING A SAR WITHIN BURNS BEACH, PLEASE INDICATE THE REASONS WHY YOU DO NOT SUPPORT THE INTRODUCTION OF A SAR.”**

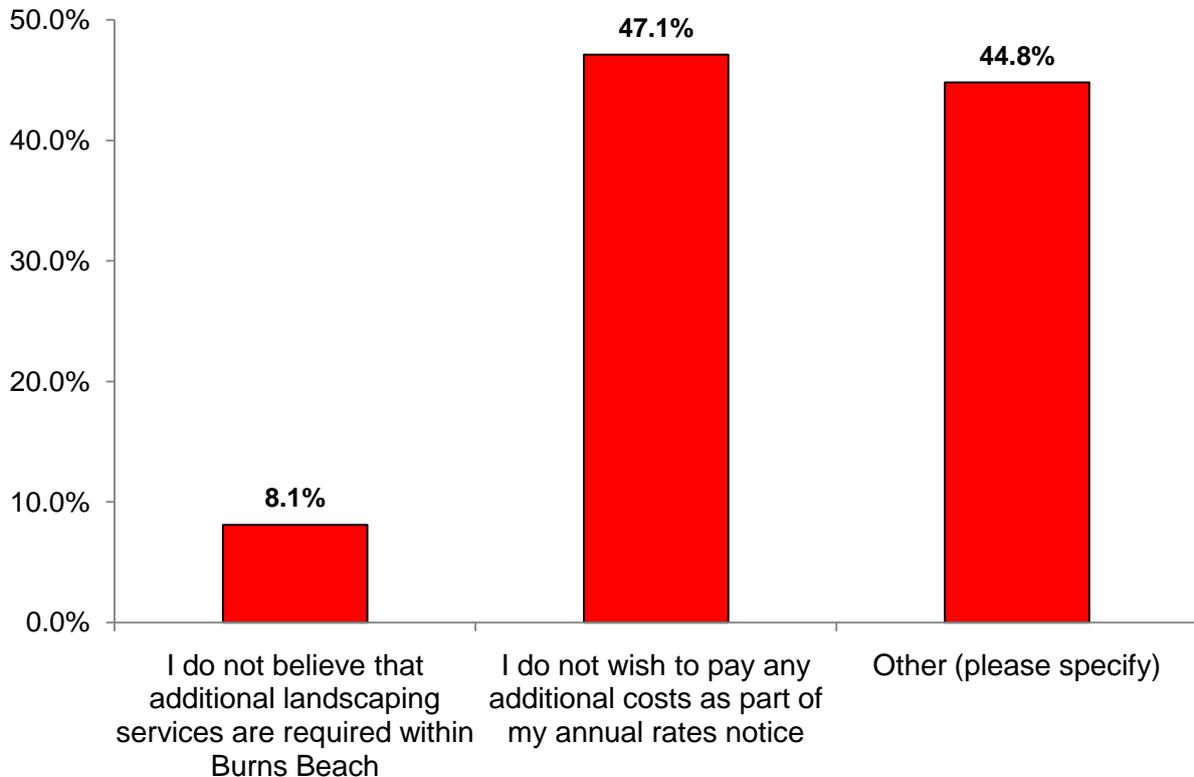
Respondents were asked to indicate the reasons why they did not support the introduction of a Specified Area Rating within Burns Beach. There were 172 respondents that replied to this question. The results have been summarised in Table 12 and Chart 7 below.

The initial results of the survey indicated that 47.1% of respondents to this question did not wish to pay additional costs, whilst 8.1% did not believe that additional landscaping services were needed.

Table 12: Summary of reasons why respondents did not support the introduction of a SAR⁸

Would you be Supportive of the SAR?	Responses	
	N	%
I do not wish to pay any additional costs as part of my annual rates notice	81	47.1%
I do not believe that additional landscaping services are required within Burns Beach	14	8.1%
Other (please specify)	77	44.8%
Total Responses Received	172	100.0%

Chart 7: Summary of reasons why respondents did not support the introduction of a SAR



⁸ N.b. some respondents provided more than one reason.

Other (please specify)

Respondents who selected “Other (please specify)” were asked why they did not support the introduction of a SAR. A total of 77 respondents selected and provided 156 comments why. The results have been summarised in Table 13.

Table 13: Summary of reasons why respondents did not support the introduction of a SAR⁹

Comments	Responses	
	N	%
Believe rates are already too high and would not be able to afford to pay extra	35	22.4%
Does not support a SAR (in general)	32	20.5%
Believe additional services are not required and will have no benefit	23	14.7%
Believe current rates should cover landscaping needs	22	14.1%
Believe the City already provides a good service	5	3.2%
Believes residents will pay for others to benefit	4	2.6%
Feel that private land (particularly verges) are of more concern with regards to maintenance	4	2.6%
Opposed the SAR in the previous consultation and did not appreciate being asked again	4	2.6%
Believe PEET should pay for a SAR / manage the parks as they are still selling land in the area	3	1.9%
Concern for the request for a SAR given the current economy	3	1.9%
More concerned about social issues and infrastructure upgrades rather than the implementation of a SAR.	3	1.9%
Believes implementation of a SAR is an attempt to raise revenue	2	1.3%
Believes a SAR is a waste of money	2	1.3%
Believes the Policy change was only made to increase the likelihood of implementing a SAR	2	1.3%
Would prefer a natural look in parks to encourage native wildlife	2	1.3%
Believes everyone should pay the same amount if the SAR is introduced	2	1.3%
Believe the SAR should have been included in land sale price	1	0.6%
Would like some of the rocks removed at the beach	1	0.6%
Do not use any of the parks or open spaces due to dogs	1	0.6%
Does not feel \$200,000 is required for the work indicated	1	0.6%

⁹ N.b. some respondents provided more than one reason.

Comments	Responses	
	N	%
Believe extra watering is required and would like this to be included in the SAR agreement	1	0.6%
Believe current rates should be reduced	1	0.6%
Believe a SAR should not be implemented unless 100% supported or allow people to opt out of paying	1	0.6%
Believe the Council should improve the current maintenance before a SAR is introduced	1	0.6%
<i>Total comments received</i>	<i>156</i>	<i>100.0%</i>

**QUESTION 4 —
“WHAT IS THE MAXIMUM AMOUNT YOU WOULD BE WILLING TO PAY PER YEAR,
FOR ADDITIONAL SERVICES WITHIN BURNS BEACH?”**

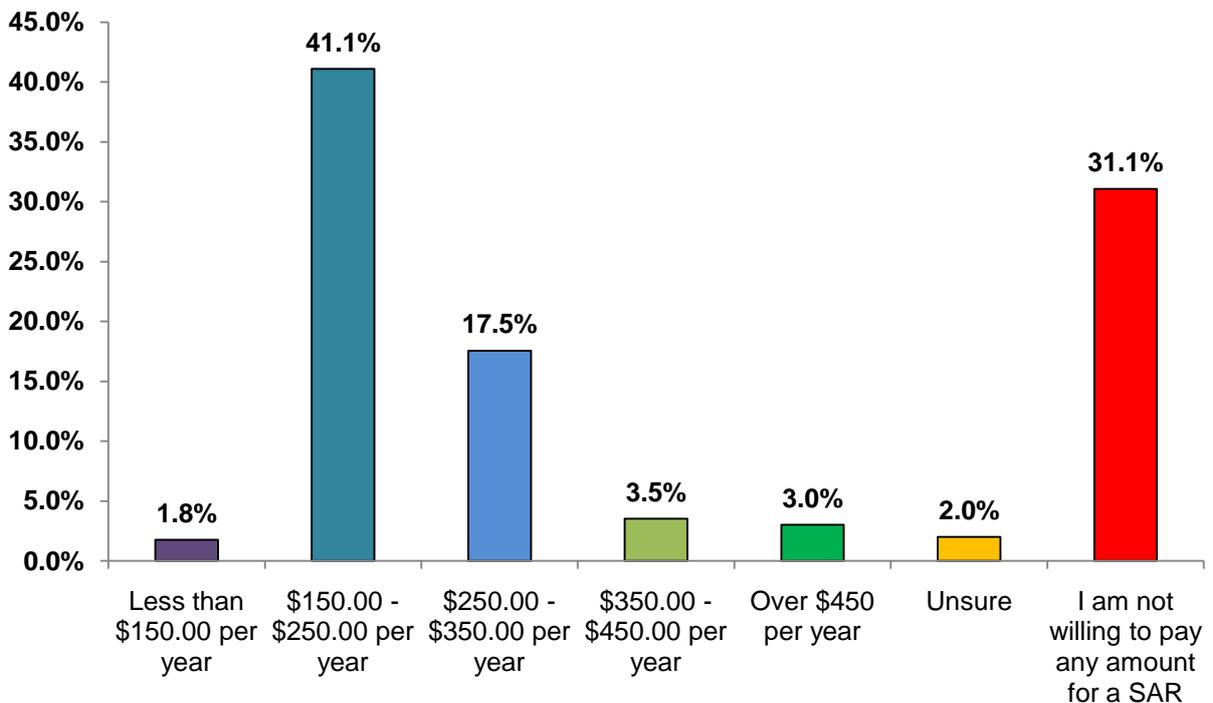
Respondents were asked about the maximum amount they would be willing to pay per year, for additional services within Burns Beach. There were 399 responses to this question. The results have been summarised in Table 14 and Chart 8 below.

The initial survey results indicated that 41.1% would be willing to pay a maximum of \$150 – \$250 per year, whilst 17.5% would be willing to pay a maximum of \$250 – \$350 per year. However, 31.1% of respondents were not supportive of any amount.

Table 14: Summary of the maximum amount respondents would be willing to pay per year, for additional services within Burns Beach

Maximum Amount Range	Responses	
	N	%
Less than \$150 per year <i>(Note: An amount less than \$150.00 per year would be unlikely to cover the expected level of service required within the area)</i>	7	1.8%
\$150 – \$250 per year	164	41.1%
\$250 – \$350 per year	70	17.5%
\$350 – \$450 per year	14	3.5%
Over \$450 per year	12	3.0%
Unsure	8	2.0%
Not supportive of any amount	124	31.1%
Total responses received	399	100.0%

Chart 8: Summary of the maximum amount respondents would be willing to pay per year, for additional services within Burns Beach



Maximum amount willing to pay – Inclusive of Multiple Property Owners

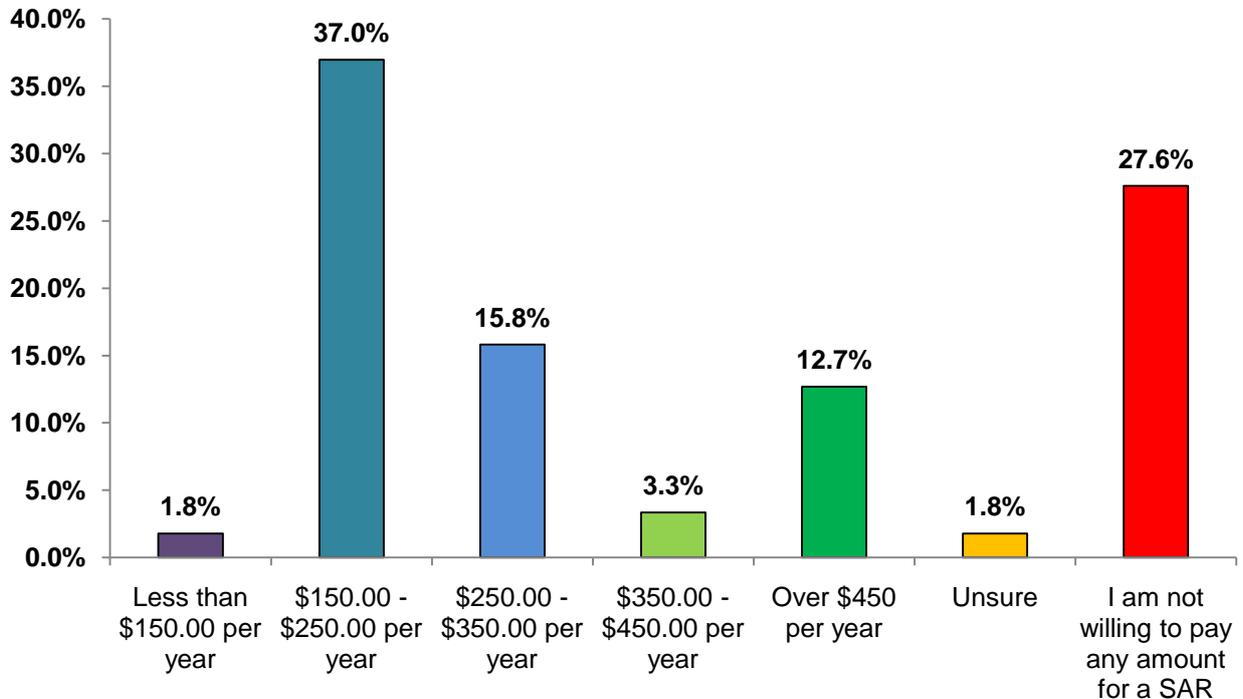
Further analysis was conducted after data was merged with the multiple property owners (n =449). Following the data merge, 37.0% of respondents were willing to pay a maximum of \$150 – \$250 and 15.8% were willing to pay a maximum of \$250 – \$350. In addition, 12.7% of households were willing to pay a maximum of over \$450 per year. (Note: This increase is attributed to the addition of 45 properties from PEET Ltd. at this suggested rate).

However, results still indicated that 27.6% of households would not be supportive of any amount. These results have been summarised in Table 15 and Chart 9 below.

Table 15: Summary of the maximum amount households would be willing to pay per year, for additional services within Burns Beach (inclusive of Multiple Property Owners).

Maximum Amount Range	Responses	
	N	%
Less than \$150 per year <i>(Note: An amount less than \$150.00 per year would be unlikely to cover the expected level of service required within the area)</i>	8	1.8%
\$150 – \$250 per year	166	37.0%
\$250 – \$350 per year	71	15.8%
\$350 – \$450 per year	15	3.3%
Over \$450 per year	57	12.7%
Unsure	8	1.8%
Not supportive of any amount	124	27.6%
Total responses received	449	100.0%

Chart 9: Summary of the maximum amount households would be willing to pay per year, for additional services within Burns Beach (inclusive of Multiple Property Owners).



Maximum Amount willing to pay - by Level of Support (inclusive of Multiple Property Owners)

Further analysis of the maximum amount households were willing to pay by the level of support can be found in Table 16 below. 449 respondents who indicated a level of support for the SAR also indicated how much they were willing to pay.

Of the households that **supported** the SAR (Chart 10),

- 50.6% were willing to pay a maximum of \$150 – \$250 per year,
- 22.3% were willing to pay a maximum of \$250 – \$350 per year, and
- 17.9% were willing to pay over \$450 per year.

Of the households that **opposed** the SAR (Chart 11),

- 97.5% were not willing to pay any amount, and
- 1.6% were willing to pay less than \$150 per year.

Of the households that were **unsure** (Chart 12),

- 44.4% were willing to pay a maximum of \$150 – \$250 per year,
- 33.3% were unsure and
- 22.2% were not willing to pay any amount.

Table 16: Summary of the maximum amount ratepayers would be willing to pay per year, for additional services within Burns Beach – by Level of Support (inclusive of Multiple Property Owners)

Count of Results - What is the maximum amount you will be willing to pay?								
Response	Support	%	Oppose	%	Unsure	%	Total	%
Less than \$150 per year	6	1.9%	2	1.6%	0	0.0%	8	1.8%
\$150 - \$250 per year	161	50.6%	1	0.8%	4	44.4%	166	37.1%
\$250 - \$350 per year	71	22.3%	0	0.0%	0	0.0%	71	15.8%
\$350 - \$450 per year	15	4.7%	0	0.0%	0	0.0%	15	3.1%
Over \$450 per year	57	17.9%	0	0.0%	0	0.0%	57	12.7%
Unsure	5	1.6%	0	0.0%	3	33.3%	8	1.8%
Not supportive of any amount	3	0.9%	119	97.5%	2	22.2%	124	27.7%
Total Responses Received	318	100.0%	122	100.0%	9	100.0%	449	100.0%

Chart 10: Summary of the maximum amount ratepayers would be willing to pay per year, for additional services within Burns Beach – Support

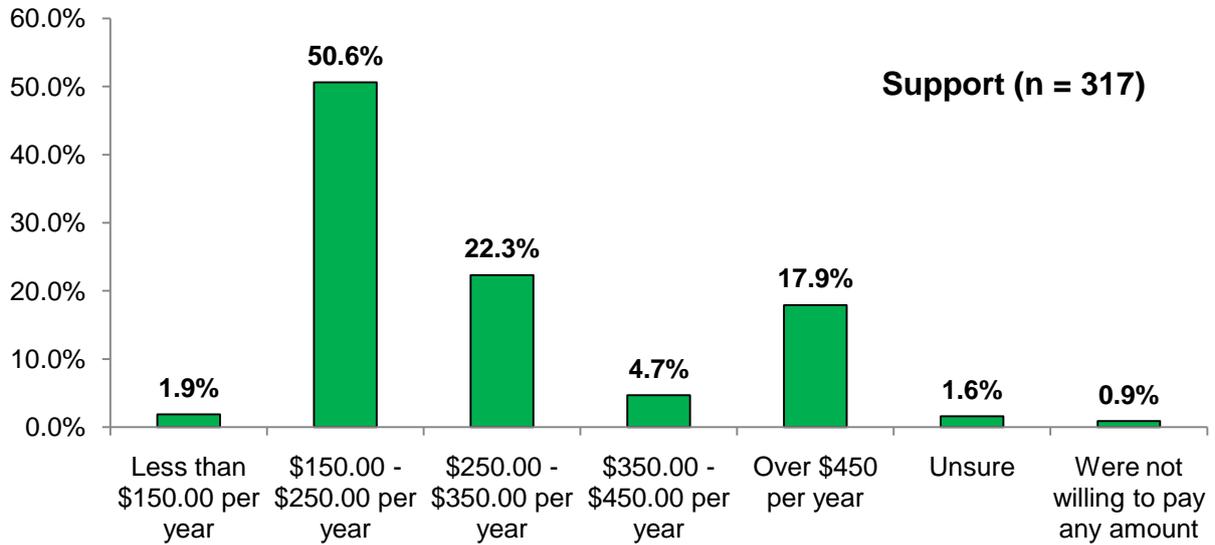


Chart 11: Summary of the maximum amount ratepayers would be willing to pay per year, for additional services within Burns Beach – Oppose

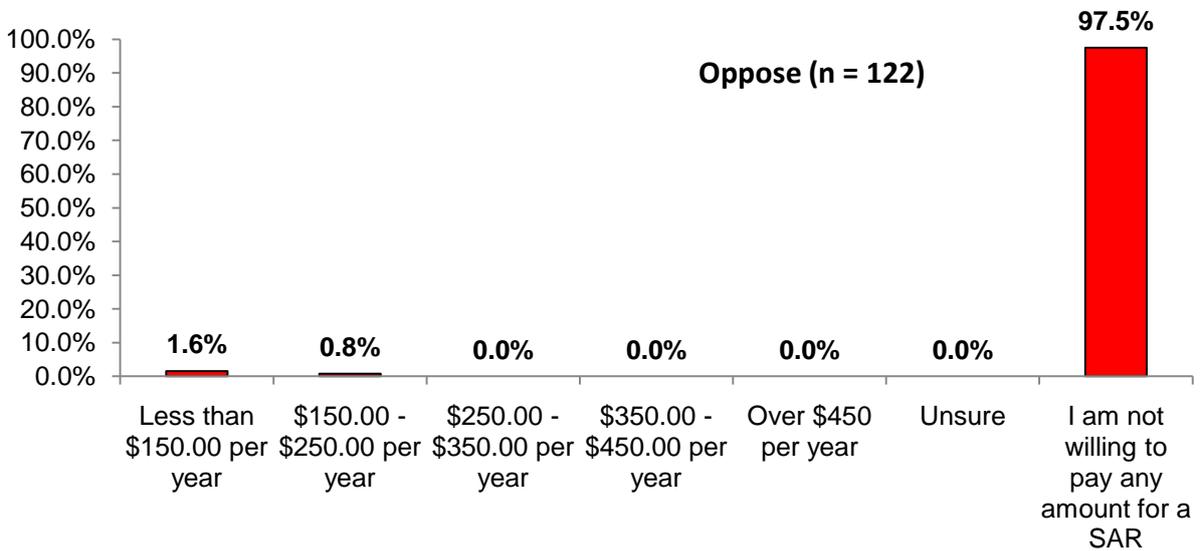
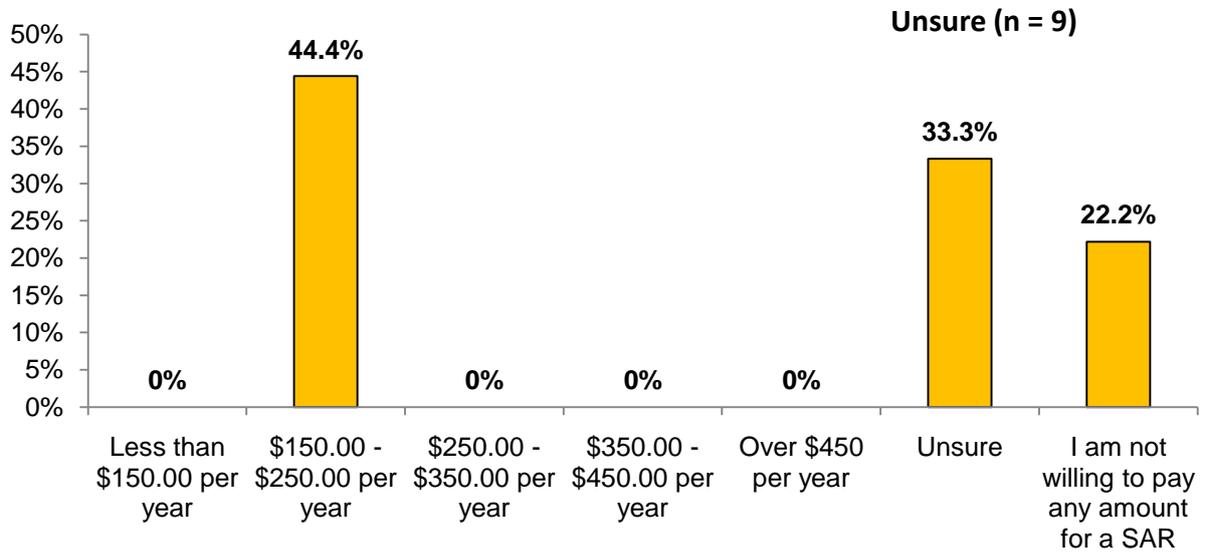


Chart 12: Summary of the maximum amount ratepayers would be willing to pay per year, for additional services within Burns Beach – Unsure



**QUESTION 5 —
“DO YOU HAVE ANY ADDITIONAL COMMENTS ABOUT THE POTENTIAL INTRODUCTION OF A SAR WITHIN BURNS BEACH?”**

Respondents were asked if they had any additional comments about the potential introduction of a SAR within Burns Beach. A total of 185 respondents provided 297 comments. The results have been summarised in Table 17 below.

Table 17: Summary of respondents’ additional comments about the potential introduction of a SAR within Burns Beach¹⁰

Comments	Responses	
	N	%
Supported the SAR proposal (in general)	53	19.0%
Believe the City should provide the SAR services within normal rates income	26	9.3%
Believes the maintenance of the area has declined in recent years	25	9.0%
Supports the introduction of a SAR if parks are maintained at a high level	20	7.2%
Believes extra services are not required and there would be no benefit	17	6.1%
Would like the proposed SAR to include the maintenance of verges / medians	14	5.0%
Believes rates / costs are already too expensive to justify the extra for a SAR	12	4.3%
Believe the BBRA does not represent the wider community	12	4.3%
Believes community should be engaged if works are carried out and receive regular reporting on progress	9	3.2%
Hopes a SAR will maintain / increase property values	8	2.9%
Believe PEET Ltd. should have implemented a SAR before the estate was developed	6	2.2%
Believes the policy was changed to increase likelihood of it being supported	6	2.2%
Would like strict regulations applied to residents that not look after their verges	5	1.8%
Would like the SAR areas maintained to a high standard	4	1.4%
Believes the City should do more to improve the area before introducing a SAR	4	1.4%
Indicated they supported the SAR previously	4	1.4%
Believes the City already provides a good level of service	4	1.4%
Believe the SAR costs should be evenly distributed rather than being based on GRV	4	1.4%
Would like more detailed costs / information on the proposal	4	1.4%

¹⁰ N.b. some respondents provided more than one reason.

Comments	Responses	
	N	%
Would not pay the additional cost of a SAR if implemented	4	1.4%
Would like SAR to cover the whole Burns Beach area if implemented	4	1.4%
Would like the SAR implemented as soon as possible	3	1.1%
Would be willing to pay a maximum of \$250	3	1.1%
Believes parks are used more by non residents and not worth the extra cost	3	1.1%
Believes current economic climate would not justify extra impost on ratepayers	3	1.1%
Believe more dog bags are needed to educate dog owners	3	1.1%
Believes residents who have 'untidy' verges should be notified	3	1.1%
Would like new facilities within the area (i.e. cafe/restaurant, area for swimming, BMX and skate park)	3	1.1%
Would like attractive colourful plants to be included in SAR	2	0.7%
Would sell in Burns Beach and buy in Iluka if SAR is not introduced	1	0.4%
Believes if it is approved there should be a revote (as was the case when it was rejected)	1	0.4%
Believes the silent majority wanted it in 2013 but did not vote	1	0.4%
Believes the park at Bramston Vista should be included	1	0.4%
Believes that a SAR should not be considered unless overwhelming support is indicated by residents	1	0.4%
Were informed that extra contractors and maintenance would remain after the property was purchased	1	0.4%
Believe the school site should be looked after more	1	0.4%
Would like more information about the SAR to be distributed if the SAR is implemented	1	0.4%
Would rather extra money be spent on rangers for security and stopping trespasses	1	0.4%
Believe comparison between Iluka SAR and proposed Burns Beach SAR are not the same	1	0.4%
Would like contractors to use competitive quotes for their rates charges	1	0.4%
Total comments received	279	100.0%

Specified Area Rating Policy

Council Policy

Responsible Directorate: Corporate Services

Objective: To provide guidance on the circumstances under which a Specified Area Rate may be applied and the arrangements for the management and control the Specified Area Rate collected.

1. Statement:

A Specified Area Rate may be imposed under Section 6.37 of the *Local Government Act 1995* for the purpose of meeting the cost of providing a higher standard of landscaping, capital infrastructure, specific work, service or facility that the Council considers has benefited or will benefit the ratepayers or residents within the proposed Specified Area or that they have contributed or will contribute to the need for that higher standard, improvement, work, service or facility.

2. Details:

2.1. Imposition of Specified Area Rating:

The Council may consider applying a Specified Area Rate under the following circumstances.

- a. In a new land development area, the developer has provided a higher standard of landscaping than the standard that the City would normally expect to be provided and for which the City would normally accept responsibility for ongoing maintenance. In this circumstance, the following will apply:
 - i. The landscaping standard and the proposal to fund the higher level of ongoing maintenance by a Specified Area Rate must be agreed between the developer and the City prior to the proposed landscaping being implemented.
 - ii. It will be conditional on the developer marketing the properties as having a Specified Area Rate applying in addition to the general rates levied by the City.
 - iii. It will be conditional on an incorporated property owners' body being formed representing property owners within the proposed Specified Area Rate area to be responsible for representing property owner interests between it and the City in relation to the Specified Area Rate.

- b. An incorporated body representing the property owners of an established area requests that the City provides a specific work, service or facility to their area to be funded by a Specified Area Rate imposed on the property owners. In this circumstance, the following will apply:
 - i. If the Council considers the proposal has merit, then, prior to a Council decision on such a proposal, the City will provide appropriate supporting information to conduct a survey of all proposed affected property owners.
 - ii. It is solely at the Council's discretion as to whether or not it will agree to impose a Specified Area Rate, however, the Council will not consider agreeing to a proposal unless the survey results show majority support by more than 40 per cent of all property owners surveyed.
- c. For any area to be considered for a Specified Area Rate, whether as a result of (a) or (b) above, it must be a reasonable size in terms of the number of properties and defined by clear and discernible geographic boundaries which may include main streets, or natural features. It shall be of a sufficient size and encompass an area significant enough that the Council believes a Specified Area Rate can be effectively applied. A Specified Area Rate will not be considered for a minor area such as a single property, small group of properties, or a single street. As a general guide, it is expected that a Specified Area Rate area would include no less than 100 properties.
- d. It is a condition for any Specified Area Rate to be imposed that there will be a representative property owners' group operating as an incorporated body, open to membership of all property owners in the Specified Area Rate area. The body will meet regularly to discuss the issues related to the services provided as part of the Specified Area Rate arrangement. The City will provide representation to attend meetings of the body to provide technical advice with respect to the services and the operation of the Specified Area Rate.

2.2. Management of the Specified Area Rate:

- a. City representatives will consult with the representative property owners' group on a regular basis in relation to the operation of the Specified Area Rate. The program of works and services proposed to be funded by the Specified Area Rate in a financial year will be agreed between representatives of the City and the representative property owners' group prior to the adoption by the Council of the budget for that year. If capital infrastructure items are requested through this process, consideration of the capital costs and ongoing operational costs associated with the maintenance of the item/s will be given before Council determines whether or not to approve their installation.
- b. The gross amount to be imposed for the Specified Area Rate is to be ascertained from the agreed program of works and services as part of the City's annual budgeting process. Consideration will be given to any surplus Specified Area Rate funds held in reserve from prior years when determining the gross amount to be imposed.
- c. The gross amount of the Specified Area Rate that needs to be raised is to be apportioned between the properties within the Specified Area based on the gross rental value applicable to each property and will be imposed in addition to the general rate levied by the Council.

- d. The delivery method of the work, service or facility the subject of the Specified Area Rate arrangement will be determined at the sole discretion of the City.
- e. The City will remain at all times the custodian of the Specified Area Rate and will administer the funds collected in compliance with the relevant provisions of the *Local Government Act 1995*, as amended, including establishing a reserve fund to hold any unspent or surplus funds at the end of the financial year.
- f. The City will ensure that there are appropriate management arrangements in place to maintain its relationship with the representative property owners' group, that there are processes to deal with concerns and issues raised by property owners in regard to the Specified Area Rate and to inform property owners of the City's requirements in regard to the operation of the Specified Area Rate. For any issue not able to be resolved by other means, Council will determine the matter at its sole discretion.

2.3. Termination of a Specified Area Rate Arrangement:

- a. The power to impose and to terminate a Specified Area Rate rests with the Council and will be considered on its merits as and when required.
- b. A Specified Area Rate will be considered for termination if it is established, to the satisfaction of the Council, that any of the following apply:
 - i. The representative property owners' group has ceased to operate, whether through loss of incorporation, loss of office bearers and/or membership, or through failure to meet on a regular basis to discuss the issues related to the services provided as part of the Specified Area Rate arrangement.
 - ii. The representative property owners' group no longer represents all of the property owners affected by the Specified Area Rate.
 - iii. The representative property owners' group has, by a formal process at a duly constituted meeting of the group, resolved that it no longer wishes to continue with a Specified Area Rate arrangement.
 - iv. It is no longer appropriate, necessary or viable to continue to provide the additional services and to levy the Specified Area Rate.
- c. Once a Specified Area Rate arrangement is terminated, the service level in the area concerned will revert back to the normal service level. Where there was no previous normal service level (such as a new development that started as a Specified Area Rate area) it shall be that which the City may determine, at its sole discretion, is an appropriate normal level of service for the area.
- d. If, for any reason, a Specified Area Rate arrangement terminates, it shall be effective from the conclusion of the financial year in which that occurs, unless it occurs prior to the adoption of the budget for that year, in which case it will be effective immediately. Any unspent or surplus funds held in reserve at the termination of the Specified Area Rate arrangement will be dealt with in accordance with the provisions of Section 6.37 the *Local Government Act 1995* relating to Specified Area Rates and Section 6.11 relating to reserve funds.

Creation Date: March 2010
Amendments: CJ093-05/12, CJ149-08/15
Related Documentation: • *Local Government Act 1995*