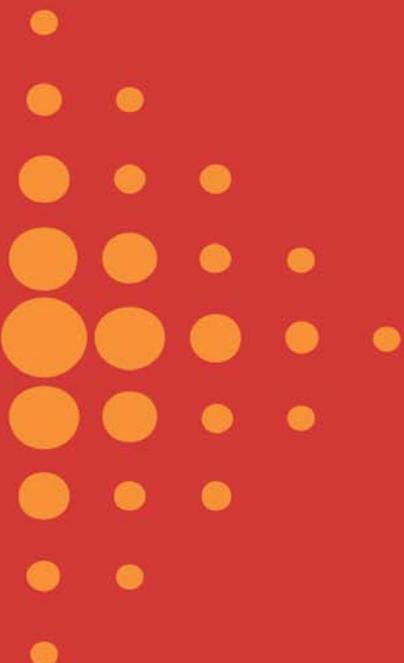


Tamala Park Community Engagement Strategy

TPG Town Planning and Urban Design

October 2008



Project Details

Prepared for:	Client	TPG Town Planning and Urban Design
	Contact Details	Andrew Howe, Director
	Address	Level 7, 182 St George's Terrace
		Perth WA 6000
	Phone	08 9289 8300
	Fax	08 9321 4786
Prepared by:	Consultant	Creating Communities Australia Pty Ltd
	Project Team	Donna Shepherd, Director
		Lynden Prince, Social Planner
	Address	100 Jersey Street
		Jolimont WA 6014
	Phone	9284 0910
	Fax	9284 0912
	Email	lynden@creatingcommunities.com.au

Document prepared October 2008.

Copyright

The work is copyrighted. The Copyright Act 1968 permits fair dealing for study, research, news reporting, criticism or review. Selected passages, tables or diagrams may be reproduced for such purposes, provided acknowledgment of the source is included. Permission of any more extensive reproduction must be obtained from Creating Communities Australia on (08) 9284 0910.

Contents

1. Purpose of the Document	3
2. Background to the Project	3
3. Communications and Community Engagement Objectives	4
4. Approach	4
5. Methodology	5
6. Target Audience	7
7. Potential Issues and Issue Management	7
7.1 Attitude to Development	7
7.2 Youth	7
7.3 Marmion Avenue	8
7.4 Local Residents and Environmental Groups	8
8. Recommendations	8
Appendix A	9

1. Purpose of the Document

The Tamala Park development is at the centre of the established communities of Burns Beach, Clarkson, Kinross, Currambine, Iluka and Mindarie. There is an opportunity for Tamala Park to play a role in integrating, unifying and celebrating the local diversity. It is important therefore that from the project's inception, the community be engaged in the planning for the area and has the opportunity for input into the master plan.

This document proposes a methodology that can achieve community engagement in the master planning process, facilitate discussion across a diverse population and stakeholder group, as well as initiate partnerships for future implementation of social and infrastructure plans. It also identifies the key stakeholders and management strategies for potential issues concerning the project.

Local key stakeholders have also contributed to the strategy development for this community engagement plan. This will ensure that the community engagement approach is more relevant and better supported by the local community.

2. Background to the Project

Tamala Park is a 180 hectare urban infill project in the north western growth corridor of the City of Wanneroo, 35 kilometres north of the CBD. The site is currently owned by seven local government authorities, representatives of whom formed the Tamala Park Regional Council (TPRC) to oversee the planning for the site. It is one of the last remaining sizable sites available for development without moving beyond the urban fringe. The TPRC are keen that the development incorporate industry leading techniques and technologies in its approach to environmental and social sustainability, with a strong emphasis on effective public transport taking advantage of potential links to the nearby Clarkson train station.

The region has a high level of social diversity, with non-coastal areas attracting a high percentage of affordable housing, while those towards the coast are generally able to enjoy a higher standard of living. The Tamala Park project is aiming for a development framework that encourages a strong sense of place, a cohesive community and the realisation of local employment opportunities. Because of its position at the centre of a number of established areas, it has the potential to become the community heart to the area. This is what the project team have named the Tamala Park Gift.

3. Communications and Community Engagement Objectives

The objectives for community engagement on the Tamala Park project are to:

- ▶ Involve the stakeholders and adjoining communities in the development and review of the structure plan;
- ▶ Build a high level of stakeholder and community ownership in the structure plan;
- ▶ Provide a range of opportunities for participation that involves a diverse population;
- ▶ Create a positive identity for Tamala Park as the community heart of the region; and
- ▶ Establish Tamala Park's reputation as a leader in technology and techniques for sustainable living.

4. Approach

To date there has been discussion regarding the re-development of Tamala Park within the local government authorities, but there has been no engagement with the community or other stakeholders.

As a result, the first phase of community engagement will involve initial meetings to introduce the project to stakeholders and the community. These meetings will also provide a preliminary understanding of key community and stakeholder aspirations and issues regarding Tamala Park.

This two way communication will form a cornerstone for successful relationships that will assist in delivering a high level of integration of Tamala Park into the region. The establishment of a community and stakeholder reference group – the Tamala Park People and Places Working Group – is a key strategy in achieving this relationship.

The on-line discussion site for the project will also enable a convenient dialogue and the free flow of information and opinions between stakeholders, community members and the project.

5. Methodology

To assist in the development of the community engagement methodology and other preliminary community development considerations, meetings have been held with the regional managers of state and local government agencies active in the area and 15 one-on-one interviews with other key stakeholder groups. This consultation, plus the demographic analysis (see Community Audit report), has assisted in the development of the community engagement strategy.

The key elements of the recommended strategy are described in the table below. It is intended that the engagement activities be run concurrently with the development of the structure plan and during the planning approvals process.

Table 1 Community Engagement Methodology

Phase	Engagement Tool	Description	Timeline
1. Research	Develop Community Engagement Strategy.		September/ October
	Stakeholder identification.	Identify those key agencies and community identities that may be influential within the community and create contact list.	September
	Stakeholder meetings.	Meeting with regional managers group and relevant residents groups.	October
	Stakeholder interviews.	15 one-on-one interviews.	September
2. Opportunities and Constraints	Advertise for People and Places Working Group (PPWG) nominations.	Advertise in local paper for those interested in contributing to the development of a CEDP. Selection criteria to be determined in consultation with the TPG and TPRC.	October
	Design project blogsite.	Blogsite designed to attract wide demographic and enable information as well as feedback on the plans for the development.	October
	Launch project blogsite.	Advertise in local press, media release.	November
	Form PPWG with client representatives.	List finalised and invitations sent to those selected.	November
	Develop PPWG Terms of Reference.	TOR to be determined in consultation with TPG.	October
	PPWG Meeting 1.	First meeting to focus on local distinctiveness, local values, project opportunities and constraints.	Late November
3. Client and stakeholder review	PPWG Meeting 2.	Focus on review of project team opportunities and constraints, review of Creating Communities Australia Intentional Communities Matrix and development of guiding principles for the project.	TBC
4. Draft structure plan review	PPWG Meeting 3.	Focus on development of community development strategies in-line with Smart Growth Policy and Network City Requirements.	TBC

	Manage project blogsite. Advertise community open days. Production of communications collateral (project newsletter and info panel). Community Open Days at two local shopping centres.	TBC
5. Project review process	PPWG Meeting 4.	Review and comment on draft structure plan, draft Community Development Plan and draft Facilities Plan.
	Manage blogsite.	TBC
6- 7.Draft Plan finalisation and Preferred structure plan referred	Manage blogsite.	TBC
8. Formal consultation	Advertise locally. Open Days at local shopping centre. Manage blogsite.	To be held at Joondalup and Ocean Keys shopping centres.
Optional Activities - Phase 2		
Youth	Initiate and manage youth town centre design competition.	November
Youth	Initiate and manage youth consultative community art project.	TBC

Where TBC (to be confirmed) is listed in the timeline, dates will be known as the progress of the project in the latter stages is confirmed.

6. Target Audience

This community engagement is focused on the following groups:

- ▶ Tamala Park Regional Council, City of Wanneroo;
- ▶ Residents of Joondalup and the City of Wanneroo Local Government Areas;
- ▶ Government and private agencies operating in proximity to the development site; and
- ▶ Key stakeholders.

An extensive list of Tamala Park stakeholders is detailed in Appendix A.

7. Potential Issues and Issue Management

Consultation to date has flagged the following potential issues. The list below also provides suggested mitigation strategies.

7.1 Attitude to Development

The stakeholders accept they are in a high population growth area and have become reconciled to the many developments occurring in the region. Within this context of general acceptance for the development, they expressed appreciation for the early consultation regarding Tamala Park, which they commented was in contrast to other local developments.

It is recommended these people be updated on the planning progress, informed of the opportunity to nominate for the People and Places Working Group (PPWG) and be informed of further general community consultation opportunities.

7.2 Youth

The high youth population percentage in the area makes them an important group. Stakeholder interviews indicated there were important issues to note with this cohort. The lack of sufficient suitable activities and facilities in the existing area would indicate a high need to consult. The need for effective youth development strategies and a sound planning response will be critical to the success of this group.

Tailor-made consultation with this age group was suggested in the “optional activities” for this proposal and is strongly recommended.

7.3 Marmion Avenue

Marmion Avenue forms a social divide in the local communities. Those on the western side relate primarily to Joondalup as their key centre and those on the eastern side relate to Ocean Keys. Community consultation will need to occur in both centres. It could also be expected that the groups will have differing aspirations for the new development.

Tamala Park will need to cater for and unify the diversity reflected in the surrounding area. Any community engagement processes, such as the People and Places Working Group, will need to have representatives from both sides of Marmion Avenue.

7.4 Local Residents and Environmental Groups

There are a number of active environmental groups in the area; however none that directly relate to the development area. A fact sheet detailing environmental initiatives and the approach to sustainable living for the project should be available during consultation and open days to address general issues.

The Burns Beach Ratepayers, Residents and Community Recreation Association is very active, with a particular concern for the Bush Forever segment that borders the site. This group is politically active and was involved in the controversy surrounding the Burns Beach development.

We recommend this group be invited to nominate a representative for the People and Places Working Group and also be offered the opportunity for a group briefing early in the planning process.

8. Recommendations

- ▶ That the Community Engagement Strategy detailed in Table 1 be implemented.
- ▶ That the following youth consultation activities be implemented:
 - Youth town centre design competition; and
 - Youth consultative community art project.
- ▶ That the People and Places Working Group include representation from both sides of Marmion Avenue and the Burns Beach Ratepayers, Residents and Community Recreation Association.

Appendix A

Stakeholder Contact Details

Stakeholder Agency	Contact
Group consultation forum, various agencies	Garry Prus , City of Wanneroo Kathy Christoffelsz , City of Wanneroo Jenny Calogero , Department of Corrective Services Julie Olive , Centrelink Robyn Oliver , Department of Education and Training Robert Shanhun , Department of Indigenous Affairs John Brinkman , Department of Indigenous Affairs
Kinross Residents Association	Hugh Reason , President
Ngala Northern Community Service	Sandra Muehlberg , Ngala Sophia Isarutjindo , Australian Asian Association
Kinross College	Lloyd Page , Principal Steve Adcock , Associate Principal
Kinross Primary School	Chris Byrne , Deputy Principal
St Andrews Catholic Primary School	Eileen Climo , Principal Warren Smith , Deputy Principal
WA Police	Steve Principe , Senior Sergeant, OIC
Quinns Baptist College	Mike Smith , Principal
Clarkson Community High School	Melanie Hindley , Principal Consultant – Assessment for Improvement
Clarkson Primary School	Jo Stephens , Principal
Department of Corrective Services (Juvenile Justice)	Tony Lock
Mindarie Primary School	Sue Brennan , Principal
Clarkson Youth Centre, City of Wanneroo	David McIlhone , Youth Development Officer – North Zone
Mindarie Senior College	Rod Buckenara , Associate Principal Peter Lillywhite , Associate Principal
Mindarie Ratepayers and Residents Association (ex, now defunct)	Eric Couzens , ex-President

Disclaimer

The professional analysis and advice in this report has been prepared by Creating Communities Australia for the exclusive use of the client for the purposes specified in it. This report is supplied in good faith and reflects the knowledge, expertise and experience of the consultants involved. The report must not be published, quoted or disseminated to any other party without Creating Communities Australia's prior written consent. Creating Communities Australia accepts no responsibility whatsoever for any loss occasioned by any person acting or refraining from action as a result of reliance on the report, other than the addressee.

In conducting the analysis in this report Creating Communities Australia has endeavoured to use what it considers is the best information available at the date of publication, including information supplied by the addressee. Unless stated otherwise, Creating Communities Australia does not warrant the accuracy of any forecast or prediction in the report. Although Creating Communities Australia exercises reasonable care when making forecasts or predictions, factors in the process, such as future market behaviour, are inherently uncertain and cannot be forecast or predicted reliably.

Creating Communities Australia shall not be liable in respect of any claim arising out of the failure of a client investment to perform to the advantage of the client or to the advantage of the client to the degree suggested or assumed in any advice or forecast given by Creating Communities Australia.