



# **Management Committee Meeting**

# **AGENDA**

**Thursday 17 September 2020, 6:00pm  
City of Stirling (Challenger Room)  
25 Cedric Street, Stirling**

Constituent Members: Cities of Perth, Joondalup, Stirling, Vincent and Wanneroo  
Towns of Cambridge and Victoria Park

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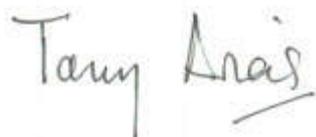
### TAMALA PARK REGIONAL COUNCIL

Councillors of the Tamala Park Regional Council Management Committee are advised that a meeting will be held in the Challenger Room, City of Stirling, 25 Cedric Street, Stirling on Thursday 17 September 2020 at 6:00pm.

The business papers pertaining to the meeting follow.

Your attendance at the meeting is requested.

Yours faithfully



**TONY ARIAS**  
Chief Executive Officer

### MEMBERSHIP

OWNER COUNCIL	MEMBER
Town of Cambridge	Cr Andres Timmermanis (CHAIR)
City of Joondalup	Cr John Chester
City of Stirling	Cr Karen Caddy Cr David Lagan Cr Suzanne Migdale Cr Bianca Sandri
City of Wanneroo	Cr Brett Treby

*Representatives from the Satterley Property Group will be in attendance at the meeting.*

**PRELIMINARIES**

**1. OFFICIAL OPENING**

**DISCLOSURE OF INTERESTS**

**2. PUBLIC STATEMENT/QUESTION TIME**

**3. APOLOGIES AND LEAVE OF ABSENCE**

**4. PETITIONS**

**5. CONFIRMATION OF MINUTES**

Management Committee Meeting – 23 July 2020

**5.1 BUSINESS ARISING FROM MINUTES (NOT COVERED ELSEWHERE IN THE AGENDA)**

**6. ANNOUNCEMENTS BY CHAIR (WITHOUT DISCUSSION)**

**7. MATTERS FOR WHICH MEETING MAY BE CLOSED**

8.5 Review of Deliverables - Development Manager's Key Performance Indicators – Confidential

8.6 Key Personnel – Development Manager / Project Resourcing – Confidential

8.7 Mindarie Regional Council Landfill Buffer – Groundwater Monitoring Update – Confidential

**8. ADMINISTRATION REPORTS AS PRESENTED 8.1 – 8.7**

## **8.1 BUSINESS REPORT – PERIOD ENDING 10 SEPTEMBER 2020**

### **Report Information**

Reporting Officer: Manager Project Coordination

### **Recommendation**

**That the Management Committee RECEIVES the Business Report to 10 September 2020.**

### **Voting Requirements**

Simple Majority

### **Report Purpose**

To advise the Management Committee of matters of interest not requiring formal resolutions.

### **Relevant Documents**

Nil

### **Background**

The business of the Council requires adherence to many legislative provisions, policies and procedures that aim at best practice. There are also many activities that do not need to be reported formally to the Council but will be of general interest to Council members and will also be of interest to the public who may, from time to time, refer to Council minutes.

In the context of the above, a Business Report provides the opportunity to advise on activities that have taken place between meetings. The report will sometimes anticipate questions that may arise out of good governance concerns by Council members.

### **Comment**

#### **1. Civil Construction - Status**

Construction of Stage 16 (17 lots) and Stage 27 (20 lots) commenced on 10 August 2020 and 7 September 2020 respectively. Titling of lots is anticipated to occur in early December 2020, prior to the contract execution deadline of 31 December 2020 for buyers to qualify for the Federal and State Government building incentive grants.

Strong sales for Stage 27A lots have been achieved to date. Ten lots have been sold and ten lots are available for sale, which supports commencing construction of Stage 28 (35 lots) based on Budget program and approved sales triggers.

It is anticipated that the award of the construction work will occur this week. Construction is likely to commence in early November 2020 and be completed in March 2021, based on current resources of the civil contractor.

The construction of the Portofino Promenade and Long Beach Promenade extensions, the Beach Access road and the Connolly Drive/Aviator Boulevard roundabout are programmed to commence in the second half of FYE 2021. This position is being closely monitored with

RJ Vincent and should additional capacity become available these items could be brought forward for construction.

## 2. Landscape Works – Status

Rehabilitation planting in the Biodiversity Conservation Areas (BCAs) has been completed, largely using tubestock grown from seed collected within the Project area. Propagated tubestock that is surplus to the BCAs' rehabilitation requirements is also being used by the landscape maintenance contractor for infill planting of parks and streetscapes throughout the Project.

Landscape design for the extension of the 'green-link' along Aviator Boulevard between Roulettes Parade and Connolly Drive in Catalina Central is currently underway. Landscape installation is forecast to commence in January 2021 following the completion of civil construction of Stage 16.

## 3. Housing Construction

The following table provides an overview of the current progress of housing construction to 30 August 2020:

Stage	Total Lots	Under Construction	Completed	Vacant
Stages 1 - 13	660	0	655	5
Stage 14	73	0	72	1
Stage 15	55	0	54	1
Stage 17A	25	0	23	2
Stage 17B	36	4	13	19
Stage 18A	29	0	29	0
Stage 18B	31	1	23	7
Stage 25 (Display Village)	15	0	15	0
Stage 25	34	4	24	6
Stage 25B	7	0	7	0
Stage 25 (Builders Release)	7	3	3	1
Stage 26	38	4	0	34
Total	1010	16	918	76

## 4. Catalina Beach Builders Display Village and Sales Office

As is noted in the Sales and Settlement Report in Item 8.3, Satterley Property Group (Satterley) reports that visitation to the Builder's Display Village and Sales Office has significantly reduced following the initial upsurge in enquiry and sales after the announcement of the Governments' building stimulus incentives in late May 2020.

## 5. Community Events

A Community Development Plan has been prepared for FYE 2021, with the focus on activating new community amenities, such as the foreshore access improvements in Catalina Beach and the Stage 11 Park in Catalina Central. Planned activities include:

- Low-key social and recreational activities;
- Resident engagement, including an exclusive welcome resident event;
- Support to the Catalina Resident Working Group;
- Contribution and monitoring of the Catalina Community Group Facebook page; and
- Bi-annual publication of the Catalyst community newsletter.

The next Community event is to be held on 31 October 2020 and is to involve a Halloween theme, with activities based in the Stage 11 Park.

## **6. Catalina Beach Access Road / Carpark**

Applications for Development Approval and a Clearing Permit for the foreshore access road and carpark were submitted in December 2019 and January 2020 respectively. The WAPC issued the Development Approval in April 2020.

The Department of Water and Environmental Regulation (DWER) preliminary assessment of the Clearing Permit application was that 16ha revegetation area was required to offset the 3ha of clearing required to construct the access road. Following further discussions, DWER is prepared to modify its requirement for the offset revegetation area to 1.34ha, but indicated that this area is required to be identified prior to the issue of the Clearing Permit. This is being challenged as it will potentially delay construction works.

Options for where offset revegetation could occur if required is currently being explored.

The construction of the access road and carpark is now planned to commence in late February 2021, subject to reasonable conditions being imposed on the Clearing Permit.

## **7. Catalina Local Centre Site**

On 6 July 2020, the Joint Development Assessment Panel approved the amended design for the Local Centre Site on Lot 646 Aviator Boulevard in Catalina Central.

The approved plans propose the construction of several shop tenancies (300m<sup>2</sup> net lettable area), 170m<sup>2</sup> café and a child care centre with capacity for up to 81 children.

A representative of the owner of Lot 646 has recently advised of the intention to sell the site to an experienced commercial property developer. The TPRC holds a caveat over Lot 646 to ensure that the intent and objectives defined in the original sale contract are met. Satterley and the TPRC have met with representatives of the current owner and the proposed purchaser to discuss the transfer of the original sale obligations to the new owner.

## **8. Stage 18 Builder Partnership**

The approved Catalina Housing Strategy (July 2019) and Annual Plan FYE 2021 identify the opportunity to develop a 1.03ha site in Stage 18 in Catalina Central to showcase innovative housing design that has a focus on liveability, sustainability and affordability in order to add to the diversity of available housing in Catalina and pursue a range of social and environmental objectives that complement acceptable financial outcomes.

At its meeting of 20 August 2020, the Council accepted draft principles and commercial terms negotiated by Satterley, TPRC and Schlager Group for the development of the Stage 18 site and required the preparation of a Project Plan and Project Budget to establish project management arrangements and acceptable financial outcomes within 30

days. The preparation of a Project Plan and Project Budget is in progress. A report on these items will be presented to the Council for consideration at its October 2020 meeting.

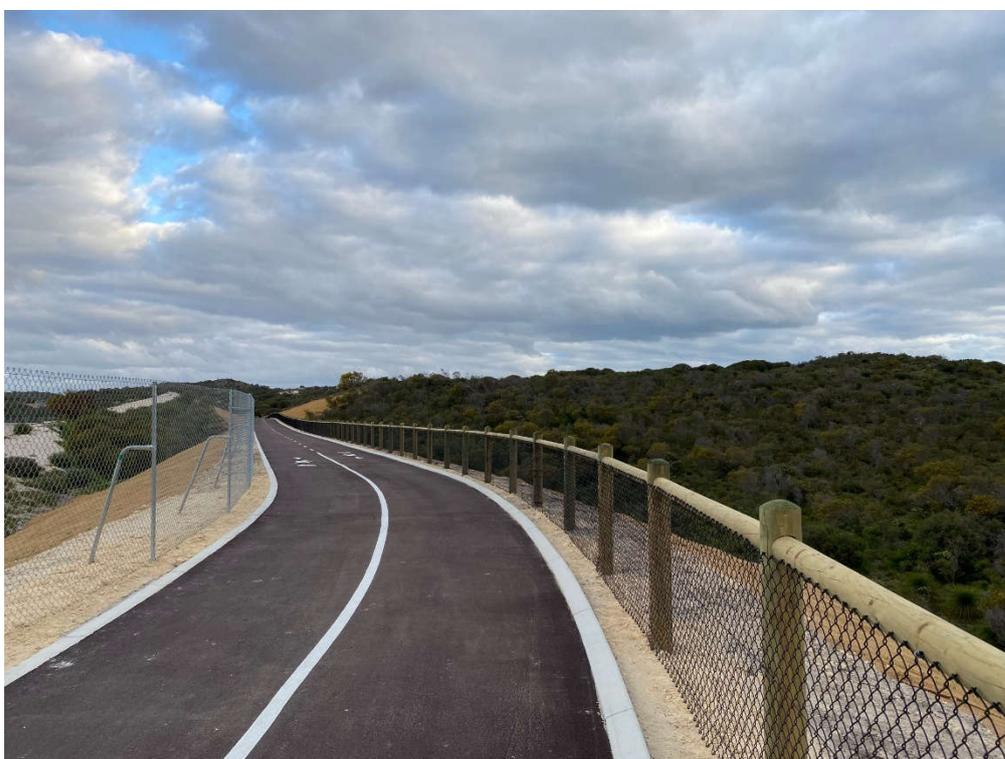
### 9. Coastal Dual Use Path, Burns Beach – Mindarie

At its meeting in June 2019, the Council resolved to make a contribution of up to \$730,000 to the Cities of Joondalup and Wanneroo towards the construction of the Burns Beach-Mindarie Dual Use Path (DUP).

The section of DUP through the coastal conservation reserve to the south of Catalina was completed by the Cities in December 2019.

Construction of the section of DUP to the west of Catalina was recently completed.

The timing for completion of the southern portion of the DUP at Peet's Burns Beach Estate is still to be determined.



Foreshore DUP, looking south from the end of Long Beach Promenade.

## **8.2 PROJECT FINANCIAL REPORT – JULY 2020**

### **Report Information**

Reporting Officer: Chief Executive Officer

### **Recommendation**

**That the Management Committee RECEIVES the Project Financial Report (July 2020) submitted by the Satterley Property Group.**

### **Voting Requirements**

Simple Majority

### **Report Purpose**

To consider the Project Financial Report for July 2020 submitted by the Satterley Property Group.

### **Policy Reference**

N/A

### **Local Government Act/Regulation**

N/A

### **Previous Minutes**

N/A

### **Financial/Budget Implications**

Review of Project Financial Report for July 2020.

### **Relevant Documents**

Appendix: Letter from Satterley Property Group dated 19 August 2020 with Financial Report

### **Background**

At its meeting of 20 August 2020, the Council approved the Project Budget FYE 2021, submitted by the Satterley Property Group, as the basis of financial planning for the TPRC Budget FYE 2021.

The Development Manager's Key Performance Indicators 2020 - Governance, requires the preparation of monthly progress reports.

### **Comment**

The Satterley Property Group has prepared a Financial Report for July 2020 for the Project. The report has been prepared on a cash basis and compares actual expenditure to approved budget expenditure for the period up to 31 July 2020 and is attached at Appendix 8.2.

The Financial Report identifies the following main areas of variance:

1. Settlement revenue was \$0.96M which is \$1.2M unfavourable to budget with four less residential lot settlements for the year to date.
2. Expenditure was \$0.97M favourable to budget, in the following areas:
  - Lot Production \$0.079M;
  - Landscape \$0.04M;
  - Infrastructure \$0.78M;
  - P&L expenditure \$0.09M.

The Satterley Property Group Financial Report provides greater details on the variations.

3. Lot Sales Value was \$11.19M which is \$0.22M unfavourable to budget due to one less lot sale.

Satterley Property Group representatives will be in attendance to answer questions on the report.

### 8.3 SALES AND SETTLEMENT REPORT – PERIOD ENDING 10 SEPTEMBER 2020

#### Report Information

Reporting Officer: Manager Project Coordination

#### Recommendation

**That the Management Committee RECEIVES the Sales and Settlement Report to 10 September 2020.**

#### Voting Requirements

Simple Majority

#### Report Purpose

To advise the Management Committee of the status of sales, settlements and sales releases.

#### Policy Reference

N/A

#### Local Government Act/Regulation

*Local Government Act 1995: Sect 3.58 – Disposal of Property.*

#### Previous Minutes

N/A

#### Financial/Budget Implications

Income under this matter will be posted under item I145011 (Income on Lot Sales):

Budget Amount:	\$34,688,724
Received to Date:	\$ 3,858,933
Balance:	\$30,829,791

#### Relevant Documents

Appendix: Staging Plan

#### Background

The Sales and Settlement Report provides the Management Committee with a status update of sales and settlements for the Project.

The Staging Plan provided under Appendix 8.5 identifies the extent of the stage boundaries referenced within the report.

#### Comment

Table 1 provides a summary of the Catalina Estate Sales and Settlement position for lots released up to 10 September 2020.

**Table 1: Summary of Sales and Settlement of Lots – Catalina Estate**

Stage/ Release Date	Release Date	Lots Released	Lot Sizes (m <sup>2</sup> )	Sold*	Stock	Settled
Stages 1 – 15,18A, 25B	-	844	174 - 658	844	0	844
Stage 16A	Aug -20	9	375 - 450	7	2	0
Stage 17A	Oct-16	25	300 - 510	25	0	23
Stage 17B (Release 1)	Nov-17	18	300 - 450	18	0	14
Stage 17B (Release 2)	Sep-19	8	245 - 450	8	0	2
Stage 17B (Release 3)	Apr-20	10	300 - 450	10	0	2
Stage 18B	Mar-17	31	200 - 474	31	0	27
Stage 25A	May-17	21	300 - 450	21	0	20
Stage 25C	Sep-18	5	277 - 450	5	0	4
Stage 26 (Release 1)	Apr-19	8	300 - 486	8	0	5
Stage 26 (Release 2)	Apr-19	7	367 - 481	7	0	3
Stage 26 (Release 3)	Dec-20	9	315 - 539	9	0	2
Stage 26 (Release 4)	Dec-20	3	443 - 450	3	0	0
Stage 26 (Release 5)	Jun-20	11	300 - 539	10	1	3
Stage 27A (Release 1)	Aug-20	12	225-450	10	2	0
Stage 27A (Release 2)	Sep-20	8	300-450	0	8	0
<b>Total</b>		<b>1029</b>	<b>174 - 658</b>	<b>1016</b>	<b>13</b>	<b>949</b>

**Table 2: Summary of Net Sales for FYE 2021 against Budget – Catalina Estate**

	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	FYE21
<b>Budget</b>	35	15	9	7	6	5	7	7	7	7	7	7	<b>119</b>
<b>Actual</b>	34	3	19*										<b>54</b>
<b>Variance</b>	-1	-12	10										<b>-3</b>

\* Includes 9 sales contracts pending advertising and acceptance.

The Project currently holds 67 contracts, 18 unconditional, 40 conditional and 9 pending acceptance.

The Project has a current released stock position of 13 lots, comprised of the following:

- Stage 26 (Beach Precinct) – 1 lot (titled)
- Stage 27 (Beach Precinct) – 10 lots (under construction)
- Stage 16A (Central Precinct) – 2 lots (under construction)

**Table 3: Summary of Settlements for FYE 2021 against Budget – Catalina Estate**

	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	FYE21
<b>Budget</b>	7	5	10	11	22	9	14	12	11	4	5	7	<b>117</b>
<b>Actual</b>	3	9	1										<b>13</b>
<b>Variance</b>	-4	4	-9										<b>-9</b>

## Northern Corridor Estates Analysis

Table 4 provides a summary of sales at developments in the northern corridor.

**Table 4: Summary of Sales in Northern Corridor (July 2019 to June 2020)**

ESTATE	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	12 Month Total Sales
<b>NORTH-WEST METRO</b>													
Alkimos Beach (Alkimos)	7	6	2	7	2	5	1	3	2	8	43	20	106
Alkimos Vista (Alkimos)	1	2	1	1	3	1	1	4	0	1	28	17	60
Allara (Eglinton)	5	2	3	1	-3	1	1	4	1	2	29	9	55
Amberton (Eglinton)	7	7	13	0	5	3	8	1	3	13	41	30	131
Beaumaris (Iluka)	0	1	1	0	0	1	12	0	0	0	5	2	22
Burns Beach (Burns Beach)	1	2	1	1	0	1	3	0	1	1	86	0	97
<b>Catalina (Clarkson-Mindarie)</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>3</b>	<b>3</b>	<b>1</b>	<b>4</b>	<b>6</b>	<b>34</b>	<b>63</b>
East of the Beach (Eglinton)	6	2	4	-1	1	0	5	2	0	2	32	18	71
Eden Beach (Jindalee)	9	9	10	8	3	6	21	6	0	11	32	20	135
Kinross (Kinross)	1	1	0	1	1	1	2	1	0	3	0	0	11
Shorehaven (Alkimos)	2	4	4	2	2	4	14	10	8	12	62	14	138
Trinity (Alkimos)	6	3	5	18	8	3	6	5	5	5	43	20	127
<b>TOTAL</b>	<b>47</b>	<b>42</b>	<b>47</b>	<b>40</b>	<b>23</b>	<b>27</b>	<b>77</b>	<b>39</b>	<b>21</b>	<b>62</b>	<b>407</b>	<b>184</b>	<b>1016</b>
<b>CATALINA SHARE (%)</b>	<b>4.26 %</b>	<b>7.14 %</b>	<b>6.38 %</b>	<b>5.00 %</b>	<b>4.35 %</b>	<b>3.70 %</b>	<b>3.90 %</b>	<b>7.69 %</b>	<b>4.76 %</b>	<b>6.45 %</b>	<b>1.47 %</b>	<b>18.5 %</b>	<b>6.2%</b>

Note 1: Satterley reporting is based on 'mid-month' sales period.

Note 2: Satterley has expressed caution that these sales results are indicative only based on information obtained in the marketplace and supplied on a voluntary basis.

Table 5 provides a summary of available stock in the northern corridor. The 13 lots available in Catalina Beach range in area from 225m<sup>2</sup> to 539m<sup>2</sup>, with prices ranging from \$235,000 to \$445,000. Lots in Catalina Central are priced at \$258,000 for 375m<sup>2</sup> lots and \$304,000 for 450m<sup>2</sup> lots.

**Table 5: Summary of Price of Available Lots in Northern Corridor Estates**

Estate	225sqm Price (\$)	300sqm Price (\$)	375sqm Price (\$)	450sqm Price (\$)	500sqm + Price (\$)	Total Dwellings	Stock
Allara	n/a	n/a	185,000-190,000	215,000-220,000	n/a	3,405	22
Alkimos Beach	155,000	n/a	262,000	285,000	325,000	2,413	40
Amberton	n/a	n/a	n/a	262,000	n/a	2,500	9
Burns Beach	n/a	n/a	n/a	650,000	510,000 – 670,000	1,580	9
Catalina Central	n/a	n/a	258,000	304,000	N/A	2,480	2
Catalina Beach	\$235,000	299,000	350,000	395,000	445,000		11
Eden Beach	n/a	n/a	289,000	328,000	378,000	1,100	6

Kinross	n/a	n/a	290,000	n/a	n/a	67	1
Shorehaven	182,000-222,000	n/a	265,000	n/a	n/a	2,800	12
Trinity	n/a	220,000	198,000 - 248,000	282,000	n/a	2,500	27

## **Lot Releases**

### Stage 16A – Catalina Central

Nine lots were released for sale on 1 August 2020 in Stage 16A, ranging in area from 375m<sup>2</sup> to 450m<sup>2</sup>. Seven of these lots have sold.

A further eight lots in Stage 16A have been approved to be released on 12 September 2020.

### Stage 27A - Catalina Beach

Twelve lots were released for sale on 12 August 2020, ranging in area from 225m<sup>2</sup> to 450m<sup>2</sup>. Nine of these lots have sold.

A further eight lots in Stage 27A were released on 5 September 2020.

Stage 16A and 27A lots are expected to be titled in December 2020.

## **Sales**

August remained a steady month for enquiry, foot traffic and sales for Catalina. The positive impacts of the Federal and State Government building incentive grants that were announced in June continue to be reflected in sales results.

Overall enquiry for August was down over 80% on the unprecedented levels experienced in June, but remains higher than the average monthly enquiry over the last 12 months. Beyond the initial rush, this enquiry level is being affected by changes within the home builders' industry. Several major building groups are now limiting the number of sales they are taking each month and brands such as Summit and Blueprint have completely closed their books for new orders for the foreseeable future. This has caused consumer confidence to come down, particularly for lots that have a title date close to 31 December 2020.

While buyers can qualify for sales up to this point on untitled lots, the requirement to have substantially commenced on site within 90 days is making buyers cautious. The additional impact in the number of sales being seen by home builders is the extended preparation time for new contracts. Lots subject to recent sales have been observed as taking between 12-20 weeks for a building contract to be prepared. This delay is causing many of the purchasers with current contracts that are subject to finance approval to request approval extensions, which is pushing out anticipated settlement timeframes for the Project.

Catalina Central has been heavily affected by the reduction in builder activity, as buyers are typically seeking a house and land package option. This has not been noted to the same extent within Catalina Beach, as buyers are seeking to secure land separately to a builder. Enquiry and sales in Stage 27 have been strong for the smaller laneway product and lots 375m<sup>2</sup> and less. The larger lots are not getting the same level of enquiry due to the total package price of house and land and the competition of established homes on larger lots within the adjacent part of Mindarie.

Catalina has achieved 13 settlements in FYE 2021 against a total budget of 117, leaving 104 to be achieved before the end of the financial year. 67 contracts are in hand, 13 lots are available and eight lots are pending release. In addition, 35 lots in Stage 28 are forecast to be

constructed, titled and released in FYE 2021. The Project needs to settle 104 of a possible 123 lots to meet the FYE 2021 budget.

### **Marketing**

Current project marketing is focussed on lead generation and brand awareness campaigns through social media advertising (primarily Google and Facebook). These campaigns are running from August to November 2020, supported by an ongoing website search engine optimisation (SEO) program.

Project profiles are currently being hosted on real.estate.com.au, which ensures Catalina advertisements and available lots rank highly on suburb searches of Mindarie and Clarkson.

In response to queries raised at the Management Committee meeting of 16 July 2020, Satterley was requested to provide an analysis on the pros/cons of the Catalina website being hosted on Satterley's web domain compared to a Catalina stand-alone site. A separate report on this matter is provided in Item 8.4.

## 8.4 CATALINA PROJECT WEBSITE

### Report Information

Reporting Officer: Manager Project Coordination

### RECOMMENDATION

**That the Management Committee recommends that Council NOTES the Satterley Property Group advice dated 20 July 2020 in relation to the Catalina Project website.**

### Voting Requirements

Simple Majority

### Report Purpose

To consider advice provided by the Satterley Property Group (Satterley) in relation to the Catalina Project website.

### Policy Reference

N/A

### Local Government Act/Regulation

N/A

### Previous Minutes

N/A

### Relevant Documents

Appendix: Satterley memorandum dated 20 July 2020.

### Financial/Budget Implications

Expenditure under this matter will be incurred under item E145218 (Marketing):

Budget Amount:	\$	400,000
Spent to Date:	\$	24,637
Balance:	\$	375,363

### Background

At the Management Committee meeting of 16 July 2020, Satterley was requested to provide advice on the pros/cons of the Catalina Project website being hosted on its own domain instead of being part of the Satterley website platform.

Satterley has provided advice on this matter, which is contained in Appendix 8.4.

## Comment

Satterley advises that the Catalina Project website has been part of the Satterley platform since the Catalina Project's inception. The platform includes a separate landing page and sub-pages for each Satterley estate, including Catalina.

Satterley considers that the Project benefits from being included within the Satterley platform by leveraging the strength of Satterley's well-established domain to enable the Catalina site to rank competitively in web searches and providing access to discounted search engine optimisation services.

Satterley also considers that the platform provides a cost-effective approach as the following functions are provided at no cost to the Project:

- Site hosting;
- User experience research and upgrades;
- Maintenance of site information;
- Stock and customer management systems;
- Google mapping integration.

Satterley advises that a separately-standing Catalina website on its own domain (catalinaestate.com.au) may enable easier ranking of Catalina brand searches, however non-brand searches (that is, without reference to Catalina) would not rank as high as achieved under the Satterley platform. This is due to new domains usually having no existing authority to rank competitively or established backlinks, requiring extensive and costly link-building campaigns for Catalina to rank on the first page of search results.

The following table details where the Catalina website ranks in searches conducted on Google on 2 September 2020 using various search terms:

Search Term/s	Rank
Catalina Estate	1
Catalina	1
Land for sale Mindarie	3* (behind only realestate.com.au and domain.com.au)
Land for sale Clarkson	3* (behind only realestate.com.au and domain.com.au)
Mindarie Land	3* (behind only realestate.com.au and domain.com.au)
Clarkson Land	2* (behind only realestate.com.au)

\* excluding paid advertisements for other land estates

These results indicate that the Catalina website is currently ranking highly using commonly used search terms.

Google searches using more generic terms, such as 'land for sale north of Perth', 'beachside land for sale Perth' or 'coastal land for sale Perth' do not deliver any links to the Catalina website within the first ten pages of search results, however links to Satterley's main website appear on either the first or second page of results.

It is possible to boost search results for the Catalina website through paid Google advertising or bids through a search engine optimisation (SEO) program. The Project has had an ongoing SEO program running over the past two years, which has contributed to the search rankings currently being achieved. Approximately \$8,000/annum has been spent on the SEO program and around 90 keywords/terms are currently used as its basis. Options available to the Council to achieve higher search rankings include increasing expenditure on SEO to allow more

competitive bids to be made for higher rankings or to regularly refine the list of keywords used as the basis for SEO to ensure effectiveness.

It is noted that the current Catalina website landing page provides information such as available lots, pricelists, sales plans, the virtual tour and design guidelines that are accessible with a single mouse-click. The website presents well, has good functionality and integration with mapping and contract management systems and is easily navigable.

Satterley advises that establishing and maintaining a Catalina website on its own domain would result in significant cost to the Project. Satterley estimates that the cost to establish a new website with the same functionality as provided by the Satterley platform would be in the order of \$150,000, with ongoing fees for maintenance of approximately \$45,000/annum.

Satterley considers that current arrangements work well and recommends retaining the Project website within its existing platform.

### **Conclusion**

Satterley advises that the Catalina Project would be better served by maintaining the Project website within the Satterley website platform rather than being hosted on its own domain due to functionality and financial considerations.

It is recommended that the Council notes the Satterley advice and recommendations (dated 20 July 2020) in relation to the Catalina website.

8.5 REVIEW OF DELIVERABLES - DEVELOPMENT MANAGER'S KEY PERFORMANCE INDICATORS – **CONFIDENTIAL**

CONFIDENTIAL

8.6 KEY PERSONNEL – DEVELOPMENT MANAGER / PROJECT RESOURCING –  
**CONFIDENTIAL**

CONFIDENTIAL

8.7 MINDARIE REGIONAL COUNCIL LANDFILL BUFFER – GROUNDWATER MONITORING UPDATE - **CONFIDENTIAL**

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CONFIDENTIAL

- 9. ELECTED MEMBERS MOTIONS OF WHICH NOTICE HAS BEEN GIVEN**
  
- 10. QUESTIONS BY ELECTED MEMBERS OF WHICH DUE NOTICE HAS BEEN GIVEN**
  
- 11. URGENT BUSINESS APPROVED BY THE CHAIR**
  
- 12. MATTERS BEHIND CLOSED DOORS**
  - 8.5 Review of Deliverables - Development Manager's Key Performance Indicators – Confidential
  - 8.6 Key Personnel – Development Manager / Project Resourcing – Confidential
  - 8.7 Mindarie Regional Council Landfill Buffer – Groundwater Monitoring Update – Confidential
  
- 13. GENERAL BUSINESS**
  
- 14. FORMAL CLOSURE OF MEETING**

# **APPENDICES**