

11.5 Millers Crossing Communications and Advocacy

Location	Carlisle
Reporting officer	Coordinator Communications and Engagement
Responsible officer	Manager Stakeholder Relations
Voting requirement	Simple majority
Attachments	Nil

Recommendation

That Council accepts the progress regarding the actions taken to advocate to the Minister for Planning and the Member for Victoria Park for Miller's Crossing to be reserved as "Parks and Recreation".

Purpose

Outline the progress of advocacy efforts of the Town regarding Miller's Crossing as per the 12 April 2022 OCM resolution of Council.

In brief

- Council resolved to undertake further advocacy efforts in relation to the retention of the Miller's Crossing open space as park land at the OCM held on 21 April 2022, with a further report to be provided on the outcomes of these efforts by July 2022.
- The advocacy efforts relate to the Town's consideration of Amendment 56 to TPS1, as further modified in accordance with the Minister for Planning's decision to up-code the proposed residential density of the Miller's crossing lots from R30 to R60.
- Since 9 May 2022 the Town has supported the Mayor and CEO to advocate for Miller's Crossing to be reserved as "Parks and Recreation".
- While the advocacy efforts to date have reached a high number of people, the response from the community has been minimal.

Background

1. Amendment No. 56 to Town Planning Scheme No. 1 (TPS1) relates to the land known as 'Miller's Crossing' in Carlisle. This land is comprised of three lots being Lot 1003 (No. 7) Raleigh Street, Lot 1004 (No. 6) Raleigh Street, and Lot 1005 (No. 45) Bishopsgate Street.
2. The amendment also relates to one lot in East Victoria Park adjacent to John Bissett Reserve, which is used by the community and maintained by the Town as part of that reserve, being Lot 1002 (No. 2-8) Beatty Avenue.
3. Amendment 56 has been the subject of protracted considerations by the Western Australian Planning Commission (WAPC) in its roles both as advisory body to the Minister for Planning and landowner of the lots. The WAPC has indicated its intention to sell the Millers Crossing lots for residential development in the medium to longer term.
4. The decision by the Minister for Planning in August 2021 has required the Town to re-advertise and further modify Amendment 56 by increasing the proposed residential density of the Miller's Crossing lots from R30 to R60.
5. At the 12 April 2022 OCM Council resolved the following:
 - a. "That Council:

1. Continues to support the original intention of Amendment No 56 for Lots 1003 and 1004 Raleigh Street, Carlisle and Lot 1005 Bishopsgate Street, Carlisle (known as Miller's Crossing) to be reserved as "Parks and Recreation";
2. Requests the Mayor and the Chief Executive Officer to advocate to the Minister for Planning and the Member for Victoria Park for Miller's Crossing to be reserved as "Parks and Recreation";
3. Requests the Chief Executive Officer to report to Council by July 2022 as to the progress of that advocacy.
4. Should the Minister for Planning determine to proceed with the Residential R60 zone currently proposed to also support the following modification:

A Local Development Plan is required to be adopted by the local government prior to the subdivision or development of the Residential R60 zoned land comprising Lots 1003 (No. 7) and 1004 (No. 6) Raleigh Street, and Lot 1005 (No. 45) Bishopsgate Street, Carlisle, that were formerly partly located within the Robert's Road 'Other Regional Road' reservation under the Perth Metropolitan Region Scheme. The Local Development Plan shall address issues of vehicular access, environmental sustainability, landscaping (including replacement of trees lost) , building setbacks and the retention and conservation of mature trees on and surrounding the land as part of any future development."

6. The reasoning provided for the above decision, which was an amendment to the Officers Recommendation, can be summarised as follows:

- Precedent set by a recent decision with respect to the City of Melville
- The original intent of Amendment 56 to confirm additional public open space
- A view that the local community has always supported and continues to support the site as becoming public open space
- The need to undertake further advocacy to rezone the site to Parks and Recreation.

7. Further background information can be found in the 14 April 2022 OCM report.

Strategic alignment

Civic Leadership	
Community priority	Intended public value outcome or impact
CL2 - Communication and engagement with the community.	The local community feels well informed that their concerns have been genuinely considered by the Town's administration and Elected Members as part of the decision-making process.

Engagement

External engagement	
Stakeholders	Followers of the Town's Facebook and LinkedIn pages, subscribers to the Town's newsletter (eVIBE), and visitors to the Town's Your Thoughts engagement website.
Period of engagement	Advocacy has been ongoing since 9 May 2022.
Level of engagement	1. Inform
Methods of engagement	Advocacy efforts have utilised the Town's social media channels, Your Thoughts website and Town e-newsletter (eVIBE).
Advertising	<p>The following communication and advertising tools have been used to drive the Town's advocacy efforts.</p> <ul style="list-style-type: none"> • Mayor video filmed at Miller's Crossing. • Letter template to Hannah Beazley MLA created and made available online. • Original Your Thoughts page detailing scheme amendment was updated to include latest info, video and letter template. • Mayor video shared to Town's social media (Facebook and LinkedIn) • Mayor video boosted as a paid Facebook advert for two weeks (\$56) • 2x organic Facebook posts (9 May, 26 May) and 1x organic LinkedIn post (10 May). • Feature story in June edition of the Town's e-newsletter (eVIBE) <p>All advertising has directed to the Town's Your Thoughts project page for more information and to download the letter template.</p>
Submission summary	Not applicable - the primary call to action is for community members to send a letter in support of retaining Miller's Crossing to the Member for Victoria Park using the template provided.
Key findings	<p>Despite significant reach, the Town's advocacy efforts have resulted in little community action, with a relatively small amount of people following through to the Your Thoughts page and very few downloads of the letter template.</p> <p>The full communication and engagement statistics from the Town's advocacy efforts to date are detailed below.</p> <p>Since 8 May 2022:</p> <p>Your Thoughts: 100 unique visitors, 112 total page visits, 18 letter template downloads, 3 Mayor video views</p> <p>2 x organic Facebook posts (combined totals):</p>

	<p>4,901 people reached, 48 reactions, 7 comments, 8 shares, 80 link clicks</p> <p>Facebook advert: 4,703 people reached, 5 reactions, 1 comment, 1 share, 16 link clicks.</p> <p>Mayor video: 4,100 3-second views, 1,200 15-second views, 175 1-minute views</p> <p>LinkedIn: 759 people reached, 16 likes, 17 link clicks</p> <p>Feature in June eVIBE: 1,140 email opens, 26 link clicks</p>
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Other engagement	
CEO/Mayor	On Friday 22 April 2022, Mayor and CEO met with Hannah Beazley MLA to discuss the advocacy campaign relating to Miller’s Crossing and request support in its implementation. The Local Member continues to engage with the Minister on this issue.
CEO/Mayor	A letter was sent via the Mayor to Minister for Planning regarding the Councils resolution to retain Millers Crossing.

Legal compliance

Not applicable.

Risk management consideration

Risk impact category	Risk event description	Consequence rating	Likelihood rating	Overall risk level score	Council’s risk appetite	Risk treatment option and rationale for actions
Financial	N/A	N/A	N/A	N/A	N/A	N/A
Environmental	N/A	N/A	N/A	N/A	N/A	N/A
Health and safety	N/A	N/A	N/A	N/A	N/A	N/A
Infrastructure/ ICT systems/ utilities	N/A	N/A	N/A	N/A	N/A	N/A
Legislative compliance	N/A	N/A	N/A	N/A	N/A	N/A

Reputation	N/A	N/A	N/A	N/A	N/A	N/A
Service delivery	N/A	N/A	N/A	N/A	N/A	N/A

Financial implications

Current budget impact	Sufficient funds exist within the annual budget to address this recommendation.
Future budget impact	Not applicable.

Analysis

- The Town's advocacy efforts since 9 May reached a large amount of people, with a total online reach of over 10,000 people and 175 full views of the Mayoral video. However, the Town's advocacy efforts did not effectively drive action, with low click throughs, minimal online discussion and only 17 downloads of the letter template.
- The Town's intent is to report to Council at the August 2022 OCM following the finalisation of advocacy efforts. This report will include a resolution in relation to Amendment 56.

Relevant documents

Not applicable.

Further consideration

10. The following information was requested at the Agenda Briefing Forum held on 5 July 2022.

- Include information on approaches made in writing by the Mayor and Chief Executive Officer to the Minister for Planning.*

Information has been provided and updated in the report under the external engagement table.

- Include information on the multiple meetings the Mayor and Chief Executive Officer made to the Member for Victoria Park.*

Information has been provided and updated in the report under the external engagement table.

AMENDMENT:

Moved: Mayor Karen Vernon

Seconder: Cr Vicki Potter

- Delete the word 'accepts' in the recommendation and insert the word 'notes'.
- Add a second point that requests the Chief Executive Officer to bring a further report to Council by October 2022 as to the progress of the advocacy efforts.

Carried (8 - 0)

For: Mayor Karen Vernon, Deputy Mayor Claire Anderson, Cr Luana Lisandro, Cr Jesvin Karimi, Cr Jesse Hamer, Cr Vicki Potter, Cr Wilfred Hendriks and Cr Bronwyn Ife

Against: Nil

Reason:

It is more appropriate for Council to note the progress rather than accept it because to accept it suggests it is concluded and we are not taking any further steps, and I think it is appropriate for us to request a further report to Council because the officers report makes it clear that we have made very little progress to date with regards to securing acceptance by the Minister for Planning of our request for the rezoning of Millers Crossing.

COUNCIL RESOLUTION (149/2022):**Moved:** Cr Jesse Hamer**Seconded:** Cr Wilfred Hendriks

That Council:

1. Notes the progress regarding the actions taken to advocate to the Minister for Planning and the Member for Victoria Park for Miller's Crossing to be reserved as "Parks and Recreation".
2. Requests the Chief Executive Officer to bring a further report to Council by October 2022 as to the progress of the advocacy efforts.

Carried (8 - 0)**For:** Mayor Karen Vernon, Deputy Mayor Claire Anderson, Cr Luana Lisandro, Cr Jesvin Karimi, Cr Jesse Hamer, Cr Vicki Potter, Cr Wilfred Hendriks and Cr Bronwyn Ife**Against:** Nil