



TOWN OF
VICTORIA PARK



WEST COAST EAGLES DEVELOPMENT APPLICATION

Communications and Engagement Overview



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VIC PARK

About the project

The Town has received a development application to allow the West Coast Eagles (WCE) to play matches at Lathlain Park.

Lathlain Park Management Plan guides the use and development of Lathlain Park. Other than the Perth Demons FC WAFL season home games, the Management Plan doesn't make provisions for the playing of competitive football matches for crowds (spectator attendance) exceeding 2,000 people.

Background information

Legal advice obtained by the Town is that the playing of competitive matches by WCE is not permitted under the terms of the lease between the Town and WCE, unless there is agreement from the Town. Prior to considering this it is necessary for a development application to be approved permitting the playing of matches.

Purpose of engagement

To seek public comment (inclusive of support or non-support) to a development application the use of the ovals for playing matches and the attendance of spectators.

Engagement approach

Our methodology aligns with Local Planning Policy 37 and Policy 103 Communications and Engagement and Management Practice which is founded upon IAP2 principles, spectrum and core values.

We believe it strongly aligns with the Town's vision to be Perth's most empowered and engaged community.

Our approach is unique in that:

- Allows local traders and landowners to individually express their input and concern
- It is inclusive and enables all members of the community to participate
- It is flexible with its approach and can adapt to current climate, organisational needs and community response
- Our approach to inform exceeds public advertising requirements

Non-Negotiables

- Notice to be publicly advertised in West Australian and/or Southern Gazette and/or Towns social media, community notice boards
- Submission period must be no less than 21 days – LPP37
- Submission form must be available at Library, Admin building and online
- Advertise alternative ways of submission
- Town of Victoria Park to receive and process application
- Submission report must be included as an attachment to the report
- Final decision makers are the Western Australian Planning Commission

Target audience

- Broad community
- Local residents and ratepayers
 - Lathlain
 - Carlisle
- Local businesses
 - Lathlain Place
 - Archer Street
- Elected Members
- WAPC
- Applicant

Objective

- Bring awareness through communication tactics
- Provide information
- Seek feedback/comments on the application
- Provide a number of opportunities for public to comment on specifics of the application
- To identify and address community concerns (most effected)
- To identify level of interest/stakeholders in the submission process

Method of engagement

Stage 1 - Engagement

Your Thoughts digital engagement

- Project page
- FAQs
- Document upload
- Online submission

Alternative ways to provide comment

- Email
- Letter
- Hard copy at Town buildings

Flexible approach - Localised information session (subject to COVID-19 restrictions, weather and community need and want)

Communication goals

Stage 1 - Engagement

- Inform and educate of the what and why
- Inform of the opportunity to get involved
- Redirect to Your Thoughts
- Keep participants informed of the process and close the loop

Stage 2 - Announcement

- Announce any decisions

Tools and tactics to promote

Stage 1 - Engagement

- Town website
- Your Thoughts
- Southern Gazette
- Community public notice board
- Letter drop 500m radius of site location
- eNewsletters
 - Your Thoughts
 - e-Vibe
- Sounding board participant list
 - Carlisle/Lathlain
- Facebook/Twitter organic posts
- Digital advertising
 - Facebook
 - Instagram
 - Google
- Your Thoughts dedicated page, FAQ
- Posters A3

Tools and tactics cont.

Stage 2 – Announcements post OCM and WAPC decision

- Your Thoughts
- Media release
- After council meeting video
- eNewsletters
 - Your Thoughts project update
- Direct email to participants (submissions)
- Town website update

Measure of success

- Number of informed and aware on Your Thoughts
- Quality of the input (community makes informed comments on the proposal)





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