

**City of Joondalup**  
**Building Sustainable Neighbourhoods**  
**Phase 1 Community Consultation Plan**

This community consultation plan pertains to Phase One: Problem Definition and Scoping of Building Sustainable Neighbourhoods, the review of the housing component (Local Housing Strategy) of the City's Local Planning Strategy.

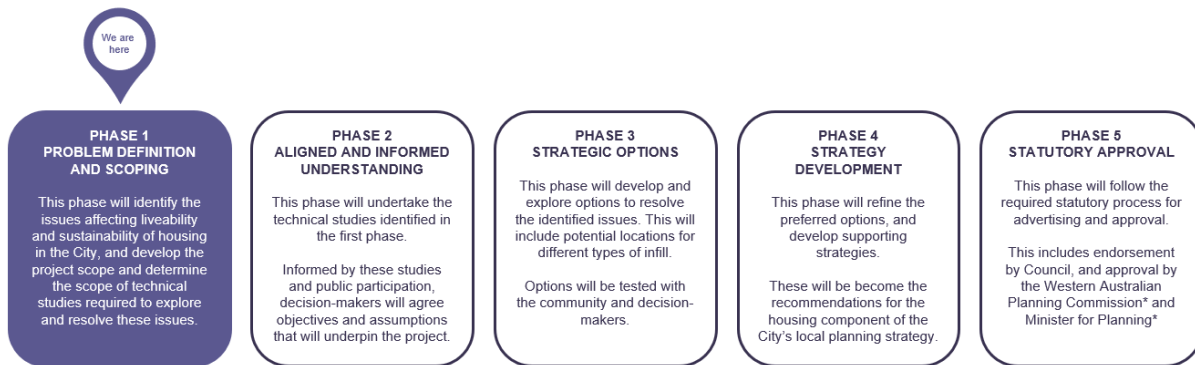
This plan expands on the principles, strategies and level of engagement established in the endorsed *Building Sustainable Neighbourhoods Stakeholder Strategy* and guides consultation associated with the first phase of the project.

This document identifies the stakeholders required for this consultation, the level of input sought from them, the channels which will be used to undertake the engagement, the risks involved in the consultation and how long it will take.

### 1.0 Project introduction

*Building sustainable neighbourhoods: liveability and diversity for future generations* is a significant strategic planning project being delivered by the City of Joondalup, which will review the housing component of the Local Planning Strategy. The project forms part of a broader review of the City's local planning strategy.

*Building sustainable neighbourhoods* will make recommendations for how the City's strategic planning framework can meet the City's future housing needs, including where different housing densities and types should be located within the City. The project will identify, explore and develop planning recommendations for liveable streets and housing in the City of Joondalup across five project phases.



The project is currently in its first phase: problem definition and scoping. As part of this phase, the City is undertaking initial analysis and community consultation to understand the full range of housing issues being experienced across the City to inform preparation of a detailed scope for works, including the range of technical studies that will inform the project.

### 2.0 What is the consultation purpose?

The purpose of the first stage is wide reaching, representative and exploratory, and designed to provide a sound basis of information to inform the problem definition and scoping of the review of the housing component (Local Housing Strategy) of the City's Local Planning Strategy.

Specifically this first stage will:

- Identify future housing needs in the City of Joondalup, and
- Identify any new issues and confirm existing issues related to housing and infill,

The research will explore and measure community expectations and needs with respect to housing in the City with a view to providing information so that the City can plan for liveable housing.

Community consultation will also be undertaken as part of subsequent project phases; separate community consultation plans will be developed to guide those consultations.

### 3.0 Consultation outcomes

The required outcomes of stage 1 of the community consultation are to:

- provide robust, independent, and quantifiable data regarding housing intentions to enable a housing supply and demand analysis for the City of Joondalup
- provide stakeholder information from previously unengaged stakeholder groups regarding housing concerns and issues across the City of Joondalup to inform the broader scope of the housing review
- confirm issues of concern provided by previously engaged stakeholders to inform the broader scope of the housing review.

### 4.0 What is the scope of the engagement?

A representative cross section of residents of the City of Joondalup (quotas based on the 2021 census if it is released on time in June 2022).

The scope of the engagement is:

- All residents of the City; ensuring good representation from those who:
  - Have had a low or no level of engagement previously specifically:
    - Young people
    - Elderly and seniors, including those in retirement or aged accommodation
    - Absentee owners
    - Young families
    - People from culturally and linguistically diverse backgrounds (defined for this consultation as people speaking a language other than English at home- 13% of the City's population – Census 2021)
  - Are in hard to reach groups such as:
    - People with disabilities
    - Aboriginal and Torres Strait Islander peoples
    - Renters

#### 4.1 Non-negotiables:

##### (i) Community consultation plan non negotiables:

- The design must be consistent with the International Public Participation (IAP2) Principles and incorporates engagement principles specific to this consultation as listed in the endorsed Stakeholder Strategy.
- The project must begin with no assumptions and take a blank sheet of paper approach.
- The consultation approach must be robust, defensible, and clear and give us the best chance of engaging with and hearing from a representative cross-section of the broader Joondalup community.
- All residents (excluding Elected Members and City of Joondalup employees) are provided with the opportunity to comment in this engagement.

*(ii) Project non negotiables:*

The project must employ consistent messaging informing community members of the constraints placed on LGAs by State Government planning processes and clearly framing the consultation within the parameters of the *Non-negotiables* and *project givens* including:

- The state government has set housing infill targets for all Local Governments in Perth and Peel. The City has to meet state government targets whilst responding to community expectations for built form outcomes in their neighbourhoods.
- Meeting infill targets is not the only purpose of the project or infill development. We need to meet the housing needs of our community. Building sustainable neighbourhoods must take into account the housing needs of a diverse and changing community. This includes considering issues of housing affordability and diversity. Stage 2 of the project is undertaking a comprehensive housing supply and demand analysis to understand the housing our community needs and inform the type of infill and housing needed to meet those needs.
- The City’s Local Planning Strategy, including any required amendments to the Local Planning Scheme, will be subject to review and approval by the Western Australian Planning Commission and Minister for Planning.
- Building sustainable neighbourhoods will review the whole of the City of Joondalup, not just the current Housing Opportunity Area boundaries.

**4.2 Meeting the engagement purposes**

We will take our engagement to City residents, contacting them rather than requiring them to seek out the opportunity and come to the City with their comments. This will happen through both in-depth discussion opportunities and a survey approach.

We will use a combination of:

- In-depth information gathering from under represented and hard to reach groups to explore what people perceive liveability to be and confirm the housing issues generally, not just relating to in-fill
- Undertake a robust and representative survey to measure residents housing needs and expectations, the survey will also record the self reported level of engagement of individual respondents with the City in relation to housing needs and expectations, to ensure that the survey includes the views of the unengaged.

**5.0 Roles and responsibilities**

Personnel	Role	Responsibilities
<b>Council</b>	Strategic oversight and decision-maker	Approval of consultation plan
<b>The City of Joondalup</b>	Project Team	<ul style="list-style-type: none"> <li>- Project sponsorship and internal approval of all documents and deliverables</li> <li>- Oversight of the project progression and deliverables</li> <li>- Provide project support</li> <li>- Provide administrative assistance</li> <li>- Provide expert advice on research and community engagement</li> </ul>
<b>Research Solutions:</b>		
Nicky Munro	CEO Research Solutions	Consultant Project Manager and responsible for communications with the City of Joondalup and the consulting teams’ deliverables

Linda Bradley	Qualitative researcher	Responsible for undertaking the in-depth consultation including the digital pop ups and delivering the issues report
John Bourne	Quantitative researcher	Responsible for undertaking the survey consultation and jointly delivering the digital pop ups

## 6.0 Target Stakeholders, engagement methods and recruitment methods

### External stakeholders:

Stakeholder name	Methods	Recruitment methods
Residents of the City including the not yet engaged / hard to reach as listed in 3.0 above	Maximum of 8 minute telephone survey	Proactive random telephone call from the Thinkfield field team via commuter assisted telephone interviewing. To achieve the quotas of respondents under 35 some of the interviews will be undertaken as intercept interviews
Residents – Not yet engaged: <ul style="list-style-type: none"> <li>- Young people</li> <li>- Young families</li> <li>- Elderly and seniors</li> <li>- CALD</li> </ul>	Face to face intercept interviews to find these groups and engage them comprising of 3 open ended questions plus profile questions	50 intercept interviews around the City with screening questions to target these residents
Residents – hard to reach: <ul style="list-style-type: none"> <li>- Absentee owners</li> <li>- Renters</li> <li>- People with a disability (where they can be identified)</li> <li>+ Young people</li> <li>+ Young families</li> </ul>	Three days of guided discussion via on line board with a total of 30 participants; at least 2 from each ward and a mix of age, life-stage and housing tenure.	Professionally recruited by Thinkfield (Quality Assured research recruitment company) to agreed specifications and participants screened to meet the hard to reach criteria. Recruited from Thinkfield’s online focus group panel and intercept and telephone where required for specific specifications.
Key Stakeholders <ul style="list-style-type: none"> <li>- Reference groups &amp; peak bodies</li> <li>- Large and small developers</li> <li>- Not for profit organisations</li> <li>- Local small business associations</li> </ul> Including organisations provide housing or health services to or advocating for at-risk populations including where it can be organised aboriginal, CALD, aged care and disability	In-depth interviews face to face, via teams and by telephone	City to contact relevant reference groups and organisations with targeted emails to project stakeholder database, contact lists provided to the recruitment team at Research Solutions to recruit from.

Residents - engaged	Open online community consultation via the City's engagement platform	Communication from the City to the community about the consultation to encourage participation from the engaged, including targeted emails to groups and individuals known to be engaged with the subject
The last task: Validation workshop with engaged Residents	Following an analysis of the consultation outcomes of engaged people (above), feedback to 2 online workshops of engaged people, the actions that the City's project manager intends to take in stage 2.	Engaged residents in the online community consultation (above) will be asked if they wish to opt in to the validation workshop. A random selection of 2 sets of 5 residents will be invited to participate. Only one person from each organisation will be invited.

### Types of External Stakeholders to be included in the consultation

Group Type	Number of in-depth interviews
<b>Unengaged and hard to reach</b>	
Seniors and the elderly	1
People at risk of homelessness	
- Social housing providers	1
- Homelessness service providers	1
Culturally and linguistically diverse groups	
- Local multi culture groups	1
- Local culture specific groups	1
People with a disability	
- groups and agencies	2
Renters	
- Real estate agents/ property managers	1
Young people	
- Youth service organisations excluding the City's youth services	1
Aboriginal and Torres Strait Islanders	
- RAP Community Reference Group	1
Other:	
- Family Violence service providers	1
- Hardship services	1
<b>Interest Groups – Housing and Density</b>	
Joondalup Urban Development Association	1
Development companies	1
<b>General Business Advocates</b>	
Joondalup Business Association	1
<b>General Community Advocates</b>	
Collected in the survey	0

## 7.0 Target market and estimated numbers of participants

Stakeholder targets	Estimated number of participants*
Residents unengaged	750 - 800
Residents engaged	50+
Young people under 30	160
Renters	130
People with disabilities	25
Elderly (80 years+)	25
CALD	100
Aboriginal and Torres Strait islanders	6

\*Information sourced from Community Profile, City of Joondalup website

## 8.0 Key messages

Specific key messages associated with each engagement phase will be discussed with the City when it develops its communication plan for this phase.

### 8.1 Project-enduring key messages include:

- The City of Joondalup is undertaking a review of its Local Planning Strategy, which informs the Local Planning Scheme.
- The review is being undertaken in the knowledge of certain constraints imposed by state policy and planning legislation (section .1.2)
- The housing component of the City's Local Planning Strategy provides a strategic planning framework for meeting the City's future housing needs, including where different housing densities and typologies should be located within the City, which will be informed by consultation.
- *Building sustainable neighbourhoods* is a strategic project that will undertake a comprehensive review of the housing component of the City's Local Planning Strategy.
- *Building sustainable neighbourhoods* will not be limited to the City's current Housing Opportunity Areas. Housing issues and residential density will be reviewed across all residential areas and precincts of the City.

### 8.2 The key features of the communication about the research are that:

- The study employs consistent messaging informing community members of the constraints placed on Local Governments by State Government planning processes and clearly framing the consultation within the parameters of the non-negotiables and project givens.
- The language used will be as simple to understand as is possible and planning jargon minimised. It will be reviewed by a third party at the City who is not familiar with planning terminology.
- The message is relevant to the individual.

### 8.3 Specific project stage communications required

- (i) At the beginning of the consultation period:
  - a. The message that the City is consulting widely on *Building sustainable neighbourhoods* and if approached we would appreciate residents' co-operation
  - b. Information about the consultation process and how they can have their say
  - c. What impact their input will have i.e. closing the loop
  - d. Timing

- (ii) A few days before the Community Consultation online (designed for the engaged) and the random community survey is launched in late September. That a random telephone survey being conducted by the City and that the City would appreciate residents’ participation and for those not approached for the random survey that the Community Consultation is open on the City’s website.
- (iii) Emails to stakeholders in advance of the 15 stakeholder interviews to let them know that that the City will contact them and ask them to participate in in-depth interviews, particularly organising reference groups and peak bodies well in advance.
- (iv) This is the first of several stages of community consultation which will inform *Building Sustainable Neighbourhoods*, and focusses on identifying and confirming issues for the review.
- (v) Future stages of consultation will engage the community in setting a vision for the future and exploring how the City can address the identified issues.

#### 8.4 Open communications channels

The purposes of open communications associated with the consultation are to:

- Introduce the project and consultation phase to community and stakeholders
- Provide an accessible source of relevant project information
- Identify “other ways to have your say” for engaged residents wishing to provide feedback additional to that of the research techniques

The research and consultation techniques employ targeted and proactive recruitment methodologies; the role of communications is to complement these research techniques and not to replicate recruitment efforts.

The following channels will be used for open communications:

- Project page on City of Joondalup website
- E-Newsletters, including Community Engagement Network
- Targeted email to Project Stakeholder Database
- Social media posts and infographics
- Staffed “drop in” project information stands at community locations, including libraries and leisure centres
- Visual project promotions through:
  - Display screen advertisements
  - Posters in City of Joondalup facilities and local businesses
  - Project flyers
  - Pull up banner in administration building
  - Joondalup Voice – press ad inside Joondalup Times newspaper

#### 9.0 Consultation timing

Project life cycle Stage	Engagement objectives	Audience	Level of Engagement	Engagement method	Communication Method
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September and October	Understand housing needs and expectations and issues	Unengaged and hard to reach residents	Currently low so will target be targeted in the intercept and telephone surveys	Random Intercept, directly recruited for the popups and random telephone	To be determined
August and September	Understand housing needs and expectations and issues	Stakeholders	Mixed	In-depth interviews	Email introduction Support with open communications
September	Understand housing needs and expectations and issues	Engaged residents	High	City's Consultation site	Open communications channels
October	Validate the issues	Engaged residents	High	Workshops online	Open communications channels

### 10.0 How do we collect input / feedback?

Information required	How it is collected	Who collects it	How it is used
Housing issues	Intercept interviews; the online boards and stakeholder interviews	Linda Bradley / John Bourne	To assist with developing questionnaire design
	Open online community consultation via the City's engagement platform	City of Joondalup	Confirm with engaged stakeholders that previous consultation feedback has been correctly interpreted to articulate known housing issues.
Housing needs and expectations	Random survey of residents 18+	Nicky Munro/ John Bourne	Provide statistical information for the supply and demand analysis and give some guidance to the magnitude of the "issues" across the community.
Validation of the "issues"	Online workshops	Linda Bradley	To workshop the issues identified from the in-depth research and the survey and validate them with the engaged community

### 11.0 Reporting

Research Solution's report will be in two parts:

- Part A: Housing intentions survey
- Part B: Issues document

The report will be independent, representative and factual, generalisable to the whole City of Joondalup community whilst identifying segment specific concerns and issues.

It is envisaged that the format of the report will be structured as follows:

Background



## Objectives

### Method and limitations

#### Part A: Housing intensions

- Executive summary
- Sample description
- Narrative with sections for each of the key measurements and analysis by segment

#### Part B: Issues

- Executive summary
- Sample description
- Narrative with a section for each issue or group of issues identified

### Conclusions and recommendations

Technical Appendix with details about the sample structure, recruitment methods and analysis techniques.

### Questionnaire and discussion guides

In addition to presenting feedback, the report will evaluate:

- Levels of engagement and participation
- Representative nature of participation and results
- Whether the engagement approach has generated feedback from stakeholders not previously engaged, therefore raising overall engagement levels for the project

## 12.0 Community consultation mapping and issues analysis

The techniques detailed in this consultation plan are not standard approaches have been carefully designed, based on our experience of what we know works to target the unengaged and hard to reach groups in an acceptable and effective manner. Screening questions will be used to screen out those who are already heavily engaged in the topic.

Stakeholder name	Status of the relationship	Issue / concern	Potential contributors	Level of interest	Level of risk to the project	Level of influence	Type of engagement	Priority
Elected Members	Highly influential	To give the Elected Members a balanced view from the whole community	All Elected Members	High	High	Extremely High	Workshop briefing at the beginning and updates	High
Key Stakeholders	Some involved in the hard to reach/ unengaged communities	Representation and getting their issues on the table	Reference groups & peak bodies Large and small developers Not for profit organisations Local small business associations	Moderate to high	Low	High	In-depth interviews	High
Residents generally (excluding the engaged)	Largely unengaged	Their views are not represented and hence unknown. Also they have no ownership of the issues	All residents	Low/ moderate	Continued unengagement resulting in the project not appropriately understanding or responding to housing issues in the community because those voices are not heard.	Low individually, high as a group due to numbers of people involved	Telephone survey	High
Unengaged/ low levels of engagement	Currently their voice is not being heard	The diversity and magnitude of their views are unknown	- Young people - Young families - Elderly - Community generally	Low	Low	Low but need to be considered	Pop ups  Survey	High
The hard-to-reach unengaged groups	Currently their voice is not being heard	The diversity and magnitude of their views are unknown	- CALD - Renters - People with a disability	Low	Low	Low but need to be considered	Intercept interviews Survey	High
Engaged	The voice that is widely heard	The views expressed need to be put in the context of the views of the whole community	Residents, particularly in areas perceived to be affected/ targeted	Very high	High	High as currently largely the only voice represented	Online consultation and 2 workshops	Medium