

Broadcast Australia

Hamersley Project

Community Consultation Report

Draft Version 1.0

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Executive Summary

This report provides an overview of the community consultation activities undertaken and feedback obtained by Broadcast Australia for the proposed rezoning of Lot 802, 179 Erindale Road, Hamersley, also known as the Hamersley Site.

Lot 802 is 12.4 Hectares of private land owned by Broadcast Australia which has been identified as surplus to requirement. Rezoning Lot 802 from "Public Use: Commonwealth" to "Development" will enable Broadcast Australia to sell the land to a third party for potential development.

To help inform the preparation of a rezoning application, Broadcast Australia electively engaged with the Hamersley community through community consultation from 1 June 2019 to 2 August 2019 to seek its feedback on any potential, future development of the site.

Consultation was guided by the International Association for Public Participation (IAP2) principles with a strategy developed. The objectives of community consultation were to:

- Educate and inform the community about the possible future of the site;
- Identify and capture any community issues regarding the proposed development;
- Provide an opportunity for the community to have 'their say' on the proposal;
- Ensure relevant information was readily available;
- Provide timely feedback to the community on its contribution.

Consultation with the community included:

- Development of a website dedicated to the Hamersley Project (www.hamersleyproject.com.au) and the process of community consultation;
- Letters to residents advising them of the consultation and advertising in *The Stirling Times* to alert the public in advance of both drop-in sessions;
- Two community drop in sessions to educate residents on the history, context and process of potential future development, and engage with them to understand their thoughts, issues and opportunities for the site;
- Designing a survey to seek quantitative and qualitative feedback on any potential, future development of the site.

The key issues raised by the community during this consultation process included:

- Public open space and the retention of native flora and fauna habitat;
- Traffic and accessibility for local residents;
- Privacy and existing amenity;
- Housing mix and land size.

It is likely these four areas will continue to be a priority for the community moving forward and will be central to any future formal community consultation undertaken as part of a rezoning application.

Elective community consultation has shown that this site holds a special place within the community and the future of Lot 802 means a great deal to the residents of Hamersley and surrounds.

Background

Broadcast Australia owns 42.3 Hectares of land in Hamersley, Western Australia, which includes broadcasting infrastructure assets for the transmission of the ABC AM radio services of Local Radio, News Radio and Radio National.

This land was acquired for broadcast use in the 1930s and is still used for this purpose. The land was extensively cleared in 1965 and again in the mid-1970s as required for operational activities.

Broadcast Australia's Hamersley land hosts 6 radio transmission antennae's, which include an MF guyed mast, three standby masts, two towers and ancillary buildings. There is also remnants of previous transmitting antennae, of which now only concrete footings remain. Firebreaks and access tracks are still used and maintained across the site.

The site is bordered by Erindale Road to the west, Lennox Place and Blisset Way to the north, Wanneroo Road to the east, and the rear of residential properties on Vickers Street to the south.

It is well positioned relative to the major road network including Reid Highway to the south and is located nearby the shopping precinct of Warwick Grove, and the industrial catchment area of Balcatta.

In September 2018, Broadcast Australia received endorsement from the Western Australian Planning Commission (WAPC) to sub-divide the 42.3ha Hamersley site. The new sub-divided site is 12ha and referred to as Lot 802, Erindale Road, Hamersley. The remaining 30.3ha is contained in Lot 803 and continues to be used for broadcasting transmission services.

Broadcast Australia intends to re-zone and develop the 12ha site. The site is vacant, urban bushland and does not accommodate any transmission infrastructure.

The land is currently zoned 'Urban' under the Metropolitan Region Scheme (the broader scheme covering the Perth Metropolitan Area) however it is designated 'Public Use: Commonwealth' under the City of Stirling Local Planning Scheme No.3 (LPS3). Under this scheme, some development may occur, but re-zoning would be required for a mixed-use development.

Broadcast Australia is now seeking a scheme amendment process to rezone Lot 802 to a Development Zone, which means the land could be sold to a third-party and put to better use, which could include a future new development with a potential mix of new residential, commercial and public open space opportunities.

Prior to commencing a rezoning application, Broadcast Australia undertook early, elective community consultation to understand initial feedback from local residents to inform the rezoning process in regards to potential future development.

It was explained that if a rezoning application was submitted, there would be formal community consultation as part of Scheme Amendment, or rezoning, process by the City of Stirling council.

This report captures the feedback from this early elective consultation to inform the rezoning application before its submission to the City of Stirling council.

Consultation objectives

The purpose of this community consultation was to:

- Ensure the views of the local community, particularly those living adjacent to the site, are captured in relation to the concept of site rezoning for development;
- Identify any issues not presently captured or considered;
- Enable the re-zoning of the site for potential mixed residential and commercial use;
- Facilitate the sale of the site to a land developer.

With the purpose of the community consultation in mind, objectives were defined to ensure we could measure the effectiveness and quality of our engagement.

The objectives of the community consultation were to:

- Educate and inform the community about the possible future of the site;
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- Provide an opportunity for the community to have 'their say' on the proposal;
- Ensure relevant information was readily available;
- Provide timely feedback to the community on its contribution.

Engagement approach & methodology

Engagement approach

Community consultation was guided by the principles of the International Association for Public Participation (IAP2), Public Participation Spectrum. This is regarded as best practice internationally.

The Spectrum (Figure 1 below) helps groups define the public’s role in any public participation process.

Figure 1: IAP2 Spectrum for Public Participation

INCREASING LEVEL OF PUBLIC IMPACT				
INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
Public Participation Goal:	Public Participation Goal:	Public Participation Goal:	Public Participation Goal:	Public Participation Goal:
To provide the public with balanced and objective information to assist them in understanding the problems, alternatives and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision, including the development of alternatives and the identification of the preferred solution.	To place final decision-making in the hands of the public.
Promise to the Public:	Promise to the Public:	Promise to the Public:	Promise to the Public:	Promise to the Public:
We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for direct advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.
Example Tools:	Example Tools:	Example Tools:	Example Tools:	Example Tools:
<ul style="list-style-type: none"> • fact sheets • web sites • open houses. 	<ul style="list-style-type: none"> • public comment • focus groups • surveys • public meetings. 	<ul style="list-style-type: none"> • workshops • deliberate polling. 	<ul style="list-style-type: none"> • citizen advisory committees • consensus-building • participatory decision-making. 	<ul style="list-style-type: none"> • citizen juries • ballots • delegated decisions.

Community consultation focused on the aspects of ‘inform’ and ‘consult’. As this was elective community consultation as part of a potential rezoning application, no definitive plans were locked in and it was an early stage interaction with residents to inform and gain feedback to influence a proposal.

Consideration has also been given to WA Department of Planning, Lands and Heritage ‘green paper’ Modernising Western Australia’s Planning System.

See: https://www.planning.wa.gov.au/dop_pub_pdf/Green_Paper_May2018.pdf

Methodology

A range of community consultation methodologies and activities were utilised as part of the engagement process to ensure residents were able to learn about the project and provide feedback in a variety of ways.

Website

Broadcast Australia launched a dedicated website specifically for the proposed rezoning of Lot 802 under the name of 'Hamersley Project': www.hamersleyproject.com.au (see Appendix C for screenshots of the website).

The website served as a hub for all publicly available information which included the Frequently Asked Questions (FAQ's), a map of Lot 802, information about the two community drop-in sessions, copies of slides displayed on each session, as well as a summary of the sessions and future process.

Importantly, the website hosted the online survey, which residents were encouraged to complete to ensure their views were captured.

Residents who had specific questions were encouraged to contact the Hamersley Project team via the email address community@hamersleyproject.com.au. This email address was monitored for queries and responded to as soon as possible.

Resident letter drop

The resident letter drop was used to notify the community of the proposed rezoning application and community drop-in sessions (see Appendix A).

Two letter drops were implemented, both two weeks prior to the 29 June and 27 July community drop-in sessions, on 17 June 2019 and 15 July 2019 respectively.

The letter was issued to 500 residents who live adjacent to the site, within a 200m radius. This distribution list was supplied by the City of Stirling as a point of reference.

Advertising

The community drop-in sessions were advertised in the available community newspaper geographically relevant to the site, *The Stirling Times*.

A half-page advertisement was run twice. The first for the 29 June session and the second for the 27 July session. The adverts ran at least 10 days prior to each session, 18 June and 16 July, respectively.

The adverts introduced the project and encouraged residents to attend the drop-in sessions.

Community survey (online)

A Hamersley Project branded community survey was developed as a formalised way to gather accurate personal views on the proposed development of the site in a predominantly quantitative manner.

The online survey was hosted on the Hamersley Project website: www.hamersleyproject.com.au.

The survey enabled members of the community who may have been unable to attend the first drop-in session with the opportunity to 'have their say'.

N.B: the survey was also made available in hard copy form for completion by people attending the community drop-in sessions.

Community drop-in sessions

The purpose of the community consultation drop-in sessions was to introduce the site, the potential for development through rezoning, and to garner community feedback on the process and potential plans.

Two community drop-in sessions were run. The first session was designed to introduce the community to the proposed rezoning and to capture its views, values and any concerns.

The second session was a replica of the first, with the addition of reporting back feedback and survey results received to date from the community.

Both sessions were informal in nature and enabled residents to read information, ask questions and interact with Hamersley Project representatives, and provide written and verbal feedback for consideration.

The sessions were held at the City of Stirling's Hamersley Leisure Centre given its proximity to the Hamersley site.

Frequently Asked Questions (FAQs)

Frequently Asked Questions were developed to provide answers to questions about the site, the owners, the land and the process.

The FAQs were both hosted on the Hamersley Project website and printed and made available at the community consultation drop in sessions.

Community Responses: Community Consultation Drop-In Session One

Structure and attendance

Broadcast Australia attracted 61 community members to the first of its early elective community consultation sessions with the Hamersley community on Saturday 29 June 2019.

The majority of attendees were from suburb of Hamersley.

Included in the 61 attendees were Mr David Michael MLA (Member for Balcatta), Councillor Karlo Perkov (Hamersley Ward, City of Stirling, and Chris Hatton (former City of Stirling councillor seeking re-election).

The community consultation drop-in session consisted of eight information boards, six representatives on-hand to answer questions, two tablet devices with FAQ's and online surveys, and printed physical copies of surveys and FAQ's.

Community members were encouraged to provide feedback verbally and through the online or handwritten surveys.

Overall, the mood was positive. Residents had concerns and questions however they appreciated the opportunity to receive further information and provide feedback to representatives on the day.

Community members were informed that this was the first out of two sessions of early elective community consultation and there would be further opportunities in the future to provide feedback.

Survey

The survey was completed by 52 community members, both online and physically filled out by hand.

More than half of those surveyed were over the age of 55, had lived in the area 10 years or more, and were home owners and occupiers.

The top three factors that residents consider very important are public open space, height restrictions on buildings, and traffic flow and management.

The top three factors that residents considered not at all important were retail and commercial options, housing affordability and view of surrounding area.

Feedback

Residents were anxious about over-development of the site and consider good development to include ample public open space and parks which include retention of the native bushland. Some residents are also concerned about native fauna and flora, in particular bird species such as black cockatoos and potential orchids on the site.

Traffic flow and congestion around Vickers Street and Lennox Place are of specific interest, with mixed views on the connectivity in to the proposed rezoning of Lot 802. Some residents do not want to see any roads through Lot 802 and whereas some do.

General feedback is walking and cycle paths were suitable. Vickers Street residents do not want to see their No Through Road connected to Erindale Road, fearing it will lead to their street being used as a thoroughfare for motorists to reach Reid Highway quicker.

While there is a segment of the community who do not want to see Lot 802 developed at all, many residents were not opposed to development, providing it is done the right way – one which complements the area. Examples of this include single story homes and townhouses on larger blocks, retention of established trees and bushland, public open spaces and parks.

If the area was to be developed, most residents want to see the area rezoned for residential housing with public open space. Residents were largely opposed to state housing as they believe it will lead to a decrease in safety and value of homes in Hamersley.

Community Responses: Community Consultation Drop-In Session Two

Structure and attendance

The second community consultation drop-in session was held on Saturday 27 July from 1.30pm to 3.30pm. This session again included information on the proposed rezoning application from the first drop-in session as well as a summary of survey results and feedback received after the first session to report back to the community.

The second community drop-in session attracted 36 community members to the Hamersley Recreation Centre and the majority of attendees were from Hamersley.

Councillor Karlo Perkov, of Hamersley Ward, City of Stirling, and Chris Hatton, former Member for Balcatta and a former City of Stirling councillor, were again in attendance. Chris Hatton informed the community consultation team that he was considering running in this year's City of Stirling council elections.

The second community consultation was also a drop-in session. This session comprised of 11 information boards, five project representatives on-hand to answer questions, printed copies of the survey and FAQ's, plus a copy of the second letter to residents.

This session differed from the first in two distinct ways:

1. Three new information boards were designed which displayed results and feedback provided to date by residents via the survey. These were placed in the middle of the original eight boards used in the first session, which brought the total number of boards to 11.
2. No electronic tablets (iPads) were provided. The survey had been made available online since the first letter drop in mid-June and physical surveys had been made available at both sessions. With multiple avenues for providing feedback during early elective consultation, it was determined that tablet devices were surplus to requirement at this session.

The second session had two aims:

1. Communicate back to residents the survey results to demonstrate that they were listened to, their feedback captured and to provide collective feedback on what the community thinks.
2. Provide residents with a second opportunity to hear about the proposed rezoning application and/or the ability to provide comment and feedback.

Survey

A total of four handwritten surveys were filled out, all of which from residents who had not previously completed the survey.

There was concern that there could be a backlash from residents who felt their views had not been adequately captured in the reporting back process. This did not eventuate and those that attended who had provided feedback appreciated that their views had been captured and documented.

Feedback

Overall, the mood was again constructive and receptive: residents had concerns and questions however they appreciated the opportunity to ask questions and provide feedback to Hamersley Project representatives on the day.

Primary concerns around public open space, retention of native bushes and trees, traffic management, housing types and density and privacy remained high on the agenda.

Traffic and congestion in Hamersley continued to feature in most conversations with residents. New information came to light regarding road congestion on Erindale Road and Wanneroo Road, with residents in Hamersley faced with peak-hour traffic that inhibits their ability to get out of their suburb. Any future development has an opportunity to foster community support by addressing this problem.

There were complaints on the level of advertising. Residents complained about the coverage of the letter drop to residents, feeling it should have gone much wider and concerns some people were missed out. Complaints were also made about advertising in the Stirling Times, with comments made that not everyone has it delivered any more.

The decision-making process behind the letter drop was explained. This satisfied most residents however did not please all – some were left disgruntled still, stating it should have been advertised in The West Australian, and a much wider letter drop to residents within a 500m – 1km radius of the site.

Community members were reminded that while this was the second session of early elective community consultation, there would be further opportunities in the future during the formal process to provide feedback. If they wanted to provide further feedback, they could fill out a comment form online.

Community Responses: Survey Findings and Key Themes

Our community survey provided residents with an opportunity to provide their feedback in a variety of question designs, enabling a range of quantitative and qualitative results.

Survey Findings: quantitative results

The combined results of the online survey and offline handwritten surveys can be viewed in Appendix I: Survey Results – Table and Graphs.

The majority of respondents completed the survey online (55%) compared to offline (45%).

The first survey was completed online on Saturday 29 June 2019 at 11.21am. The last survey was completed online on Monday 29 July 2019 at 3.56pm. The online surveys were closed on Friday 1 August 2019 at 12 noon.

The majority of survey respondents lived in the area. Of the survey respondents, 92.9% (79 people) lived in Hamersley with 5.9% (5 people) living in other suburbs. All the respondents who did not live in Hamersley completed the survey online (i.e. none filled it out in person at community consultation sessions).

Survey results show a spread across the various age groups however Over 55 years made up the majority of survey respondents at 44% (37 people). The age group 35 to 44 years old was the second largest at 27% (23 people) followed by 25 to 34 years old with 13% (11 people).

There was a wide spread of different household demographics for the area. Families with children living at home comprised 45% of all survey respondents. Of that 45%, 23% were families with children under 6 years, 11% with children aged between 6 - 15 years, and 11% with children aged 15 years and over.

Survey results showed that 54% (46 people) had lived in the area for 10 years or more. Of that number, 32% (27 people) had lived in the area for more than 20 years.

The vast majority of those surveyed (89% or 76 people) are the home owner and occupiers.

Over 42.1% of survey respondents lived on four streets: 18.8% (16 people) live on Vickers Street, 11.7% (10 people) live on Eastwood Way, and Lennox Place and Blisset Way were tied in third place, both with 5.8% (5 people) respectively living in those streets.

The majority of survey respondents (67 people or 79%) wanted to see housing with some public open space if the site was rezoned for mixed use development.

If the land was developed to create a new mixed-use development, 72% (61 people) of those surveyed consider public open space to be important or very important.

If the land was developed to create a new mixed-use development, 66% (55 people) of those surveyed consider road accessibility to be important or very important.

If the land was developed to create a new mixed-use development, 38% (32 people) of those surveyed consider housing affordability to be important or very important.

If the land was developed to create a new mixed-use development, 31% (26 people) of survey respondents consider housing affordability to be not at all important.

If the land was developed to create a new mixed-use development, 72% (61 people) consider traffic flow and management to be important or very important.

If the land was developed to create a new mixed-use development, 65% (55 people) think that height restrictions on buildings are important or very important.

If the land was developed to create a new mixed-use development, 60% (51 people) consider the views of the surrounding area to be important or very important.

If the land was developed to create a new mixed-use development, 71% (61 people) consider walkability and connectivity to be important or very important.

If the land was developed to create a new mixed-use development, 51% (43 people) consider retail and commercial options to be not at all important.

The top three criteria that residents think is important or very important are public open space, traffic flow and management and height restrictions on buildings.

The top three criteria that residents think is not at all important are retail and commercial options, housing affordability and residential housing.

The majority of survey respondents (51% or 43 people) would only like to see single homes if the site was developed. The second highest category at 26% (22 people) was a combination of single homes and town houses.

Survey Key Themes: qualitative results

Feedback from residents at the community drop-in session and via open-ended questions provided a diverse array of specific concerns (see Appendix J: Qualitative Survey Answers for a full, detailed list of responses).

The majority of feedback could be categorised in to four general groups: public open space and native bushland; traffic and accessibility for local residents; privacy and existing amenity, and; housing mix and land size.

1. Public open space and native bushland

Residents appreciate and value the existing extent and variety of native flora on the land, as well as the fauna that live there or are attracted to the area, such as birdlife.

Some residents also identified an opportunity to provide open space and local amenities and preserve existing vegetation where possible within these areas.

The community was informed that prior to any clearance of vegetation, the land will be subject to rigorous state and Federal environmental processes, which will focus on assessing studies of threatened species and strategies to avoid, minimise or offset any significant ecological impacts.

Potential development could provide public open space for the community on land that was previously inaccessible to the public.

2. Traffic and accessibility for local residents

Traffic and accessibility were commonly raised concerns during community consultation.

In particular, many residents were opposed to any form of road connection between Vickers Street and Lot 802. For some respondents, pedestrian and cycle access was acceptable.

Similarly, many residents did not want to see road connections that would result in more traffic on Lennox Place.

Community feedback indicated a pedestrian and cycle access only from Vickers St to give residents access to public amenities provided by the development, could be suitable.

3. Privacy and existing amenity

Residents wanted to minimise the impact on adjacent residences. Existing vegetation acts as natural screen to their homes, which is important for privacy.

In addition, residents were concerned that taller buildings could overlook backyards, also reducing privacy.

4. Housing mix and land size

Residents wanted to ensure that any potential development did not lead to an increase in crime, social housing or overdevelopment that may cause the value of their properties to decrease.

Feedback was that residents wanted larger blocks and restrictions on height, and largely did not want smaller, densely pack in blocks like some housing estates in the outer suburbs of Perth.

Next Steps

Future engagement with the community through ongoing consultation will be essential for any development at the Lot 802 site.

The next opportunity in this timeline will be when (and indeed, if) the rezoning application is submitted to the City of Stirling council and formal community consultation will be publicly advertised for 42 days.

Appendices

Appendix A – Residents Letters (see separate PDF)

Appendix B – Newspaper Advertisements (see separate PDF)

Appendix C – Hamersley Project Website (Screenshots) (see separate Word Document)

Appendix D – Hamersley FAQ (see separate PDF)

Appendix E – Resident Survey (see separate PDF)

Appendix F – Session 1 Slides - Community Consultation Drop-In Session (see separate PDF)

Appendix G – Session 2 Slides - Community Consultation Drop-In Session (see separate PDF)

Appendix H – Photos from Community Consultation Drop-In Session (see separate Word Document)

Appendix I – Summary of Survey Results and Key Graphs (see separate Word Document)

Appendix J – Qualitative Survey Answers (see separate Word Document)