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1. Introduction

1.1. Overview

This Communication Plan has been prepared by Urban Concepts to compliment a planning proposal prepared by the proponent Sports Properties Pty Ltd. This Plan relates to the site of 105 Wellington Street, Bondi Beach. For the purpose of this Plan, the site will be referred to by its street address to eliminate any confusion with ‘Maccabi Tennis’, a privately run tennis coaching business. ‘Maccabi Tennis’ were the owners of the site until the 2007 sale to Sports Properties Pty Ltd. ‘Maccabi Tennis’ continue to operate a tennis centre at the site under a short term commercial tenure until the full relocation to the re-established and expanded tennis centre facilities at White City, Paddington.

The 105 Wellington Street site lies within the Local Government Area of Waverley Council and comprises a rectangular parcel of land encompassing six tennis courts and a clubhouse building located over three land parcels being:

- Lots 15 and 16, Section 4 in DP 411
- Lot 1 in DP 34144
- Lot 2 in DP3414

The site has frontage to Wellington Street to the north-west, and is bounded by Hall Street to the north-east and O’Brien Street to the south. The site’s locality is illustrated by Figure 1.1 (below).

![Figure 1.1 – The Subject Site Locality Plan](image-url)
It is noted that a planning proposal does not require the proponent to undertake community notification or consultation. The communication initiatives presented in this Plan are being undertaken by the proponent to facilitate community understanding of their proposal and to ensure all interested stakeholders have clarification that it is a new proposal distinct from the 2010 application.

This Communication Plan has been prepared to provide a detailed outline of the communication initiatives that will be implemented to explain the planning proposal to rezone the site to permit its development for a medium density residential use. The planning proposal that this Communication Plan supports has been triggered in response to the permanent relocation of Macabbi Tennis to the White City facility. Sports Properties Pty Ltd’s current plans for the site are to rezone the land to R3 Medium Density Residential from RE2 Private Recreation under the Waverley Local Environmental Plan 2012. Medium density residential development is considered to be a favourable outcome for the site, whilst still permitting a range of community related uses such as childcare, and is consistent with the adjoining residential character and zoning of surrounding land.

In 2010 the proponent advanced plans for a community centre and residential apartments on the site. The proponent has refocused the development intent for the site since the 2010 proposal and now seeks to progress a purely residential scheme.

A number of key legislative changes have been made to the local planning controls that apply to the site since the 2010 application and changes have occurred to the rezoning procedure for land in New South Wales. These changes include:

- Waverley Council has adopted its comprehensive LEP 2012. Under this instrument the site has been rezoned from 5(a) Open Space to RE2 Private Recreation. Community facilities are permissible in the RE2 Zone. Importantly the RE2 Zone clearly establishes the site as a private facility.

- Recent changes to rezoning procedures allow for a review of proposals by the NSW Department of Planning and Infrastructure through a Gateway Process where Council does not provide its support for a rezoning of land.

- The proponent has confirmed that they will progress a purely residential scheme that complies with the objectives, height and density controls of the R3 Medium Density Zone. The R3 Zone is the land use zone that applies to the surrounding area. It is the intent of the proponent to work with Waverley Council to advance the application notwithstanding the legislation changes that have occurred to the rezoning procedures in NSW at a local level.

This Communication Plan is presented in five sections. A summary of the information presented in each section is provided below:

- **This Introduction** providing an overview of the proposal and the communication approach being adopted for this project.

- **Communication Key Messages.** These are the key messages that the plan seeks to communicate about the project.

- **Target Audiences.** These are the people that the Communication Plan seeks to address through its implementation.
1.2. Introducing the Proponent

The proponent for this project and the property owner of 105 Wellington Street, Bondi Beach is Sports Properties Pty Ltd.

Sports Properties Pty Ltd bought the site in 2007 from the former site owner ‘Maccabi Tennis’, whose main premises are now located in Paddington (White City). The site was sold by Maccabi Tennis to fund improvements and expansion to the facilities at White City which to date have been completed. Maccabi Tennis continues to operate from the Bondi site through a short term lease agreement, until an alternative use for the site is secured.

1.3. The Site

The subject site comprises the existing Maccabi Tennis Centre at 105 Wellington Street, and is located within the suburb of Bondi Beach.

Bondi Beach is located in Sydney’s eastern suburbs within the Waverley LGA and is located approximately 1.5km from Bondi Junction. The site is serviced by public transport by public buses with a route along O’Brien Street.

The site has an area of 4000m² and consists of three land parcels illustrated in Figure 1.2 (overleaf) and is legally described as:

- Lots 15 and 16, Section 4 in DP 441
- Lot 1 in DP 34144
- Lot 2 DP34144

The existing facilities at the 105 Wellington Street facility comprise six synthetic tennis courts and a two-storey brick clubhouse that extends along the south western edge of the site. The tennis facility offers a range of services including court hire, coaching and group sessions for adults and children.

The two storey clubhouse located at the south west boundary of the site is used by Bondi Beach Bodies Fitness, a small scale gym which provides personal training services as well as strength and cardio equipment. This facility includes a function room, kitchenette, gym and a large viewing area at first floor level.
The Site

There is a 10 metre fall across the site from a high point of 38.05 metres adjacent to Wellington Street (north-west) to a low point of 28.28 metres at the rear boundary of the site (south-east). The site’s topography has been modified to accommodate the existing use as tennis courts which comprise three level platforms that step down from north-west to south.

No vehicle access is provided on site, and there is a single pedestrian access point from Wellington Street which extends to the western edge of the site providing access to the courts and clubhouse.
1.4. Urban Concepts Role

Urban Concepts will act as an independent facilitator overseeing the implementation of the Communication Plan.

In the initial stages of the communication process this role will be focused on informing the local community and interested stakeholders about the planning proposal and what it entails. In the later stages, we will work to establish a meaningful dialogue with the community and integral stakeholders to ensure that there is a thorough understanding of the project. Specifically during the first stage of the process we will:

- Confirm the intent of Sports Properties Pty Ltd to advance a planning proposal for the site.
- Confirm that it is no longer the intention of Sports Properties Pty Ltd to progress an application to establish a community centre on the land.
- Identify how the site can be developed for medium density residential development under Waverley Council’s current controls.
- Address issues we know will be of concern to local residents associated with changing the use of the land from private recreation to medium density residential.
- Build an understanding of the project and the associated planning process within the community.
- Position the project positively for the forthcoming rezoning process that will be followed through Waverley Council.
- Identify how the proponent will contribute to augmenting recreational and community facilities within the surrounding area.
- Commence a positive and proactive dialogue with integral stakeholders and adjoining landowners that can continue throughout the process.

1.5. The Communication Needs of this Project

The communication needs of this project include the following:

- The need to test community attitudes to the development of medium density residential development on site. To assist with this process, MPR Design Group Pty Ltd has prepared an Concept Masterplan to demonstrate how this site could best be developed for medium density residential apartments in a scheme, that complies with the existing R3 Zone development standards for height, floor space ratio and car parking. Further, the concept has regard to the requirement of State Environmental Planning Policy No. 65 Residential Flat Development.

- The need to manage community and stakeholder expectations. All too often community consultation can leave participants with a feeling of despair - ‘what was the point of participating when none of my ideas have been incorporated?’ This is particularly important as this process is in its initial stages in the information and education process and is not consultative.

- The need to maintain an open, regular and consistent dialogue with all key stakeholders that is commensurate with the specific level of knowledge they require and their regulatory role in the project.
The need to establish a single point of contact that takes responsibility for co-ordinating all information flows.

The need to ensure that community feedback when provided is accurately recorded and reported to the proponent.

This Plan does not address communication internal to Sports Properties Pty Ltd, Maccabi Tennis (Bondi and White City) or Bondi Fitness Bodies. We understand that Sports Properties Pty Ltd will be responsible for these components of the communication process. Urban Concepts will make communication collateral available to Sports Properties Ltd for this purpose.

1.6. Communication Aims

The communication aims of this communication process are:

• To recognise that a prior development proposal advancing plans on the site generated extensive community opposition. This project is not seeking to reopen this debate but launches a new direction and focus for the site which has at its foundation a purely residential development scenario compatible with the land use zoning of adjoining land. As such, the purpose of this communication process is to provide public information to educate the community at large about the current planning proposal.

• To establish an information process to keep local residents and integral stakeholders informed about the status of the project as it progresses through Waverley Council. The lines of communication established at this stage can then be used to communicate throughout these later stages.

• To ensure all material produced for public circulation is presented in a clear and concise ‘plain English’ manner.

1.7. Project Background

To fully understand the development opportunities that the proponent is seeking to realise through the rezoning and redevelopment of the Wellington Street site to medium density residential, it is beneficial to understand the events relating to the previous planning proposal that was advanced for the site in 2010.

In March 2010, a planning proposal was submitted by Sports Properties Ltd to support development of a mix of residential and community uses. The proposal sought a rezoning for the site from Open Space 6(a) to Residential 2(c1) under Waverley Local Environmental Plan 1996.

The 2010 proposal was received with strong community opposition and was not supported by Waverley Council. A report to Finance, Ethics & Strategic Planning Committee at Waverley Council dated 8th June 2010, detailed Council’s objection to the previous rezoning application of the subject site. The grounds for refusal included:

• The tennis courts form an integral part of the local open space network, the demise of which would impact on the recreational needs of the community;
• The loss of this recreational facility would leave an unacceptable gap in the provision of recreational opportunities for the local community and deny the local community reasonable access to local open space;

• Retaining the tennis courts and providing this much needed recreational opportunity in accordance with the Council’s Strategic Plan, Social Plan and Recreational Needs Study and the Government’s Metropolitan and Subregional Strategies; and

• Development of the scale proposed would impact on the amenity of the local community in terms of traffic generation, noise, hours of operation and parking.

In progressing the 2013 planning proposal, the proponent has addressed each of these concerns, specifically:

• The proponent has engaged specialist consultants to undertake a Community Facilities Needs Assessment to evaluate the existing provision of tennis courts and other community and recreation facilities in the Waverley Local Government Area. Urbis Public Policy was engaged to undertake this assessment, in addition Traffix Traffic and Transport Planners were engaged to assess existing traffic conditions and the impact of the proposed development on traffic in surrounding streets. The outcomes of these assessments are summarised in sub-sections 1.7.1 and 1.7.2 below.

• The proponent has reviewed the 2010 development focus for the site away from providing a community facility towards a sympathetic medium density residential zoning that is in character with adjoining properties, and maintains the existing residential amenity of the area. The proponent seeks a rezoning of the site from RE2 Private Recreation to R3 Medium Density Residential under Waverley LEP 2012.

• The new R3 zoning will remove ‘recreation uses’ as permissible uses on the site. To assist the provision of recreation facilities, the proponent is willing to enter into a voluntary planning agreement that can be used by Waverley Council to provide recreational facilities on a more appropriately located site. A detailed comparison of the permissible land uses for the site, as permitted under the R3 Medium Density Residential Zone, is provided in Table 1 - Current and Proposed Land Use Zones within Urbis Public Policy Community Facilities Needs Assessment.

1.7.1. Tennis Courts and Recreation Opportunities in Waverley LGA

A Community Facilities Needs Assessment prepared by Urbis Public Policy provides a detailed evaluation of the impact of the rezoning and residential development of the site upon the provision of community recreation facilities within the Waverley LGA.

The assessment evaluated two areas:

• **Primary Focus Area** - How the removal of the subject site’s tennis court facilities will impact the provision of tennis facilities in the Waverley Local Government Area (LGA).

  Consideration was given to demand for tennis facilities as well as existing supply. It was found that there is demand for tennis courts, and there is a low level of provision of these facilities within the Waverley LGA. While it was found that a low level of provision is common across the Eastern Suburbs, the removal of tennis courts at the subject site will further reduce the availability of this facility.
• **Secondary Focus Area** - To establish the demand for and provision of other community and recreation facilities in the Waverley LGA, including those that will no longer be permissible following the residential rezoning of the site.

The findings from a desktop study of community recreation facilities in Waverley LGA indicated that a majority of community facilities are adequately provided however there are primary shortages of indoor swimming pools and libraries.

The assessment suggests that the site is not an ideal location to support community recreation facilities, given the size and isolation of the site from other recreational uses, as best practice is to co-locate recreation and community facilities with multi-purpose facilities.

The assessment indicates that there are opportunities available to offset the loss of tennis facilities on the subject site, such as opportunities to contribute to Waverley Council’s existing plans for new tennis courts in the LGA.

### 1.7.2. Traffic and Car Parking Assessment

A Traffic Statement prepared by Traffix Traffic and Transport Planners documents a preliminary assessment of traffic and parking implications of the existing site and for the indicative number of dwellings within the proposed Concept Masterplan.

The traffic assessment for the existing tennis centre uses the Roads and Maritime Services Guide to Traffic Generating Developments, in absence of Waverley Council parking controls for tennis courts and a gymnasium. The Guideline indicates that three spaces are required for each tennis court and 4.5 spaces are needed per 100 square metres of Gross Floor Area. Given the 80 square metres of gymnasium and six tennis courts on the subject site a total of 22 car spaces are required. Current car parking spaces for the tennis court are provided as on-street parking along Wellington Street and surrounding streets, as there is no on-site parking available. This existing arrangement contributes to vehicle trips on surrounding streets, as patrons for the tennis facility ‘search’ for available street parking.

The residential development scheme proposed for the site demonstrates how on-site parking for future residents and visitors would be provided. This would be at basement level in accordance with Waverley Council’s Development Control Plan. For the indicative dwelling yield of 42 apartments, the scheme would be required to provide a maximum of 49 car parking spaces.

It is considered that the maximum provision of parking would be sufficient to satisfy parking demands for the development, and be a major benefit to residents by removing demand for on-street car parking, particularly for residents within period buildings that lack off-street parking.

Analysis of vehicle movements for the existing site and proposed development indicated that the proposed residential scheme would generate marginally fewer trips (about 28% reduction) during the day compared with the traffic generation of the existing tennis centre and gymnasium facility.

### 1.7.3. A New Medium Density Residential Focus

As previously identified, the development opportunity for the site has changed in focus, in response to the community concerns raised towards the 2010 planning proposal for a community centre facility and residential apartments.
Residential use for the site is supported on the following grounds:

- The proposal will contribute to the available local supply of good quality housing;
- The proposal will not adversely impact on the existing road network, and all parking will be provided on-site in accordance with Waverley Council’s policy standards; and
- The proposal is consistent with State Government Policy which supports growth in existing centres and housing in proximity to existing facilities.

A Concept Masterplan prepared by MPR Design Group Pty Ltd accompanies the planning proposal, to demonstrate how the site can be developed for a medium density residential scheme which responds to the site’s surrounding residential context and site constraints. The conceptual form of the Concept Plan provides an opportunity for the project team to educate the community about the development opportunity this site presents.

The Conceptual Masterplan for the site provides for the following:

- Approximately 40 to 45 residential vertical villas on the site, under the Zone R3 Medium Density controls. The Concept Plan adopts the floor space ratio of 0.9:1 and building heights of up to three storeys. The design and siting of new buildings has been informed by a comprehensive site analysis to ensure that development will not result in adverse impacts on existing residential properties.
- A single vehicle entrance would be provided off Wellington Street to the site, providing access to a basement car park which would accommodate resident parking and visitor parking on-site in accordance with Waverley Council’s car parking and access requirements.
- The development would allow for private open space for future residents and appropriate landscaping treatments in accordance with Waverley Council’s open space controls.

1.7.4. Developer Contributions

The proposal will result in the potential to provide alternative recreational facilities within the Waverley LGA by way of a voluntary planning agreement, or Section 94 Contribution payment applicable to the future redevelopment of the site.
2. Communication Key Messages

Based on our understanding of the project, Urban Concepts has identified a number of key messages to be communicated during the first stage in the communication process. These key messages are presented below. It is noted that this list is not finite or static. As the project evolves additional key messages will need to be communicated to the various target audiences as issues and concerns are identified by target audiences.

Message 1 While the need for tennis facilities within the local area is acknowledged, the existing tennis facilities on the site are considered to be unsuitable and unsustainable for this purpose. The proponent will contribute to augment the existing supply of recreational and community facilities in the local area.

Maccabi Tennis Bondi is permanently relocating to the upgraded White City Maccabi Tennis facility located in Paddington.

The loss of the existing tennis courts is considered to be the most significant issue which the planning proposal has considered and addressed. A community needs assessment has been undertaken to identify the potential impacts of the loss of the tennis facilities on the site. This assessment determined that notwithstanding an identified shortage of tennis facilities within Waverley LGA, the current site is neither appropriately located or of a suitable quality.

The planning proposal will result in the potential to provide alternative recreational facilities within the Waverley LGA. This could be delivered by way of a voluntary planning agreement.

Message 2 The proponent has refocused the land use intent for the site. The 2013 planning proposal for the site has a new and purely residential focus and no longer incorporates a community centre unlike the 2010 proposal for the site.

The 2010 planning proposal sought to rezone the site to facilitate development for a mix of residential and community uses. The primary focus of that proposal was the development of a new community centre, with 30 residential apartments being proposed to help finance the community aspect of the project. The planning proposal did not advance as a result of considerable local opposition, which was specific to the community facility and removal of the tennis courts.

The proponent has refocused the development opportunity for the site. The 2013 planning proposal seeks a rezoning from RE2 Private Recreation to R3 Medium Density Residential under Waverley Local Environmental Plan 2012. The R3 Medium Density Residential zoning is consistent with and is sensitive to adjoining land uses, and will retain the residential character of the area.

Message 3 The planning proposal for the site has been triggered as a response to the relocation of ‘Maccabi Tennis’ to the White City premises.

The existing 105 Wellington Street tennis facility comprises six tennis courts and a dated clubhouse building. The site is currently leased by the former owner of the site, Maccabi Tennis. Maccabi Tennis owns tennis facilities at White City in Paddington and sold the Bondi premises to finance the expansion and improvement of the White City facilities, being its main premises. Further, alternative tennis court facilities are available within the local area, including the recently constructed courts at Warner Avenue, Bondi located 400 metres north of the subject site.
Message 4  Residential development is a consistent land use on the site and accords with the R3 Medium Density Residential zoning of surrounding land.

The site is surrounded on all sides by medium density residential development, and comprises one of the few remaining consolidated landholdings within the Waverley Local Government Area that can deliver quality housing in the short term. The planning proposal seeks to provide a range of housing types at varying price points that will meet the existing and likely future needs of the local community.

MPR Design Group have been engaged to prepare a Concept Masterplan for the site, to demonstrate its suitability for residential development in compliance with Waverley Council’s R3 Medium Density zoning controls. The Concept complies with the R3 Medium Density Residential Floor Space Ratio of 0.9:1 and maximum building height of 12.5 metres. The planning proposal does not seek any changes to the R3 Medium Density planning controls. Section 4.3 of the Planning Proposal Report prepared by Urbis, details the statutory framework applicable to the site, and the compliance of this development in regard to this framework.

The amenity of the site’s location will provide new housing within walking distance of existing centres with access to a wide range of facilities and services. Further residential development will result in a positive flow on effect to neighbouring communities and businesses.

The residential amenity of existing properties immediately surrounding the site will be maintained, through the design and siting of new buildings which have been informed by a comprehensive site analysis, to ensure the development will not result in adverse impacts on adjoining properties.

Message 5  Development can occur without adverse traffic impacts to the amenity of surrounding streets.

The proponent recognises that the 2010 planning proposal generated community concern about parking demand created by the proposed community centre.

In response to this concern, the proponent has addressed the existing parking within the local area. A traffic report has been prepared by Traffix which suggests that the traffic impacts associated with the proposal can be suitably managed and that the road network will be able to cater for the residents and visitors from the development proposed. The future car parking requirements of the proposal will be met on site and will comply with Waverley Council parking standards within basement parking areas. This will alleviate the pressure that is currently placed on street parking by the tennis centre which currently has no on-site car parking supply.

Message 6  The Proponent is willing to work with Council to achieve the residential rezoning of the site.

The proponent will reasonably work with Council to facilitate the assessment process of this proposal being advanced.
Message 7  Community education and consultation is important to the proponent and will underpin the advancement of this project at all stages.

This Communication Plan has been prepared to document the community information and consultation process that will be advanced for this project. The communication approach is being advanced in two stages. This plan addresses Stage 1 which is an information and education process to facilitate community understanding about the 2013 planning proposal.

This Plan has been presented to Waverley Council for its review and endorsement. The proponent recognises the importance of undertaking a consultation process that is transparent and accountable to both the Council, local residents and business owners, particularly those adjoining the site. The second Stage in the process will coincide with the public exhibition of the planning proposal and will incorporate staged consultation events.

Message 8  The current RE2 Private Recreation zoning of the site is not financially sustainable, given the limited number of land uses it permits for the site.

The RE2 Private Recreation zoning of the site allows for land uses including child care services, community centres, sports facilities and gymnasiums. Future redevelopment of the site for private recreational use is not financially feasible in the longer term, and does not represent the orderly and economic development of the land.

The R3 Medium Density Residential zone will support the provision of quality housing stock in the Bondi Beach suburb, and has the potential to deliver community benefits through a Voluntary Planning Agreement.
3. Target Audiences

3.1. Introduction

This project will require the establishment of a number of lines of communication with various target audiences. To assist with the management of information, its dissemination and the recording of community feedback the stakeholders for this project have been classified into target audiences or user groups.

The key target audiences for this consultancy have been classified as follows:

- Local Residential Community
- Lessees on the Subject Site
- Local Business Community
- Adjoining Landowners
- Resident Organisations
- Special Interest and Community Groups
- State and Federal Elected Representatives
- State Government Agencies
- Utility Providers
- Emergency Services
- Immediately Adjoining Council Areas
- The Media
- Proponent Project Team

A database is being established documenting the contact details for each target audience. The preliminary database is attached at Appendix A.
3.2. Key Target Audiences

3.2.1. Local Residential Community

It is suggested that the resident catchment area for this project is to include local residents living in the locality bounded by Simpson Street to the north-west, Curfew Street to the north-east, Glenayr Avenue to the south-east and Cox Avenue to the south-west. It is noted that a planning proposal does not require the proponent to undertake community notification. In absence of notification guidelines for planning proposals, the notification catchment for this project has been established in consideration of Section 3.2 in Part C3 Advertising and Notification, within the Waverley Development Control Plan 2010.

The notification boundary for this project is detailed in Figure 3.1(below). The residents and local businesses within this notification boundary will be recipients of a community newsletter detailing the planning proposal and residential concept for the site.

![FIGURE 3.1 – SUGGESTED RESIDENT NOTIFICATION AREA](image)

Source: Google Maps 2013

The Site

The Notification Area to Receive the Community Newsletter

From a review of the community concerns raised in the previous 2010 planning proposal, which comprised a mixed use development incorporating a community centre and residential apartments, we expect the Bondi Beach community to be ‘actively’ interested in this project. Accordingly, the residential community have been assigned a high priority in the communication process. We anticipate that local residents will be primarily interested in understanding:

- The medium density concept plan to understand the height of the vertical villas and the separation that will be provided to adjacent dwellings adjoining the site, particularly the neighbouring residential properties on Hall Street.
• The potential impacts on residential amenity including overshadowing, loss of views, privacy, visual amenity, traffic generation and car parking.

• The compliance with Council planning controls for the site.

• The role of Council in the development process.

3.2.2. Lessees on the Subject Site

The site is currently under a short term lease to Maccabi Tennis. It is understood that Bondi Beach Bodies Fitness also operates from the site’s premises. The members of these facilities are important beneficiaries of the services provided on the site.

The subject site’s tennis facility provides six synthetic tennis courts to hire and coaching for adults and children. Bondi Beach Bodies Fitness is a gym located within the two storey brick clubhouse on the south western edge of the site. The gym provides personal training services and a wide range of strength training and cardio equipment.

The facilities are of a small scale and predominantly service residents in the Bondi Beach suburb. It is recommended that Sports Properties Ltd meet with its lessees to explain the process so that the operators can direct enquiries made of them by their members to the correct information line for the project.

3.2.3. Adjoining Landowners

The residents and businesses in those streets that immediately bound the site (Hall Street, O’Brien Street and Wellington Street), should receive an additional level of consultation to reflect their importance as the immediate neighbours of the site.

We would recommend that the proponent undertake a meet and greet with residents during the first stage of the communication process so that they fully understand the planning proposal. This should include the strata body corporates of residential flat buildings adjoining the site. Obtaining an open and fluent dialogue at the outset will also assist during the later stages of the process particularly post consent during demolition and construction.

Figure 3.2 (overleaf) identifies the properties that adjoin the subject site. A complete list of the residential properties adjoining the site is provided in the stakeholder database at Appendix A.
3.2.4. Local Business Operators

The increase in residential housing on the subject site will be of interest to local business operators. This target audience may hold concerns about increased traffic, disruption to public car parking arrangements, construction operations, and the effect on their trading operations. Opportunities for these businesses to expand their product range and services to cater for the demands of this new community precinct should be communicated to this target audience. We would recommend that consultation be undertaken with the peak organisation that represents local business interests being Bondi & Districts Chamber of Commerce.

Notable business operators adjoining the site that should be engaged with include:

- Bondi Waters Advantaged Care  No. 47-57 O’Brien Street
- Eco Friendly Accommodation No. 140 Hall Street
- Ultimate Apartments   No. 59 O’Brien Street
- O’Brien Street Strip Shops No’s 67-69 O’Brien Street & No’s 19 - 23 O’Brien Street

The location of these operators is indicated in Figure 3.3 (overleaf).
3.2.5. Resident Organisations

These groups are important in the environment of debate and public opinion. They provide an insight into the workings of a community and specific issues of concern. Communication lines must be established that allow for a steady flow of information and discussion with these groups at key project milestones.

Key progress associations for the subject site include:

- **Rescue Bondi**
  
  This community organisation led a community blog detailing community opinions on the 2010 development plans advanced for the site.

- **Bondi Beach Precinct Committee**
  
  This Committee oversees development occurring within the Bondi Beach Suburb, bounded by Blair Street, Old South Head Road, Francis Street, Edward Street, Denham Street, Ormond Street, Cox Avenue and Glenayr Avenue, indicated in Figure 3.4 (overleaf).
3.2.6. Special Interest and Community Groups

Special interest groups are important for identifying specific areas of concern to a local community and determining how a proposal will impact on their specific area of interest.

An important special interest group for this project is:

- Tennis NSW
  - This group is the NSW branch of Tennis Australia which is the governing body of tennis within Australia, which links to member associations throughout Australia and promotes participation in tennis at all player levels.

3.2.7. State and Federal Elected Representatives

It is essential to ensure all elected representatives are kept informed of the progress of the project and invited to participate. These stakeholders must be able to address concerns and questions raised by their constituents about the project. The respective State and Federal Members for this area are:

**State Member for Coogee**

The Hon Bruce Notley-Smith MP

**Federal Member for Wentworth**

The Hon Malcolm Turnbull MP– Shadow Minister for Communications and Broadband
3.2.8. State Government Agencies

This audience includes providers and organisations that play a role in infrastructure provision as well as health and recreation considerations. High level consultation will be undertaken with these agencies through stakeholder initiatives undertaken in the Communication Plan and more detailed consultation by the appropriate specialist consultants.

- NSW Office of Communities, Sports and Recreation
- NSW Department of Education and Communities
- Transport for NSW includes:
  - State Transit Authority of NSW
    - Sydney Buses (Including Routes 389 North Bondi, x89 North Bondi)
  - Roads and Maritime Services
- NSW Ministry of Health
- NSW Department of Planning and Infrastructure

3.2.9. Utility Providers

Liaison will be undertaken with the following utility providers by the appropriate specialist consultants.

- Sydney Water
- Telstra
- Ausgrid (Electricity Supply)
- Jemena (Gas Supply)

3.2.10. Emergency Services

Local emergency service providers will be consulted about the project by the appropriate specialist consultants.

- Bondi Beach Police
- NSW Fire Brigade
- Ambulance Service of NSW

3.2.11. Immediately Adjoining Council Areas

The immediately adjoining council areas to Waverley Council include Council of City of Sydney to the west, and Randwick City Council to the south.

It is important to engage these adjoining councils to comprehensively address the issue surrounding the provision of recreation facilities in the Eastern suburbs of Sydney. The contacts to be used to circulate communication materials to these adjoining Councils are listed below.
3.2.12. The Media

The media is crucial for informing the community and stakeholder groups about the progress of works, particularly the completion of key milestones. It will also play a crucial role in advising the community of forthcoming information initiatives and opportunities for involvement.

- The Wentworth Courier
- Bondi & Eastern Suburbs View

3.2.13. The Proponent Team

The proponent has assembled a specialist multidisciplinary team providing expertise in all aspects of site investigations and analysis, traffic studies, community facility studies and urban planning. The project team members are listed below.

- Architecture – MPR Design Group
- Urban Planning – Urbis
- Community Facilities Needs Analysis – Urbis Public Policy
- Traffic Management – Traffix Traffic and Transport Planners
- Community Consultation – Urban Concepts
4. Communication Methodology

4.1. Communication Strategy

This communication methodology presents the initiatives to be used for the implementation of an information process to coincide with the lodgement of the planning proposal and Concept Masterplan for the 105 Wellington Street site. Subsequent communication and consultation initiatives will be developed to coincide with the next stage of the project being public exhibition and assessment.

The proponent has requested that the communication process occur over two stages for the project:

**Stage 1 – Community Information and Education Initiatives** are designed to launch the project in the public area, educate the target audiences about the project and how it differs from the 2010 proposal. This is achieved by:

- Launching the project in the public area and educating target audiences by distributing a community newsletter, establishing a project website and undertaking a Resident Meet and Greet to build an understanding of the project in the community.
- Confirming the intent of Sports Properties Pty Ltd to advance a planning proposal for the medium density residential development of the site, and to identify how this can be achieved by the accompanying Concept Masterplan.
- Explaining the Council planning controls, availability of recreational areas in Waverley LGA, traffic management, urban design parameters and objectives for the site, and demonstrating how the proposal supports these controls and addresses these considerations.
- Inviting target audiences to provide their comments and opinions via the project website, the project email address, the project mail box, and the free call 1800 number.

Stage 1 will coincide with the lodgement of the planning proposal to Waverley Council scheduled for mid-June 2013.

**Stage 2 – Community Consultation Initiatives** are designed to engage the community in a consultation event and report the consultation outcomes to Waverley Council.

- Urban Concepts recommends initiatives for Stage 2 to include a Stakeholder Round Table and a Community Consultation Session. These events would be valuable towards providing the community with an opportunity to learn about the project and ask questions directly to the project team, while the proposal is on public exhibition. These recommended initiatives would be scheduled during the end of July 2013, after the Term 2 School Holidays to coincide with Council’s exhibition process.
The implementation of the Communication Plan will commence the week of the 10th June 2013, following the review and presentation of the Plan to Waverley Council.

4.2. Stage 1 Communication Initiatives

4.2.1. Communication Plan

This first stage in the communication process has been developed to coincide with the lodgement of the planning proposal to rezone the site from RE2 Private Recreation to R3 Medium Density Residential under Waverley LEP 2012.

The Communication Plan forms part of the documentation that supports the planning proposal to Waverley Council. This Plan will be presented to Waverley Council the week commencing the 10th June 2013 for review and comment prior to its finalisation. This plan will complement the critical path of the planning proposal process.
Communication collateral prepared by Urban Concepts as identified under Stage 1 of the Plan will use the Urban Concepts template look. This will assist the community to understand when they will receive important community information relating to the community consultation process for the project. This will ensure that newsletters, the project website, display advertising and site signage all have a consistent look.

4.2.2. Establishment of Free Call 1800 Number, Project PO Box and Email Address

Urban Concepts will centralise and coordinate all enquiries about the communication program. Urban Concepts has established:

- 1800 free call number: 1800TalkToUs. The information line will be serviced by Urban Concepts during business hours.
- A Post Office Box at Milsons Point Post Office. The project mailing address will be:

  105 Wellington Street Site C/- Urban Concepts
  PO Box 615
  Milsons Point NSW 1565

- Project email address which will be serviced by Urban Concepts. The email address will be info@urbanconcepts.net.au

These contact details will appear on all information prepared about the project including newsletters and media advertisements.

All telephone calls and emails will be logged by Urban Concepts. Specific project enquiries will be forwarded to Belinda Barnett (Director of Urban Concepts), in the first instance for direction to the appropriate specialist consultants. Urban Concepts will prepare a summary report of all enquiries received for the project on a fortnightly basis.

4.2.3. A Project Website

Urban Concepts will develop a project specific website. The website will be a key line of communication for this project. The website address is www.urbanconcepts.net.au/105wellington

The navigation for the website will include:

- Welcome with Breaking News
- The Site
- Project Facts:
  - Concept Masterplan
  - Traffix Traffic Report
  - Urbis Planning Proposal Report
  - Community Facilities Needs Assessment Report
4.2.4. Preparation of a Community Consultation Newsletter (1)

A community newsletter will be developed to incorporate information about the project and establish Urban Concepts as the public point of contact for the project.

The newsletter will invite residents and local interested stakeholders to join the design team at the consultation events to provide their comments on the architectural scheme proposed for the site.

Newsletters will be distributed using a private mail distribution company and will be distributed as unaddressed mail to the resident notification catchment identified in Figure 3.1.

4.2.5. Site Signage

It is recommended that the key information lines for the project be advertised on an A0 banner that should be displayed at the entrance to the site, accompanied by community newsletters about the project. This will assist the correct dissemination of information about the project to members of the Maccabi Tennis Bondi and the Bondi Beach Bodies Fitness Gym, as well as other interested local residents.

4.2.6. Media Advertising

It is proposed that a half page display advertisements be placed in the Wentworth Courier and the Bondi & Eastern Suburbs View to launch the project and provide information about the proposal and consultation process. It is envisaged that the display advertising will provide newsworthy information about the project and the proposed consultation activities. The display advertising will be placed to coincide with key milestone events.

4.2.7. Stakeholder Database

To assist with the management and implementation of the Communication Plan, Urban Concepts will prepare a stakeholder database using Microsoft Excel. The database will be updated as community and stakeholder interest in the project develops. The database as at the time of writing is detailed in Appendix A.
4.2.8. Resident Meet and Greet (Recommended)

The Resident Meet and Greet would involve Urban Concepts visiting adjoining land owners, as specified in Figure 3.2. This will ensure that each neighbour receives a letter detailing the project and understands the communication lines to provide their comments on the proposal. In addition we would seek Council’s assistance to identify the Strata Managers of the residential flat buildings adjoining the site. If this information is available, we would then directly approach the owners of these residential apartments through the strata managers.

4.3. Stage 2 Communication Initiatives: Consultation

This second stage communication initiatives have been developed to coincide with the exhibition process of the planning proposal. Urban Concepts recommends that a level of consultation should occur during this second stage, in addition to the dissemination of community information that would occur during Stage 1 which would also extend during Stage 2 and be appropriately updated.

This additional consultation would engage key target audiences in a stakeholder round table event and a community consultation session. These community events would be valuable towards providing the community with an opportunity to learn about the project and ask questions directly to the project team.

As this stage would coincide with the exhibition of the planning proposal it is not possible at the time of writing to be able to schedule or plan these events.

4.3.1. Project Website Updates

The Project Website will provide detailed information about the project and will be regularly updated by Urban Concepts to communicate the progress of the assessment of the planning proposal and residential concept plan.

4.3.2. Community Newsletter (2) (Recommended)

A second edition of a community newsletter will be distributed to key stakeholder and to the resident notification area detailed in Figure 3.1, to inform the residential community about the progress of the project.

4.3.3. Stakeholder Round Table (Recommended)

A Stakeholder Round Table would involve key target audiences to ensure that these stakeholders fully understand the project and can communicate their attitudes and ideas about the rezoning and redevelopment of the subject site.

We envisage that should a round table be facilitated, it would include the following target audience groups:

- City of Waverley Council officers and elected representatives;
- Executive representatives of local resident progress associations and community special interest groups;
- Executive representatives of Bondi & Districts Chamber of Commerce;
- Representatives from relevant State Government Agencies;
- Representatives of the adjoining Local Government Areas; and
• Representatives from utility providers and emergency services.

4.3.4. Community Consultation Event (Recommended)

This would be a key community consultation event that would focus on promoting a two way exchange between the proponent’s design team and the local community. This exchange would build an understanding and respect for the concerns and ideas held by each key group in regard to their concerns about rezoning of the site. The event would be facilitated by Urban Concepts and other members of the specialist project team would be present to answer specific questions. This event would be held in a community hall located near to the subject site.

We would recommend that this event commence with site walks with the design team, so as all participants can talk through on the ‘ground’ specific concerns and opportunities.

4.3.5. Consultation Report (Recommended)

A community consultation report will document all comments received during the consultation process. It will include details about participation rates for the project communication lines, the record of comments from communication lines and a response from the project team to the critical issues and ideas raised during the process.

The consultation report would be submitted as an independent record of the consultation and would form an integral part of the planning proposal documentation.

4.4. Spokesperson Protocols

The following enquiry protocol will apply to the project.

4.4.1. Media

• All media enquiries about the project in the first instance are to be directed to Urban Concepts. If Belinda Barnett is unavailable the details of the media contact are to be obtained together with the timeframe for responding to the inquiry. Belinda will direct all inquiries to the proponent. **The proponent is the official spokesperson for this project.**

• All staff at Maccabi Tennis Bondi and Bondi Beach Bodies Fitness are to be advised that if they are approached by the media for comments about the project, that the media contact in the first instance is Belinda Barnett, the director of Urban Concepts. Belinda will then pass the inquiry to Sports Properties Ltd.
4.4.2. Staff Enquiry Protocol

If/when the general staff members of Maccabi Tennis Bondi and Bondi Beach Bodies Fitness gym are asked about the planning proposal, the following response is recommended:

- A communication process is being undertaken by Sports Properties Ltd to inform local residents about the rezoning proposal for the site. There is a website at www.urbanconcepts.net.au/105wellington where you can find out more information about the project and newsletters are available from reception.

4.4.3. Local Resident Enquiry Protocol

Enquiries from local residents will be managed by Urban Concepts in the first instance. This will include enquiries that are received by email, telephone (1800TalkToUs) and the website. All enquiries will be logged by Urban Concepts on an enquiry register. Enquiries seeking specific project information will be forwarded via email to the appropriate specialist consultant for response. Urban Concepts will ensure all inquiries are responded to within 48 hours of their receipt.

5. CALENDAR OF EVENTS

5.1. Stage 1 Communication Calendar

Table 4.1 details the specific tasks to be completed in delivering the consultation initiatives presented in this Communication Plan.

<table>
<thead>
<tr>
<th>COMMUNICATION TASK</th>
<th>TARGET DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Finalise Draft Communication Plan</td>
<td>Week Commencing 10th June 2013</td>
</tr>
<tr>
<td>Establish 1800 number (1800TalkToUs)</td>
<td>Completed</td>
</tr>
<tr>
<td>Establish Email and Website address</td>
<td>Completed</td>
</tr>
<tr>
<td>Finalise Newsletter and Website text</td>
<td>Week Commencing 17th June 2013</td>
</tr>
<tr>
<td>Newsletter sent to Print</td>
<td>Week Commencing 17th June 2013</td>
</tr>
<tr>
<td>Website Live</td>
<td>Week Commencing 17th June 2013</td>
</tr>
<tr>
<td>Newsletter Distributed</td>
<td>Week Commencing 17th June 2013</td>
</tr>
<tr>
<td>Site Signage</td>
<td>Week Commencing 17th June 2013</td>
</tr>
<tr>
<td>Resident Meet and Greet</td>
<td>Week Commencing 24th June 2013</td>
</tr>
<tr>
<td>Media Display Advertisements</td>
<td>Week Commencing 24th June 2013</td>
</tr>
<tr>
<td>Circulation of Feedback arising from Communication Lines</td>
<td>Ongoing Feedback to Proponent</td>
</tr>
</tbody>
</table>
Appendix A – Stakeholder Database
## STAKEHOLDER DATABASE

<table>
<thead>
<tr>
<th>Name</th>
<th>Role</th>
<th>Contact Details</th>
<th>Responsible Person</th>
<th>Phone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pacific Gardens</td>
<td>Home Owner</td>
<td>Unit 1, 102 Hall Street, Bondi Beach</td>
<td>Sweng</td>
<td>02 804 8342</td>
<td><a href="mailto:david@urbanconcepts.com">david@urbanconcepts.com</a></td>
</tr>
</tbody>
</table>
Final Draft Communication Plan
105 Wellington St, Bondi Beach
Sports Properties Pty Ltd.
June 2013