

Nine Network Australia Willoughby Studios Concept Plan Application MP 10_0155 Community Consultation Report

Prepared by
Urban Concepts

For
Nine Network Australia

For Submission to
NSW Department of Planning and Infrastructure

December 2012

Volume 1 of 2

NINE NETWORK AUSTRALIA
COMMUNITY CONSULTATION
REPORT
Volume 1 of 2

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Disclaimer

Urban Concepts has taken every care to ensure that the comments represented and reproduced in this report and arising from the communication initiatives implemented as part of the Consultation Process for the redevelopment of the Nine Network Australia, Willoughby Studio Site have been faithfully recorded and represented. If there are comments that have not been recorded or have been recorded incorrectly we apologise for any misunderstanding and advise that it has not been deliberate.



EXECUTIVE SUMMARY

This report has been prepared by Urban Concepts on behalf of Nine Network Australia for submission to the NSW Department of Planning and Infrastructure (DPI). This report presents the findings arising from the consultation initiatives that have been undertaken as part of the Stage 1 Consultation for this project. This report forms part of the Environmental Assessment and Concept Plan Application that will be lodged with the DPI for this project on the 30th November 2012.

The Stage 1 Consultation Initiatives have been implemented in accordance with the Communication Plan that was submitted to the DPI on the 19th October 2012. The Communication Plan was reviewed by the Department at this time and determined to comply with the 2007 Community Consultation Guidelines for Major Projects. A copy of the Communication Plan was provided to Willoughby Council for their review and comment at this time.

This report has been structured in two volumes, each submitted under a separate cover:

VOLUME 1 being this document presents the findings arising from the implementation of Stage 1 and comprises the following four sections being:

- **Section 1** The Introduction
- **Section 2** An overview of the Communication Methodology
- **Section 3** The findings arising from Stage 1 Consultation Initiatives
- **Section 4** Summary and Conclusions

VOLUME 2 contains the following Appendices:

- **Appendix A** Communication Plan
- **Appendix B** Newsletter
- **Appendix C** Statutory Declaration from Mail Distributor
- **Appendix D** Stakeholder Mail out
- **Appendix E** A3 Poster and Site Banner
- **Appendix F** Media Advertising
- **Appendix G** Resident Meet and Greet Schedule of Houses Visited
- **Appendix H** Resident Meet and Greet Letter
- **Appendix I** Community Presentation
- **Appendix J** Stakeholder Roundtable Breakfast
 - Letter to Councillors and Progress Associations
 - Confirmation of Registration Letter
 - Briefing Paper
 - Handout
 - Final Record of Comments
- **Appendix K** Community Consultation Site Walks and Design Workshops



- Site Walk Route Map
 - Final Record of Comments arising from the Wednesday 7th November 2012 Events
 - Final Record of Comments arising from the Thursday 8th November 2012 Events
- **Appendix L** Katos Holding Market Research Exit Survey and Findings
- **Appendix M** Submission Responses
- **Appendix N** Willoughby South Communique

Stage 2 of the Consultation Process will be implemented to coincide with the exhibition of the Environmental Assessment Documentation. The findings arising from the second stage of consultation will be reported to the DPI at this time. The third stage of the consultation process will communicate the findings arising from the DPI assessment and PAC determination of the application.



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1. Introduction

This report has been prepared by Urban Concepts on behalf of Nine Network Australia Limited, the proponent for the Concept Plan Application (MP10_0155) for the Nine Network Australia, Willoughby Studio Site. The report presents the community and stakeholder attitudes to the proposed Concept Plan arising from the implementation of Stage 1 Communication Plan. This report has been prepared for submission to the NSW Department of Planning and Infrastructure (DPI) and forms part of the Environmental Assessment (EA) Project Report documentation that has been lodged for this Part 3A application.

Nine Network Australia has been associated with the Willoughby Site since 1956, and is both the owner of the site and the proponent for this project. In November 2010, Urbis Planning Consultants, acting on behalf of PBL Media Limited, submitted a Clause 6 Request for Declaration and Concept Plan (CP) Authorisation and Preliminary Assessment to the then NSW Department of Planning, pursuant to State Environmental Planning Policy 2005 (Major Projects) (Major Projects SEPP).

On the 19 November 2010, the proponent (PBL media) was advised that the Minister for Planning had formed the view that the proposal satisfied the non-discretionary criteria in Clause 13, Schedule 1, of the Major Projects SEPP and in so doing authorised the submission of the CP. The CP is the subject of the EA Application which has now been lodged by Nine Network Australia. It is important to note that the Minister in declaring the project a Major Project, raised concern regarding the density and height of the development being mooted in the preliminary documentation, being a maximum building height of 20 storeys.

The proponent has taken this concern seriously. In preparing this application a multi-disciplinary design team has been engaged to develop design and landscape parameters for the site and a range of residential options to test alternative built form scenarios. The members and design team are detailed at Table 1.1. These residential scenarios and the design parameters have been tested with the local community and integral stakeholders through the Stage 1 of the consultation process. The results from the Stage 1 consultation process were then applied by the design team to develop a further nine options. These options were discussed with officers of Willoughby Council and a preferred Concept advanced which forms the basis of the application.

The Nine Willoughby Site Communication Plan was prepared by Urban Concepts in accordance with the Director-Generals Requirements (DGR's) issued for this project on the 9th February 2011. The Communication Plan presented a three stage approach with staged two and three building on the findings arising from the first stage of the consultation process that was conducted during October 2012 and complementing the statutory planning Part 3A assessment determination process.

Stage 1 Consultation Initiatives have been designed to obtain community feedback about the outcomes arising from the Preliminary EA and to test three built form options. By examining community attitudes to the CP options, the design has been refined in line with community feedback prior to the lodgement of the Major Project Application and the EA.



TABLE 1.1 – NINE NETWORK AUSTRALIA MULTI-DISCIPLINARY DESIGN TEAM

DISCIPLINE	CONSULTANT
<ul style="list-style-type: none"> • Development Management • Architecture • Planning • Landscaping • Transport and Accessibility • Utilities, Services, Drainage and Groundwater • Remediation • Heritage and Archaeology • Cost of Development • Surveying • Modelling • Community Consultation • Health and Emissions Specialist 	<ul style="list-style-type: none"> • Lend Lease • SJB • JILA • JBA Planning Consultants • AECOM • Cardno • JBS Environmental • Godden McKay Logan • WTPartnership • Whelans Insites • Model Craft • Urban Concepts • NDC

1.1. Report Structure and Supporting Documentation

This report has been structured in two volumes.

VOLUME 1 being this document presents the findings arising from the implementation of Stage 1 and comprises the following four sections being:

- **Section 1** The Introduction
- **Section 2** An overview of the Communication Methodology
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1.2. Communication Objectives

The specific objectives that Urban Concepts sought to achieve from implementing the Communication Plan are:

- To engage with surrounding residents and integral stakeholders to develop a medium to high density residential design solution that achieves a balance between community concerns and the Nine Network's strategic relocation of its broadcasting and production facilities from the Artarmon Road site to a more appropriate location.
- To put in place a CP and design parameters that reflect the most appropriate land use vision for the site, namely medium to high density residential, in terms of land use zoning and development controls.
- To deliver a residential land use vision that will ensure a high level of amenity for both future residents of the site and the existing residents of the area that are the Nine Network's neighbours.
- To document how the proposal will help Willoughby City Council to achieve the housing targets that have been established for the Local Government Area by the DPI under the Sydney Metropolitan Strategy. The site is a consolidated land parcel in single ownership and can assist the Council to readily realise its housing target.
- To communicate the willingness and desire of the proponent to work with Willoughby City Council notwithstanding the Part 3A project status resulting from its declaration as a Major Project.
- To ensure surrounding residents and integral stakeholders are provided with the opportunity to express their views about the residential redevelopment through the CP formulation.
- To establish and maintain open channels of communication between surrounding residents and integral stakeholders that will remain in place for the EA and approval process and can be used by the Nine Network to promote ongoing understanding of their facilitates plan formulation for relocation over the next 5 years.



1.3. Community Consultation Requirements

In formulating the communication methodology we had regard to the consultation requirements specified for this project by the Director-General of the DPI in accordance with the Part 3A Statutory Planning Approval process prescribed for Major Projects. At the same time the suggested consultation initiatives have tried to encourage participation from a proactive stand point to ensure meaningful dialogue and participation is achieved.

The DGR's that were issued to the proponent on the 9th February 2011 established the Community Consultation requirements for this Part 3A Project. The Consultation Requirements for the Nine Willoughby Site state:

'Undertake an appropriate and justified level of consultation in accordance with the Department's Major Project Community Consultation Guidelines October 2007, (including consultation with Willoughby City Council, NSW Department of Health, Transport NSW and interested community groups).'

The Guidelines for Major Project Community Consultation were issued by the DPI in October 2007. The Guidelines recognise that community and stakeholder consultation is an important component of the NSW Governments EA process for projects under Part 3A of the Environmental Planning and Assessment Act 1979.

The Communication Plan that was prepared and implemented for this project was presented to the DPI on the 19th October 2012 and was confirmed as satisfying the requirements of the Guideline document. The Communication Plan is reproduced as Appendix A in Volume 2 of this report.

1.4. Overview of Communication Initiatives

A summary of the Stage 1 Communication Initiatives that have been completed for this project in accordance with the Communication Plan are provided below in Table 1.2. Details concerning these initiatives and the findings arising from the stakeholder and community events are contained in Section 3 and Section 4 of this report.

The Stage 1 Communication Initiatives that have been completed for this project are detailed in the table below together with the level of participation that has occurred.

TABLE 1.2 - SUMMARY OF STAGE 1 COMMUNICATION INITIATIVES AND PARTICIPATION

COMMUNICATION INITIATIVES	DATE UNDERTAKEN	LEVEL OF PARTICIPATION
Information Lines		
1800 Information Line 1800 22 44 24	Beginning in October 2012 and continuing	107 successful calls 13 no-answer calls (120 Total Calls to date)
Project Email	Beginning in October 2012 and continuing	Total of 136 emails to date. Of these 128 were RSVP's to consultation events and short answer questions; and 8 were residents with detailed comments and questions relating to the project.
Project Website	The website went live on the 26 th October 2012.	Since the website's inception 1,385 visits have been made to the website.



COMMUNICATION INITIATIVES	DATE UNDERTAKEN	LEVEL OF PARTICIPATION
Media Management	October and November 2012	2 half page media display advertisement have appeared in the North Shore Times. These advertisements appeared on Friday 26 th October 2012 and Friday 2 nd November 2012.
Site Signage and Shop Posters	Week Commencing 29 th October 2012	One 3 metre by 1 metre colour banner is displayed at the Artarmon Road frontage of the Nine Willoughby Site and carries information about the community consultation events and contact details.
Community Newsletters		
Newsletter	Week Commencing 22 nd October 2012	3,500 community newsletter were distributed within the notification area detailed at Figure 4.1. The remaining 500 newsletters were distributed to Willoughby Council for display at Council operated facilities such as the Willoughby Leisure Centre and used as part of correspondence that was delivered for the resident meet and greet and the stakeholder notification.
Resident Meet and Greet	Tuesday 30 th and Wednesday 31 st October 2012	On Tuesday 56 households visited, and on Wednesday 42 households were visited.
Stakeholder Letters	2 nd November 2012	A stakeholder letter together with a community newsletter was distributed to all stakeholders who had not been asked to the Stakeholder Roundtable Breakfast. A total of 45 letters were sent to the organisations identified Section 2.2. The letter is reproduced at Appendix D.
Consultation Events		
Community Walks 3.00pm, 4.30pm and 6.00pm	Wednesday 7 th and Thursday 8 th November 2012	Wednesday Session 73 attendees Thursday Session 53 attendees



COMMUNICATION INITIATIVES	DATE UNDERTAKEN	LEVEL OF PARTICPATION
Community Workshops 7.00pm – 9.00pm	Wednesday 7 th and Thursday 8 th November 2012	Wednesday Session 53 attendees Thursday Session 61 attendees
Stakeholder Roundtable Breakfast	Friday 2 nd November 2012 7.00-9.00am	23 Attendees
Webinar	Thursday 8 th November 2012 11.00am	14 Registrations 8 Attendees

Source: Compiled by Urban Concepts in conjunction with Nine Network Australia.

***Note: Participation levels have been compiled based on Urban Concepts records and do not include enquiries made of Nine Network or its sub consultants about the project.*



2. Communication Methodology

This section details the communication methodology employed during Stage 1 of the project. The methodology is reproduced in full in the Communication Plan at Appendix A in Volume 2.

For the purposes of this section the methodology is discussed in terms of:

- communication messages;
- target audiences; and
- consultation techniques.

This section includes details of the participation levels in the various communication initiatives.

2.1. Communication Messages

Based on our understanding of the project, Urban Concept at the commencement of this project identified the following key messages to be communicated through the consultation process:

Message 1 Nine Network Australia Limited – Relocation of the Willoughby Television Studios

The Nine Network Australia Willoughby Television Studios officially opened their doors on the 27th October 1956. For the past 56 years the site has been the Sydney home of the Nine Network. Over that time the intensity of residential development has gradually increased around the studio site and the Network has always attempted to act as a good neighbour when issues have occurred. The Nine Network understands that there will be residents who may be apprehensive about their future relocation and the impetus that it creates for changing the land use of the site.

Message 2 Nine Network Australia Limited – Relocation of the Willoughby Television Studios

The Willoughby site is the last remaining campus style television studio in operation in the Sydney metropolitan area. The last 56 years have witnessed many changes in technology that have impacted on how the industry undertakes television production and broadcasting. While the Willoughby site has played a significant role in television history, it is now time for the Nine Network to advance its future plans for relocation. Many residents will be aware of the relocation that Channel 7, 10 and the ABC have made from their campus style facilities to purpose built inner city locations.

Message 3 Relocation of Nine Network Australia Limited necessitates a change in land use for the site

The formulation of a CP is the first step in the land use planning process for establishing an appropriate new vision for the Nine Network site. The approval of a CP will provide the Nine Network with certainty about the development potential of the site. While the Network has not earmarked a date for relocation it understands that rezoning of the site and obtaining development consent for its residential redevelopment will take many years and as such formally commenced the process in 2010.

Message 4 A residential redevelopment is the most appropriate use of the Nine Network site

The preliminary investigations that were undertaken by PBL Media (now Nine Entertainment Company, Pty Ltd) in 2010 and which formed the basis of the Clause 6 Declaration Application to the former NSW Department of Planning, confirmed that the most appropriate use of the site would be medium to high density residential supported by open space and retail amenities. The 2010 preliminary EA put forward a preliminary concept that concentrated tall residential towers of between



16-20 storeys in height in the middle of the site with lower scale 2-5 storey residential buildings addressing Artarmon Road and Richardson Avenue. Nine Network Australia Limited has listened to community concerns, and the views expressed by the DPI and understand that this original concept does not have community support. We have gone back to the drawing boards with a new design team and new approach.

Message 5 Community consultation is important to Nine Network Australia Limited

This Communication Plan documents an information and consultation process to facilitate a robust dialogue with the local community about the Nine Network's future plans for their Artarmon Road site.

Our multi-disciplinary design team has formulated a new design rationale and we will shortly be inviting residents and interested stakeholders to join us at the drawing board to share in this design process.

The reality is that there is no fixed CP in place. The approach is to present design and landscape parameters for the site and the residential options that have been formulated in response to these parameters.

The Nine Network understands that it needs to work with the community and interested stakeholders to achieve an acceptable built form and landscape outcome. The Nine Network is keen to work with the local community through a comprehensive consultation process. This process will commence Mid October after the completion of the Term 3 school holidays.

Message 6 Building Height

We are aware that height is a major issue within the public arena. It is important for the design team to communicate height accurately in terms of RL levels across the site. In this regard the RL's of the existing buildings need to be identified on plans, as do the RL's of surrounding buildings. It is only by referencing RL's to Australian Height Datum that professional and community stakeholders can accurately understand building height. RL's give people a practical and factual way of understanding building form and actual building height relative to the built context of an adjoining area. This is particularly true on the Nine Network Site where the dramatic fall of the land to the south and east will have an impact on view impact, privacy and solar access conditions both from within the site and when the site is assessed from strategic locations in the local area.

Message 7 Major Project Status

Due to the projected capital investment value exceeding \$100 million, the project will be considered under Part 3A of the Environmental Planning and Assessment Act 1979 as a major project by the NSW Minister for Planning. There has been much debate in the broader community about the application of Part 3A planning legislation. It is the proponent's position that it will continue to proactively involve Willoughby Council in the design and development process. This will be achieved by undertaking regular meetings with representatives of Willoughby Council. Minutes of these meetings will be reported through the consultation process.

Message 8 Relocation of the TXA Australia Transmission Tower

The TXA transmission tower is located to the south west of the site on an adjacent landholding in Richmond Avenue. This landholding does not form part of the site. The transmission tower is jointly owned and operated by Nine Network Australia Limited, Network Seven and Network Ten with each parent organisation holding an equal shareholding in TXA Australia. The transmission tower has been located on this site since it relocated from the Nine Network Site in 1974 when it was rebuilt. The tower is 216 metres in height. The EA will be accompanied by specialist investigations to address perception about the safety of siting residential development in proximity to transmission and broadcasting facilities. The proponent understands that this is a community concern and will ensure that it is specifically addressed in the EA documentation and explained at the community consultation events.





Message 9 Delivering community benefits

The residential redevelopment of the Nine Network site will enable this 2.9 hectare land holding to be opened up for community use. For the past 56 years the site has been in single private ownership with a use that affords limited opportunity for public access, with access being limited to audience participation in live television show productions.

Message 10 Impact of a residential redevelopment on the local road network and public transport services

The 2010 Preliminary Environmental Assessment Application raised community concern over the impact a medium to high density residential land use would have on the local road network and the demand for public transport services. Traffic generation and transportation servicing are addressed through specialist investigations undertaken as part of the EA process. It is important to remember that the Artarmon Road studios are a brownfield site that currently provides 356 on site at grade car parking spaces to cater for the Nine Networks 650 employees that work at the site. (It is noted that the employment figure is seasonal and that 650 is the maximum site staffing level). Accordingly, in any discussion about traffic impact and transportation servicing the existing operation of the site should be considered as the baseline or starting position for the assessment.

Message 11 The Impact of the development on the existing local community facilities and schools

A social impact assessment will form part of the specialist investigation that will be undertaken to support the EA. This assessment will specifically assess how a new residential population would impact on existing community facilities and services including local primary schools, secondary schools and childcare services. It would also specifically address opportunities for integrating a new residential population into the established community. The Communication Plan provides for targeted consultation to be undertaken with local community and education providers that operate in the Willoughby/Artarmon areas.

Message 12 Redevelopment of the Nine Network site will support Willoughby City Council housing targets

The NSW State Government has established housing targets for each Sydney Metropolitan area. These housing targets are essential for ensuring that there is sufficient housing supply within the Sydney Metropolitan area to support the projected 1.5 million population increase that will occur by 2031. The NSW Government has established that the Willoughby Local Government Area must supply an additional 6,800 dwellings by 2031. The redevelopment of the Nine Network site will assist the Willoughby City Council to realise its housing target. While the Draft Willoughby Local Environmental Plan 2012 provides for the up zoning of certain residential lands, it has not rezoned the Nine Network Studio Site which retains its Special Use zoning under the draft plan. The residential redevelopment of the 2.9 hectare Nine Network Studio Site is consistent with the NSW Government's housing policy.

2.2. Target Audiences

The project required the establishment of a number of lines of information and a range of consultation events with various target audiences. To assist with the management of information, its dissemination, and the recording of community feedback, the stakeholders were classified into target audiences or user groups.

The key target audiences identified for this consultancy were as follows:

- Local Residential Community
- Adjoining Landowners



- Local Business Community
- Resident Organisations
- Special Interest and Community Groups
- Local Area Community Services
- Department of Planning and Infrastructure including the Minister for Planning and Major Project Assessment Team
- Willoughby City Council both Council Officers and Elected Representatives
- State and Federal Elected Representatives
- State Government Agencies
- Utility Providers
- Emergency Services
- Adjoining Council Areas
- Media
- Proponent Project Team

A database was established documenting the contact details for each target audience. A description of each target audience is provided below.

2.2.1. Local Residential Community

Local residents living in the locality bounded by Mowbray Road to the south, Willoughby Road to the west, Park Road to the north, Francis Street to the west, Chelmsford Avenue, and Sydney Street to the east is the suggested resident catchment area for this project. This catchment was been discussed and agreed to with Willoughby City Council at a meeting on the 17th October 2012. It is noted that there is around 3,500 households in this notification catchment area. Refer Figure 2.1.

2.2.2. Population Demographics

Willoughby (suburb) has a population of 6,034. The breakdown of this population is shown by age at Figure 2.2. There is a high proportion of residents aged 35 to 49 (26.3 per cent). This is followed by three categories of residents; aged 25 to 34 (12.7 per cent), aged 50 to 59 (11.5 per cent) and aged 5 to 11 (10.3 per cent). This age structure is important in consideration of resident concerns and impacts and for determining the most appropriate method of consulting with the local population. The age profile of the local population indicated that the use of social media consultation techniques was appropriate for inclusion in the communication approach.



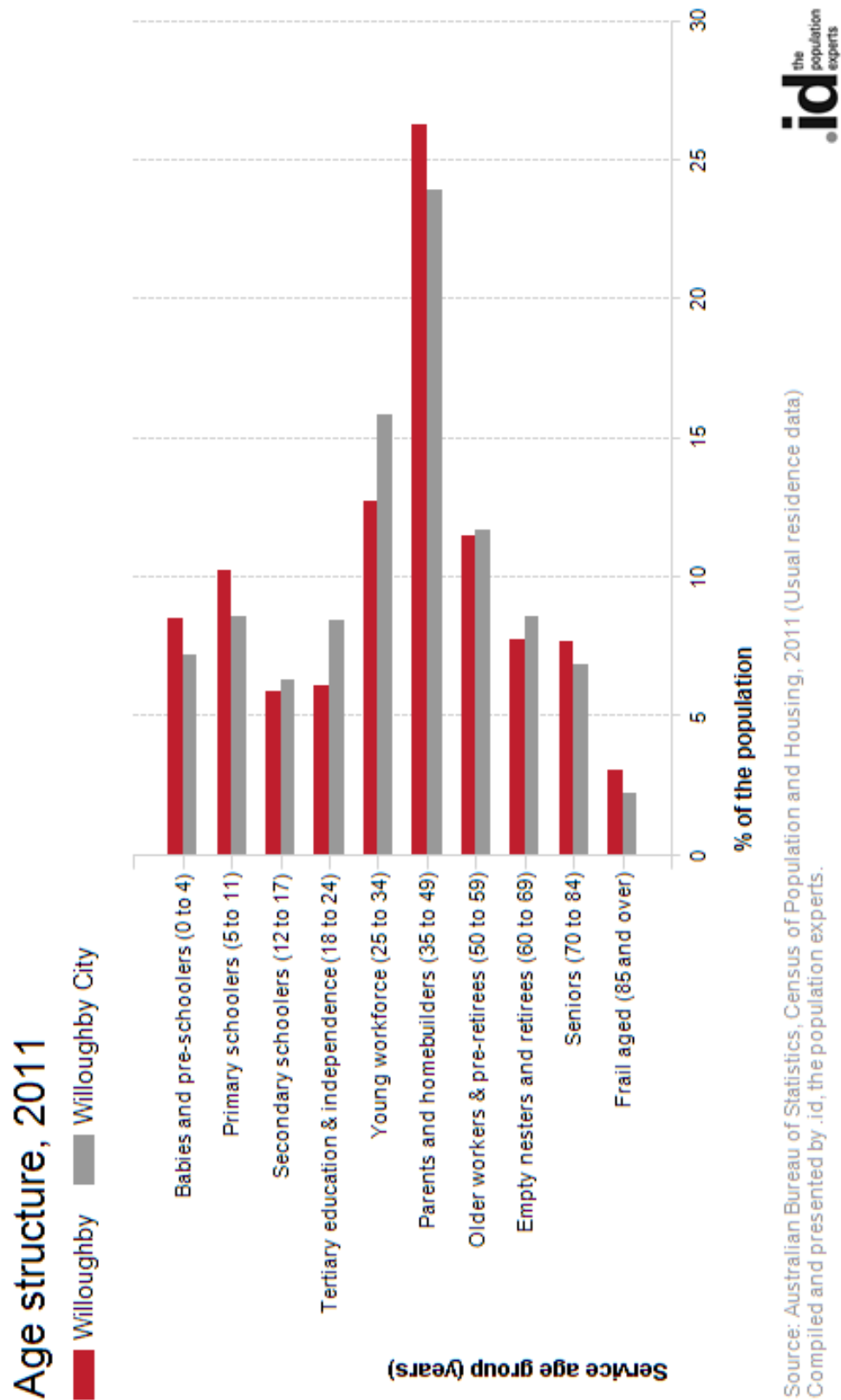
FIGURE 2.1 – AGREED RESIDENT NOTIFICATION AREA



Source: Google Maps (2012)



FIGURE 2.2 - POPULATION STRUCTURE FOR WILLOUGHBY





2.2.3. Resident Concerns

There was much speculation, concern and uncertainty held by this target audience. They were assigned a high priority in the consultation process. We anticipated that local residents would be interested in understanding:

- Specific details relating to the physical form of the project with a particular emphasis on height and the placement of buildings on the site.
- How the edges of the site would present towards and interface with the established streets.
- Potential impact on the residential amenity of the area including overshadowing, loss of views, privacy, visual amenity, traffic generation and car parking.
- Whether the development would create added pressure for education facilities such as primary schools.
- Whether the transmission tower would remain in its existing location and the impact of the transmission tower on the safety and health of existing and future residents.
- How a new residential development will benefit existing residents and enhance their suburbs.
- Justification for any variation to Council and State planning controls for the site.
- Justification for the project being declared a project of state and regional significance under Part 3A of the EP&AA 1979 and an explanation as to the steps involved in the development assessment process under the legislation.
- How the proponent intended to involve Willoughby City Council in the assessment process.
- How the development of the site under an approved CP would be realised. If the Nine Network did not vacate, would the site be sold for development or would the Nine Network advance the CP through to the Development Application stage.
- Post development consent construction management issues including structural stability of heritage buildings, mitigation measures to control noise and dust and hours of construction.

2.2.4. Adjoining Landowners

Our approach recommended that the streets immediately surrounding the site (Artarmon Road, Richmond Avenue and Walter Street) should receive an additional level of consultation to reflect their importance as the immediate neighbours of the site. Accordingly, we undertook a meet and greet with residents as part of the consultation to fully understand their concerns and to ensure that they were aware of the consultation initiatives. The resident meet and greet was undertaken on Tuesday 30th October and Wednesday 31st October. The Strata Body Corporate of 2-4 Artarmon Road is a key adjoining land owner for consultation.

The following properties are located adjacent to the site (see Figure 2.3 below):

Artarmon Road	No's 2-4, 6, 15, 17, 19, 21, 23, 25, 27, 29, 31, 32, 33, 35, 37, 39, 41, 43
Richmond Avenue	No's 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 25, 26, 26A, 27, 28, 28A, 30, 30A, 32
Walter Street	No's 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 23, 25, 26, 27A, 27B, 29A, 29B and 31

FIGURE 2.3 - ADJOINING PROPERTIES HIGHLIGHTED FOR ADDITIONAL CONSULTATION



Source: Google Maps (2012)

2.2.5. Local Business Community

The increase in local population provided on the Nine Network Studio Site would be of interest to local business operators. This target audience may also hold concerns about the relocation of Nine Network from the site, fearing that this will impact on their current trading activity. It may provide opportunities for these businesses to expand their product range and services to cater for the demands of this new local population. We recommended that consultation was undertaken with the peak organisations that represent local business interests. These organisations were sent information about the project and were invited to attend the consultation events, including:

- Artarmon / St Leonards Chamber of Commerce;
- Chatswood Chamber of Commerce; and
- Naremburn Chamber of Commerce.



2.2.6. 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.

Five Progress Associations were identified with the assistance of Willoughby Council as key target audiences. The Federation of Willoughby Progress Associations is an umbrella body who acts on matters of general concern to the whole Willoughby community, and has members from nine other associations. Initial comments made by the Artarmon Progress Association in their submission to the Draft Willoughby Local Environmental Plan 2009 indicated support for the rezoning of the Nine Network Studio Site and development of medium and high density residential on the site and surrounding area, including Artarmon Road east, Edward Street and Richmond Ave. This submission is included within the Communication Plan attached at Appendix A.

Key Willoughby City Council Progress Associations

Representatives of these progress associations were invited to participate in the Stakeholder Roundtable Breakfast that was held onsite on Friday 2nd November 2012 from 7.00am – 9.00am.

- Federation of Willoughby Progress Associations
- Artarmon Progress Association
- Naremburn Progress Association
- Northbridge Progress Association
- Willoughby South Progress Association

Other Willoughby City Council Progress Associations

- Castle Cove Progress Association
- Castlecrag Progress Association
- Chatswood East Progress Association
- Chatswood West Ward Progress Association
- Middle-Harbour Willoughby Progress Association

2.2.7. Special Interest 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. These organisations were sent information about the project and invited to attend the consultation events. Important special interest groups for this project are:

- Willoughby District Historical Society
- Aboriginal Heritage Office
- Bicycle NSW
- Hamazkaine Armenian Educational and Cultural Society
- Willoughby Environmental Protection Authority



2.2.8. Local Area Community Services

Due to the proposed increase in the residential population of Willoughby, concern had been raised as to the impact of this on local community services. The following services, which are located within close proximity to the site, were identified as targets for consultation:

- Local Primary Schools
 - Artarmon Primary School
 - Willoughby Public School
 - Cammeray Public School
- Local High Schools
 - Willoughby Girls High School
- Local Childcare, Kindergarten and Pre Schools
 - Glenaeon Rudolf Steiner Preschool
 - Konomi Kindergarten International
 - Sue's Childcare Castlevale
 - Goodstart Early Learning Willoughby
- Public Facilities
 - Bicentennial Reserve
 - Willoughby Leisure Centre

These organisations were sent information about the project and were invited to attend the consultation events. It is noted that the Design Team also met with the NSW Department of Education and Communities to discuss the community concerns that had been expressed in relation to local schools and enrolments.

2.2.9. Department of Planning and Infrastructure

The EA and CP are assessed pursuant to Part 3A of the EP&AA 1979 by the NSW Minister of Planning. Clause 75B of the EP&AA specifies criteria for projects to which Part 3A applies and invokes the provisions of the Major Projects SEPP. The DPI acts on behalf of the Director-General and the NSW Minister for Planning.

The Draft Communication Plan was presented to the DPI on the 19th October 2012 to ensure that it met the requirements of the Major Project Community Consultation Guidelines October 2007. On the 24th October 2012 the DPI advised Urban Concepts by email that the Plan satisfied the 2007 requirements. A copy of this email is reproduced in Appendix A.

Minister for Planning

Hon. Brad Hazzard MP

Department of Planning and Infrastructure

- Director General, Sam Haddad
- Major Project Assessment Team



2.2.10. Willoughby City Council

The importance of maintaining regular liaison with this target audience was given high priority in the consultation process. The proponent recognises the sensitivity of the Part 3A process from both the standpoint of the Council and the community. The proponent put in place a process of regular briefings and liaison to ensure Council was kept fully informed and involved in the CP formulation process. All consultation initiatives were minuted and have been reported on as part of the EA documentation prepared by JBA Planning.

Council Officers

We note that Council Officer Lara Nguyen was allocated to this project.

- General Manager – Nick Tobin
- Infrastructure Services Director – Steven Head
- Environmental Services Director –Greg Woodhams
- Economic and Property Development Director – Jeff Ellis
- Financial Services Director – Tony Pizzuto
- Community Services Director –Melanie Smith
- Corporate Support and Performance Director – Tracey Crouch
- Public Officer – Jeff Knight

Elected Representatives

It is noted that all the elected representatives listed below were invited to attend the Stakeholder Roundtable Breakfast held Friday 2nd November from 7.00am – 9.00am at the Willoughby Studio Site.

Mayor

- Cr Pat Reilly (IND)

Middle Harbour Ward

- Cr Wendy Norton (IND)
- Cr Judith Rutherford (IND)
- Cr Angelo Rozos (IND)

Naremburn Ward

- Cr Stuart Coppock (IND)
- Cr Michelle Sloane (IND)
- Cr Nic Wright (IND)

Sailors Bay Ward

- Cr Gail Giles-Gidney (IND)
- Cr John Hooper (IND)



- Cr Hugh Eriksson (IND)

West Ward

- Cr Tony Mustaca (IND)
- Cr Lynne Saville (IND)
- Cr Mandy Stevens (GNS)

(IND) Independent; (GNS) Greens

2.2.11. State and Federal Elected Representatives

Liaison with State and Federal representatives was facilitated directly by the proponent, Nine Network Australia. All elected representatives were 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 Willoughby:

- The Hon Gladys Berejiklian MP and Minister for Transport

The Member for Willoughby expressed concern in 2011 in relation to the development, emphasising issues with the scale of the proposal and a lack of community consultation. The letter is detailed at Appendix D.

FEDERAL

Member for North Sydney: The Hon Joe Hockey MP

2.2.12. State Government Agencies

This audience includes infrastructure providers and organisations that play a role in transport provision, sustainability and design related considerations. High level consultation was undertaken with these agencies by the appropriate specialist consultants. The agencies detailed below were sent information about the project and were invited to attend the consultation events.

- Transport for NSW
 - State Transit Authority of NSW
 - Sydney Buses including MetroBus service from Chatswood to Bondi Junction.
 - Roads and Maritime Services.
- Office of Environment and Heritage
- NSW Ministry of Health
- Department of Education and Communities

2.2.13. Utility Providers

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

- Sydney Water
- Telstra



- Energy Australia
- AGL
- Willoughby City Council – Stormwater System

2.2.14. Emergency Services

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

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

2.2.15. Adjoining Council Areas – Lane Cove, North Sydney, Ku-Ring-Gai and Ryde

Responsibility for the suburb of Artarmon falls between Willoughby Council and Lane Cove Council. It was considered to be important to keep Lane Cove Council informed of the project and to provide opportunity for comment. Liaison occurred both through the Mayor's Office and at officer level through the General Manager.

Willoughby City Council is also adjoined by North Sydney, Ku-ring-gai and Ryde Local Government Areas. North Sydney, Ku-ring-gai and Ryde Councils were also kept informed about the project.

Lane Cove Council

- Mayor – Cr Scott Bennison
- General Manager – Craig Wrightson
- Executive Manager Environmental Services – Michael Mason

North Sydney Council

- Mayor – Cr Jilly Gibson
- General Manager – Penny Holloway
- Director of Planning and Development Services – Warwick Winn

Ku-ring-gai Council

- Mayor – Cr Elaine Malicki
- General Manager – John McKee
- Director of Strategy and Environment – Andrew Watson

Ryde Council

- Mayor – Cr Ivan Petch
- General Manager – John Neish
- Group Manager Environment and Planning – Dominic Johnson

Each of the above Councils were sent information about the project and were invited to attend the Consultation Events.



2.2.16. Media

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

- North Shore Times
- Willoughby City News (Willoughby City Council)
- Willoughby Leisure Centre Enewsletter

Urban Concepts undertook display advertising in the North Shore Times as detailed in Appendix F. The proponent has managed editorial liaison with the North Shore Times and has conducted media briefings as requested by the local journalist.

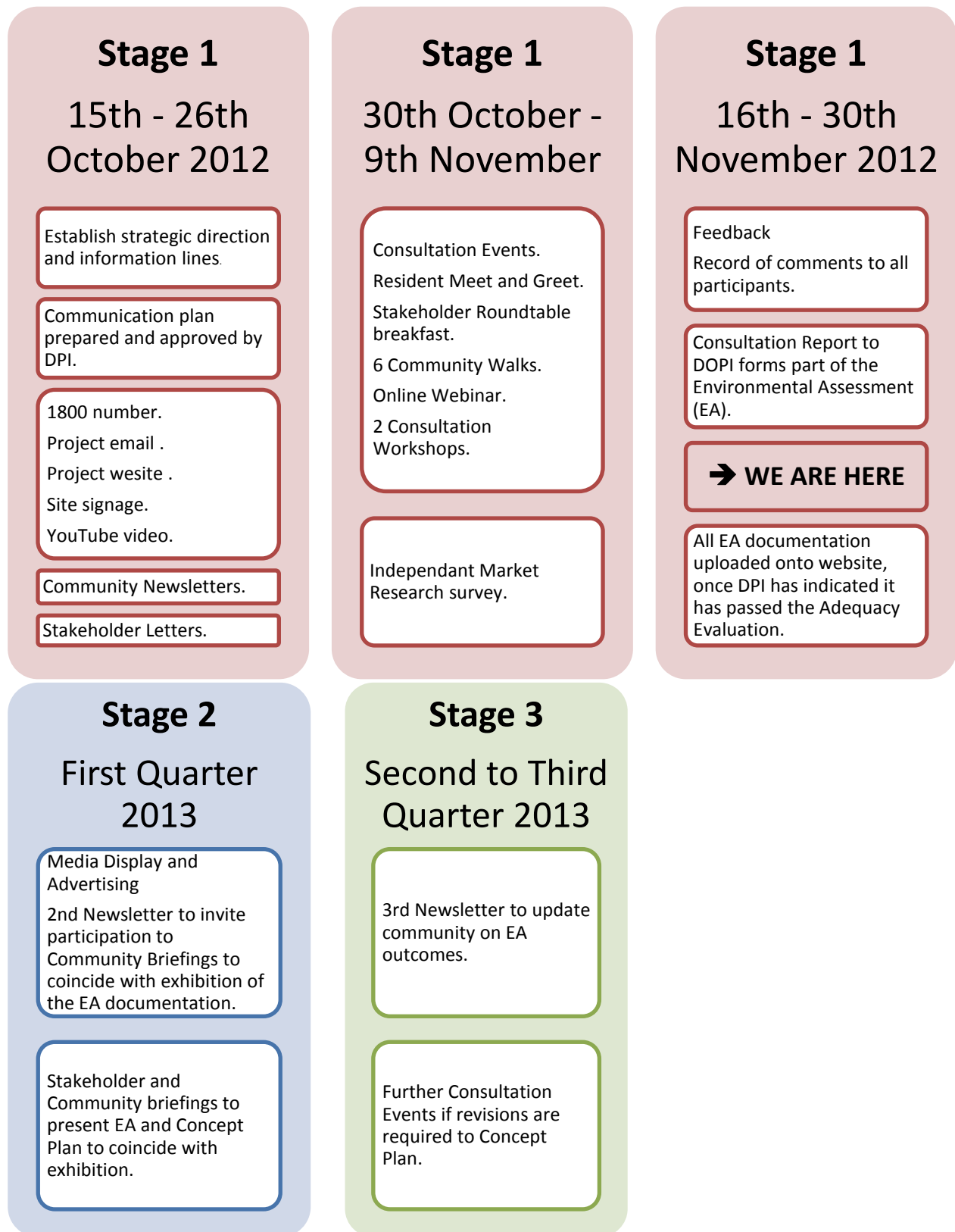
2.3. Consultation Techniques

The communication methodology focused on establishing lines of communication that could stay in place throughout the design, assessment and approval phases of the project and specific consultation and stakeholder events.

The Communication Process for this project is a staged process. In our experience of running consultation for Part 3A Major Projects we find that managing the consultation in stages to coincide with the design and EA process is the preferred approach. The proposed stages for this project are illustrated by Figure 2.4. We anticipate that Stage 2 would commence in the first quarter of 2013.



FIGURE 2.4 – COMMUNICATION PROCESS





2.4. Information Lines

The key Stage 1 information lines that have been established for this project are described below. Table 1.2 details the participation rates that have been achieved under each initiative.

2.4.1. 1800 Number

The 1800 freecall number established is 1800 22 44 24. The freecall number is serviced by Urban Concepts during business hours and defers to a message bank facility outside of these hours. All calls are logged and responded to within 24 hours.

Calls to the 1800 number are summarised in Table 2.1 and Table 2.2 below. A total of 107 calls have been received on the 1800 number and 13 no-answer calls.

TABLE 2.1 - 1800 NUMBER CALL LOG (22ND OCTOBER – 9TH NOVEMBER, 2012)

Report is Filtered By

Service: 1800 224 424

Call Result: Successful, No Answer / Abandoned, Busy

Service	Date	Calls				Duration (HH:MM:SS)	Average Duration (HH:MM:SS)
		Successful	No Ans. / Abd	Busy	Total	Successful	Successful
1800 224 424	22 Oct 2012	2	-	-	2	0:00:26	0:00:13
	23 Oct 2012	2	1	-	3	0:01:10	0:00:35
	24 Oct 2012	2	3	-	5	0:00:27	0:00:14
	25 Oct 2012	1	-	-	1	0:00:45	0:00:45
	26 Oct 2012	3	1	-	4	0:01:39	0:00:33
	28 Oct 2012	1	-	-	1	0:02:33	0:02:33
	29 Oct 2012	7	-	-	7	0:09:34	0:01:22
	30 Oct 2012	5	2	-	7	0:08:55	0:01:47
	31 Oct 2012	7	-	-	7	0:07:19	0:01:03
	1 Nov 2012	7	-	-	7	0:10:33	0:01:30
	2 Nov 2012	8	-	-	8	0:13:04	0:01:38
	3 Nov 2012	1	-	-	1	0:00:47	0:00:47
	4 Nov 2012	6	2	-	8	0:06:34	0:01:06
	5 Nov 2012	12	-	-	12	0:21:25	0:01:47
	6 Nov 2012	5	-	-	5	0:02:08	0:00:26
	7 Nov 2012	12	1	-	13	0:15:34	0:01:18
	8 Nov 2012	4	-	-	4	0:06:27	0:01:37
	9 Nov 2012	5	1	1	7	0:02:50	0:00:34
	Total	90	11	1	102	1:52:10	0:01:15
Total		90	11	1	102	1:52:10	0:01:15

Source: Telstra 2012



TABLE 2.2 - 1800 NUMBER CALL LOG (12TH NOVEMBER – 22ND NOVEMBER, 2012)

Report is Filtered By

Service: 1800 224 424
Call Result: Successful, No Answer / Abandoned, Busy

Service	Date	Calls			Duration (HH:MM:SS)	Average Duration (HH:MM:SS)
		Successful	No Ans. / Abd	Total	Successful	Successful
1800 224 424	12 Nov 2012	4	-	4	0:00:50	0:00:13
	13 Nov 2012	2	1	3	0:01:08	0:00:34
	14 Nov 2012	1	-	1	0:00:29	0:00:29
	16 Nov 2012	3	-	3	0:01:23	0:00:28
	17 Nov 2012	1	-	1	0:00:15	0:00:15
	18 Nov 2012	1	-	1	0:00:08	0:00:08
	19 Nov 2012	2	-	2	0:01:00	0:00:30
	20 Nov 2012	1	1	2	0:00:17	0:00:17
	22 Nov 2012	2	-	2	0:00:37	0:00:19
	Total	17	2	19	0:06:07	0:00:22
Total		17	2	19	0:06:07	0:00:22

Source: Telstra, 2012

2.4.2. Project Email Address

The project email address is info@ninewilloughby.com.au. The project email is serviced by Urban Concepts. 137 emails to date have been received from the community. Generally project emails either relate to registration at a Consultation Event or a project related question. Responses to detailed enquiries are reproduced in Table 2.3 below.

TABLE 2.3 - EMAIL LOG

DATE	EMAIL MESSAGE
24.10.12	Dear Belinda Could you please provide information on the planned communication about the redevelopment proposals with neighbouring residents of the Channel 9 site, including residents in Richmond Avenue. I'm sure you are aware that this will create considerable interest, and concern, for neighbouring residents, and there is a requirement for appropriate and justified consultation. It is important to ensure there is sufficient opportunity and time for local residents, whether online or not, to consider and comment on the proposals. I look forward to hearing from you.
RESPONSE 25.10.12	A letter approved by Scott Soutar was sent in return to this email. The letter is provided in Appendix M.
	Hi Belinda Thank you, that is very helpful. Best wishes
31.10.12	Hi there Will the transmission tower stay & go as part of Nine redevelopment? Thanks
RESPONSE 1.11.12	The transmission tower will stay as it is not located on the Nine Network Australia Site and is subject to different ownership. The transmission tower is owned by Transmitters Australia and is jointly owned by the Seven Network, Ten Network and Nine Network Australia.



	I hope that this answers you question.
6.11.12	<p>Dear Members</p> <p>On Friday 2 November, I attended a Stakeholders Roundtable Meeting hosted by Urban Concepts on behalf of Channel 9 to discuss the proposed development of the site.</p> <p>The NSW Department of Planning have given Channel 9 until 30 November 2012 to submit their concept plan. It was unclear from the meeting this morning what the outcome would be if this deadline is not met.</p> <p>Some of you may have received a newsletter via letterbox drop, outlining the consultative process. This also included an overview of the concept plan. For those of you that did not receive this newsletter, a website has been established, www.ninewilloughby.com.au</p> <p>I encourage you to log on and review this as a matter of urgency. On 7 and 8 November, Urban Concepts will be conducting community walks and workshops at varying times. This will enable you to gain a better understanding of the proposal. You can register your attendance via their website or on the form on the back of their newsletter.</p> <p>I have attached an email from Bob Taffel (President of Willoughby South Progress Association) in response to an email from Nick Tobin (General Manager, Willoughby City Council). These emails outline the concerns of both Willoughby Council and Progress Associations.</p> <p>It is important that the residents of Naremburn have the opportunity to voice their views and concerns in relation to this development, as it will have a major impact on our community, both visually and infrastructure wise.</p> <p>Be advised that the Naremburn Progress Association will do their utmost to keep you informed of any developments as they occur.</p> <p>Kind regards Frances O'Brien</p>
RESPONSE 6.11.12	<p>Dear Frances,</p> <p>Thank you for forwarding me this email for my information.</p> <p>Following up on your comment at Friday's Roundtable that Olympia Road in Naremburn did not get letter box dropped, I passed your concerns onto the mail distributor and he went back out on Friday afternoon. I hope that you received this letter.</p> <p>Kind regards, Belinda</p>
4.11.12	<p>I understand that increasing urban density is inevitable but we must make sure that it is done well and with consideration given to public transport and traffic congestion, availability of services etc. I'd really like to see a long day care centre located on site and discussion about the impact this will have on already overcrowded local schools. There are some excellent residential developments around - sympathetic, well designed and planned with great amenity. I do not want to see some cheap and nasty development on this critical site.</p>
RESPONSE 7.11.12	<p>Thank you for your comments.</p> <p>I would like to offer the following responses to the points that you raise:</p> <ul style="list-style-type: none"> • We have commissioned a traffic engineer to assess the impact of any proposed development on the existing traffic around the site and to offer up solutions to mitigate any negative impacts. In addition, as a part of our formal community consultation workshops we will be seeking feedback from the community re specific traffic issues/times/locations. We would welcome this input



	<p>from you (via an email reply is OK).</p> <ul style="list-style-type: none"> • We are in the process of assessing the impact of any development on existing public transport services, in particular the bus service to the City. • A services engineer has been commissioned to assess the adequacy of existing services and to detail any increases/amplification or other mitigating solutions (such as, for example, on-site stormwater re-use). • We have had feedback previously in relation to a child-care facility and will be considering incorporating such a facility when we get to the design stage, subject to confirming demand. • In relation to the apparent overcrowding of local schools, it is a matter for the State Government to address. We are keen to assist and are endeavouring to meet with the Department of Education and Communities to discuss. • In addition to designing the concept plan to meet the requirements of SEPP65 (which prescribes residential flat design standards) we hope to get from our community consultation some real direction in relation to amenity on the site
16.11.12	<p>Dear Sir/ Madam,</p> <p>I think the idea of redevelopment of the Channel 9 site is good. Can I ask if the huge tower is being to be removed as part of the current plan's?</p> <p>Thank you</p>
RESPONSE 16.11.12	<p>Dear Cameron,</p> <p>Thank you for your feedback.</p> <p>The transmission tower will stay as it is not located on the Nine Network Australia Site and is subject to different ownership. The transmission tower is owned by Transmitters Australia and is jointly owned by the Seven Network, Ten Network and Nine Network Australia.</p> <p>I hope that this answers your question.</p> <p>Kind regards,</p>
19.11.12	<p>Hi,</p> <p>I was wondering when the website (ninewilloughby.com.au) will be updated for the feedback from the first round of community consultation.</p>
RESPONSE 19.11.12	<p>Dear Louise,</p> <p>We are currently finalising the draft record of comments.</p> <p>Once this is completed, the record will be distributed to participants and uploaded to the website.</p> <p>Regards,</p>
30.11.12	<p>Summary of phone conversation 9am on Friday 30th November 2012 regarding the redevelopment of the Network Nine Studio Site in Willoughby.</p> <p>██████ introduced herself as the resident of ██████ Walter Street Willoughby.</p> <p>She indicated that she was interested in the project and attempted to attend the community consultation events, but was prevented from staying for the full event due to a recent death in the family.</p> <p>██████ concerns about the development are as follows:</p> <ul style="list-style-type: none"> • "The southern side of Walter Street is RTA owned, therefore the majority of people living on this street don't have a vested interest in the future of the area as they are renting from the RTA. • The height of the proposed buildings is a concern as it will impact on the privacy of her home. The verandas that would be built to overlook the city would look into her bedroom window. Noise would be an issue as well, as we can assume



	<p>that people would like to use these verandas for night time entertaining, and sound would flow into her bedroom.</p> <ul style="list-style-type: none"> The future of the road network is a concern. Are there plans for a through road to be put in? Are discussions taking place with the RTA to lift the 5C zoning? This would have both positive and negative impacts for Walter Street, as the lifting of the 5C zoning would allow the street to reach its full potential as home buyers are allowed to move in, but the traffic noise would increase." <p>██████ requested that her comments be included in the final record of comments.</p>
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2.4.3. Project Mail Address

The project mail box is:

Nine Willoughby
 C/- Urban Concepts
 PO Box 615
 Milsons Point NSW 1565

The project mail box is serviced by Urban Concepts. One letter to date has been received from the community. The letter was received on 3rd December, 2012 and is provided in full in Appendix M. The submission was from residents in Chelmsford Avenue. Comments raised in the letter are summarised below:

- Overdevelopment of the site;
- Building heights are considered extreme;
- Neglect to consider the existing area's infrastructure to accommodate an increased residential population including insufficient places at local schools, medical facilities, local retailing, public transport, and recreational space;
- Cumulative impacts on traffic;
- Neglect to consider community based design principles in the development;
- Insufficient consideration of sustainability for the site including power generation, provision of community gardens and rainwater collection;
- Insufficient considerations of the development upon the natural environment and carbon footprints;
- Request for rejection of the residential application for the Nine Network Willoughby Studio Site; and
- Request for the site to be developed as a school facility.

2.4.4. Website

The project website address is www.ninewilloughby.com.au. The website is the primary communication line for this project. As project information comes to hand it has been and will continue to be uploaded onto the site. The website informs the community about the project as it progresses from design formulation through to Environmental Assessment, lodgement, exhibition and determination. The site also carries a media page which incorporates:

- A 3 minute YouTube video to explain the design approach and challenges of this project;
- The presentation given at Community Workshops;



- Still photographs from the Consultation Events;
- A recording of the Community Webinar; and
- The community newsletter and media advertisements.

2.4.5. YouTube Video

A 3 minute YouTube video to explain the design approach and challenges of this project was filmed and uploaded to the website.

2.5. Newsletter

The first community newsletter was a 12 page DL colour newsletter with a print run of 4000 copies. Of these 3500 copies were used as part of a resident newsletter notification. A copy of the newsletter is detailed at Appendix B. The resident notification area is detailed at Figure 2.1 of the Communication Plan in Appendix A, and includes part of the suburbs of Willoughby South, Naremburn and Artarmon. The newsletter was distributed by a private mail distributor as Willoughby Council advised that it did not have the staff resources to assist with the distribution.

It is noted that Urban Concepts received advice from the Naremburn Progress Association that part of the Naremburn notification area had not received the newsletter. Urban Concepts contacted the mail distributor and arranged for the area in question to be redropped. We have obtained a Statutory Declaration from the mail distributor confirming that he distributed the newsletter to the residents contained within the notification area. A copy of the Statutory Declaration is detailed in Appendix C.

2.6. Stakeholder Mailout

A stakeholder letter together with a community newsletter was distributed to all stakeholders who had not been asked to the Stakeholder Roundtable Breakfast. The letter is reproduced at Appendix D. It was sent to the following stakeholders:

- Middle-Harbour Willoughby Progress Association Mr Trevor Gross
- Willoughby District Historical Society Mr Paul Storm
- Aboriginal Heritage Office Mr David Watts
- Bicycle NSW
- Hamazkaine Armenian Educational and Cultural Society
- Willoughby Environmental Protection Association
- Artarmon Primary School Ms Louise Green
- Willoughby Public School
- Cammeray Public School Mr Pam Crawley
- Willoughby Girls High School Ms Suzette Young
- Glenaeon Rudolf Steiner Preschool
- Konomi Kindergarten International
- Sue's Childcare Castlevale

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2.7. Site Signage and A3 Posters

A 3 metre by 1 metre colour banner was printed and displayed on the Artarmon Road frontage of the Nine Network Willoughby Studio Site. Reduced A3 copies of the banner were prepared and local business operators were approached to display the poster in their shop windows. Copies of the poster were also provided to Willoughby Council for display in Council operated venues such as the Willoughby Leisure Centre. The A3 Poster is reproduced at Appendix E.

2.8. Media Display Advertising

Two half page colour media advertisement have been placed in the North Shore Times advising of the project and inviting participation in the Community Consultation Events. Copies of these advertisements are reproduced at Appendix F.

2.9. Summary Information Line Participation Rates

The participation rates for each of these lines are detailed in Table 2.4 below.

TABLE 2.4 - SUMMARY OF PARTICIPATION RATES

COMMUNICATION LINE	LEVEL OF PARTICIPATION
1800 22 44 24	107 successful calls have been received on the 1800 number and 13 no-answer calls.
Project email	137 emails have been received. Of these 128 were RSVP's to consultation events and short answer questions; and 8 were residents with detailed comments and questions relating to the project.
Website	The website went live on the 26 th October 2012. Since that time 1,385 visits have been made to the website.
Display advertisements	2 half page media display advertisement have appeared in the North Shore Times. These advertisements appeared on Friday 26 th October 2012 and Friday 2 nd November 2012.
Community Newsletter	3500 community newsletter were distributed within the notification area detailed at Figure 4.1 of Appendix A. The remaining 500 newsletters were distributed to Willoughby Council for display at Council operated facilities such as the Willoughby Leisure Centre and used as part of correspondence that was delivered for the Resident Meet and Greet and the stakeholder notification.
Stakeholder Mailout	A stakeholder letter together with a community newsletter was distributed to all stakeholders who had not been asked to the Stakeholder Roundtable Breakfast. A total of 45 letters were sent to the organisations identified Section 2.6 of this report. The letter is reproduced at Appendix J.



COMMUNICATION LINE	LEVEL OF PARTICIPATION
Display Site Banner and A3 Posters	One 3 metre by 1 metre colour banner is displayed at the Artarmon Road frontage of the Nine Willoughby Site. The banner carries information about the community consultation events, the 1800 number, website and project email address so as residents can find out further information about the project. It also features a QR code that when scanned directs participants to the project website.

2.10. Community Consultation Events

The Stage 1 Community Consultation Events were designed to inform residents and interested stakeholders about the project, educate participants about the design process and how it has informed the preparation of three new Residential Concept Plans, explain each of those Concept Plans and the statutory Part 3A process that the Concept Plan application will follow. In terms of capturing community response the events provided participants with the opportunity to ask questions directly of the design team and make comments about the body of work that has been completed to date. A total of 11 Consultation Events have been staged between the 30th October and the 8th November 2012.

The events are described below together with an overview of the participation rates that they have attracted.

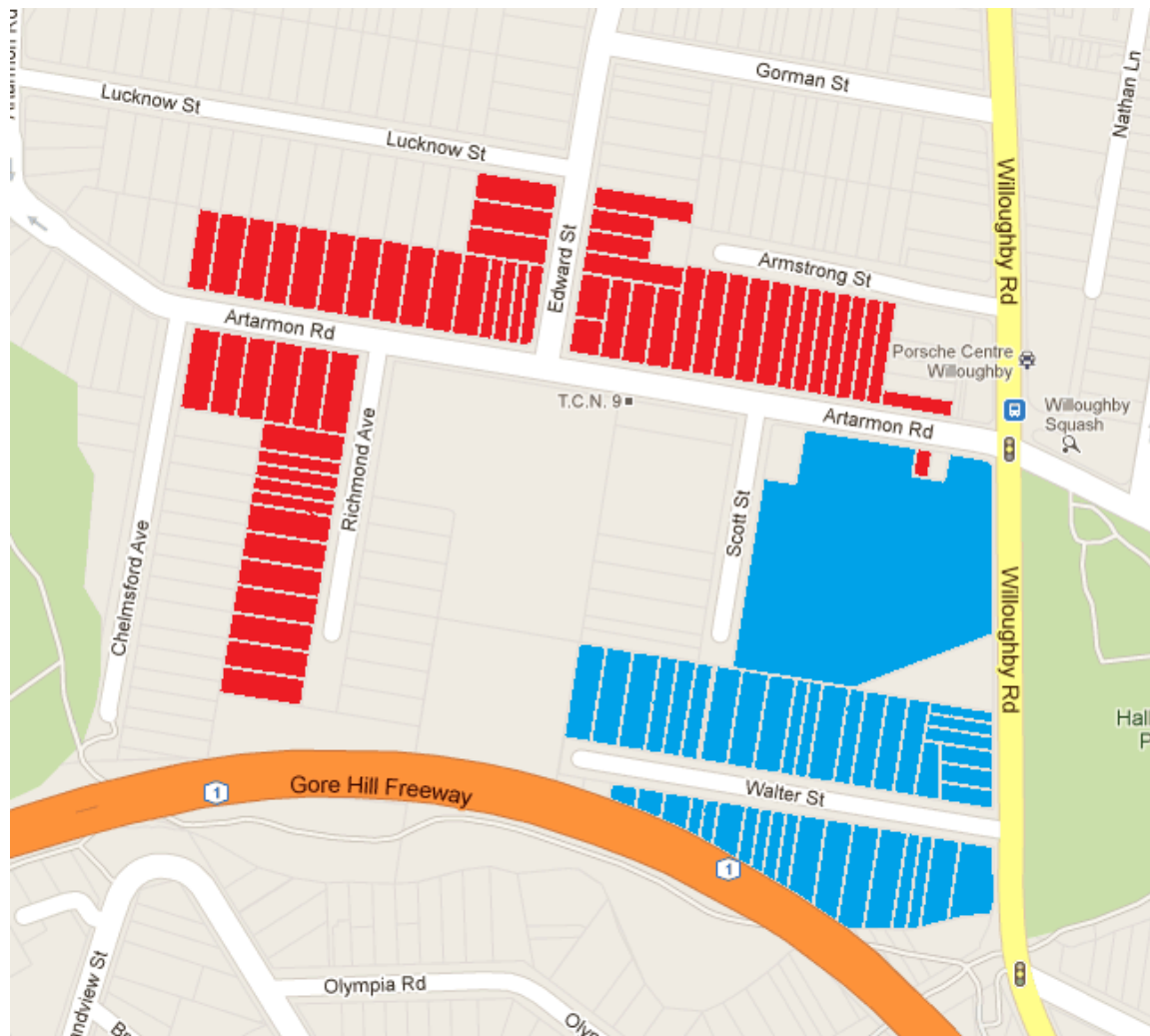
2.10.1. Resident Meet and Greet

Urban Concepts went door to door over the 30th and 31st October to the residential properties on Artarmon Road, Richmond Avenue and Walter Street. Appendix H details a schedule of the households visited during the Meet and Greet and indicates those residents who were home and those who had a letter left under their door. Figure 2.5 details a plan that identifies the properties that were visited over the two days.

The purpose of the Meet and Greet was to ensure that neighbours of the site were aware of the project and had received a copy of the community newsletter. Residents who were at home were encouraged to attend the consultation events.

During the Meet and Greet residents were given a resident letter and a community newsletter. A copy of the Resident Meet and Greet letter is contained in Appendix H.

FIGURE 2.5 - MAP FOR RESIDENT MEET AND GREET



- Visited on the 30th October
- Visited on the 31st October

Source: Google Maps

2.10.2. Stakeholder Roundtable Event

The Stakeholder Roundtable Breakfast was held on Friday 2nd November from 7am-9am at the Nine Network Willoughby Studio Site. The events were held on site as it was important for participants to understand the context of the site from within the site. The representatives of the South Willoughby, Artarmon, Naremburn, Northbridge and Federation of Progress Associations were invited to the breakfast together with all Councillors of Willoughby Council and nominated Council officers. The list of attendees is detailed overleaf. A total of 23 participants were at the event.

The events commenced with a walk around the site followed by a 40 minute presentation. This presentation is detailed at Appendix J and is the same presentation used at the Community Workshop Events. The 40 minute presentation was followed by a facilitated Question and Answer session that went for around 45 minutes.



A Record of Comments was prepared and distributed to all participants in Draft and Final format. Participants were given opportunity to review the draft and make any final comments prior to the finalisation of the Record. The Final Record of Comments was issued to participants on the 19th November 2012. The Final Record has been placed onto the project website and has been reported to the DPI as part of this Consultation Report. The Final Record of Comments is detailed in Appendix J.

INVITATIONS TO STAKEHOLDER ROUNDTABLE EVENT

The guest list for the Stakeholder Event is detailed below and the participants overleaf. The letter is reproduced at Appendix J.

- Willoughby Council Mayor Cr Pat Reilly
- Willoughby Council Cr Wendy Norton Middle Harbour Ward
- Willoughby Council Cr Judith Rutherford Middle Harbour Ward
- Willoughby Council Cr Angelo Rozos Middle Harbour Ward
- Willoughby Council Cr Stuart Coppock Naremburn Ward
- Willoughby Council Cr Michelle Sloane Naremburn Ward
- Willoughby Council Cr Nic Wright Naremburn Ward
- Willoughby Council Cr Gail Giles-Gidney Sailors Bay Ward
- Willoughby Council Cr John Hopper Sailors Bay Ward
- Willoughby Council Cr Hugh Eriksson Sailors Bay Ward
- Willoughby Council Cr Tony Mustaca West Ward
- Willoughby Council Cr Lynne Saville West Ward
- Willoughby Council Cr Mandy Stevens West Ward
- Willoughby Council Mr Nick Tobin General Manager
- Federation of Willoughby Progress Associations Mr Don Swonnell President
- Artarmon Progress Association Mr Ross Dickson President
- Naremburn Progress Association Ms Frances O'Brien President
- Northbridge Progress Association Mr Peter McNair President
- Willoughby South Progress Association Mr Bob Taffel President

CONFIRMATION OF REGISTRATION LETTER

Registered participants were sent a letter confirming their registration to attend the event. This letter detailed procedure for arrival, gave an overview of the structure of the event and provided a list of registered attendees. This document is reproduced at Appendix J.



BRIEFING PAPER

A Project Overview was prepared and emailed to registered participants prior to the Roundtable event. This document is reproduced at Appendix J.

The attendees to the event were as follows:

- Mr Brendan Bond South Willoughby Progress Association
- Mr Hugh Eriksson Willoughby City Council
- Ms Gail Giles-Gidney Willoughby City Council
- Mr Steven Head Willoughby City Council
- Ms Anita Holmberg
- Mr John Hooper Willoughby City Council
- Ms Helene Kemp Naremburn Progress Association
- Ms Viviane Laveaux Naremburn Progress Association
- Ms Linda McClure Willoughby City Council
- Mr Peter McNair Northbridge Progress Association
- Mr Tony Mustaca Willoughby City Council
- Ms Lara Nguyen Willoughby City Council
- Ms Wendy Norton Willoughby City Council
- Ms Frances Obrien Naremburn Progress Association
- Mr Roger Promnitz Naremburn Progress Association
- Mr Angelo Rozos Willoughby City Council
- Ms Lynne Saville Willoughby City Council
- Ms Michelle Sloane Willoughby City Council
- Ms Mandy Stevens Willoughby City Council
- Mr Bob Taffel South Willoughby Progress Association
- Mr Nick Tobin Willoughby City Council
- Ms Eva Wiland Editor Artarmon Gazette
- Mr Ted Wilson Federation of Progress Associations



2.10.3. Community Site Walks and Consultation Workshops

A map showing the residential location of participants in the Walks and Workshops is detailed in Figure 2.6.

SITE WALKS

A total of 6 Community Walks were held over Wednesday 7th and Thursday 8th November 2012. A total of 126 participants were involved in the Walks over the two days. An individual breakup of the participation rates is presented in Table 2.5 below.

The Walks were each an hour in duration. They were guided walks each headed by a Design Director of SJB Architects assisted by an Urban Concepts facilitator. The walk route is presented in Appendix K. Each attendee received a site map showing the walk route. It comprised a series of stops at strategic locations at which key design challenges and opportunities were presented. The Walks included a 20 minute presentation of the three Residential CP's. The CP's were each explained using scaled models that had been made specifically for the consultation events.

TABLE 2.5 - PARTICIPATION RATES

DATE	EVENT	ATTENDEES
30/10/12	Resident Meet and Greet (3.30 – 4.30pm)	57
31/10/12	Resident Meet and Greet (2.30 – 4.00pm)	43
2/11/12	Stakeholder Roundtable (7.00 – 9.00am)	23
7/11/12	Wednesday Session Community Walks	73
	3.00pm	19
	4.30pm	10
	6.00pm	44
7/11/12	Wednesday Session Community Workshop (7.00 – 9.00pm)	53
8/11/12	Thursday Session Community Walks	53
	3.00pm	9
	4.30pm	10
	6.00pm	34
8/11/12	Thursday Session Community Workshop (7.00 – 9.00pm)	61
8/11/12	Thursday Webinar (11.00am – 12.00pm)	8
TOTAL		371

2.10.4. Consultation Workshops

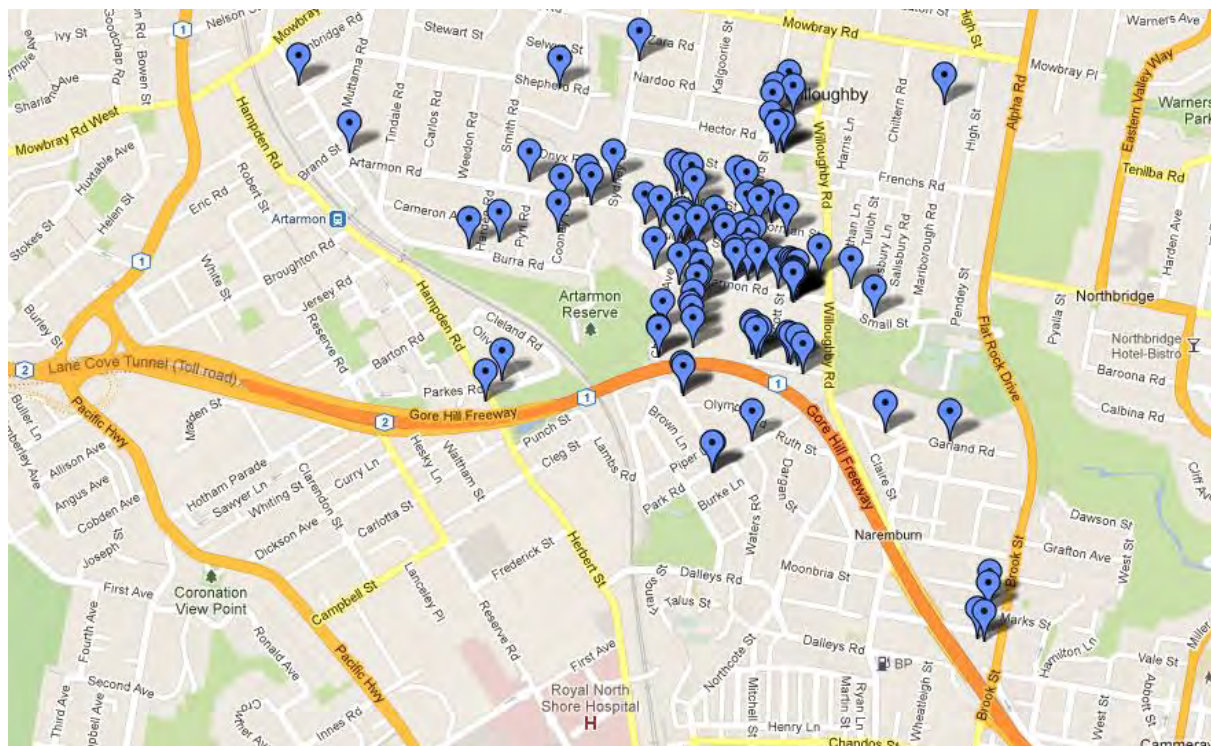
Community Workshops were held in Studio 22 of the Nine Network Studio Site on Wednesday 7th and Thursday 8th November 2012. Each Workshop was two hours in duration and was held between 7pm and 9pm. The Workshop was structured in two parts. The first part included a 40 minute presentation (being the same presentation that was given at the Stakeholder Roundtable Breakfast and detailed at Appendix I). In the second part of the Workshop participants were colour coded into red, blue and yellow discussion groups with discussion led by a Design Director of SJB assisted by an Urban Concepts facilitator. Breaking the group into smaller discussion groups enabled more participants the opportunity to have their say on this project and to ask questions directly of the design team. Various specialist consultants representing Lend Lease, AECOM Traffic and Transportation, Jane Irwin Landscape Architects and JBA Planning were also on hand to answer questions.

A total of 114 participants attended the Workshops across the two days. A breakdown across the individual events is provided in Table 2.5 above.

RECORD OF COMMENTS

A Record of Comments was prepared and has been distributed to all participants in Draft and Final format. Participants were given opportunity to review the draft and make any final comments prior to the finalisation of the record. The Final Record of Comments was issued to participants on the 30th November 2012. The Final Record has been placed onto the project website and will be reported to the DPI as part of this Consultation Report. A summary of the key issues raised are presented in Section 3 of this report.

FIGURE 2.6 - RESIDENTIAL LOCATION OF PARTICIPANTS



Source: Google Maps



2.10.5. Webinar

A Community Webinar was held on Thursday 8th November from 11am to 12pm to give participants the opportunity to view the presentation if they could not attend an onsite event. The Webinar used the same presentation that was featured at the Roundtable Breakfast and the Workshop Sessions. It was recorded and has been uploaded onto the project website. The Webinar included a question and answer session and participants were invited to complete the exit survey before leaving the event online. A total of 8 participants took advantage of the Community Webinar. The attendees at the Webinar are detailed in the

Table 2.6 below.

TABLE 2.6 - WEBINAR ATTENDEES

NAME	ENTRY	EXIT
Alfred Bocco	11:13:08 AM	11:52:25 AM
Bob Taffel	11:18:36 AM	11:52:04 AM
Darius Turner	10:47:48 AM	11:43:20 AM
Roger Promnitz	10:57:54 AM	11:27:39 AM
Stephen Kemp	10:44:52 AM	10:45:57 AM
Stuart Cumming	10:33:17 AM	11:52:19 AM
Susan Sampson	10:56:09 AM	11:52:16 AM
Valmai Morris	10:57:30 AM	11:52:01 AM

2.10.6. Market Research Exit Survey

The Community Walks, Workshops and Webinar gave all participants the opportunity to have their say by way of an independently commissioned market research exit survey. All participants were encouraged to complete a Survey Questionnaire before departing these events. The Survey comprised a series of open and closed ended questions that took around 10-15 minutes to complete. It was prepared by the market research company Katos Holdings who coded, analysed and collated the responses and then prepared a standalone report detailing its findings. A copy of the Survey Questionnaire is detailed in Appendix L. A total of 120 Questionnaires were completed across all of the events.

- Wednesday 7th November events – 50 Surveys completed
- Webinar Thursday 8th November – 4 Surveys completed
- Thursday 8th November events – 66 Surveys completed

The Top-Line Report presenting the key findings of the Survey is detailed in Appendix L and a summary follows in Section 3.4 of this report.

FIGURE 2.7 - SIGNAGE TO THE EVENT – ARTARMON ROAD ENTRY



FIGURE 2.8 - GUIDED COMMUNITY WALK – THE SATELLITE DISHES



FIGURE 2.9 - GUIDED COMMUNITY WALK – THE REAR PROPERTY BOUNDARY

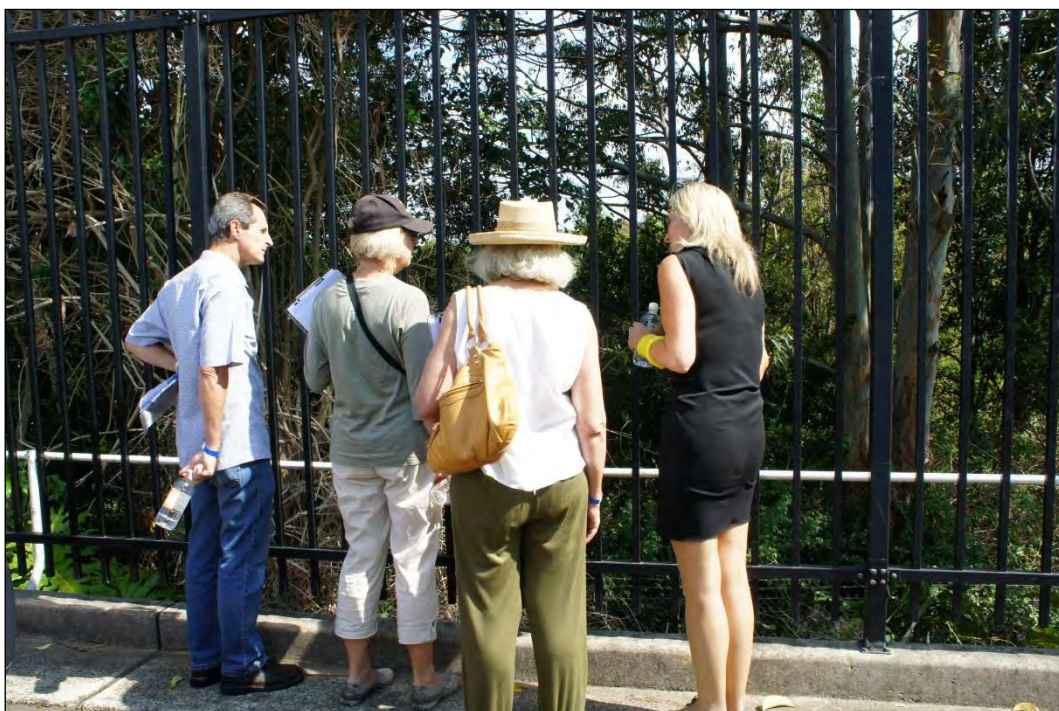


FIGURE 2.10 - GUIDED COMMUNITY WALK – CONCEPT PLAN MODELS AND SITE PLANS



FIGURE 2.11 - GUIDED COMMUNITY WALK - THE HENDERSON ROOM

