

# Engagement Plan

## 10 (Lot 500) Lampiter Drive, Mardella – Masterplan – Community Engagement Plan

### Purpose of engagement:

Formal community engagement is proposed to be undertaken to obtain community views on the Masterplan for 10 (Lot 500) Lampiter Drive, Mardella:

- To “sense” check the community sentiment towards the Masterplan at the site;
- To highlight the important role the site will play from an economic perspective and for future Shire and State Government Facilities;
- To receive community feedback on the Draft Masterplan.

### Background:

The subject (50HA) property which is referred to as ‘Webb Reserve’ is situated approximately 40km south-east of the Perth CBD. More specifically, Webb Reserve is situated near the south-western corner of the intersection of Mundijong Road and Lampiter Drive. The surrounding development is currently predominately rural lifestyle, with the majority of landholdings ranging in land area between 3.0ha to 7.0ha. The subject property is in close proximity to the future Mundijong District Structure Plan Area which will house over 50,000 residents and also to the future West Mundijong Industrial Area to the north of the reserve.

Recent discussions were held in March 2023 in which the Chief Executive Officer and the Shire President met with representatives from DFES in which they advised a Business Case was being undertaken which identified Webb Reserve as a shortlisted option a suitable location for the future DFES Training Academy.

Given future plans for the DFES Training Academy are unknown, it is recommended that any community engagement on the plan is on the overall masterplan and broad components within it. Possible naming for the engagement/masterplan could be ‘Webb Road Reserve Masterplan’.

### Summary of project/proposal:

An Environmental Assessment Report and Master Plan were undertaken to in response to the DFES opportunity and explore options to progress a range of development opportunities within 10 (Lot 500) Lampiter Drive, Mardella.

### Relevant OCM items:

- OCM227/07/20

At the July 2020 OCM Council adopted the Corporate Business Plan. This Business Plan contained details around purchasing land for the construction of a future Shire Depot. The Masterplan has considered an opportunity to construct a Shire Depot on the site as it is land owned freehold by the Shire.

## Contact Us

### Enquiries

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Fax: (08) 9525 5441  
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### In Person

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[www.sjshire.wa.gov.au](http://www.sjshire.wa.gov.au)



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## Engagement Plan

The nature of this project means that buy-in and participation from key stakeholders (DFES) is essential for the Masterplan project to be successful.

- DFES – commitment to the site (ground lease term).

### What do you want to achieve from the community engagement?

- |   |  |
|---|--|
| <input checked="" type="checkbox"/> Gathering information<br><input type="checkbox"/> Obtaining local knowledge<br><input checked="" type="checkbox"/> Obtaining feedback on activity/proposal<br><input checked="" type="checkbox"/> Obtaining feedback on draft plan/document<br><input type="checkbox"/> Identifying need(s) | <input checked="" type="checkbox"/> Validating research/data<br><input type="checkbox"/> Seeking guidance/direction<br><input type="checkbox"/> Educating community members<br><input type="checkbox"/> Other<br>..... |
|---|--|

### Is there a statutory/legal requirement to engage?

- Yes  
 No

### Planned start and end dates:

Start: TBC  
End: TBC

### Budget for engagement

\$TBC

### Key messages to the community:

- To “sense” check the community sentiment towards the Masterplan at the site.
- To highlight the important role the site can play from an economic development perspective and for future Shire and State Government facilities. This includes the economic benefits that will be delivered for the Shire, local industry and community through investment and job creation and activation of the site. In addition to this benefits that will be delivered for local services, services operating out of the site, and staff working in those services.
- To receive community feedback on the Draft Masterplan.

### Target/stakeholder groups

- |  |   |
|--|---|
| <input checked="" type="checkbox"/> General community/residents/ratepayers<br><input type="checkbox"/> Young people<br><input type="checkbox"/> Seniors<br><input type="checkbox"/> Community groups/sporting clubs<br><input type="checkbox"/> Faith/religious groups<br><input checked="" type="checkbox"/> Environmental/friends' groups<br><input type="checkbox"/> Resident/ratepayer groups<br><input type="checkbox"/> Parents' groups<br><input type="checkbox"/> Culturally and linguistically diverse people<br><input type="checkbox"/> People with disability<br><input type="checkbox"/> Aboriginal and Torres Strait Islander people | <input type="checkbox"/> Local businesses<br><input type="checkbox"/> Industry groups/peak bodies<br><input type="checkbox"/> Local schools/educational institutions<br><input type="checkbox"/> Media<br><input type="checkbox"/> Other local governments<br><input checked="" type="checkbox"/> State government(s)<br><input type="checkbox"/> Federal government<br><input checked="" type="checkbox"/> Parliamentarians/politicians<br><input checked="" type="checkbox"/> Shire Elected Members<br><input type="checkbox"/> Shire Executive<br><input type="checkbox"/> Shire staff |
|--|---|



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## Engagement Plan

### Specific stakeholders:

- DFES (Department of Fire and Emergency Services)
- Mardella / Mundijong Residents
- State Emergency Services
- DWER
- Mundijong Volunteer Bush Fire Brigade
- DBCA

### Areas/location are to be targeted as part of the engagement:

- |   |   |
|---|---|
| <input type="checkbox"/> Issue specific – not location targeted | <input type="checkbox"/> Jarrahdale           |
| <input checked="" type="checkbox"/> Whole of Shire              | <input type="checkbox"/> Karrakup             |
| <input type="checkbox"/> <Insert number> metres radius          | <input type="checkbox"/> Keysbrook            |
| <input type="checkbox"/> Other                                  | <input checked="" type="checkbox"/> Mardella  |
| .....   | <input checked="" type="checkbox"/> Mundijong |
| <input type="checkbox"/> Byford                                 | <input type="checkbox"/> Oakford              |
| <input type="checkbox"/> Cardup                                 | <input type="checkbox"/> Oldbury              |
| <input type="checkbox"/> Darling Downs                          | <input type="checkbox"/> Serpentine           |
| <input type="checkbox"/> Hopeland                               | <input type="checkbox"/> Whitby               |

### Expected/desired number of participants

- |  |                                     |
|--|-------------------------------------|
| <input type="checkbox"/> < 50                | <input type="checkbox"/> 201 - 500  |
| <input checked="" type="checkbox"/> 50 - 100 | <input type="checkbox"/> 501 -1,000 |
| <input type="checkbox"/> 101 - 200           | <input type="checkbox"/> >1,000     |

### Engagement methods

- |   |  |
|---|--|
| <input type="checkbox"/> Focus group(s)                   | <input type="checkbox"/> Interview(s)          |
| <input checked="" type="checkbox"/> Forums(s)/workshop(s) | <input checked="" type="checkbox"/> Meeting(s) |
| <input type="checkbox"/> Hardcopy questionnaire           | <input type="checkbox"/> Other                 |
| <input checked="" type="checkbox"/> Online questionnaire  | .....  |

### Description of above methods:

- Forums / Workshops – to be conducted by selected consultant (community engagement).
- Your Say SJ.
- Various advertising/communication tactics will be employed to ensure the community is aware of the project and has adequate opportunity to provide feedback.



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## Engagement Plan

Communication methods		
<p><b>Direct communication</b></p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Email</li> <li><input type="checkbox"/> Letter</li> <li><input checked="" type="checkbox"/> Meeting/face-to-face</li> <li><input checked="" type="checkbox"/> Telephone call</li> </ul> <p><b>Print communication</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Brochure</li> <li><input type="checkbox"/> Flyer</li> <li><input checked="" type="checkbox"/> FAQs</li> <li><input type="checkbox"/> Scarp Voice (monthly newsletter in The Examiner newspaper)</li> <li><input type="checkbox"/> Media Release</li> <li><input type="checkbox"/> Newspaper advert</li> <li><input checked="" type="checkbox"/> Poster</li> <li><input checked="" type="checkbox"/> Public Notice</li> </ul>	<p><b>Online communication</b></p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> SJ Matters (monthly Shire eNewsletter)</li> <li><input checked="" type="checkbox"/> Facebook post</li> <li><input type="checkbox"/> Facebook advertisement</li> <li><input type="checkbox"/> Google advertising</li> <li><input type="checkbox"/> Twitter post</li> <li><input type="checkbox"/> LinkedIn post</li> <li><input checked="" type="checkbox"/> Website (consultation page)</li> <li><input type="checkbox"/> Website (homepage banner)</li> </ul>	<p><b>Electronic communication</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Television advertisement</li> <li><input type="checkbox"/> Radio advertisement (Heritage FM)</li> </ul> <p><b>Miscellaneous</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Bus stop advertising</li> <li><input type="checkbox"/> On site meeting/listening post</li> <li><input type="checkbox"/> Shopping centre pop up</li> <li><input type="checkbox"/> Special event/launch</li> <li><input type="checkbox"/> Other</li> <li>.....</li> </ul>

Communication method	Target stakeholders	Purpose and distribution method
Targeted Stakeholder Engagement	Residents Ratepayers Visitors	

**Risk/s:** Consider what risks are associated with the project or proposal.

Risk	Risk Likelihood (based on history and with existing controls)	Risk Impact / Consequence	Risk Rating (Prior to Treatment or Control)	Principal Risk Theme	Risk Action Plan (Controls or Treatment proposed)
Risk of engaging with community on Masterplan with no formal commitment from DFES to the site.	Possible (3)	Major (4)	High (10-16)	Reputation - 4 Major - Substantiated, public embarrassment, widespread high impact on key stakeholder trust, high media profile,	Control through Messaging in engagement plan Broad information rather than specifics/ideas



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## Engagement Plan

Risk	Risk Likelihood (based on history and with existing controls)	Risk Impact / Consequence	Risk Rating (Prior to Treatment or Control)	Principal Risk Theme	Risk Action Plan (Controls or Treatment proposed)
				third party actions	re future tenancy prospects (i.e. Shire depot, State Government agencies etc)  Limited mention of DFES until confirmation of agreement

### Risk Matrix

Consequence		Likelihood				
		Insignificant	Minor	Moderate	Major	Catastrophic
		1	2	3	4	5
Almost Certain	5	Medium (5)	High (10)	High (15)	Extreme (20)	Extreme (25)
Likely	4	Low (4)	Medium (8)	High (12)	High (16)	Extreme (20)
Possible	3	Low (3)	Medium (6)	Medium (9)	High (12)	High (15)
Unlikely	2	Low (2)	Low (4)	Medium (6)	Medium (8)	High (10)
Rare	1	Low (1)	Low (2)	Low (3)	Low (4)	Medium (5)

#### Valid responses (if relevant)

For a response to be valid, the respondent must:

- Reside/own property within the Shire of Serpentine Jarrahdale;
- Be a representative of a key stakeholder group named above;
- The Shire will not accept anonymous responses.

#### Multiple/duplicate responses (if relevant)

The Shire will only accept:

- One response per person / household / rateable property;
- One formal response per organisation.



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## Engagement Plan

### Evaluation and reporting of engagement outcomes

The report will be presented to Council and will be uploaded to the “Community Consultation” section of the Shire’s website.

### Approval

Manager <Economic Development>	Date
Director <Directorate Name> (if applicable)	Date
Chief Executive Officer (if applicable)	Date