



Engagement Plan – Serpentine Heritage Precinct

PART 1 – PROJECT OVERVIEW

Title: Serpentine Heritage Precinct	
Date/s of activity:	June 2021 – November 2021
Prepared by:	Manager Governance
Nature of activity: (e.g. event, media release, campaign)	The community engagement will explore interest in purchasing Lot 23 Karnup Road to protect the site and utilise it into the future and garner ideas from the community on possible uses for the site.
Objective/s:	<p>To:</p> <ul style="list-style-type: none"> • test interest in the Shire purchasing Lot 23 Karnup Road, Serpentine for the purposes of protecting the heritage of the site and utilising the site • garner ideas from the community on the possible uses of the site • raise awareness of the cultural and heritage significance of the site • advocate for external funding to support the protection of the site
Evaluation:	The success of the engagement will be evaluated by the reach and level of participation
Audience/s:	The primary audience is residents and ratepayers of the Shire with a specific emphasis on the residents and ratepayers of Serpentine. Secondary audiences are other stakeholders and potential funders.
Budget:	The 2020-21 budget has \$44,000 remaining which could in part be utilised for expenditure on community engagement.

PART 2 – KEY MESSAGES

Audience	Message
All	We want to hear your views on purchasing the land surrounding Turner Cottage and using it into the future?
All	We want to hear about the ways the Shire could protect the heritage of the Turner Cottage site and utilise it for community, tourism or other purposes?
All	What would you like to happen to Turner Cottage?

Contact Us

Enquiries

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 Fax: (08) 9525 5441
 Email: info@sjshire.wa.gov.au

In Person

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 Open Monday to Friday 8.30am-5pm (closed public holidays)



www.sjshire.wa.gov.au



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PART 3 – ACTIVITIES

What	Channel	Responsibility	Due
Online community survey	Your say SJ	Strategic Project Specialist	Commencing August 2021
Facilitated community workshop	Clem Kentish Hall, Serpentine	Strategic Project Specialist	November 2021
Facilitated community workshop	Mundijong CRC	Strategic Project Specialist	November 2021
Pop-up	Serpentine General Store	Strategic Project Specialist	November 2021