



northern  
beaches  
council

**Partnership and Participation**  
Strategic Reference Group

# MINUTES

## **PARTNERSHIP AND PARTICIPATION STRATEGIC REFERENCE GROUP**

held in the Guringai Room, Civic Centre, Dee Why on

**WEDNESDAY 15 MAY 2019**

**Minutes of the Partnership and Participation****Strategic Reference Group****held on Wednesday 15 May 2019****in the Guringai Room, Civic Centre, Dee Why****Commencing at 6:00pm****ATTENDANCE:****Committee Members**

Cr Sue Heins (Chair)  
Mayor Michael Regan  
Cr Kylie Ferguson  
Cr Penny Philpott  
Ina Vukic  
Antony Biasi  
John Buggy  
Denice Smith  
Chris Fulton  
Hannah Jamieson

Northside Enterprise

Belrose Open Space Corridor Association

**Council Officer Contacts**

Melanie Gurney	Executive Manager Library Services
Kath McKenzie	Executive Manager Community Engagement and Communications
Kate Lewis	Business Performance Executive
Clarke Duddy	Manager Studio Production
Theo Stephens	Branch Manager Library Services
Olivia Greentree	Manager Communications
Andrew Grocott	Manager Community Engagement
Ximena Von Oven	Governance Officer

## 1.0 APOLOGIES

Apologies were received from Myriam Conrie, Steve McInnes, Caroline Glass-Pattison and Craig Susans.

## 2.0 DECLARATION OF PECUNIARY AND CONFLICTS OF INTEREST

There were no declarations of pecuniary or non-pecuniary conflicts of interest.

## 3.0 CONFIRMATION OF MINUTES OF PREVIOUS MEETINGS

### 3.1 MINUTES OF PARTNERSHIP AND PARTICIPATION STRATEGIC REFERENCE GROUP MEETING HELD 13 FEBRUARY 2019

#### *D Smith / A Biasi*

The Minutes of the Partnership and Participation Strategic Reference Group meeting held 13 February 2019 were confirmed as a true and correct record of the proceedings of that meeting.

## 4.0 UPDATE ON ACTIONS FROM LAST MEETING

### 4.1 ACTION ITEMS

#### **Changes to Parking time on Pacific Parade**

Cr Heins sought clarification about the change in relation to the time period you can park outside the shops on Pacific Parade Dee Why, asking A Biasi whether he was seeking a longer time period or shorter. He said a longer time and recommended at least 30 mins.

#### **Grant Guru Update**

Council has purchased a licence to proactively seek grant funding opportunities for priority programs and projects in which Council is delivering to the community. The community will be able to use the search tool to identify state and federal grant opportunities. There is no cost for the community to use this service. A future Website will be available to the community in due course and SRG members will be notified when it is available.

*Note: The Grant Guru page on Council's website is now live and accessible through the following link <https://northernbeaches.grantguru.com.au/>*

## 5.0 AGENDA ITEMS

### 5.1 UPDATE ON LOCAL GOVERNMENT AREA ENTRY MARKERS

K Lewis and C Duddy joined the meeting and presented on this item. The following information was provided to the group:

- The Northern Beaches Identity was recently adopted and Council is in the process of designing and installing three Local Government Area Entry Markers (markers) at Spit Bridge, Roseville Bridge and Mona Vale Road, Belrose.

- The purpose of the markers is to welcome people to the area and promote a sense of pride and belonging within our local community.
- The design and construction will reflect the extraordinary community and environment of the Northern Beaches and will be culturally sensitive.
- An amount of \$200,000 has been allocated from the New Council Implementation Fund for this purpose.
- Locations for the markers are on Roads Maritime Services (RMS) main roads and as such must meet RMS safety requirements and will require approval via the Northern Beaches Council Local Traffic Committee.
- Open tenders were sought for the design, supply and installation of the markers. The tender was promoted to local artists and suppliers on the Northern Beaches via the engagement register and existing suppliers.
- A Design Evaluation process was also implemented to ensure concepts would be within budget and meet the relevant design and technical specifications.
- Northern Beaches Council will work with the local community to determine suitable acknowledgement of traditional owners.
- The engagement process for finalising the design includes workshops with SRG members, councillors and relevant subject matter experts. The final design will be presented to Council for approval.

#### **Next Steps and Key Dates**

- SRG workshops will be held in July/August 2019 in order to involve members in the project and receive their input.
- Councillors will be briefed about the tender on 21 May 2019 and it will be presented at the Council Meeting on 28 May 2019.
- Pending confirmation the markers will be installed around December 2019/February 2020.

#### **5.2 'BE CONNECTED' DIGITAL LITERACY INITIATIVE - NORTHERN BEACHES LIBRARY SERVICE**

T Stephens presented on this item. The following information was provided to the group:

- Be Connected is a free Australian Government initiative which helps community members to gain more knowledge and skills with regards to online connectivity.
- Free interactive workshops will be held at Dee Why and Warringah Mall libraries. The workshops are designed to increase the confidence, skills and online safety of all community members.
- The Be Connected Biggest Morning Tea will be held at Northern Beaches Council Libraries from 10am to 4pm on the 23 May 2019. This event will help to raise money for Cancer Awareness and also promote the "Be Connected" program.

### 5.3 COMMUNICATIONS SURVEY REPORT

O Greentree and K Mckenzie presented on this item (presentation attached). The following information was provided to the group:

- The objective of the survey is to test satisfaction and effectiveness in regards to current Council's communication channels.
- Research has been undertaken to discover preferred communications channels and topics.
- The survey will help to inform and provide feedback to Council in the development of the Communications Framework.

### 5.4 TRENDS IN COMMUNITY ENGAGEMENT

*Note: Due to time constraints this item was deferred to the next meeting.*

## 6.0 GENERAL BUSINESS AND TOPICS FOR NEXT MEETING

### Supporting Rural Communities

- Cr Heins informed the group that councillors have been briefed on "Supporting Rural Communities in Drought". A Notice of Motion will be presented at the 28 May 2019 Council Meeting.
- The aim is to create awareness and gain knowledge on how Northern Beaches Council can help communities in need and are affected by the drought in NSW. Council has recently completed a number of solar power initiatives aimed at lowering emissions and the impact of the environment. As an example a pilot study was conducted to produce drinking water from air using sola hydro panels.
- Cr Heins requested SRG members submit additional ideas, information on how Northern Beaches Council can collaborate with communities affected by the drought.

### Topics For Next Meeting

- Busking
- Waste Bins

*The meeting concluded at 8:10pm*

This is the final page of the Minutes comprising 5 pages  
numbered 1 to 5 of the Partnership and Participation Strategic Reference Group meeting  
held on Wednesday 15 May 2019 and confirmed on Wednesday 14 August 2019

# Communications survey results

Oct & Nov 2018



## Objectives

- Test satisfaction and effectiveness with current Council communication channels
- Identify primary news and information sources
- Discover preferred communication channels and topics
- Inform development of Communications Framework



# Methodology

- **Online survey:** 3739 respondents.  
Promoted through Council channels
- **Phone survey:** 500 people, 100 from each ward
- Conducted Oct – Nov 2018
- Independently analysed and weighted as appropriate



## Media consumption

Question: How regularly – if at all – do you read the following printed publications?

	Online						Phone		
	Read Most/ Every Edition	Read every edition	Read most editions	Read occasionally	Read rarely	Do not read	Read every edition	Read occasionally	Do not read
Manly Daily	51%	27%	24%	23%	16%	10%	31%	51%	18%
Pittwater Life	15%	7%	8%	11%	13%	60%	13%	23%	65%
Peninsula Living	30%	13%	17%	23%	19%	27%	18%	33%	49%
Covered magazine	5%	2%	3%	10%	14%	71%	2%	12%	86%
Sydney Morning Herald	29%	14%	15%	25%	16%	31%			
Daily Telegraph	10%	4%	6%	19%	21%	51%			



# Online media consumption

•Question: How regularly – if at all – do you read the following online publications (including via social media)

	Every day/ Several times a week	Every day	Several times a week	Several times a month	Monthly or less	Do not visit at all
Northern Beaches Mums	5%	3%	2%	2%	5%	88%
Manly Daily online	8%	2%	6%	10%	23%	58%
Sydney Morning Herald online	29%	16%	13%	12%	14%	45%
Daily Telegraph online	8%	3%	5%	6%	11%	75%
ABC news online	31%	15%	16%	14%	14%	41%
Pittwater online news	1%	<1%	1%	3%	6%	91%
Think local	1%	<1%	1%	5%	8%	85%
Covered online hub	<1%	<1%	<1%	1%	3%	95%



## Digital media

Question: How regularly – if at all – do you listen/watch the following media?

	Every day/ Most days	Every day	Most days	Watch/liste n occasional ly	Watch/liste n rarely	Do not watch/liste n at all
ABC radio	42%	29%	13%	16%	13%	29%
Commercial radio (please list preferred stations)	44%	24%	20%	16%	11%	30%
ABC TV news	50%	31%	19%	23%	12%	16%
Commercial TV news (please list preferred stations)	45%	24%	21%	18%	12%	25%





# Use of social media

Question: How regularly – if at all – do you use the following social media?

	Every day/ Several times a week	Every day	Several times a week	Several times a month	Monthly or less	Do not use at all	At least several times a week	Less often	Do not use at all
Facebook	59%	42%	17%	7%	8%	27%	55%	15%	30%
Twitter	7%	4%	3%	4%	9%	80%	7%	9%	84%
Instagram	25%	17%	8%	7%	9%	59%	38%	11%	51%
Youtube	23%	7%	16%	26%	25%	26%			
LinkedIn	14%	5%	9%	12%	15%	58%			
Snapchat	3%	1%	2%	2%	4%	90%			

Question: Now, please select the main way you find out about Council information:

	Use at all	Main source	Use
Council website	64%	12%	45%
Council e-newsletters	82%	60%	34%
Advertising	31%	2%	49%
Facebook	26%	6%	34%
Twitter	1%	<1%	2%
Instagram	3%	<1%	14%
Signage	23%	<1%	58%
Flyers, posters or brochures at Council venues	34%	2%	43%
Banners or street flags	32%	1%	59%
Word of mouth	46%	3%	73%
Media such as newspapers or radio	39%	7%	75%
Weekly Mayor's message	22%	4%	21%
Councillor social media or newsletters	14%	2%	38%
Other (please specify)	4%	1%	-
None of these	1%	-	-

Question: You have said you have received information about Council in the following ways. Can you now please rate how effective they are in providing the information you need?

	TOTAL Effective	Very effective	Somewhat effective	Not very effective	Not effective at all	Not sure	N=
Council website	88%	30%	59%	8%	1%	3%	2399
Council e-newsletters	94%	57%	38%	3%	1%	2%	3077
Advertising	77%	17%	60%	13%	2%	8%	1166
Facebook	85%	33%	52%	10%	2%	4%	986
Twitter	74%	15%	59%	15%	3%	8%	39
Instagram	82%	31%	51%	6%	2%	11%	114
Signage	81%	20%	61%	14%	1%	4%	879
Flyers, posters or brochures at Council venues	80%	21%	59%	13%	3%	5%	1271
Banners or street flags	82%	25%	58%	13%	1%	3%	1209
Word of mouth	74%	21%	52%	19%	3%	4%	1736
Media such as newspapers or radio	83%	26%	57%	12%	2%	4%	1444
Weekly Mayor's message	87%	33%	54%	9%	1%	3%	843
Councillor social media or newsletters	79%	28%	50%	10%	4%	7%	527
Other (please specify)	62%	40%	22%	5%	6%	27%	139

Question: Regardless of how you currently find Council information, how would you prefer to find out Council information? Please select up to 3.

	%	Preferred way
Council website	39%	29%
Council e-newsletters	82%	34%
Advertising	10%	16%
Facebook	22%	27%
Twitter	1%	4%
Instagram	4%	12%
Signage	7%	22%
Flyers, posters or brochures at Council venues	11%	24%
Banners or street flags	12%	22%
Word of Mouth	6%	29%
Media such as newspapers or radio	28%	40%
Weekly mayors message	-	9%
Councillor social media or newsletters	-	20%
Other (please specify)	5%	22%
None of these	1%	-

Question: You have said that you subscribe to the following Council electronic newsletters. Can you now please rate how effective they are in providing the information you need?

**Note:** only those respondents who said subscribed to each eNewsletter were asked about it's effectiveness.

	<b>TOTAL Effective</b>	<b>Very effective</b>	<b>Somewhat effective</b>	<b>Not very effective</b>	<b>Not effective at all</b>	<b>Not sure</b>	<b>N=</b>
'Northern Beaches News'	<b>97%</b>	59%	39%	2%	0%	1%	1803
'Northern Beaches What's On'	<b>98%</b>	62%	36%	1%	0%	1%	1526
Project Updates	<b>93%</b>	54%	40%	5%	1%	1%	648
Cooee	<b>92%</b>	53%	39%	4%	1%	3%	156
Creative News	<b>94%</b>	65%	29%	4%	0%	2%	103
Library news	<b>94%</b>	59%	35%	3%	1%	2%	669
Glen Street Theatre eNews	<b>97%</b>	63%	34%	2%	0%	1%	921
Mayor's message	<b>93%</b>	51%	42%	4%	2%	1%	378
Manly Art Gallery and Museum	<b>98%</b>	70%	28%	1%	1%	1%	200
Enews from the aquatic centres	<b>90%</b>	40%	50%	3%	0%	7%	30
Disability newsletter	<b>93%</b>	75%	18%	7%	0%	0%	55
Other	<b>62%</b>	37%	25%	10%	6%	23%	52



Question: Would you agree or disagree that the information provided by Northern Beaches Council is...

	<b>TOTAL Agree</b>	<b>TOTAL Disagree</b>	<b>Strongly agree</b>	<b>Agree</b>	<b>Disagree</b>	<b>Strongly disagree</b>	<b>Not sure</b>
Accurate	<b>85%</b>	<b>3%</b>	21%	64%	2%	0%	12%
Timely and up-to-date	<b>84%</b>	<b>6%</b>	18%	66%	5%	1%	11%
Relevant	<b>87%</b>	<b>4%</b>	18%	69%	4%	0%	9%
Interesting	<b>84%</b>	<b>7%</b>	15%	69%	6%	1%	9%
Easy to understand	<b>90%</b>	<b>5%</b>	21%	69%	4%	1%	5%
Covering a range of topics	<b>86%</b>	<b>6%</b>	18%	68%	5%	1%	8%
Generally what you need and of a quality you expect	<b>82%</b>	<b>8%</b>	16%	66%	7%	2%	10%



Question: Which of the following topics are you most interested in receiving information about?  
Please select up to 5.

	%
Events	66%
Library services	25%
Projects where we are seeking community input	40%
Decisions of the elected Council	37%
New community infrastructure and capital works	57%
Transport and traffic	59%
Environmental management and education	39%
Waste management	31%
Arts and cultural activities	44%
Development proposals	37%
Services for children like childcare and vacation care	10%
Other (please specify)	2%
None of these	1%

Question: Would you like to know more about the decisions, news and events of your local council?

	%
Yes	61%
No	34%
Not sure	5%



# Key learnings

1. Local media is still good target
2. ABC & SMH back up
3. We are on the right track with our existing channels.
4. There is an appetite for more
5. Focus on growth above new/different approaches
6. Use data to make marketing decisions



## Discussion

