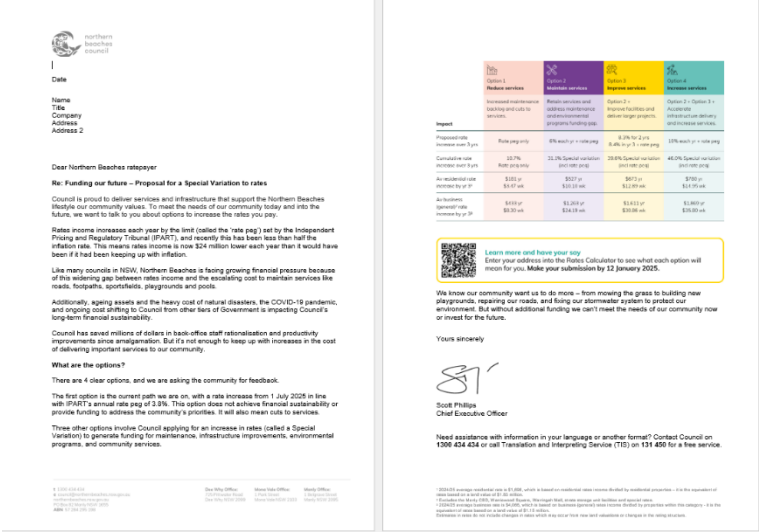
Communication collateral and Engagement activities undertaken by Northern Beaches Council

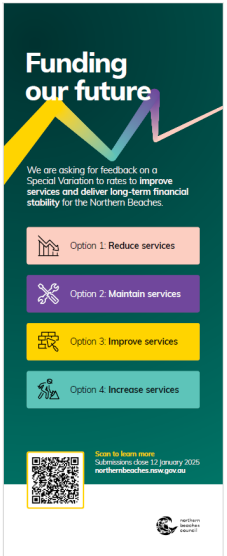


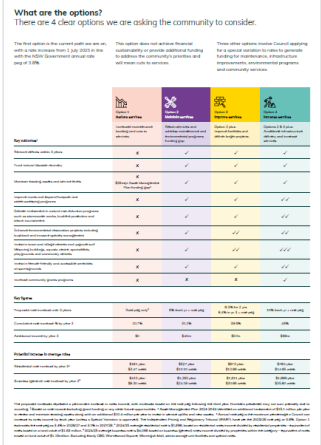
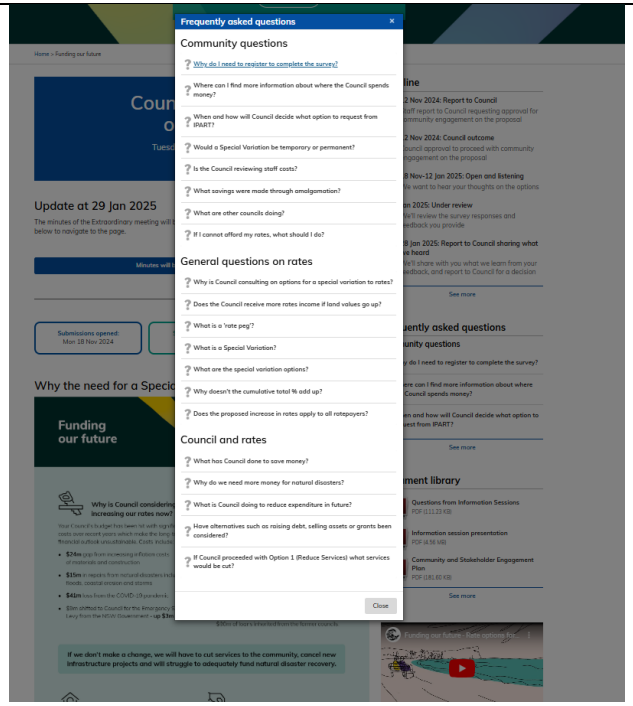
northern beaches council

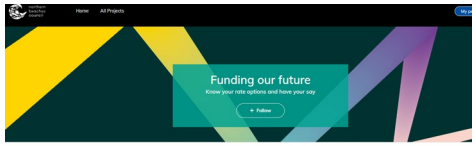
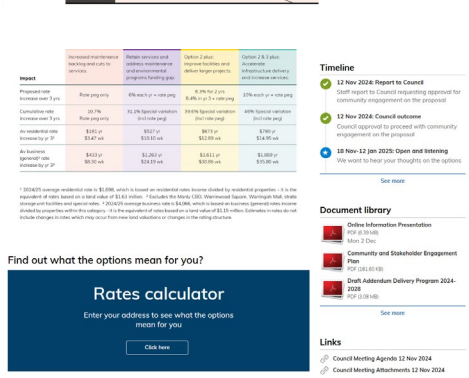
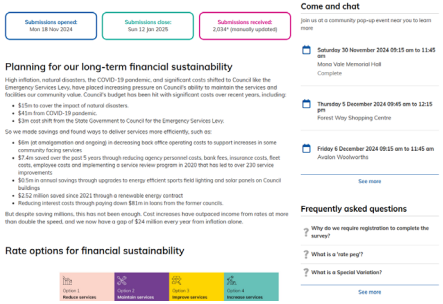
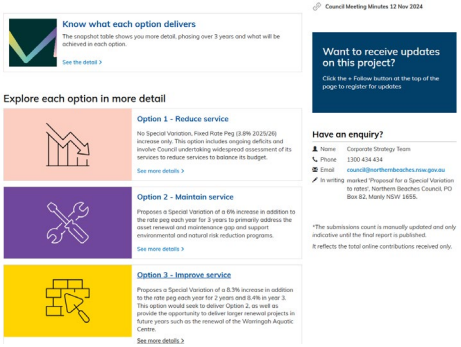
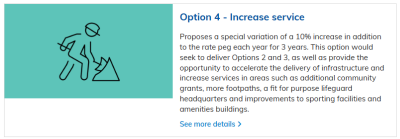
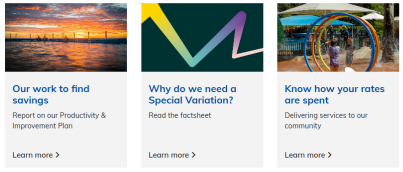
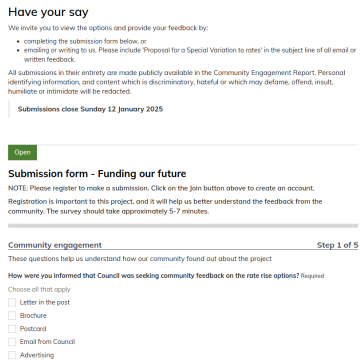
Communication collateral & Engagement activities undertaken by Northern Beaches Council

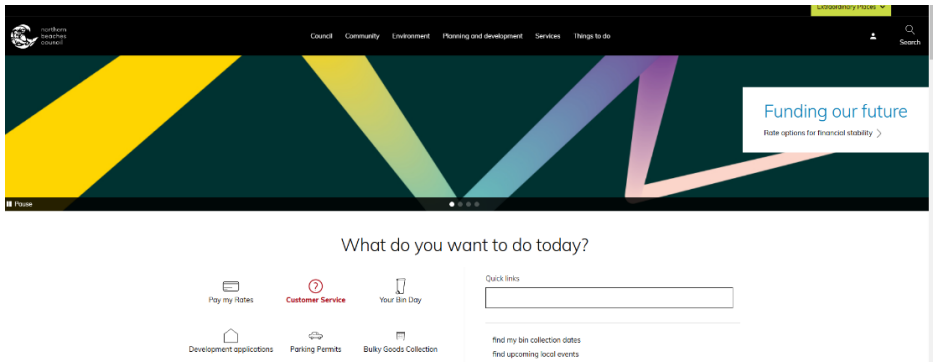
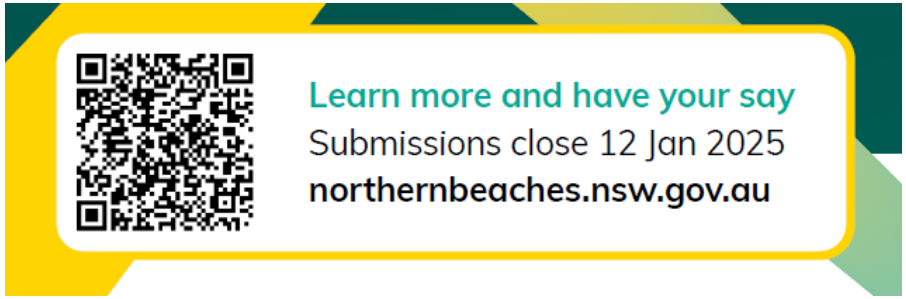
Communication activity	Timing	Audience	Evidence	Outcome
COLLATERAL				
Direct Mail: letter poster to all ratepayers	13 Nov 2024	All ratepayers – resident & businesses	Special variation letter sent to residential rate payers and businesses via Forms Express 	Personalised letter to residents outlining what the SV to rates is, the proposal, the rates calculator, and feedback channels – using unique QR code to drive traffic to Your Say page for more information. The letter helped educate and raise awareness among ratepayers, and drive participation and engagement. Hardcopy posted to 96,156 residents. 81% of online survey respondents said they we aware through the letter in the mail.
Postcards	15 Nov 2024	Ratepayers and residents		2000 postcards printed and distributed across 12 locations including Libraries, Customer Service Centres and Aquatic Centres, driving traffic to Your Say page.

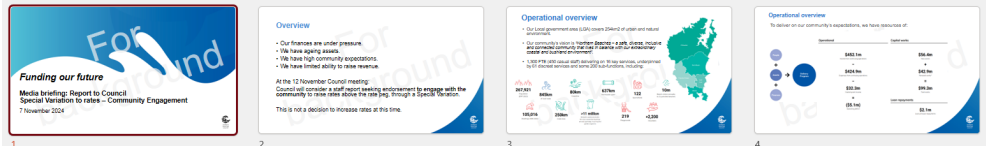
Communication collateral & Engagement activities undertaken by Northern Beaches Council

Communication activity	Timing	Audience	Evidence	Outcome
Brochure	15 Nov 2024	Ratepayers & residents Visitors to council facilities Handed out at pop up events Shared online at your Say		1200 brochures printed and distributed across 12 locations including • Council • Warringah Aquatic Centre • Manly Andrew Boy Charlton Aquatic Centre Brochure was distributed as handout at pop up events, providing a plain English, high level overview of the options, information about the engagement process and information on how to provide feedback an get more information.
Pop up banners and posters	18 Nov 24	Community members, local business visitors to pop up events	 	Banners displayed at Council Customer Service Centres highlighted the 4 options and drove customers to the Your Say page through call to action and QR code: • Dee Why • Manly • Mona Vale • PCYC Dee Why And Council Libraries • Dee Why Library • Forestville Library • Glen Street Library • Manly Library • Mona Vale Library • Warringah Mall Library

Communication activity	Timing	Audience	Evidence	Outcome
Fact sheet	Nov 24	Ratepayers and residents	 	2000 x A3 foldable sheet was made available at pop ups online at the You Say page. This collateral provided key information about the options and rationale for the rate rise.
Frequently asked questions	15 Nov 2024			A set of FAQs made available on the Your Say page that were updated in response to customer feedback as the campaign ran. The answers were revealed when clicked on.
DIGITAL				

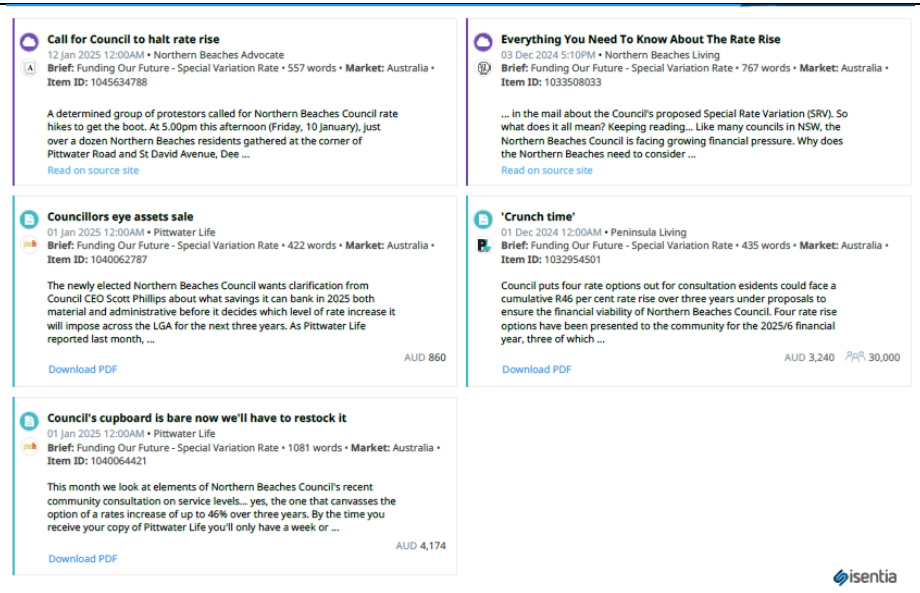
Communication activity	Timing	Audience	Evidence	Outcome
Your Say website project page	18 Nov 2024 to 12 Jan 2025	Public	https://yoursay.northernbeaches.nsw.gov.au/funding-our-future (Below images show the page during the consultation period, images taken from 3/12/2024)         	Dedicated Your Say page explaining the SRV proposal, objectives, options, and feedback forms Total page views: 45,419 Visits (individual browsing sessions): 36,875 Visitors (single browsing session): 26,469 Average time on page: 3min 10 sec Contributions: 5,538 Contributors: 5,514 Followers on project page: 2,969 The high level of awareness generated across the multi-channel communications campaign drove the highest level of visitation to a Your Say page in comparison with other Council project pages in recent years - 5 times the volume seen on most other project pages.

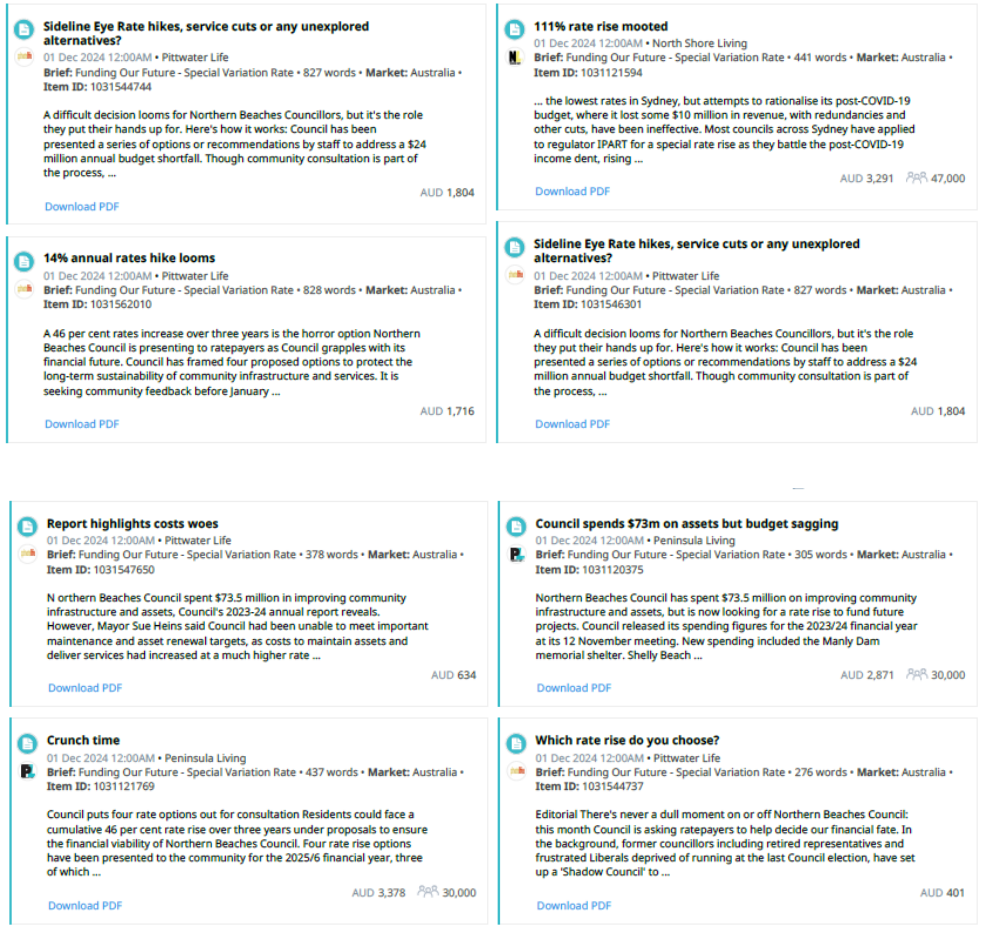
Communication activity	Timing	Audience	Evidence	Outcome
Corporate website	18 Nov 2024	Residents and ratepayers		Home page Carousel, delivering 1,482 clicks from 1,034 users
Interactive online rates calculator	Launched on 15 Nov 2024 and available during / after engagement		https://www.northernbeaches.nsw.gov.au/council/rates-and-fees/rates-information/special-variation-rates-calculator **Rates calculator** Use this calculator to estimate your Northern Beaches Council rates under the 4 proposed scenarios phased in across the next 3 financial years. For information on each option's service levels and community infrastructure impacts visit Your Say. **Note:** This calculator only reflects the rates component of your rates notice. The increases proposed do not apply to waste and stormwater service charges. Please visit the Rates FAQs on our website for a search tool to see what rates and charges apply to your property. **Select property** **Enter your address:** **Unable to find your address?** Please check the property address listed on your recent rates notice as some properties may have an alternative name. Properties that have recently been subdivided or consolidated or that are undergoing rating or valuation changes may not be available. Please contact our Rates Team to assist you.	There were 13,388 users (13% of ratepayers or 1 in every 8 ratepayers). The calculator allowed individual ratepayers to better understand the actual dollar impact on their property as a result of the proposed special variation to rates options.
QR Code	Launched on 15 Nov 2024 and available during engagement			A QR code was used on the direct mail letter, brochure, postcard, print adverts, pull up banners and bus stops posters, driving 13,294 visits to the Your Say project page. The highest use of a QR code seen at Council.

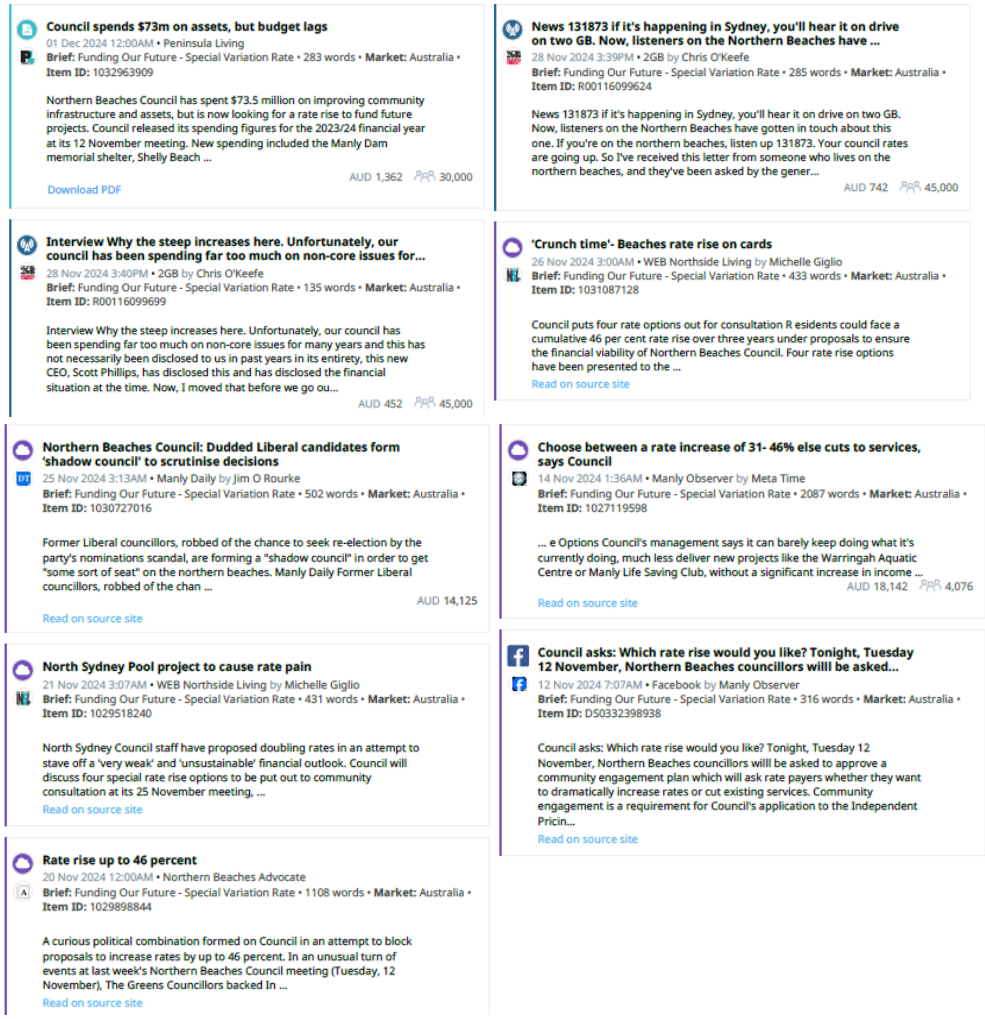
Communication activity	Timing	Audience	Evidence	Outcome
Media release	13 Nov 2024		[Have your say on Council's long term financial sustainability]  Have your say on Council's long term financial sustainability	Distributed and followed up.
Media briefings	7 Nov 2025	• Manly Observer • Peninsula Living • Pittwater Life • Northern Beaches Advocate • Manly Daily	Media briefing presented to local editors prior to the report being included on the 12 November Council meeting agenda. Briefing was held online 11am - 11.45am via Microsoft Teams. 	All local media were invited - Manly Observer and Peninsula Living attended, where the other titles were provided briefing packs and follow up information. Various editorials – see media stories section of this table

Communication collateral & Engagement activities undertaken by Northern Beaches Council

Communication activity	Timing	Audience	Evidence	Outcome
				

Communication activity	Timing	Audience	Evidence	Outcome
				
Media outcomes	12 Nov 2024 - 16 Jan 2025	Local, metro and national audiences		An analysis of coverage published measuring volume between Funding Our Future campaign period found 23 mentions. This coverage reached a cumulative potential reach of 261,076 and an ASR of AUD 76,369. The media type with the highest volume was Newspaper with 12 mentions The media type with the highest potential reach was Newspaper with a total Potential Reach of 167,000 The media type with the highest ASR was Online with a total ASR of AUD 49,640

Communication activity	Timing	Audience	Evidence	Outcome
				

Communication activity	Timing	Audience	Evidence	Outcome
				

Council spends $73m on assets, but budget lags
01 Dec 2024 12:00AM • Peninsula Living
Brief: Funding Our Future - Special Variation Rate • 283 words • **Market:** Australia • **Item ID:** 1032963909

Northern Beaches Council has spent $73.5 million on improving community infrastructure and assets, but is now looking for a rate rise to fund future projects. Council released its spending figures for the 2023/24 financial year at its 12 November meeting. New spending included the Manly Dam memorial shelter, Shelly Beach ...

AUD 1,362 30,000

Download PDF

News 131873 if it's happening in Sydney, you'll hear it on drive on two GB. Now, listeners on the Northern Beaches have ...
28 Nov 2024 3:39PM • 2GB by Chris O'Keefe
Brief: Funding Our Future - Special Variation Rate • 285 words • **Market:** Australia • **Item ID:** R00116099624

News 131873 if it's happening in Sydney, you'll hear it on drive on two GB. Now, listeners on the Northern Beaches have gotten in touch about this one. If you're on the northern beaches, listen up 131873. Your council rates are going up. So I've received this letter from someone who lives on the northern beaches, and they've been asked by the gener...

AUD 742 45,000

Interview Why the steep increases here. Unfortunately, our council has been spending far too much on non-core issues for...
28 Nov 2024 3:40PM • 2GB by Chris O'Keefe
Brief: Funding Our Future - Special Variation Rate • 135 words • **Market:** Australia • **Item ID:** R00116099699

Interview Why the steep increases here. Unfortunately, our council has been spending far too much on non-core issues for many years and this has not necessarily been disclosed to us in past years in its entirety, this new CEO, Scott Phillips, has disclosed this and has disclosed the financial situation at the time. Now, I moved that before we go ou...

AUD 452 45,000

'Crunch time'- Beaches rate rise on cards
26 Nov 2024 3:00AM • WEB Northside Living by Michelle Giglio
Brief: Funding Our Future - Special Variation Rate • 433 words • **Market:** Australia • **Item ID:** 1031087128

Council puts four rate options out for consultation R esidents could face a cumulative 46 per cent rate rise over three years under proposals to ensure the financial viability of Northern Beaches Council. Four rate rise options have been presented to the ...

Read on source site

Northern Beaches Council: Dudded Liberal candidates form 'shadow council' to scrutinise decisions
25 Nov 2024 3:13AM • Manly Daily by Jim O Rourke
Brief: Funding Our Future - Special Variation Rate • 502 words • **Market:** Australia • **Item ID:** 1030727016

Former Liberal councillors, robbed of the chance to seek re-election by the party's nominations scandal, are forming a "shadow council" in order to get "some sort of seat" on the northern beaches. Manly Daily Former Liberal councillors, robbed of the chan ...

AUD 14,125

Read on source site

Choose between a rate increase of 31- 46% else cuts to services, says Council
14 Nov 2024 1:36AM • Manly Observer by Meta Time
Brief: Funding Our Future - Special Variation Rate • 2087 words • **Market:** Australia • **Item ID:** 1027119598

... e Options Council's management says it can barely keep doing what it's currently doing, much less deliver new projects like the Warringah Aquatic Centre or Manly Life Saving Club, without a significant increase in income ...

AUD 18,142 4,076

Read on source site

North Sydney Pool project to cause rate pain
21 Nov 2024 3:07AM • WEB Northside Living by Michelle Giglio
Brief: Funding Our Future - Special Variation Rate • 431 words • **Market:** Australia • **Item ID:** 1029518240

North Sydney Council staff have proposed doubling rates in an attempt to stave off a 'very weak' and 'unsustainable' financial outlook. Council will discuss four special rate rise options to be put out to community consultation at its 25 November meeting, ...

Read on source site

Council asks: Which rate rise would you like? Tonight, Tuesday 12 November, Northern Beaches councillors willl be asked...
12 Nov 2024 7:07AM • Facebook by Manly Observer
Brief: Funding Our Future - Special Variation Rate • 316 words • **Market:** Australia • **Item ID:** DS0332398938

Council asks: Which rate rise would you like? Tonight, Tuesday 12 November, Northern Beaches councillors willl be asked to approve a community engagement plan which will ask rate payers whether they want to dramatically increase rates or cut existing services. Community engagement is a requirement for Council's application to the Independent Pricin...

Read on source site

Rate rise up to 46 percent
20 Nov 2024 12:00AM • Northern Beaches Advocate
Brief: Funding Our Future - Special Variation Rate • 1108 words • **Market:** Australia • **Item ID:** 1029898844

A curious political combination formed on Council in an attempt to block proposals to increase rates by up to 46 percent. In an unusual turn of events at last week's Northern Beaches Council meeting (Tuesday, 12 November), The Greens Councillors backed In ...

Read on source site

Communication activity	Timing	Audience	Evidence	Outcome

Northern Beaches Council set to ask households if they'll accept 14 per cent rate rise

12 Nov 2024 3:03AM • Manly Daily by Jim O Rourke
Brief: Funding Our Future - Special Variation Rate • 642 words • **Market:** Australia • **Item ID:** 1026317292

... . Staff pointed out that without the special rate variation, projects like the refurbishment of the Warringah Aquatic Centre, and building the new Manly Life Saving Club, would "not be possible" ...

AUD 17,373

Read on source site

Peninsula Living, December 2024



Mayor Heins at the launch of the council's e-bike safety campaign at Manly Beach back in May with students from Stella Maris

Council spends $73m on assets but budget sagging

Northern Beaches Council has spent $73.5 million on improving community infrastructure and assets, but is now looking for a rate rise to fund future projects.

Council released its spending figures for the 2023/24 financial year at its 12 November meeting. New spending included the Manly Dam memorial shelter, Shelly Beach and Little Manly amenities, improving accessibility for Rowland Reserve amenities and upgrading outdoor facilities at Warriewood Surf Life Saving Club.

Mayor Sue Heins said council remained focused on delivering services and supporting the 'wonderful' community, while also protecting the natural environment.

Council won several awards, including Long Reef Surf Club winning the Local Government Excellence Awards and Frank Gray Oval being named Cricket NSW's Suburban Cricket Ground of the Year.

Achievements included a state-wide first with the launch of the 'Know the Code' e-bike safety campaign in May; and in an Australian first, designation of Palm Beach Headland as an Urban Night Sky Place by DarkSky International. There have been $2.5 million in savings on electricity costs since 2021, thanks to the 100% renewable energy agreement. In terms of infrastructure, there was 9.4km of road resurfacing and 5km of new footpaths.

"While we continue to strive to deliver services and infrastructure for our community it has become increasingly more difficult," Mayor Heins said.

"Costs to maintain our assets and deliver our services have been increasing at a much higher rate than our rates income in recent years. This has meant we weren't able to meet important maintenance and asset renewal targets in the 2023/24 financial year."

Council is now consulting with the community on a potential rate rise in order to ensure it can continue to fund infrastructure and other projects.



The new Warriewood Community Centre has required a $10 million loan

'Crunch time'

Council puts four rate options out for consultation

Residents could face a cumulative 46 per cent rate rise over three years under proposals to ensure the financial viability of Northern Beaches Council.

Four rate rise options have been presented to the community for the 2025/6 financial year, three of which involve a special rate variation (SRV) which must be authorised by regulator IPART.

Staff have recommended the SRV options to help council offset high inflation and decreasing income, with rate pegging lower than inflation for many years. Council is facing a $5 million deficit for 2024/5, with $255 needed in the next 10 years for asset renewal.

"Income levels are no longer sufficient to fund operating expenses, invest in the ongoing renewal of infrastructure assets required and provide the necessary working capital to manage unexpected events, a scenario which is not sustainable and without intervention will continue to reduce services to the community," staff told council on 11 November.

Councillors were divided on the rate increase, with Vincent De Luca advocating council first explore cutting projects, examining organisational structure and focussing on core business activities. However, council voted by nine to six for the rate options to go out to community consultation.

Mayor Sue Heins told *PL* that while councillors were 'very aware that everyone's feeling the pinch... our long term financial sustainability is really important for us to continue.'

"We've been absorbing costs for so long now that it's really starting to hurt."

Mayor Heins said that council had already looked at internal cost savings through workplace reform, service reviews and property rationalisation. "But there's only so much you can squeeze. The reality of it is that there is a real difference between money coming in and money going out."

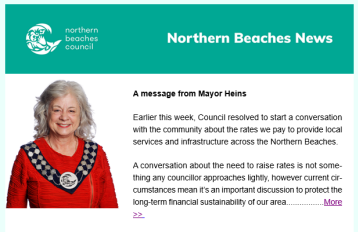
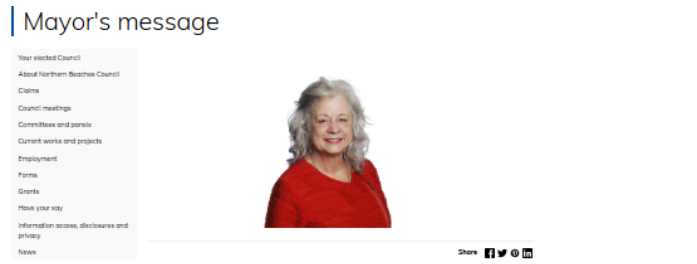
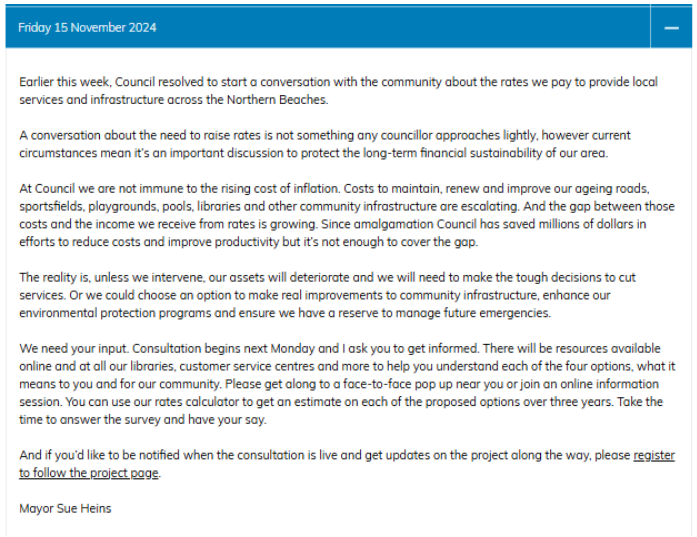
Under the proposed three special rate variations, rates would increase cumulatively over three years. The base option would see a 9.8% rise in the first year, with services 'maintained'. The 'golden standard' would be a 13.8% rise (46% cumulative over three years), which would mean increased services, faster infrastructure delivery and an expanded grants program.

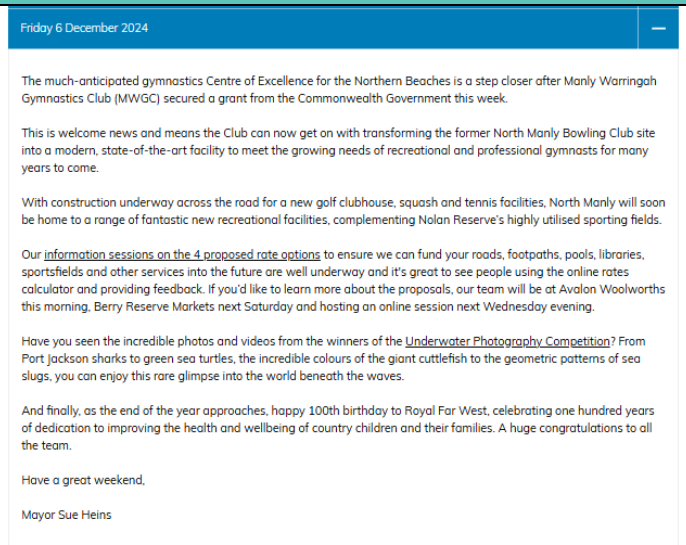
Mayor Heins encouraged all residents to have their say so councillors could inform their vote on which option to choose after the consultation ends on 12 January. "I do not want to see us reduce community-facing services (like) childcare, libraries, swimming pools.

"Crunch time has come. I think if we're not open and transparent with the community about what the financial long term sustainability is, then we're not doing our job."

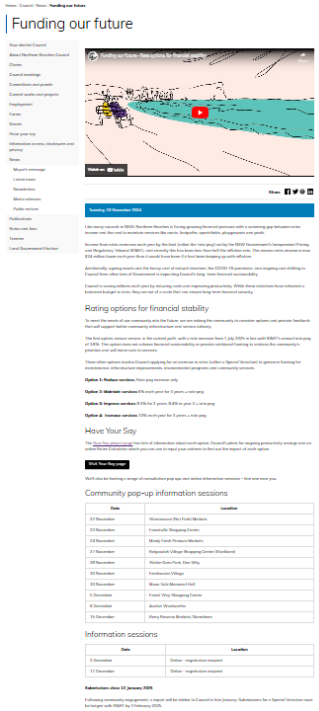
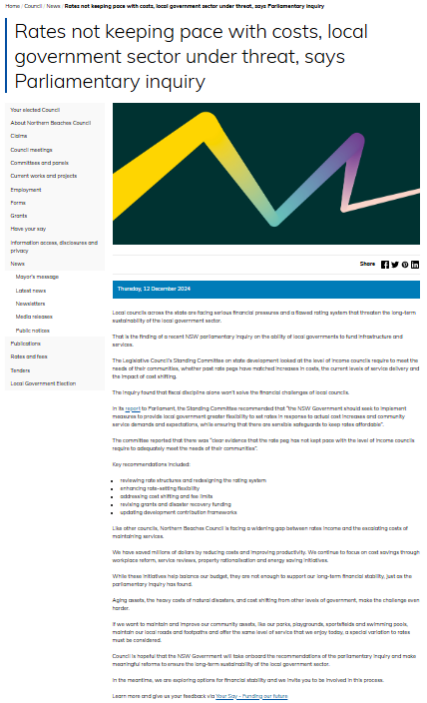
For full details of consultations, see council's website. IPART's decision would be due in May/June 2025.

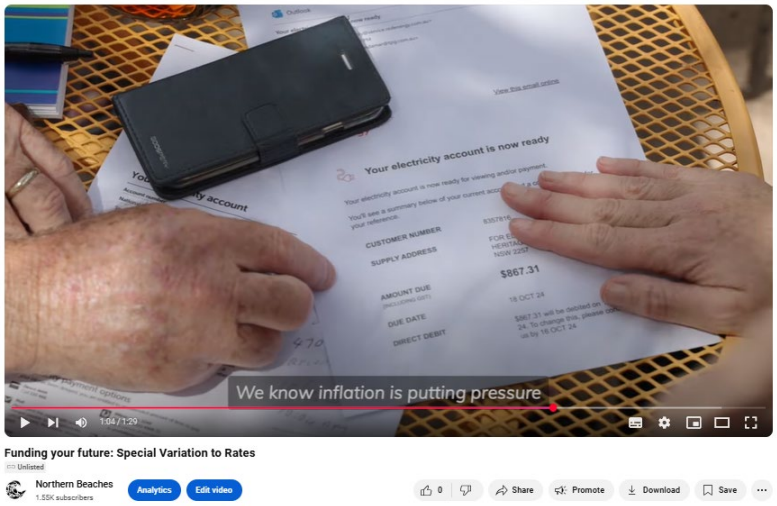
Communication activity	Timing	Audience	Evidence	Outcome
			Pittwater Life December 2024 **Report highlights costs woes** Northern Beaches Council spent $73.5 million in improving community infrastructure and assets, Council's 2023-24 annual report reveals. However, Mayor Sue Heins said Council had been unable to meet important maintenance and asset renewal targets, as costs to maintain assets and deliver services had increased at a much higher rate than Council's actual rates income in recent years. Nonetheless, Mayor Heins said Council's focus delivered services and supported the community, while also protecting our natural environment. "This included a new memorial shelter at Manly Dam, new amenities at Shelly Beach and Little Manly, improving accessibility for Rowland Reserve amenities and upgrading outdoor facilities at Warriewood Surf Life Saving Club and commencing work on the new Warriewood Community Centre," she said. It was also another year of awards and accolades for Council, with Long Reef Surf Club winning the Local Government Excellence Awards and Frank Gray Oval being named Cricket NSW's Suburban Cricket Ground of the Year. Highlights of the annual report include: $73.5 million investment in improving community infrastructure and assets including 9.4km of road resurfacing and 5km of new footpaths $2.5 million saving on electricity costs since 2021, thanks to the 100% renewable energy agreement Development of the Northern Beaches Waste and Circular Economy Strategy 2040 to transform waste and litter management for a cleaner and more sustainable future Launch of the 'Know the Code' e-bike safety campaign Designation of Palm Beach Headland as an Urban Night Sky Place by DarkSky International – an Australian first Belrose Children's Centre receiving the highest level of 'excellent' in the national recognition scheme – becoming one of 29 centres across all of Australia to reach that level Adoption of Council's first Multicultural Inclusion Plan – Champion Diversity 2024-2029 to ensure Council's systems and processes can support the unique needs of people who speak community languages. "While we continue to strive to deliver services and infrastructure for our community it has become increasingly more difficult," Mayor Heins said. "Costs to maintain our assets and deliver our services have been increasing at a much higher rate than our rates income in recent years. This has meant we weren't able to meet important maintenance and asset renewal targets in the 2023-24 financial year." **"For more information or to view the Annual Report visit Council's website.** Pittwater Life, December 2024 **14% annual rates hike looms** A 46 per cent rates increase over three years is the horror option Northern Beaches Council is presenting to ratepayers as Council grapples with its financial future. Council has framed four proposed options to protect the long-term sustainability of community infrastructure and services. It is seeking community feedback before January 12, whereafter submissions will be considered before the newly elected Council will meet to vote on which option is submitted to the Independent Pricing and Regulatory Tribunal (IPART) in early February. If rubber stamped by IPART, the Councillors-preferred option will be locked in for three years. The options Council will vote on – from least to maximum hip-pocket pain – include schedules that would see a reduction of existing services; maintained services; improved services; or increased services. At a bare minimum, ratepayers face a bolted-down 3.8 per cent rate peg for 2025-26 – already mandated by IPART – for reduced Council services. If adopted, this would see a cumulative rate hike of 10.7 per cent through the 2027-28 financial year (rate pegs adjusted for Years 2 and 3). Option 2 (status quo/maintained current level of services) involves the 3.8 per cent rate peg plus a special variation (SV) of 6 per cent per year (total 9.8 per cent in 2025-26) – for a cumulative 31.1 per cent increase over three years. Option 3 (improved services) involves a 39.6 per cent rates increase over three years – including the 3.8 per cent rate peg plus 8.3 per cent SV (total 12.1 per cent) in 2025. Option 4 (increased services) would see rates soar 13.8 per cent per year (3.8 per cent rate peg plus 10 per cent SV) – for a 46 per cent cumulative increase over three years. In a statement on its website, Council explained that like many Councils in NSW, Northern Beaches was facing growing financial pressure with "a widening gap between rates income and the cost to maintain services like roads, footpaths, sports fields, playgrounds and pools". "Rates income increases each year by the limit (called the 'rate peg') set by IPART, and recently this has been less than half the inflation rate," Council said. "This means rates income is now $24 million lower each year than it would have been if it had been keeping up with inflation." Council added that ageing assets and the heavy cost of natural disasters, the COVID-19 pandemic, and ongoing cost shifting to Council from other tiers of Government was significantly impacting Council's long-term financial sustainability. "Council has consistently looked for ways to reduce costs and improve productivity like saving $2.5 million over three years through 100 per cent renewable energy agreement, savings in insurances and fees and improving the organisational structure to place more positions in community-facing services. "While these initiatives have supported Council's financial sustainability to date, they are not of a scale that can ensure its financial security long term. "To meet the needs of our community today and into the future, we are asking the community to consider four options to support community infrastructure for the future." It said the first option, reduced service, was the current path, with a rate increase from 1 July 2025 in line with the NSW Government annual rate peg of 3.8 per cent. It warned however: "This option does not achieve financial sustainability or provide additional funding to address the community's priorities and will mean cuts to services." The three other options involving SVs would help generate funding for maintenance, infrastructure improvements, environmental programs and community services. Mayor Sue Heins said the rates proposals were one of the most important conversations Council could have with the community. "Talking with our community about rate increases is challenging, especially when we know the cost of living is hitting hard," she said. "We wouldn't be considering these options if we didn't think it was critically important to the future of the Northern Beaches. "The investment needed to maintain, renew, and improve our ageing roads, sports fields, playgrounds, pools, libraries, and other community infrastructure is escalating. "Without additional funding they will deteriorate and services will need to be cut back. "I encourage everyone to review the four options proposed, use the rates calculator to understand the impacts on your individual rates, join an information session, be part of the conversation and have your say." (Council has prepared an 'options snapshot' which readers can view *on pages 4-5* of this magazine.) Council's community engagement closes Sunday 12 January 2025 (see 'Your Say' on Council website.) In Pittwater, Council will host consultation pop-ups at **Mona Vale Memorial Hall** (30 November), **Avalon Beach Woolworths** (6 December) and **Berry Reserve Markets** (15 December). Online information session will be held on 2 and 11 December. More info on Council website. *– Nigel Hall* **"What do you think? Tell us at readers@pittwaterlife.com.au**  CHALLENGING. Mayor Heins says Council wouldn't be considering the four rates options if it didn't think it was critically important to the future of the LGA.	

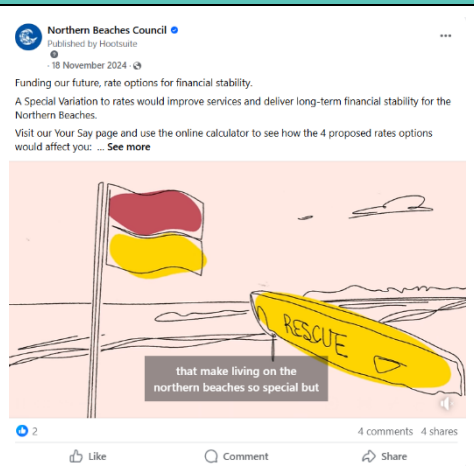
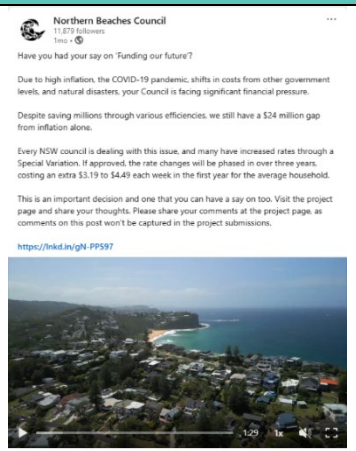
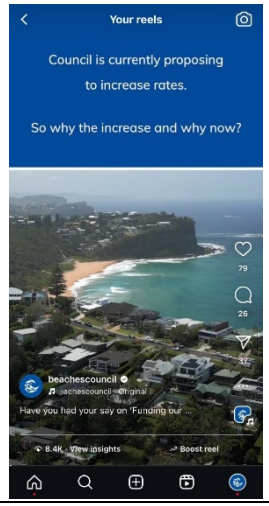
Communication activity	Timing	Audience	Evidence	Outcome
Mayor's message	Across the engagement period, Published on n 15 Nov, 6 & 13 Dec 2024	Residents, ratepayers and businesses	Image below from weekly newsletter:  Images below from website: https://www.northernbeaches.nsw.gov.au/council/news/mayors-message   	Mayor Heins addressed the Special Variation to Rates project in 3 columns. This message is published to the website an amplified in the weekly newsletter 3 times, which has a distribution to 57,560 subscribers. Unique clicks for each story in the newsletter linking through to the full column were: 15 Nov - 1,423 6 Dec – 512 13 Dec - 1283

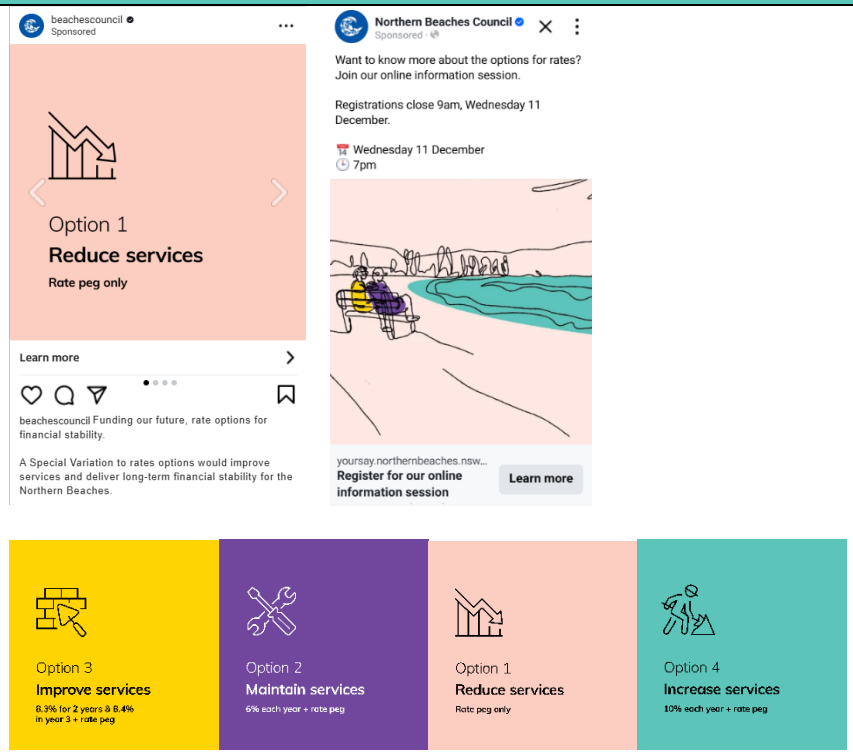
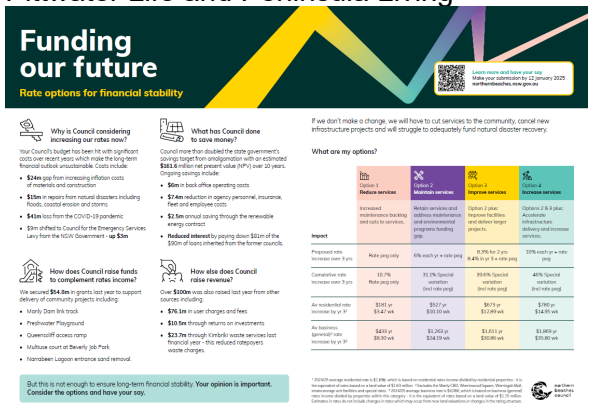
Communication activity	Timing	Audience	Evidence	Outcome
				

Communication collateral & Engagement activities undertaken by Northern Beaches Council

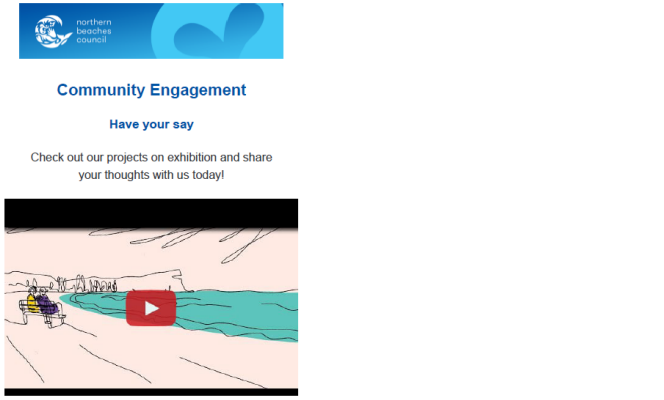
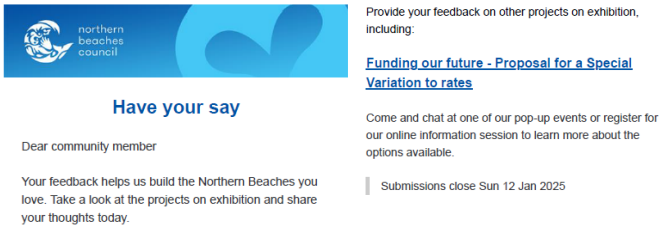
Communication activity	Timing	Audience	Evidence	Outcome
News stories	Published across the engagement period on 19 Nov 24 and 12 Dec 24	Community members	Funding our future Rates not keeping pace with costs, local government sector under threat, says Parliamentary inquiry  Funding our future Rating options for financial stability Have Your Say Community pop-up information sessions Information sessions  Rates not keeping pace with costs, local government sector under threat, says Parliamentary inquiry	News stories published on Council's website and amplified in Council's community newsletter Northern Beaches News Total views: 2,805 Sessions: 2,681

Communication activity	Timing	Audience	Evidence	Outcome
Animation explainer video	17 Nov 2024 – 12 Jan 2025	Ratepayer and residents	 https://www.youtube.com/watch?v=TWr1MB85TY4&t=13s	Two videos were produced to drive awareness and understanding. 1) Animation style. Views:1,416 on YouTube View performance data of the social cuts of this video under Organic social media.
Explainer video	From 15 Dec 2024	Ratepayer and residents	 https://youtu.be/p1vfUQbqQfY?si=b15jqba9qJugoU03	2) Explainer (shot on iPhone). Views: 518 on YouTube Teaser, explain SRV, drive to calculator View performance data of the social cuts of this video under Organic social media.

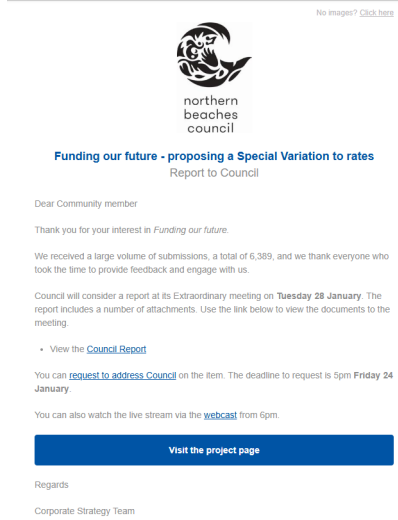
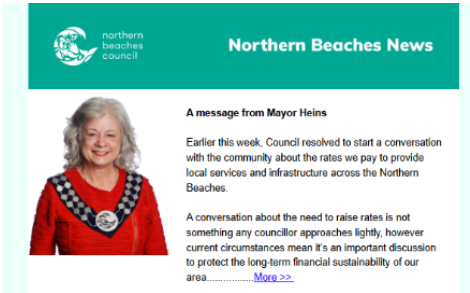
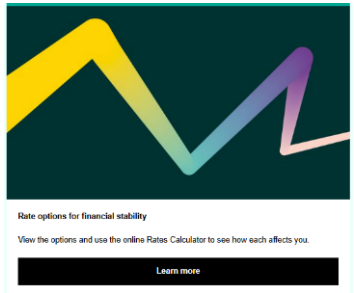
Communication activity	Timing	Audience	Evidence	Outcome
Organic social media		Ratepayers and residents	   	Organic posts highlighting the SRV, its importance, and how residents can give feedback through sharing the animation video as a reel on Facebook, LinkedIn and Instagram: TOTALS: 5,840 views 5,261 reach 383 clicks A second organic post shared explainer video as a reel on Facebook, LinkedIn and Instagram: TOTALS 12,680 views 8,651 reach 545 clicks

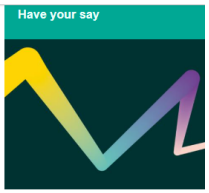
Communication activity	Timing	Audience	Evidence	Outcome
Paid social media		Targeted to ratepayers and residents		The two paid ads were run on Facebook and Instagram, and featured a set of tiles designed in campaign branding with accompanying key messages in the body copy: TOTALS 525,221 impressions 311,802 reach 539 link clicks 649 engagement
Paid print advertising in local publications – Peninsular Living (North and South editions), Pittwater Life and Tawney Frogmouth	Dec 2024 and Jan 2025	Residents & ratepayers	Pittwater Life and Peninsula Living 	Raise awareness about SV to rates is needed, educate community around the way Council rases funds, present the options drive feedback via QR code to Your Say page. **Pittwater Life** print ad - Dec 24 and Jan 25 Distribution: 32,000 x 2 **Peninsula Living (north)** Double page spread: Dec 24 & Jan 25 Distribution:

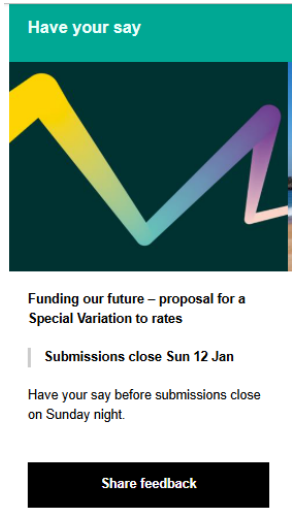
Communication activity	Timing	Audience	Evidence	Outcome
			Tawny Frogmouth magazine 	30,000 each edition **Peninsula Living (south)** double page spread: Dec 24 & Jan 25 Distribution: 57,000 each edition **Tawny Frogmouth** back cover placement: Jan 2025 Distribution: 50,000
Digital ads in local media – Manly Observer and Northern Beaches Advocate	27 No – 10 Dec (Northern Beaches Advocate) 1-8 Dec (Manly Observer)	Residents & ratepayers	 	Placed digital display ads on local online publications to raise awareness about Special Variation to rates option and with strong call to action for more information. Ads were hyperlinked to Your Say project page. Manly Observer: 135,000 impressions 62 clicks Northern Beaches Advocate: 121,000 views 89 clicks

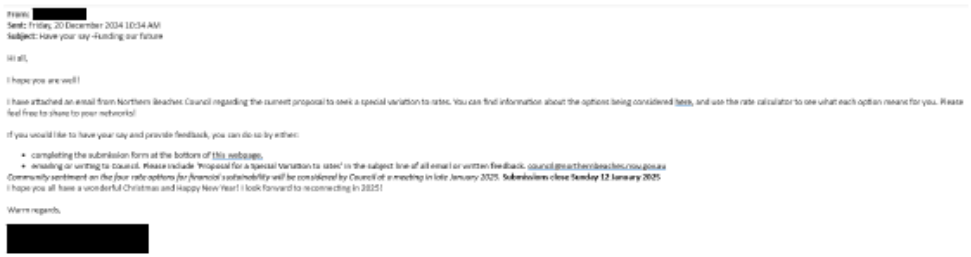
Communication activity	Timing	Audience	Evidence	Outcome
Email marketing - Community Engagement (fortnightly) x 4	18/11/2024 02/12/2024 16/12/2024 18/12/2024	Community Engagement newsletter followers – opt-in	18 November 2024 Community Engagement News - Special Variation inclusion  Community Engagement Have your say Check out our projects on exhibition and share your thoughts with us today! 2 December 2024 Community Engagement News - Special Variation inclusion  Have your say Dear community member Your feedback helps us build the Northern Beaches you love. Take a look at the projects on exhibition and share your thoughts today. Provide your feedback on other projects on exhibition, including: Funding our future - Proposal for a Special Variation to rates Come and chat at one of our pop-up events or register for our online information session to learn more about the options available. Submissions close Sun 12 Jan 2025 16 December 2024 Community Engagement News - Special Variation Edition	SRV information and survey link to subscribers. Distribution: 22,299. 18/11/24 – 11,305 opens, 993 clicks (SV link) 02/12/24 – 12,973 opens, 558 clicks (SV link) 16/12/24 – 15,176 opens, 2,758 clicks (SV link) 18/12/24 – 12,131 opens, 484 clicks (SV link)

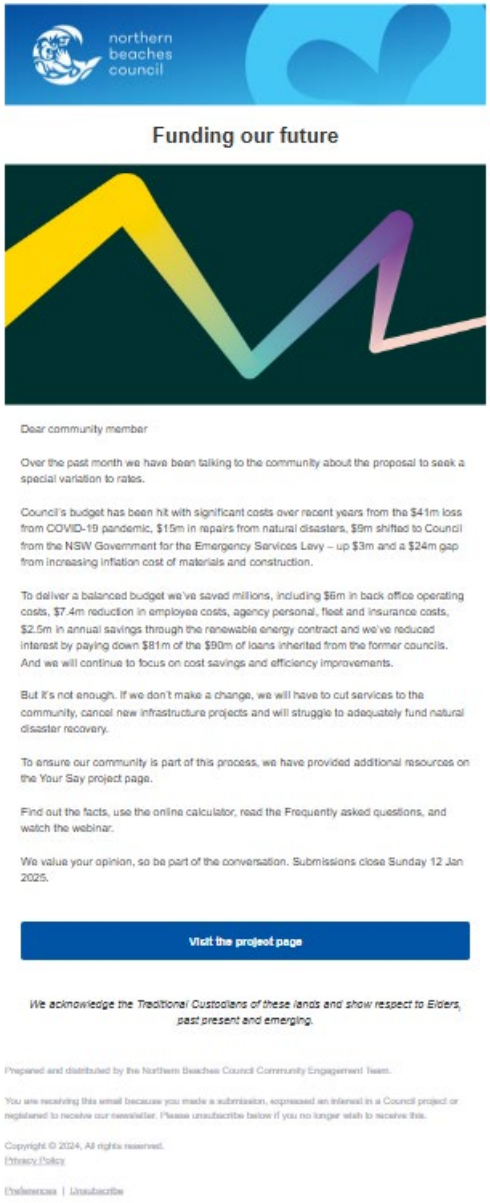
Communication activity	Timing	Audience	Evidence	Outcome
			 **Funding our future**  Dear community member Over the past month we have been talking to the community about the proposal to seek a special variation to rates. Council's budget has been hit with significant costs over recent years from the $41m loss from COVID-19 pandemic, $15m in repairs from natural disasters, $9m shifted to Council from the NSW Government for the Emergency Services Levy – up $3m and a $24m gap from increasing inflation cost of materials and construction [18 December 2024 Community Engagement News - Special Variation inclusion']  **Have your say**  Dear community member In the last year, you gave us feedback on a range of projects, including playgrounds, road safety, policies, plans of management, infrastructure and more. Thank you for spending your time learning about the projects, engaging with us and having your say. Your feedback has helped us improve plans and achieve better outcomes for our community. **Projects on exhibition** Provide your feedback on projects on exhibition, including: **Mona Vale Beach (southern end) Plan of Management** Submissions close Sun 9 Feb 2025 **Funding our future - Proposal for a Special Variation to rates** Submissions close Sun 12 Jan 2025	
Report to Council email to YS page	21/01/2025	Community members opted-in to	[21 January 2025 Funding our future - Report to Council]	Notification of the report to Council to YS page followers. Distribution: 4,126

Communication activity	Timing	Audience	Evidence	Outcome
subscribers and followers		receive updates		3,419 opens 1,456 clicks
Email marketing – Northern Beaches News weekly eDM	15, 22 & 29 Nov 2024, 6, 13 & 20 Dec - 2024, 10 Jan 2025		15 November 2024  22 November 2024 	Special Variation to rates information was included in 8 editions, amplifying the campaigns messaging with a strong call to action to use the calculator and provide feedback on the options. Northern Beaches News is distributed to 58,100 subscribers. Total clicks exceeding 2230

Communication activity	Timing	Audience	Evidence	Outcome
			29 November 2024  **Plenty of ways to learn about the proposed rate options** There are 5 more pop-ups and 2 online information sessions available for you to attend. **Learn more** 6 December 2024  **Have your say** **Funding our future – proposal for a Special Variation to rates** **Submissions close Sun 12 Jan** Watch our video and webinar to understand the proposal. **Learn more** 13 December 2024 No images? Click here northern beaches council **Northern Beaches News** Dear Community, As many of you would be aware, we are well into consultation on how to sustainably fund Council into the future. So why propose a rate increase now and how did it get to this? The fact is high inflation, natural disasters, the COVID-19 pandemic and shifts in costs to Council from other areas of government have put increasing pressure on our ability to maintain services.... Read full message >>  Sue Heins Mayor Northern Beaches  **Funding our future – proposal for a Special Variation to rates** **Sun 15 Dec, 9am – 1.15pm** **Berry Reserve Markets, Narrabeen** Drop by our last pop-up and learn more about the proposal. **Learn more**	

Communication activity	Timing	Audience	Evidence	Outcome
			20 December 2024  10 January 2025  	

Email marketing – key stakeholder group emails	Dec 24	Cultural leaders Northern Beaches Youth Disability Sector	The below email was sent to 25 cultural leaders as part of our Cultural Leaders Group, an informal network of local cultural leaders.  From: [redacted] Sent: Friday, 20 December 2024 10:54 AM Subject: Have your say –Funding our Future Hi all, I hope you are well! I have attached an email from Northern Beaches Council regarding the current proposal to seek a special variation to rates. You can find information about the options being considered here, and use the rate calculator to see what each option means for you. Please feel free to share to your networks! If you would like to have your say and provide feedback, you can do so by either: • completing the submission form at the bottom of this webpage, • emailing or writing to Council. Please include 'Proposal for a Special Variation to rates' in the subject line of all email or written feedback. council@northernbeaches.nsw.gov.au Community sentiment on the four rate options for financial sustainability will be considered by Council at a meeting in late January 2025. **Submissions close Sunday 12 January 2025** I hope you all have a wonderful Christmas and Happy New Year! I look forward to reconnecting in 2025! Warm regards, [redacted] The below email was sent to 100+ recipients on the Northern Beaches Multicultural Network – we do not have exact numbers but can ask the Chair if this is important.  From: Northern Beaches Multicultural Network [redacted] Sent: Thursday, 9 January 2025 9:37 AM Subject: INFO SHARE: Funding our Future - Have your say Hi [redacted] Could you please share this with the network? I have attached an email from Northern Beaches Council regarding the current proposal to seek a special variation to rates. You can find information about the options being considered here, and use the rate calculator to see what each option means for you. If you would like to have your say and provide feedback, you can do so by either: • completing the submission form at the bottom of this web page, • emailing or writing to Council. Please include 'Proposal for a Special Variation to rates' in the subject line of all email or written feedback. council@northernbeaches.nsw.gov.au Community sentiment on the four rate options for financial sustainability will be considered by Council at a meeting in late January 2025. **Submissions close Sunday 12 January 2025** Thanks very much. Have a wonderful Christmas and New Year!! I look forward to reconnecting in 2025!! Warm regards, [redacted] Attachment to the emails sent to cultural leader groups. Sent on 20 Dec 2024 and 9 January 2025	**Emails to local cultural leaders were sent:** We Belong cultural leaders program participants (16 people) Multicultural Leaders Group (30 people approx.) Multicultural Interagency (100 distribution approx.) In additional content was included in specialist newsletters, including: KALOF newsletter: Distribution: 1,730 Opens 821 Clicks (SV) 6 The Wave newsletter: Distribution: 1,390 Opens 550 Clicks (SV) 2



northern beaches council

Funding our future

Dear community member

Over the past month we have been talking to the community about the proposal to seek a special variation to rates.

Council's budget has been hit with significant costs over recent years from the $41m loss from COVID-19 pandemic, $15m in repairs from natural disasters, $9m shifted to Council from the NSW Government for the Emergency Services Levy – up $3m and a $24m gap from increasing inflation cost of materials and construction.

To deliver a balanced budget we've saved millions, including $6m in back office operating costs, $7.4m reduction in employee costs, agency personal, fleet and insurance costs, $2.5m in annual savings through the renewable energy contract and we've reduced interest by paying down $81m of the $90m of loans inherited from the former councils. And we will continue to focus on cost savings and efficiency improvements.

But it's not enough. If we don't make a change, we will have to cut services to the community, cancel new infrastructure projects and will struggle to adequately fund natural disaster recovery.

To ensure our community is part of this process, we have provided additional resources on the Your Say project page.

Find out the facts, use the online calculator, read the Frequently asked questions, and watch the webinar.

We value your opinion, so be part of the conversation. Submissions close Sunday 12 Jan 2025.

Visit the project page

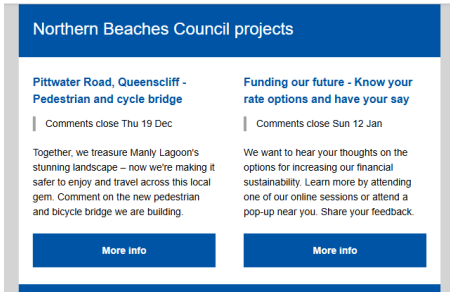
We acknowledge the Traditional Custodians of these lands and show respect to Elders, past present and emerging.

Prepared and distributed by the Northern Beaches Council Community Engagement Team.

You are receiving this email because you made a submission, expressed an interest in a Council project or registered to receive our newsletter. Please unsubscribe below if you no longer wish to receive this.

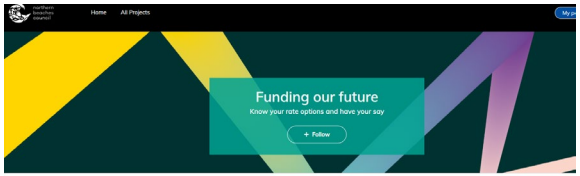
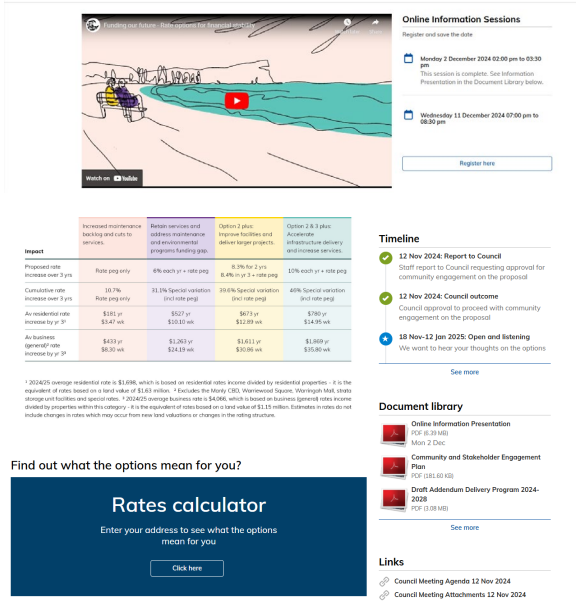
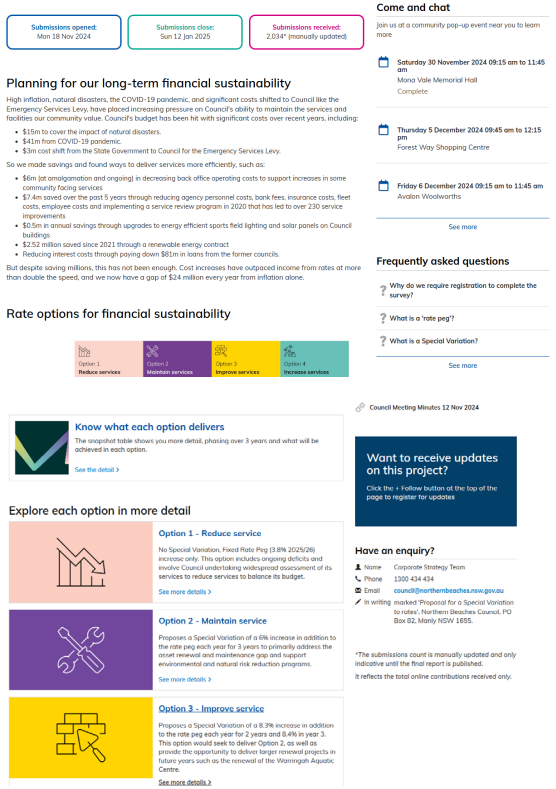
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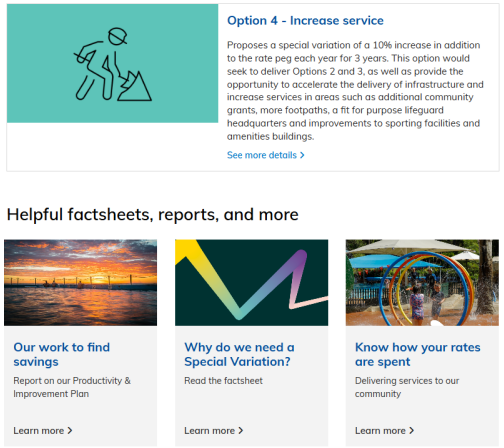
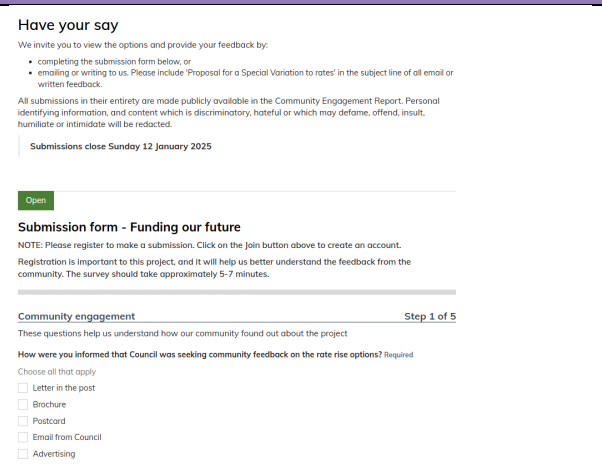
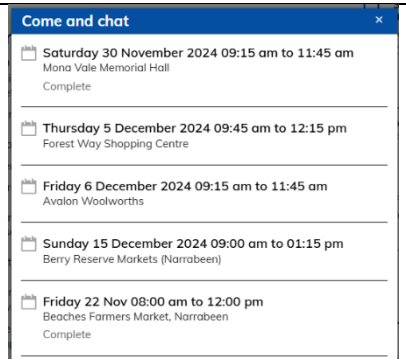
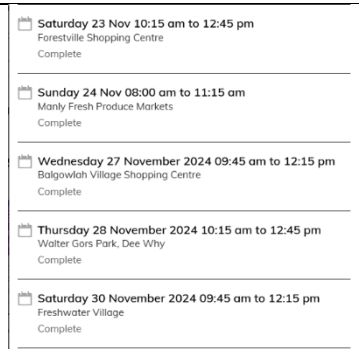
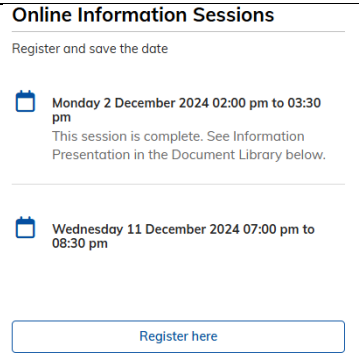
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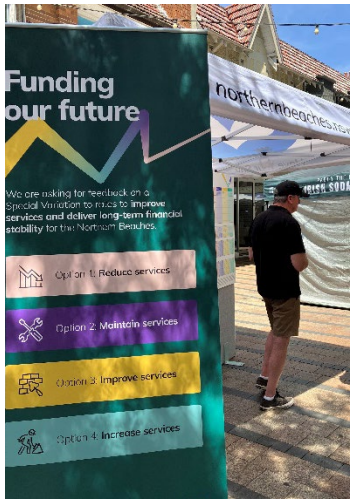
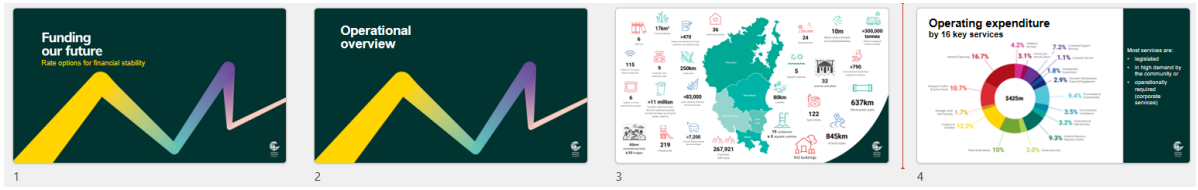
Communication activity	Timing	Audience	Evidence	Outcome
			KALOF Newsletter December 24  The Wave Newsletter December 24  	
Business eDMs	Dec 24	Business ratepayers	Northern Beaches Biz news  Manly Manstreet News  	Special Variation to rates information was included in the December edition of Norther Beaches Biz News, These inclusions amplifying the campaigns messaging with a strong call to action to use the calculator and provide feedback on the options. Northern Beaches Biz news: Subscribers - 7793 Clicks – 10 Manly Manstreet News – Dec 2025: Subscribers- 542 Clicks - 11

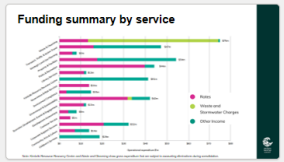
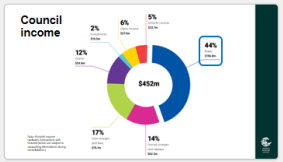
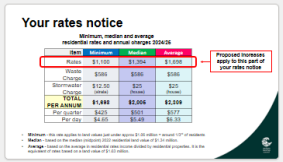
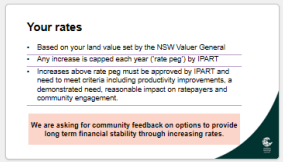
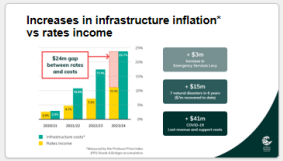
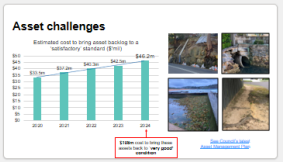
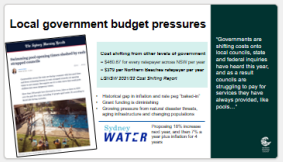
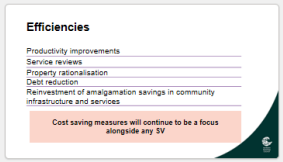
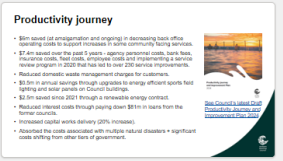
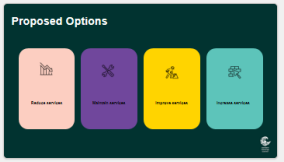
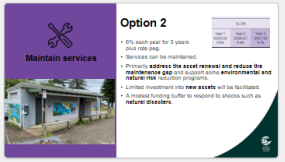
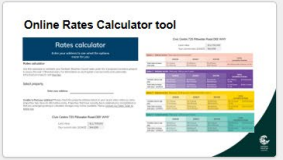
Communication activity	Timing	Audience	Evidence	Outcome
Outdoor advertising bus stops and EV charging stations	18/11/24 - 11/01/25	Northern Beaches Community		Outdoor advertising on bus shelters at 6 locations in Dee Why x 2, Belrose, Collaroy, Manly and Forestville to raise awareness about SRV info sessions and feedback opportunities – including an unique QR code to drive visits to page – delivering 50,494 ad plays Outdoor advertising on EV charging stations at 3 locations in Narrabeen, Collaroy and Dee Why with approximately 150,000 impressions.

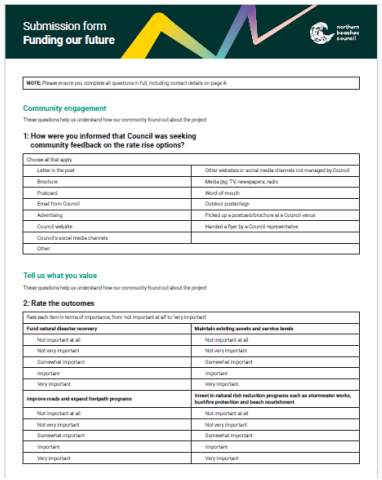
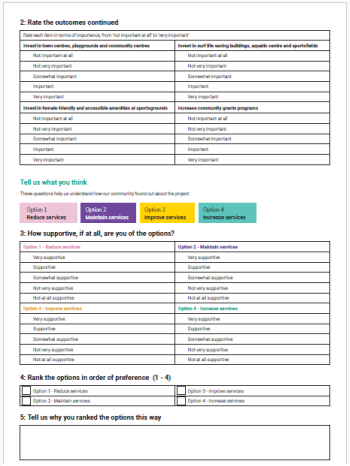
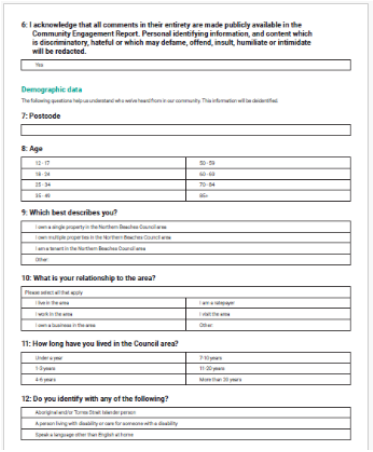
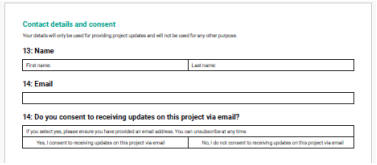
Communication activity	Timing	Audience	Evidence	Outcome
Digital screens	15/11/24 - 12/01/25	Customers visiting Council		Digital advertising displayed on portrait and landscape screens in Council Customer Service Centres: Dee Why • Manly • Mona Vale • PCYC Dee Why And Council Libraries: • Dee Why Library • Forestville Library • Glen Street Library • Manly Library • Mona Vale Library • Warringah Mall Library This touchpoint helped raise awareness about SRV info sessions and feedback opportunities – unique QR code to drive visits to page.

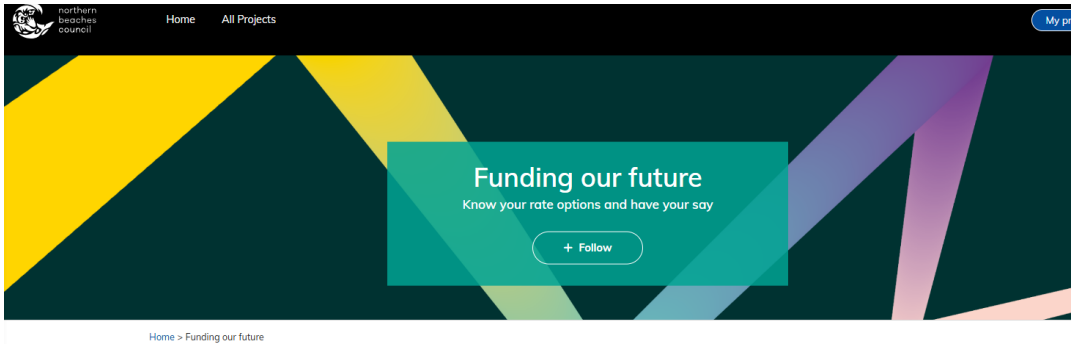
Engagement activity	Timing	Audience	Evidence	Outcome
Your Say page	18 Nov 2024 to 12 Jan 2025	Public, open to whole of LGA, and visitors	https://yoursay.northernbeaches.nsw.gov.au/funding-our-future (Below images show the page during the consultation period, images taken from 3/12/2024)   	Page views (total): 45,419 Visits (individual browsing sessions): 36,875 Visitors (single browsing session): 26,469 Average time on page: 3 min 9 sec 5,538 Contributions 5,514 Contributors 2,969 followers on project page

Engagement activity	Timing	Audience	Evidence	Outcome
			 	
Face to face sessions	Webinar information sessions x 2 2 Dec 2024 2pm – 3.30pm 11 Dec 2024 7pm – 8.30pm Pop-up / ise-in sessions x 10	Public	  	Webinar sessions 37 in attendance Pop-up sessions 1,641 in attendance

Engagement activity	Timing	Audience	Evidence	Outcome
			    Webinar presentation: Link to recording: https://youtu.be/JuLap4K6yO4 

Engagement activity	Timing	Audience	Evidence	Outcome
			 5  6  7  8  9  10  11  12  13  14  15  16  17  18  19  20  21  22  23  24  25  26  27  28	

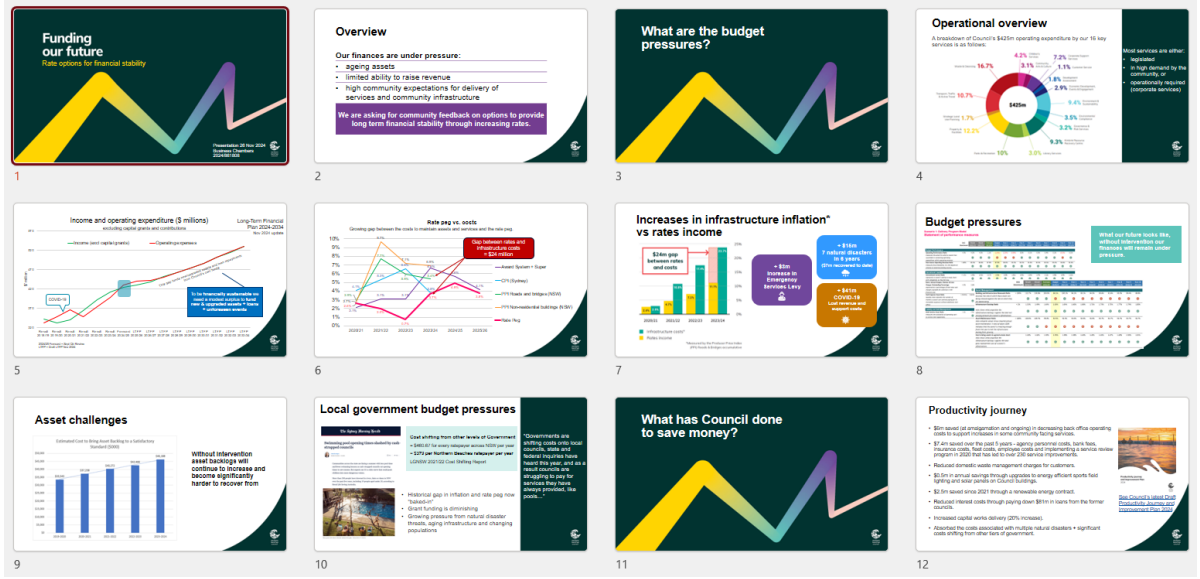
Engagement activity	Timing	Audience	Evidence	Outcome
			 	
Submission form online & hardcopy			Hard copy form used for Customer Service Centres    	Survey of community sentiment on the options for a special variation including registration and relevant demographic data collection to enable analysis and cross-tabulation with broader community profiles.

Engagement activity	Timing	Audience	Evidence	Outcome
Follow the page button				Enabled the community to keep up to date with the project by following the page. Data collected enabled consent for email updates to be captured.
Resident and business group invitations	Executive forums 21 Nov and 10 Dec 2024 invitations Meetings held 16 Dec 2024 Business Chambers Meeting held 26 Nov 2024	Executive / representative groups for combined resident associations Active Business Chambers Newport and Manly Business Chambers only chambers to take up the offer	**Manly Ward executive** From: [redacted]orthernbeaches.nsw.gov.au> Sent: Thursday, November 21, 2024 3:32 PM To: [redacted] Subject: Northern Beaches Council: Funding Our Future Good Afternoon [redacted] As you are aware Council is currently engaging with our community regarding proposed options for a special variation to rates. As valued members of our community we would like to offer you the opportunity to meet with senior staff to discuss the options and ask any question you may have. If agreeable, we would look to hold a special Manly Ward Executive meeting either in person or online. Alternatively, please note that the Council is conducting drop-in sessions and webinars for the community. Further information is available at the following link: https://yoursay.northernbeaches.nsw.gov.au/funding-our-future Please let me know if your group would be interested in participating, and we will work to arrange a suitable time. Kind Regards, [redacted] [redacted]	

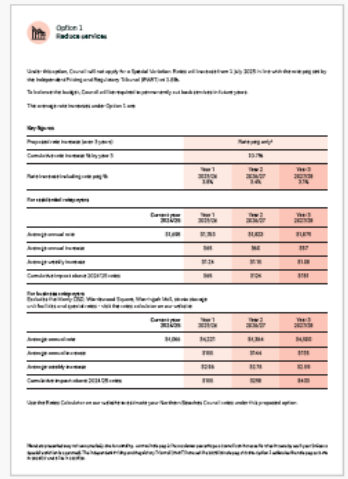
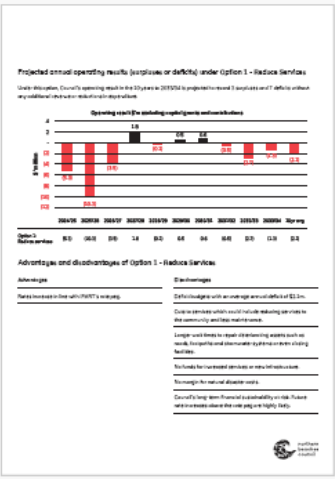
Engagement activity	Timing	Audience	Evidence	Outcome
			Follow up confirmation **From:** [redacted] **Sent:** Tuesday, 10 December 2024 9:58 AM **To:** [redacted] **Cc:** [redacted]@northernbeaches.nsw.gov.au> **Subject:** Special Rate Variation - Briefing with CEO and CFO Dear [redacted] Thank you for working with [redacted] to find an opportunity for the Manly Ward Executive to be briefed on the proposed Special Variation to rates. I understand and appreciate it's a tricky time of the year with lots of competing activities and events. We have discussed with the Chief Executive Officer (Scott Phillips) and the Chief Financial Officer (Caroline Foley) and they are both available to host an online briefing for the Executive on **Monday 16 December: 9:00am to 10:00am**. The meeting would be held online, on Microsoft Teams, and we will be able to provide a meeting link for you to share around with the Executive members. Could you please confirm if this opportunity is suitable, and then we can confirm with the CEO and CFO. Once again, I'm sorry for the difficult logistics at this time of the year. Please let me know if you have any questions. Kind regards & thanks, [redacted] [redacted] **Pittwater Alliance** **From:** [redacted]@northernbeaches.nsw.gov.au] **Sent:** Thursday, 21 November 2024 3:32 PM **To:** [redacted] **Subject:** Northern Beaches Council: Funding Our Future Good Afternoon [redacted] As you are aware Council is currently engaging with our community regarding proposed options for a special variation to rates. As valued members of our community we would like to offer you the opportunity to meet with senior staff to discuss the options and ask any question you may have. If agreeable, we would look to hold a special Pittwater Community Alliance meeting either in person or online. Alternatively, please note that the Council is conducting drop-in sessions and webinars for the community. Further information is available at the following link: https://yoursay.northernbeaches.nsw.gov.au/funding-our-future Please let me know if your group would be interested in participating, and we will work to arrange a suitable time. Kind Regards, [redacted]	

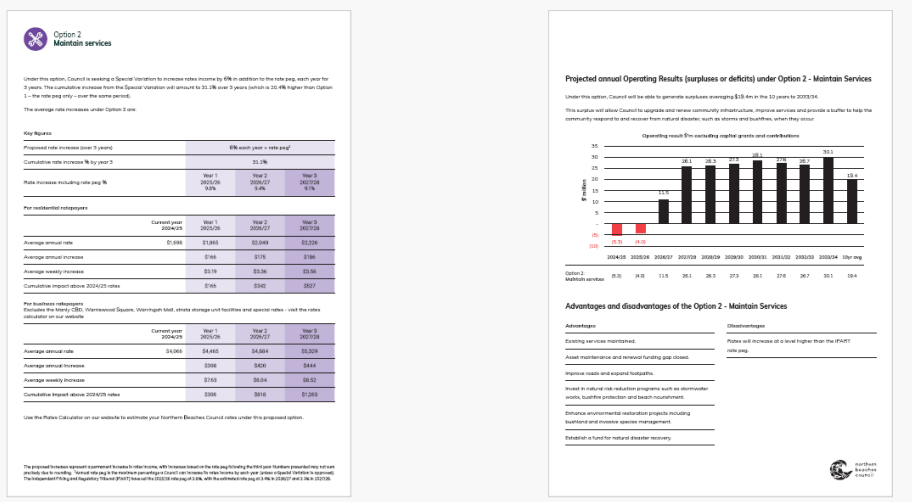
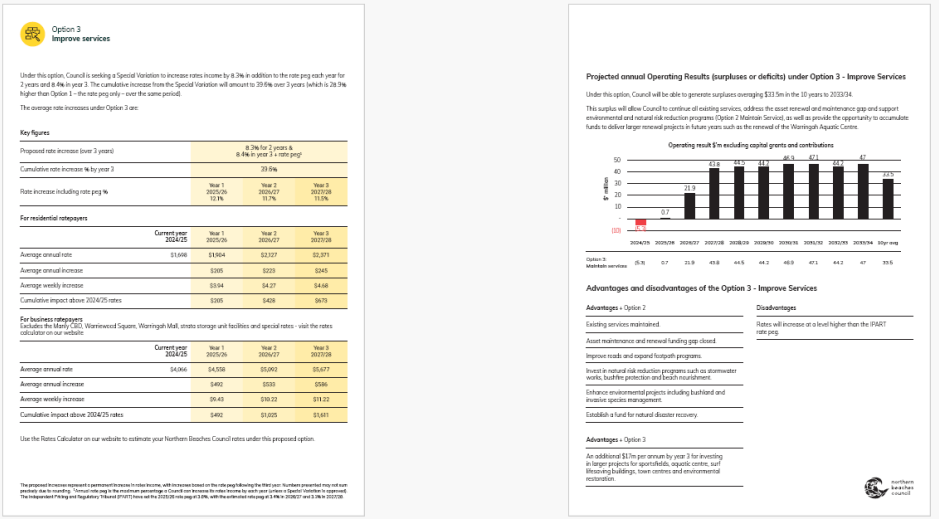
Engagement activity	Timing	Audience	Evidence	Outcome
			Follow up confirmation From: [redacted] Sent: Tuesday, 10 December 2024 10:09 AM To: [redacted] Cc: [redacted]@northernbeaches.nsw.gov.au> Subject: Special Rate Variation - Briefing with CEO and CFO Dear [redacted] Thank you for working with [redacted] to find an opportunity for the Pittwater Community Alliance to be briefed on the proposed Special Variation to rates. I understand and appreciate it's a tricky time of the year with lots of competing activities and events. We have discussed with the Chief Executive Officer (Scott Phillips) and the Chief Financial Officer (Caroline Foley) and they are both available to host an online briefing for the PCA representatives on **Monday 16 December: 1:00pm – 2:00pm** The meeting would be held online, on Microsoft Teams, and we will be able to provide a meeting link for you to share around with the PCA representatives. Could you please confirm if this opportunity is suitable, and then I can confirm with the CEO and CFO. Once again, I'm sorry for the difficult logistics at this time of the year. Please let me know if you have any questions. Kind regards & thanks, [redacted] [redacted] **Business chambers** From: [redacted]@northernbeaches.nsw.gov.au> Sent: Thursday, November 21, 2024 11:31 AM To: [redacted] Cc: [redacted] Subject: RE: Special Variation - dates for presenting to Business Chambers Hi all, To confirm the only Chambers that I have been able to confirm are Manly and Newport and as Newport can only make 26th Nov midday slot, can this be the option please? [redacted] will also attend. Are you sending out the invite and link [redacted] so I will send you an alternative email address for [redacted] as she is not checking the Chamber email address. Should any of the other Chambers respond meantime, I will let you know. [redacted]	

Engagement activity	Timing	Audience	Evidence	Outcome
			Presentation to Residents Groups and Business Chambers	





Engagement activity	Timing	Audience	Evidence	Outcome
YS documents available / downloads	18 Nov 2024 to 12 Jan 2025	Public	Total document downloads: 9,183 Most popular were the fact sheets with total downloads: 7,533 Your Say at work info page: 581 Productivity Journey report: 285 Q&A from webinar sessions: 208 Presentation from webinar: 150 Option fact sheets: Option 1:  	Shows the volume of downloads from the Your Say page. Downloads include clicks and opens on the links to the documents.

Engagement activity	Timing	Audience	Evidence	Outcome
			Option 2:  Option 3: 	

Engagement activity	Timing	Audience	Evidence	Outcome
			Option 4: 