# COMMUNITY ENGAGEMENT MATERIALS

SPECIAL RATE VARIATION APPLICATION APPENDIX

#### **MEDIA RELEASE, 26 November**

Media release statement distributed to local media outlets following the Council meeting

#### Possible change to Rates applicable to units and apartments

Council tonight reached a decision to seek feedback from the community about a possible intention to increase rates for units and apartments in Sutherland Shire to address the rising costs of power, need to maintain and renew community assets and provide services into the future.

Units or apartments pay substantially less than detached house owners across Sutherland Shire. A recent independent community survey found that a large majority of residents believed the amount of rates paid to Council should be fair between units or apartments and houses.

There are currently over 20,000 unit or apartment owners paying the current minimum rate of \$602.30. This is significantly lower than comparative minimum rates in similar beach or bayside suburbs.

Under the proposed model, the minimum rate paid by unit and apartment owners would increase to \$900.

We need to be responsible now in planning for financial sustainability and considering our current rates model is a key part of this. We will also look into ways to address its long-term financial position, such as ongoing efficiency improvements, user fees and charges and asset consolidation.

We will also look at the best way we can support the most vulnerable members of our community.

We currently offer pensioners a voluntary rate rebate and will consider further rebates to for those suffering hardship to reduce the impact of any potential rate increase.

Over the coming months, we will undertake extensive community consultation and provide opportunities for feedback on the rate model.

Full page advertisement placed in local newspaper



**KEY SERVICES** PROVIDED BY COUNCIL FOR OUR COMMUNITY



**BEACHES &** LEISURE CENTRES



PARKS & **FIELDS** 

... We want to hear what you think about the proposed new model.

For further details feedback visit bit.ly/SSCJTC

Drop-in to one of our Information Sessions:

Mon 17 December 12pm-2pm

Sutherland Library 30-36 Belmont

#### **Tues 18 December** 10am-12pm

Menai Library



**PLAYGROUNDS** 



**ROADS & FOOTPATHS** 



**STORMWATER** 



LIBRARIES



ARTS & **ENTERTAINMENT** CENTRES

Sutherland Shire Council's rates model hasn't changed in decades. Council has now reviewed this model and is proposing a fairer way forward for our community.

Council's services are available for the whole community to utilise and enjoy, and as a community everyone needs to share the costs fairly.

Council's current rate structure is based upon land value only, not the market value (land and dwelling). A minimum rate is applicable for units and apartments, and this is currently set at \$602. For the majority of units and apartments in the Sutherland Shire, this amount is significantly less than houses of comparable market value. The proposal is to raise the minimum to \$900 as shown below:





We will look at ways to minimise the impact on those in our community experiencing hardship.

T 02 9710 0333 sutherlandshire.nsw.gov.au



Full page advertisement placed in local newspaper



## A FAIRER WAY FORWARD

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BEACHES & LEISURE CENTRES



PARKS &



PLAYGROUNDS



ROADS & FOOTPATHS



STORMWATER



LIBRARIES



We want to hear what you think about the proposed new model.

For further details about the proposal, and to provide your feedback visit bit.ly/srvSSC

#### Drop-in Information Sessions:

Two Drop-In information sessions were held earlier this week at our libraries

Additional information sessions will be advertised here and online in the new year.

If you would like to speak directly with a Councillor call 02 9170 0333 or visit sutherlandshire.nsw. gov.au/Councillors-Wards

#### JOIN THE CONVERSATION

- To provide your feedback and view all our current community consultations, please visit our Join The Conversation website: bit.ly/SSCJTC
- For full details on Council's Integrated Planning and Reporting Framework, including our Delivery Program 2017-21, Long Term Financial Plan and Asset Management Plans, please visit sutherlandshire.nsw.gov.au/plans.

SUTHERLANDSHIRE



Quarter page advertisement placed in local newspaper





Sutherland Shire Council's rates model hasn't changed in decades. Council has now reviewed this model and is proposing a fairer way forward for our community.

We want to hear what you think about the proposed new model. For full details about the proposal and to provide your feedback visit the Join the Conversation page: bit.ly/srvSSC

## GET INVOLVED, HAVE YOUR SAY! UPCOMING COMMUNITY DROP IN SESSIONS UPCOMING COMMUNITY DROP IN SESSIONS

It's a chance for you to have your say, speak with Councillors and have your questions answered.

- Friday 11 January 2019, 12pm-2pm Engadine Library, 116E Caldarra Avenue, Engadine,
- Saturday 12 January 2019, 10am-12pm Southgate Shopping Centre, Port Hacking Rd, Sylvania.
- Saturday 12 January 2019, 11am-1pm
   Cronulla Library, Cronulla Central, Croydon St, Cronulla.
- Tuesday 15 January 2019, 12pm-2pm Menai Library, Menai Marketplace Allison Cres, Menai.

For Council Meeting minutes and business papers visit: sutherlandshire.nsw.gov.au/Business-Papers

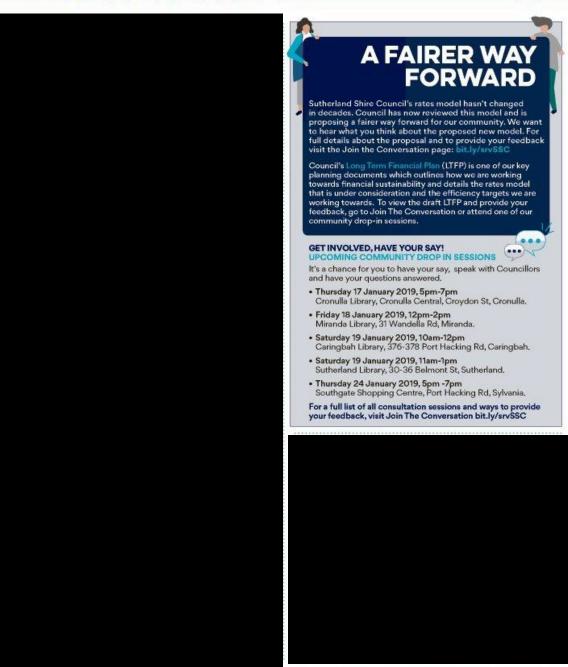
T 02 9710 0333 sutherlandshire.nsw.gov.au

SUTHERLANDSHIRE



Third page advertisement placed in local newspaper

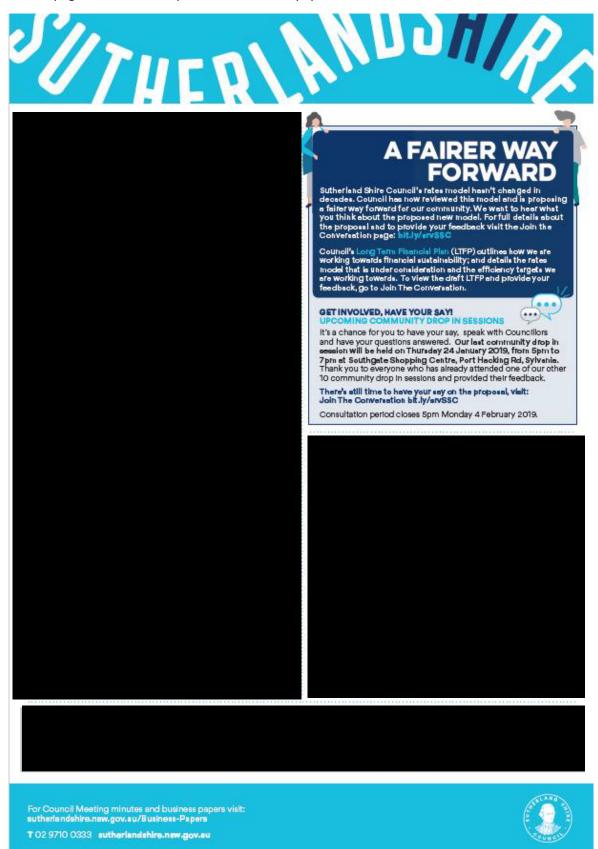




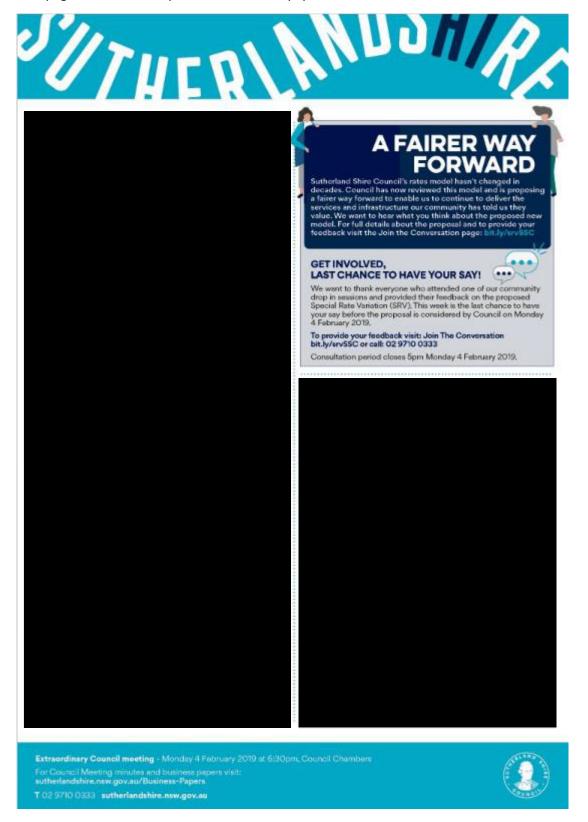
For Council Meeting minutes and business papers visit: sutherlandshire.nsw.gov.au/Business-Papers

T 02 9710 0333 sutherlandshire.nsw.gov.au

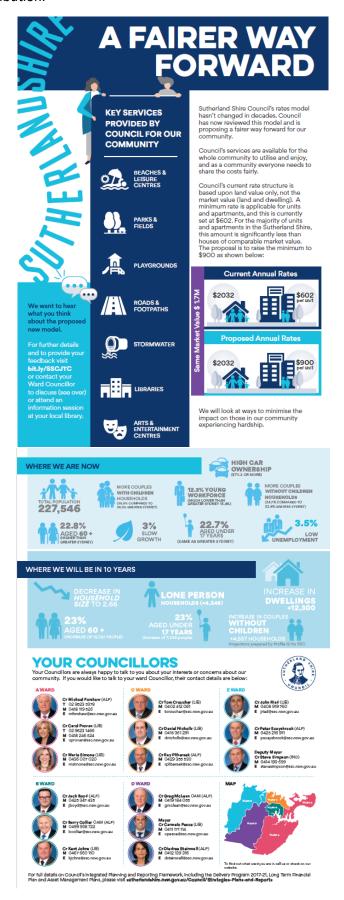
Quarter page advertisement placed in local newspaper



Quarter page advertisement placed in local newspaper



Double-sided A4 flyer distributed to all residents as a direct letterbox mailout, and also as part of the rates notice distribution.



#### **DIGITAL CHANNELS – consultation webpage live 11 December 2018**

Sutherland Shire Council's Join the Conversation webpage:

https://jointheconversation.sutherlandshire.nsw.gov.au/Proposed-Special-Rate-Variation included an online survey for community members to provide feedback, as well as a range of information available to the community that was updated as feedback was received to respond to the community's needs. This included:

- Ways to get involved and provide feedback to Council
- Frequently Asked Questions (FAQs)
- An example of the community flyer that was distributed
- An example rates notice and where to find the rate charged listed, and how to know if paying min
- Important documents including:
  - Special Rate Variation Glossary
  - o Financial Statements
  - Annual Reports
  - Ratepayers Reports
  - o Draft Long Term Financial Plan
  - o Sutherland Shire Council's Socio Economic Analysis
  - Resourcing Strategy Part A
  - Asset Management Strategy Part C
  - Workforce Strategy Part D
- Link to the IPART website
- Links to Council's website for more information regarding:
  - o Sutherland Shire Council's Community Strategic Plan
  - Sutherland Shire Council's Delivery Program 2017-2021 and Operational Plan 2018-2019
  - Resourcing Strategy
  - Council Rates
- Outline of the SRV application process

#### **DIGITAL CHANNELS – Council webpage live 11 December 2018**

A full list of the FAQs was listed on the Council website and linked through form, and to, the *Join the Conversation* page: <a href="http://www.sutherlandshire.nsw.gov.au/Council/Council-Rates/Special-Rate-Variation-Frequently-Asked-Questions">http://www.sutherlandshire.nsw.gov.au/Council/Council-Rates/Special-Rate-Variation-Frequently-Asked-Questions</a>

The Join the Conversation page was also promoted on the home page of Sutherland Shire Council's webpage from 11 December 2018 to 4 February 2019:

http://www.sutherlandshire.nsw.gov.au/Home









Report It

Report an Issue

Contact

Council Administration
4 - 20 Eton Street
Sutherland, NSW

Phone: (02) 9710 0333

Accessibility

Request information in an accessible format. Report an access issue about this website. Site Help

A Site Map
Q Site Search
Q DA search
Council Meetings, Agend
and Minutes

Subscribe

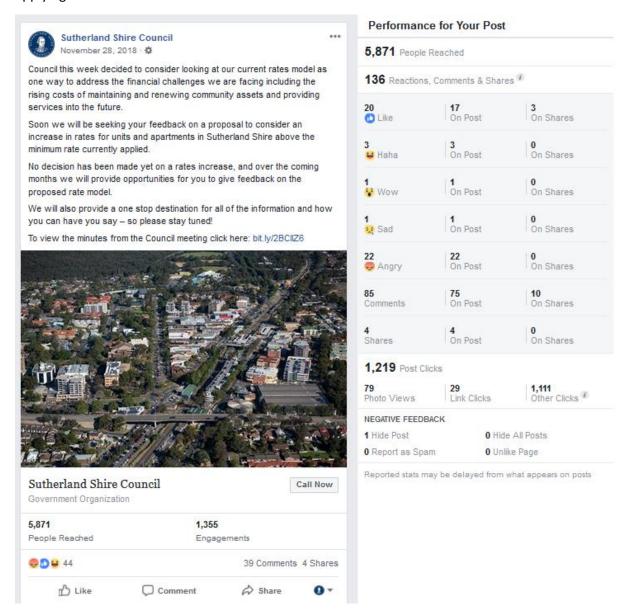
Subscribe to the Our Shire email liet email address HIOS. CO.

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Compass Login

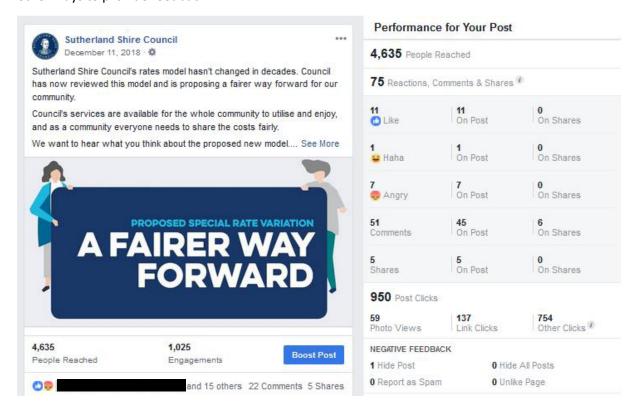
#### DIGITAL CHANNELS - Social media, 28 November

The first post on Council's Facebook page followed the Council meeting decision to consider applying to IPART:



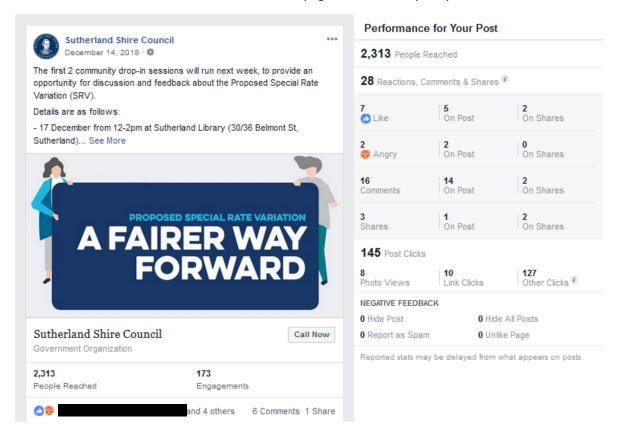
#### **DIGITAL CHANNELS – Social media, 11 December**

The second post on Council's Facebook page promoted the *Join the Conversation* webpage and other ways to provide feedback:

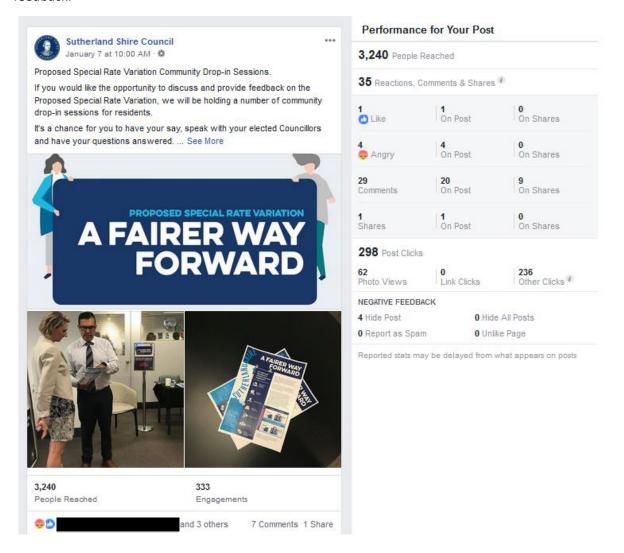


#### **DIGITAL CHANNELS - Social media, 14 December**

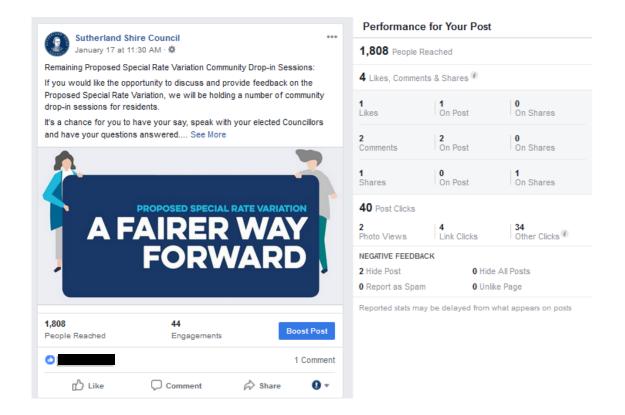
The third post on Council's Facebook page promoted the first two community drop-in information sessions as well as the *Join the Conversation* webpage and other ways to provide feedback:



The fourth post on Council's Facebook page promoted the additional community drop-in information sessions as well as the *Join the Conversation* webpage and other ways to provide feedback:



The fifth post on Council's Facebook page further promoted the additional community drop-in information sessions as well as the *Join the Conversation* webpage and other ways to provide feedback:



#### FACE-TO-FACE - Community Drop in sessions, December 2018 & January 2019

There were 11 two-hour community drop in sessions arranged for members of the community in all Wards to come and speak with Councillors, and Council staff, ask questions and find out more. iPads were also available at each location for people interested in completing an online feedback form on the day.

Approx. 134 community members attended in total across all sessions at local libraries and shopping centres.

Date	Time	Location	Ward	Councillor attending
Monday, 17 December 2018	12pm – 2pm	Sutherland Library	D	Mayor, Cr Pesce
				Cr Simpson
Tuesday, 18 December 2018	10am – 12pm	Menai Library	E	Mayor, Cr Pesce
				Cr Simpson
Friday, 11 January 2019	12pm - 2pm	Engadine Library	D	Mayor, Cr Pesce
				Cr Steinwall
				Cr McLean
Saturday, 12 January 2019	10am – 12pm	Sylvania Southgate	С	Cr Croucher
				Cr Plibersek
Saturday, 12 January 2019	11am – 1pm	Cronulla Library	Α	Cr Forshaw
				Cr Provan
				Cr Simone
Tuesday, 15 January 2019	12pm – 2pm	Menai Library	E	Cr Scaysbrook
Thursday, 17 January 2019	5pm – 7pm	Cronulla Library	Α	Cr Forshaw
				Cr Provan
Friday, 18 January 2019	12pm – 2pm	Miranda Library	В	Cr Scaysbrook
Saturday, 19 January 2019	10am – 12pm	Caringbah Library	В	Cr Boyd
Saturday, 19 January 2019	11am – 1pm	Sutherland Library	D	Cr McLean
				Cr Steinwall
Thursday, 24 January 2019	5pm – 7pm	Sylvania Southgate	С	Cr Croucher
				Cr Plibersek
				Cr Scaysbrook
				Cr Nicholls

#### Images of some consultation drop in sessions:









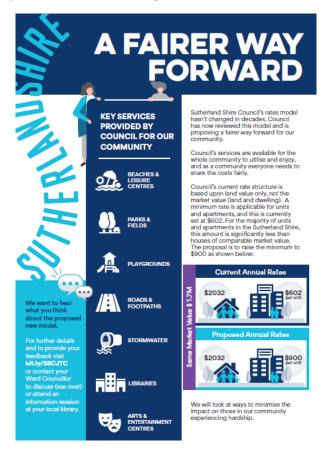
### INTERNAL COMMUNICATIONS – Staff Intranet (Compass) and Social Platform (Yammer), 10 January 2019

As more than 70% of Council's employees are local to the Sutherland Shire, Council shared posters around the workplace sites and promoted the *Join the Conversation* page on the staff intranet, *Compass*.

### Staff intranet page:



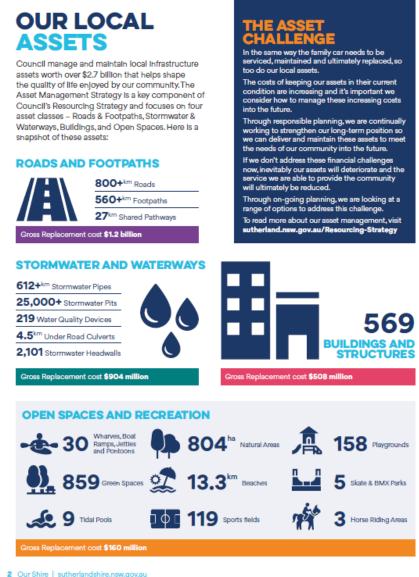
#### Posters placed internally around Council buildings



#### **GRAPHICS - Online & Print**

Council created a number of graphics to assist our community to understand key elements of the special rate variation proposal, and how to further contact Council or their Ward Councillor for more information. These graphics were included in the summer edition of Council's community newsletter (December 2018) as well as on our social media platforms and *Join the Conversation* page.

The need to address Council's asset backlog with a growing population



2 Our Shire | sutherlandshire.nsw.gov.au

#### **Councillor Contact Details**



#### An example of the current rate comparisons and proposed changes



The following graphics were included on Council's *Join the Conversation* page and hard copies were available at the community drop in sessions.

#### Rates notice example and identification of minimum rate



### INTERNAL COMMUNICATIONS – Staff Social Platform (Yammer), 11 & 17 December 2018

As more than 70% of Council's employees are local to the Sutherland Shire, Council also promoted the *Join the Conversation* page on the staff social platform, *Yammer*.

<u>Staff social platform post – 11 December 2018:</u>



<u>Staff social platform post – 17 December 2018:</u>

