

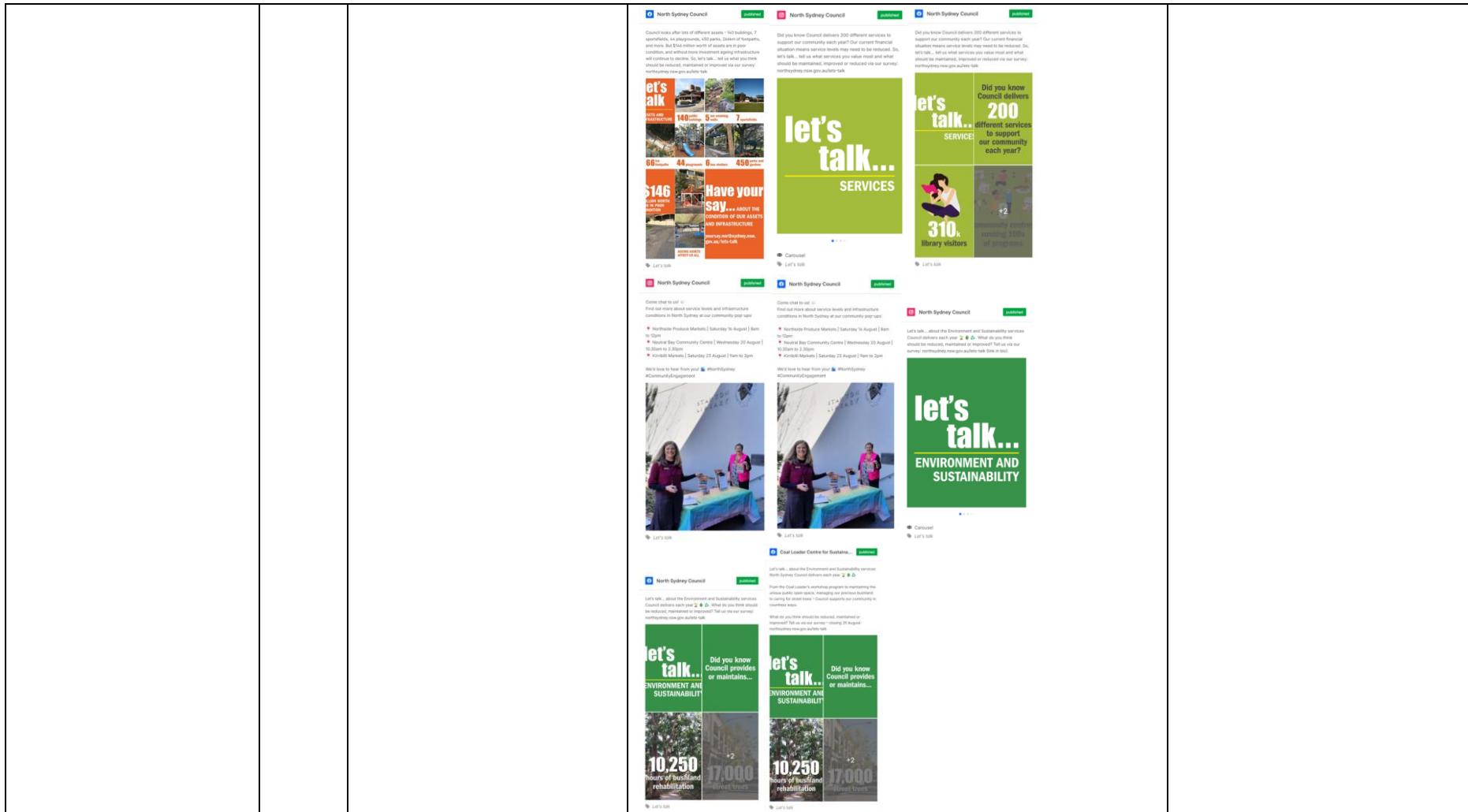
Communication and engagement undertaken by North Sydney Council

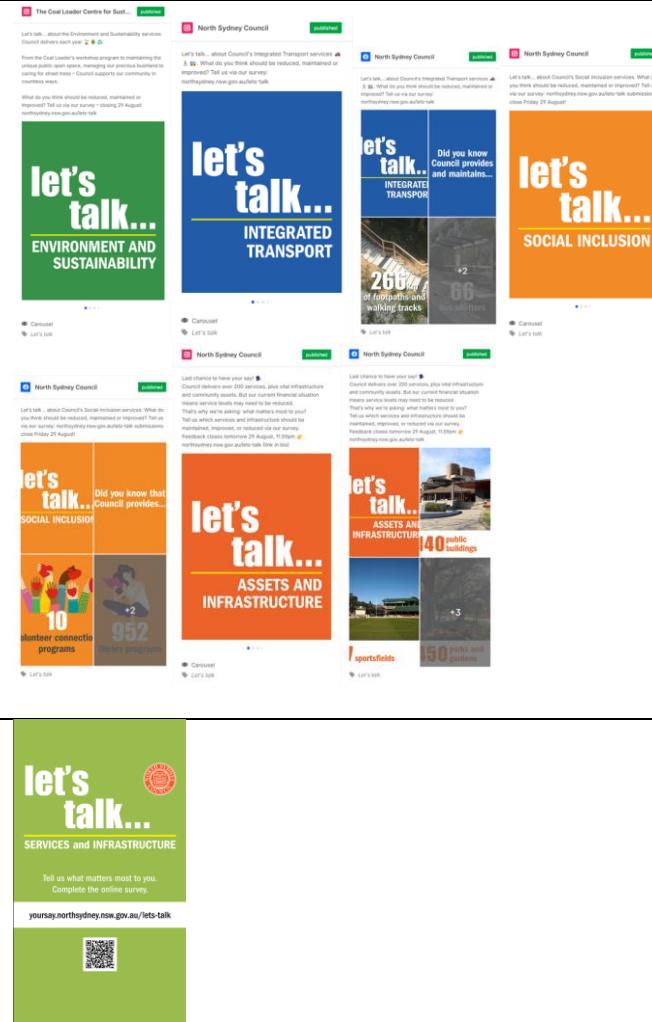
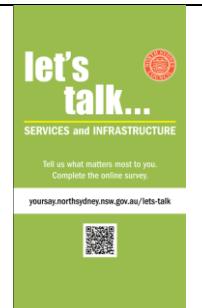
PHASE 1 Let's Talk Services & Infrastructure (1-29 August 2025)

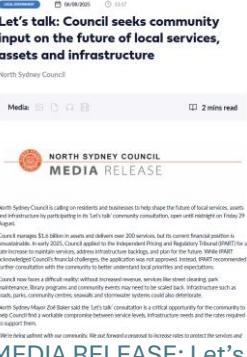
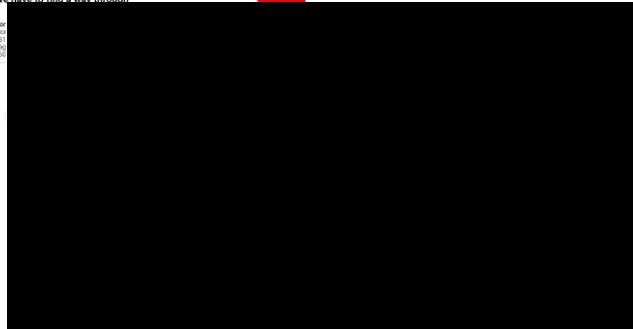
Communication Collateral

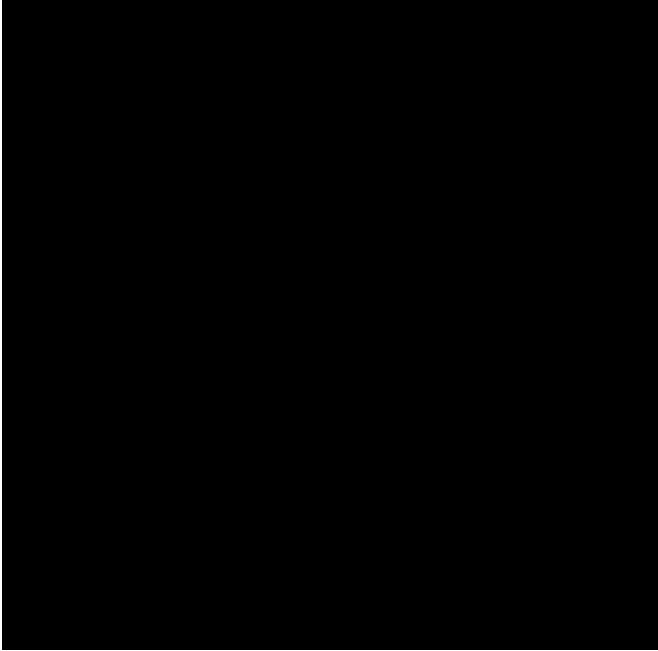
Communication Activity	Timing	Audience	Evidence	Outcome
Email newsletters 11 enewsletters were issued containing articles explaining the consultation and links to participate in the opt-in survey.	1 – 29 August 2025	Council enewsletter subscribers (mostly ratepayers & residents) <ul style="list-style-type: none"> Precinct eNews x 5 weekly editions to 400+ subscribers Sustainability eNews to 4218 subscribers Events eNews to 3296 subscribers Business eNews to 1,071 subscribers Council eNews sent to 2,080 subscribers Stanton Library eNews to 11,848 subscribers Coal Loader Centre for Sustainability eNews sent to 4,902 subscribers 		<ul style="list-style-type: none"> Precinct (1/8) 258 opens, 35 clicks Sustainability (5/8) 2,233 opens, 50 clicks Events (6/8) 1,428 opens, 64 clicks Precincts (8/8) 217 opens, 18 clicks Business (8/8) 465 opens / 32 clicks Council (12/8) 1,059 opens, 199 clicks Stanton Library eNews (15/8) 4,986 opens, 98 clicks Precinct eNews (15/8) 207 opens, 10 clicks Precinct eNews (22/8) 257 opens/ 12 clicks Coal Loader eNews (27/8) 2,491 opens, 19 clicks Precinct eNews (29/8) 228 opens / 7 clicks

<p>Factsheets/Posters</p> <p>Infrastructure and assets factsheet & poster and a Services poster were developed providing information about the infrastructure and services provided by Council, the financial situation and a call to action to participate in the opt-in survey via QR codes and URL</p>	<p>1 – 29 August 2025</p> <p>Ratepayers & residents</p> <p>Visitors to council facilities</p> <p>Handed out a pop-up events</p> <p>Shared online at Your Say page</p> <p>Information displays at 6 locations (customer service, library, 4 x community centres)</p> <p>Posters at 60 community noticeboards across the LGA</p>		<p>65 views & 52 factsheets downloaded from Your Say page</p> <p>11 views/downloads of assets poster from Your Say page</p> <p>Services poster figures were not recorded</p> <p>A single QR code driving people to the Your Say page was used across all assets. It received 3 scans in total.</p>
<p>Social media posts</p> <p>Organic posts were shared on North Sydney Council's Facebook, Instagram and LinkedIn channels.</p>	<p>1 – 28 August 2025</p> <p>Ratepayers & residents</p>		<p>Combined totals:</p> <ul style="list-style-type: none"> • 20 posts • 9,490 reach • 26,400 impressions • 240 engagements



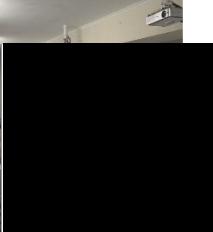
				
Customer Service digital display screens	1 – 29 August 2025	Council visitors saw messaging on display screens / heard IVR messaging if on hold for the call centre		A single QR code driving people to the Your Say page was used across all assets. It received 3 scans in total. One may have been from the CS display, but assets were not individually coded.
Council email signature	4 – 29 August 2025	Anyone who received emails from Council		All internal and external emails from Council promoted the consultation with a clickable link through to the Your Say page

Media Release	6 August 2025	Local and key metro media contacts	 <p>MEDIA RELEASE</p> <p>Let's talk: Council seeks community input on the future of local services, assets and infrastructure</p> <p>North Sydney Council</p> <p>Media: 2 mins read</p> <p>NORTH SYDNEY COUNCIL MEDIA RELEASE</p> <p>North Sydney Council is calling on residents and businesses to help shape the future of local services, assets and infrastructure by participating in its 'Let's talk' community consultation, open until midnight on Friday 29 August.</p> <p>Council averages \$1.2 million in assets and delivers over 200 services, but the current financial position is unsustainable. In early 2023, Council applied to the Independent Pricing and Regulatory Tribunal (IPART) for a rate increase to maintain services, address infrastructure backlog, and plan for the future. While IPART accepted the proposed rate increase, the Tribunal has yet to make a final decision. Council has now engaged in further consultation with the community to better understand local priorities and expectations.</p> <p>Council now faces a difficult reality without increasing revenue, service like street cleaning and parks maintenance will be impacted. Council is seeking community input on how to manage these services such as roads, parks, community centres, schools and stormwater systems could also deteriorate.</p> <p>North Sydney Mayor Zoe Baker said the 'Let's talk' consultation is a critical opportunity for the community to help shape a realistic compromise between service levels, infrastructure needs and the rates required to support them.</p> <p>MEDIA RELEASE: Let's talk: Council seeks community input on the future of local services, assets and infrastructure</p>	28 journalists received the release with 16 opening and 1 clicking on the supplied information link
Media Coverage	1 – 29 August 2025	General public	<p>Nine News, 1 August 2025, 6:29pm – interview with Mayor Zoe Baker: https://media.streem.com.au/player/O8RtGP</p> <p>We have to find a way through.</p> 	<p>Let's Talk consultation period media report.pdf</p> <p>Let's Talk consultation period - Instant Insights Report.pdf</p> <p>Potential total audience reach: 7,898,003</p>

				
Website news articles	28 July 2025 1 August 2025	General public	<ul style="list-style-type: none"> • Council Meeting Summary, 28 July 2025 – North Sydney Council • Let's talk... Building a Stronger Future Together – North Sydney Council <p>Let's talk... Building a Stronger Future Together</p> <p>Every day, 73,000 residents and 15,000 businesses rely on over 200 Council-managed services and \$1.6 billion in assets and infrastructure.</p> <p>From Business by post programs, street sweeping to libraries, library, graffiti removal, waste management, parks, playgrounds, buildings, wastewater, stormwater, water and more. These assets are essential to our community and are used to deliver a range of services and support our residents.</p> <p>At the end of these services are infrastructure assets. Some at a cost, and our current financial situation means we must make some tough choices.</p> <p>Without increased investment, many everyday services and facilities will continue to decline.</p> <ul style="list-style-type: none"> • Making the bus might mean closing in the east or having a smaller fleet of vehicles and less stops. • Removing a local park or addition could become a loss of local culture, and community events are reduced. • Driving around town could take longer, and fees are used to roads and traffic, signs continue to wear out. • Making a plan to use a nearby address or have facilities to cost and age. • Closing local parks and playgrounds could mean less recreation and less exercise for residents. • Playing football or soccer fields aren't removed and that changes. • Closing council might mean longer wait times or fewer services if customer service hours are reduced. • Closing local groups or advertising support might become harder if advertising services and programs are reduced. • Sending down the street might not be as pleasant if streets are being repaired and other factors are. • Taking pride in your neighbourhood could have a surge in graffiti, graffiti removal and care maintenance are scaled back – offering less to public space and art. <p>Council Meeting Summary, 28 July 2025</p> <p>At its meeting on Monday 28 July 2025, Council considered a range of matters including masterplans, infrastructure upgrades, waste management, planning and a local enquiry from Shaws School for Evidence 32.</p> <p>Mayoral Minutes</p> <p>AGLA National General Assembly and Australasian Council of Local Government</p> <p>Councils to discuss the uptake and nationalisation of Local Government Model in Canberra, followed by the National Council of Local Government. Councils to review the NSW 2025 Community and Learning Model.</p> <p>MMLD – Blue Point Fireworks Masterplan</p> <p>The event will be a high-quality public safety outcome. The event will be a Harry Lawson Avenue will be closed to traffic, and the Blue Point Fireworks police will begin the security processes.</p> <p>Committee Reports</p> <p>At the 14 July Committee Meeting the 27 June 2025 AGM & Audit Risk & Impersonation Committee Minutes (27 June 2025)</p> <p>Report to Council</p> <p>3.2.2 Investment and Asset Borrowing Report as of 30 June 2025</p> <p>The investment portfolio is now 1.50% p.a. slightly below the benchmark for all excluding budget reposition by \$0.01%. All investments compliant with legislative and policy requirements.</p>	<p>Council meeting summary article</p> <ul style="list-style-type: none"> • Total clicks: 3 • Total impressions: 187 • Average CTR: 1.6% <p>Let's talk article</p> <ul style="list-style-type: none"> • Total clicks: 5 • Total impressions: 59 • Average CTR: 8.5% <p>Five people visited the Your Say engagement page after clicking on the website consultation promotion on the homepage</p>

Engagement Activities

Engagement Activity	Timing	Audience	Evidence	Outcome
Your Say consultation webpage including Frequently Asked Questions	August 1 to 29 2025	General public – primarily local community members	 <p>The screenshot displays the 'let's talk...' consultation webpage. The top features a banner with the text 'let's talk...' and 'SERVICES and INFRASTRUCTURE'. Below the banner is a 'Have Your Say' button. The main content area is divided into several sections: 'What's new', 'Survey', 'Frequently Asked Questions', 'Services', 'Funding and financial repair', and 'About the Survey'. The 'Frequently Asked Questions' section is expanded, showing a list of questions with dropdown menus for answers. The survey interface shows a grid of questions and options. The bottom of the page includes a footer with social media links and the EngagementHQ logo.</p>	<p>Your Say page:</p> <ul style="list-style-type: none"> • 4,464 Page views • 1,982 unique visitors • 76 documents downloaded • 54 unique visitors viewed the image gallery 211 times <p>Frequently Asked Questions:</p> <ul style="list-style-type: none"> • 18 FAQs • 367 views • 79 unique visitors

<p>Community pop up stalls to raise awareness, provide information and answer questions about the consultation</p>	<p>Stanton Library - 13 August 2025 Northside Markets - 16 August 2025 Neutral Bay Community Centre - 20 August 2025 Kirribilli Markets 23 August 2025</p>	<p>General public – primarily local community members</p>		<p>Total people spoken to 325. (13/8) Council staff spoke with 107 members of the public. (16/8) Council staff spoke with 101 members of the public. (20/8) Council staff spoke with 15 members of the public. (23/8) Council staff spoke with 102 members of the public.</p>
<p>Precinct meeting presentations</p>	<p>Various dates between 5 -28 August 2025</p>	<p>Residents and members of Precinct committees</p>	<p>Precinct information flyers were also provided for attendees to circulate to members. This generated 42 scans to the Your Say page throughout the consultation period. NB The Precinct Committees are run by residents and provide feedback to Council in an advisory capacity. Anyone can join their local Precinct Committee to share views on a range of topics and to help inform Council of community opinion on projects, plans and proposals. Council currently has 18 active precinct committees.</p> 	<p>Combined Precinct meeting 19/8/25 - CEO of NSC spoke 18 members representing 11 out of the 18 active precinct areas. Seven other precinct meetings were held with either the Mayor, CEO, or Director of Planning in attendance. 153 people participated in total.</p>

Staff Communications	Various dates between 28 July – 29 August 2025	Council staff	<p>A series of all staff emails and updates were shared via the internal newsletter and VIVA Engage platform as well as by the CEO.</p> <p>Detailed briefings and FAQs were also provided to the Customer Service team to assist with any enquiries.</p>	Staff handled queries confidently and were aware of the campaign and its key objectives.
----------------------	--	---------------	--	--

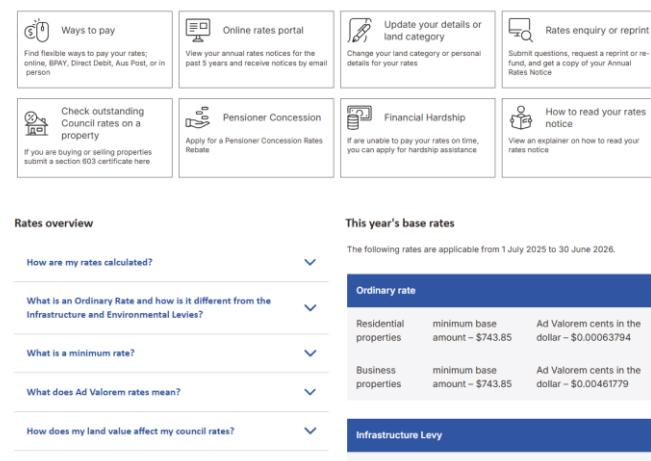
PHASE 2 Let's Talk Rates (29 October – 3 December 2025)

COLLATERAL

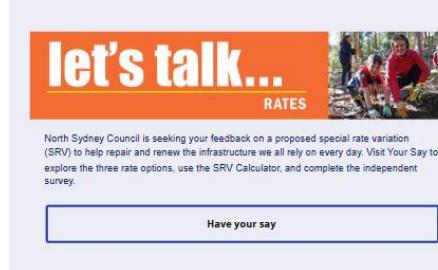
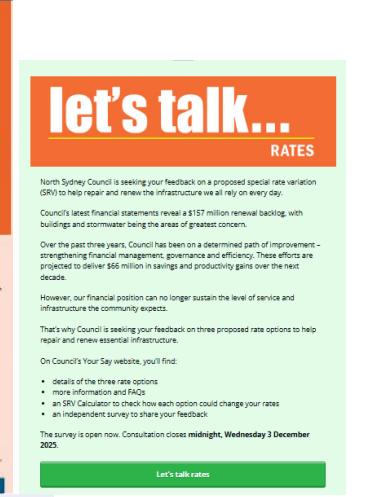
Communication Activity	Timing	Audience	Evidence	Outcome
North Sydney News community publication	Delivery by Australia Post scheduled for 17 – 21 November 2025	North Sydney residents by LGA postcode	 <p>Featured on page 1, 6 & 7 of Spring/Summer 2025 edition Three-page article (including front cover) providing the following information:</p> <ul style="list-style-type: none"> Explanation of Council's financial situation and reasons for the challenges Summary information on ageing infrastructure underfunding Key results from community representative survey regarding assets condition and maintenance Summary information on Council productivity and efficiency measures (past and planned) Information on the three proposed rate options, minimum rates and financial hardship Promotion of the SRV rates calculator Multiple calls to have your say via QR codes and URLs with date of consultation closure 	46,422 copies printed and delivered North Sydney News QR Codes (113 scans)

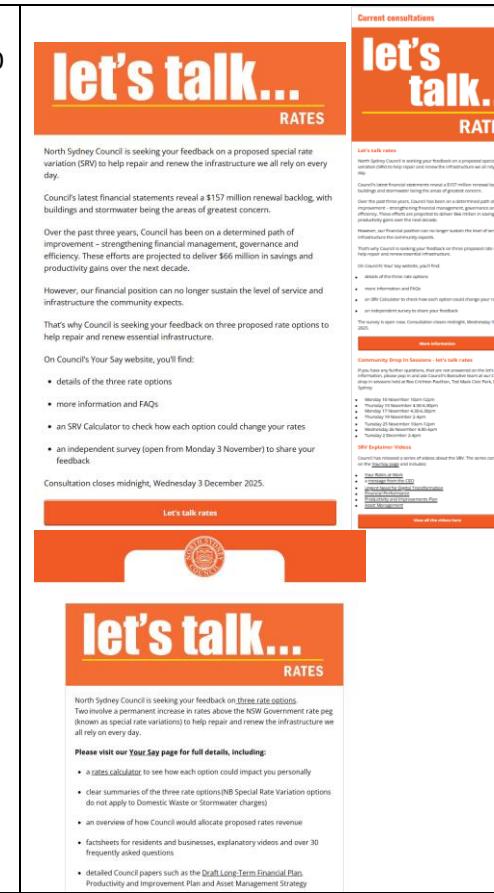
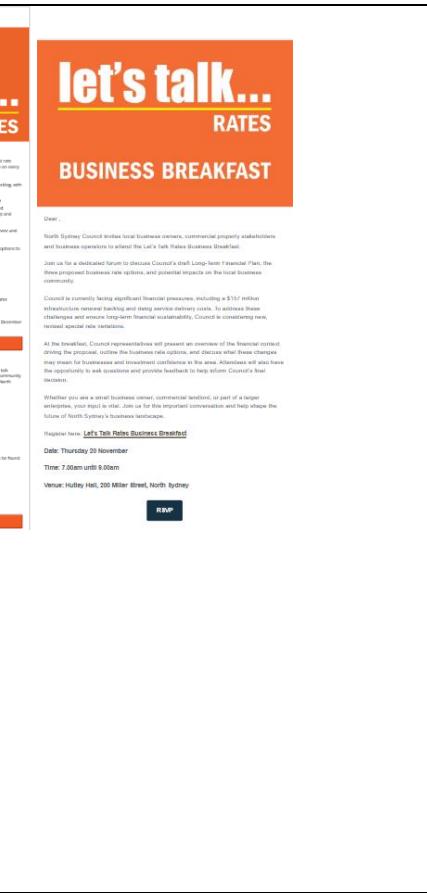
Interactive online rates calculator	29 October – 3 December 2025	Residents, Businesses and ratepayers	<p>The calculator showed individual ratepayers (residents and businesses) the actual dollar impact on their property because of the 3 proposed rate options.</p>	Data on number of visits is unavailable.
Council Website News Articles	Published 29 October 2025	General public	<p>Let's talk rates</p> <p>Council is seeking your feedback on three proposed rate options to help repair and renew the infrastructure we all rely on every day and build a stronger future together.</p> <p>North Sydney Council is continuing its commitment to sustainable services and infrastructure through financial repair and improved governance and administration.</p> <p>For decades, residents have enjoyed high-quality services, vibrant public spaces, and strong civic engagement. Today, more than \$1.5 billion worth of infrastructure supports the everyday lives of the community – from roads and footpaths, stormwater systems and parks, to our much-loved library and community centres.</p> <p>But after many years of use, much of this infrastructure is showing its age. Competing funding pressures have meant that not enough has been set aside to keep everything in good condition. Council's latest financial statements reveal a \$157 million renewal backlog, with buildings and stormwater being the areas of greatest concern.</p> <p>As the community grows denser and needs expand, maintaining reliable infrastructure and essential services is more important than ever.</p> <p>Over the past three years, Council has been on a determined path of improvement – strengthening financial management, governance and efficiency. These efforts are projected to deliver \$66 million in savings and productivity gains over the next decade.</p> <p>Despite this progress, our current financial position can no longer sustain the level of service and infrastructure our community expects and deserves.</p> <p>Let's talk rates – North Sydney Council</p>	<p>Let's Talk Rates Article</p> <p>Total clicks: 35 Total impressions: 389 Average CTR: 9%</p>

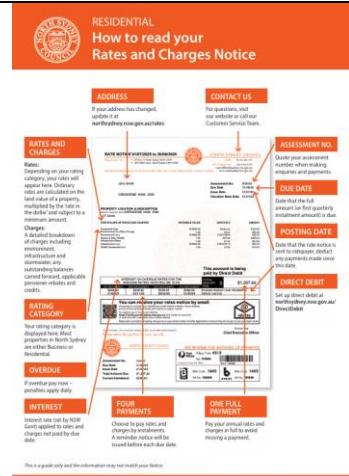
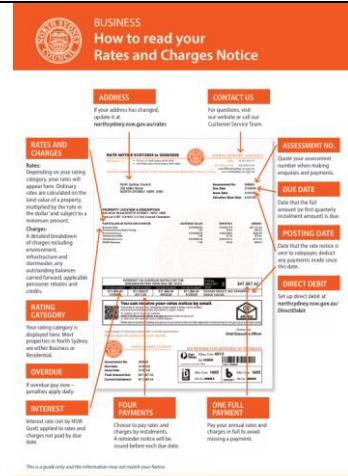
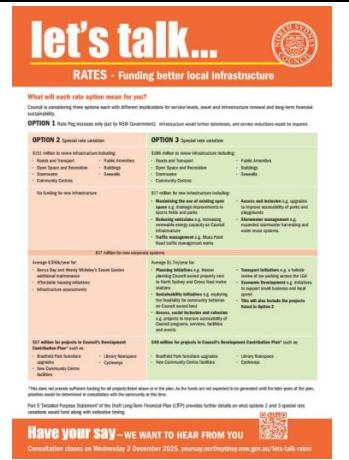
	Published 29 October 2025	General public	<p>Council Meeting Summary, 27 October 2025</p> <p>At this week's meeting Council agreed to undertake community consultation on three different rate proposals, endorsed a number of policies and plans and received updates about DAs and NSOP.</p> <p>Reports to Council Draft Long Term Financial Plan and Special Rate Variation Options</p> <p>Council agreed to undertake community consultation on three different rate proposals as part of a new draft Long Term Financial Plan. The options include two different Special Rate Variations to fund critical infrastructure renewal and maintain service levels. Consultation runs from 29 October until 3 December 2025.</p> <p>Critical Asset Renewal Works</p> <p>A report identified key infrastructure assets, such as roads, stormwater systems, and community facilities, that require urgent renewal. Council resolved to prioritise these works in future capital planning and explore funding options to address the backlog.</p> <p>Investment and Loan Borrowings Report – 30 September 2025</p> <p>Council reviewed its investment portfolio and loan obligations, confirming compliance with financial policies. The report provided a snapshot of Council's financial position and market conditions affecting returns.</p> <p>Council Christmas Closure 2025–26</p> <p>Council has set its Christmas and New Year closure dates. Essential services will operate as usual, and public notices will announce service availability.</p> <p>DV Safe Phone Partnership</p> <p>Council reaffirmed its support for the DV Safe Phone initiative, which provides refurbished mobile phones to survivors of domestic violence. The program enhances safety and access to support services for vulnerable community members.</p> <p>Swimming Pool Inspection Program – Post-Exhibition Report</p>	<p>Council Meeting Summary article</p> <p>Total clicks: 5</p> <p>Total impressions: 204</p> <p>Average CTR: 2.5%</p>
	Published 20 October 2025	General public	<p>North Sydney Councillors to discuss draft 2026–2036 Long-Term Financial Plan Proposals</p> <p>North Sydney Council is continuing its commitment towards financial repair and improvement to ensure the sustainability of services and infrastructure for the community.</p> <p>On 27 October, Councillors will consider a draft 2026–2036 Long-Term Financial Plan, which proposes targeted rate increases to address the long-standing deterioration of local infrastructure, update corporate systems and maintain service delivery.</p> <p>The plan is a continuation of improvement efforts over the past few years which include significant cost-saving measures and productivity improvements undertaken in a bid to minimise the impact on ratepayers.</p> <p>The draft plan represents an important step towards restoring financial strength and aligning Council resources with the expectations and needs of a growing and evolving community.</p> <p>North Sydney recently ranked sixth place in the Australian Liveability census, with respondents agreeing that most important in their ideal neighbourhood was the general condition of public open space – street trees, footpaths and parks. Top five liveability metrics included connectivity, sense of personal safety, access to neighbourhood facilities, the natural environment and overall character of the neighbourhood.</p> <p>Such an environment can only be supported by a strong Local Government with the capacity to maintain infrastructure and deliver quality services.</p>	<p>Councillors long-term financial plan discussion article</p> <p>Total clicks: 2</p> <p>Total impressions: 75</p> <p>Average CTR: 2.7%</p>

<p>Council Website Rates Updates</p>	<p>29 October – 3 December 2025</p>	<p>Ratepayers and residents</p>	<p>Your rates: what to know and how to pay</p>  <p>This year's base rates</p> <p>The following rates are applicable from 1 July 2025 to 30 June 2026.</p> <table border="1"> <thead> <tr> <th colspan="3">Ordinary rate</th> </tr> </thead> <tbody> <tr> <td>Residential properties</td> <td>minimum base amount – \$743.85</td> <td>Ad Valorem cents in the dollar – \$0.00063794</td> </tr> <tr> <td>Business properties</td> <td>minimum base amount – \$743.85</td> <td>Ad Valorem cents in the dollar – \$0.00461779</td> </tr> </tbody> </table> <table border="1"> <thead> <tr> <th colspan="3">Infrastructure Levy</th> </tr> </thead> <tbody> <tr> <td colspan="3">minimum base</td> </tr> </tbody> </table> <p>Council rates – North Sydney Council</p> <p>Information on the website was updated to make it easier for residents/businesses to understand. This included the addition of FAQs and downloadable guides on how to read rates notices as well as a CTA to find out more about the 3 rates options on the Your Say page.</p>	Ordinary rate			Residential properties	minimum base amount – \$743.85	Ad Valorem cents in the dollar – \$0.00063794	Business properties	minimum base amount – \$743.85	Ad Valorem cents in the dollar – \$0.00461779	Infrastructure Levy			minimum base			<p>Council Rates homepage.</p> <ul style="list-style-type: none"> • Clicks: 309 • Total impressions: 3,380 • Average CTR: 9.1% • Average search position: 3.9 <p>Website received 880 impressions and 31 clicks on the how to read your rates factsheets</p>
Ordinary rate																			
Residential properties	minimum base amount – \$743.85	Ad Valorem cents in the dollar – \$0.00063794																	
Business properties	minimum base amount – \$743.85	Ad Valorem cents in the dollar – \$0.00461779																	
Infrastructure Levy																			
minimum base																			

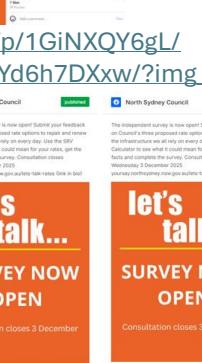
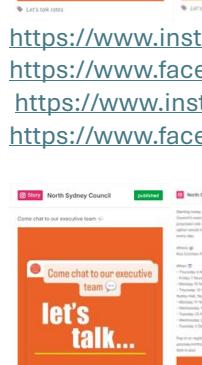
	29 October – 3 December 2025	Ratepayers and residents	<p>Council rates: payment, concessions and land categories</p> <div style="border: 1px solid #ccc; padding: 10px; margin-bottom: 10px;"> <p>In this section</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; vertical-align: top;"> <ul style="list-style-type: none"> ➤ Ways to pay Council rates ➤ How to read your rate notice ➤ Change your land category or details on a rates notice </td><td style="width: 50%; vertical-align: top;"> <ul style="list-style-type: none"> ➤ Pensioner Concession ➤ Financial Hardship </td></tr> </table> <p> Print page</p> </div> <p>How to read your rate notice</p> <p>View our factsheets to see each section of your rate notice explained.</p> <p>Residential rate notice</p> <p>Business rate notice</p> <p>Your rate notice includes the following sections:</p> <p>Address Update your address if it has changed.</p> <p>Council rates: payment, concessions and land categories – North Sydney Council</p>	<ul style="list-style-type: none"> ➤ Ways to pay Council rates ➤ How to read your rate notice ➤ Change your land category or details on a rates notice 	<ul style="list-style-type: none"> ➤ Pensioner Concession ➤ Financial Hardship 	<p>Council rates: payments, concessions and land categories.</p> <p>Total clicks: 31 Total impressions: 855</p> <p>Average CTR: 3.6%</p>
<ul style="list-style-type: none"> ➤ Ways to pay Council rates ➤ How to read your rate notice ➤ Change your land category or details on a rates notice 	<ul style="list-style-type: none"> ➤ Pensioner Concession ➤ Financial Hardship 					

<p>Email newsletters</p> <p>17 enewsletters were issued containing articles explaining the reason for the consultation, information on the three proposed rate options, calls to action on how to have your say via the consultation page and online survey, prompts to use the SRV rates calculator and specific information about the business breakfast event and dates and locations of the community information pop ups and ask the executive drop-in sessions.</p>	<p>29 October – 3 December 2025</p>	<p>Subscribers to Council enewsletters are mostly ratepayers and residents</p> <ul style="list-style-type: none"> • Council eNews sent to 2,724 subscribers • Precinct eNews x 4 weekly editions to 500+ subscribers • Stanton Library eNews to 12,368 subscribers • Events eNews to 3576 subscribers • Sustainability eNews to 4218 subscribers • Arts & Culture to 1335 subscribers • Business Breakfast & 	   	<ul style="list-style-type: none"> • Council eNews (30/10) 1220 opens, 230 clicks • Precinct (31/10) 241 opens, 33 clicks • Stanton Library eNews (1/11) 5091 opens, 146 clicks • Events (4/11) 1650 opens, 76 clicks • Sustainability (5/11) 2235 opens, 36 clicks • Precinct (7/11) 253 opens, 15 clicks • Arts & Culture (10/11) 1161 opens, 8 clicks • Business Breakfast (10/11) 751 opens, 114 clicks • Precinct (14/11) 247 opens, 5 clicks • Stanton Library (15/11) 7254 opens, 142 clicks
---	-------------------------------------	---	---	---

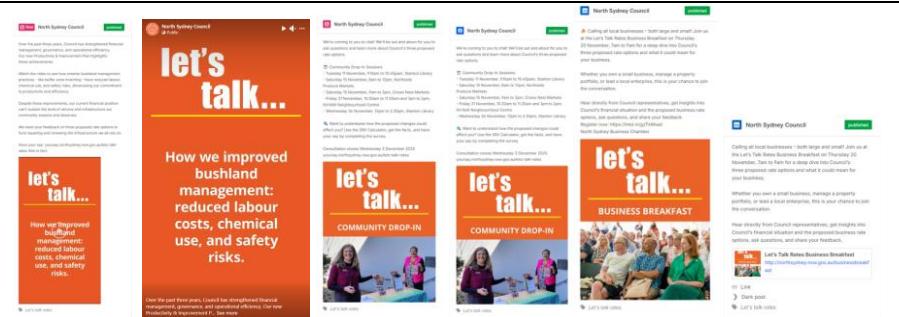
	<p>Business Survey to 1460 targeted list</p> <ul style="list-style-type: none"> • Coal Loader eNews sent to 4,970 subscribers • Business eNews to 1,126 subscribers 			<ul style="list-style-type: none"> • Council (21/11) 1368 opens, 79 clicks • Precinct (21/11) 253 opens, 2 clicks • Business survey (25/11) 659 opens, 21 clicks • Coal Loader (26/11) 2407 opens, 15 clicks • Events (28/11) 1613 opens, 38 clicks • Business (1/12) 573 opens, 17 clicks • Stanton Library (1/12) 6850 opens, 72 clicks
--	---	---	--	--

			 	<p>QR Codes from the various factsheets were scanned:</p> <ul style="list-style-type: none"> • Lets Talk Rates factsheet – 184 scans • Let's Talk Rates Business Breakfast – 3 scans • Let's Talk Rates Business Survey – 1 scan
Posters	29 October – 3 December 2025	<p>Ratepayers, Businesses & residents Visitors to Council facilities Handed out at pop up events Shared online at Your Say</p>  		See above for QR code scan data.

			<p>let's talk... BUSINESS RATES</p> <p>Whether you're a small business owner, a commercial landlord, or part of a larger enterprise, join us to discuss the proposed rate options and their potential impact on the local business community.</p> <p>Thursday 20 November - 7am to 9am</p> <p>Hutley Hall, 200 Miller Street, North Sydney</p> <p>Register for Council's Let's Talk Rates Business Breakfast northsydney.nsw.gov.au/businessbreakfast or scan QR code below</p> <p>let's talk... RATES</p> <p>Got questions about Council's three proposed rate options?</p> <p>Want to know more?</p> <p>Ask Council's Executive</p> <ul style="list-style-type: none"> Ros Creek Pavillion, Ted MacKenzie Park, North Sydney <ul style="list-style-type: none"> Monday 12 November 4.30pm to 7pm Wednesday 19 November 2pm to 4pm Tuesday 26 November 10am to 12pm Wednesday 26 November 4pm to 6pm Tuesday 2 December 2pm to 4pm Crows Nest Markets <ul style="list-style-type: none"> Saturday 15 November 9am to 12pm Saturday 15 November 10.30am to 12.30pm North Bondi Community Centre <ul style="list-style-type: none"> Tuesday 19 November 10.30am to 12.30pm Friday 21 November 10am to 11.30am and 1pm to 2pm Stanton Library <ul style="list-style-type: none"> Wednesday 26 November 12pm to 2.30pm <p>Have your say - WE WANT TO HEAR FROM YOU</p> <p>let's talk... RATES - Funding better local infrastructure</p> <p>A review of Council's 2025-2026 budget</p> <p>How does Council use the average residential rate of \$1079 per year?</p> <p>Want to know more?</p> <p>Speak to Council Staff</p> <ul style="list-style-type: none"> Northbridge Markets <ul style="list-style-type: none"> Saturday 15 November 9am to 12pm Saturday 15 November 10.30am to 12.30pm St Leonards <ul style="list-style-type: none"> Wednesday 26 November 4pm to 6pm North Bondi Community Centre <ul style="list-style-type: none"> Tuesday 19 November 10.30am to 12.30pm Friday 21 November 10am to 11.30am and 1pm to 2pm Kirribilli Neighbourhood Centre <ul style="list-style-type: none"> Friday 21 November 10am to 11.30am and 1pm to 2pm Stanton Library <ul style="list-style-type: none"> Wednesday 26 November 12pm to 2.30pm <p>Have your say - WE WANT TO HEAR FROM YOU</p> <p>Have your say - WE WANT TO HEAR FROM YOU</p>	
Information Displays / Community Noticeboards highlighted the 3 rate options and drove customers to the Your Say page through a call to action and QR code	29 October – 3 December 2025	Community members, library visitors, local businesses, commuters, visitors to pop up events and Council chambers		Displays at Council Customer Service, Stanton Library, 4 x Community Centres and on 60 Community Noticeboards Refer to factsheets and posters for data on QR scans.
Newspaper printed advertisements – North Shore Times and Mosman Daily	13 November 2025	Residents and businesses		North Shore Times: 49,000 print readership Mosman Daily: 34,000 print readership

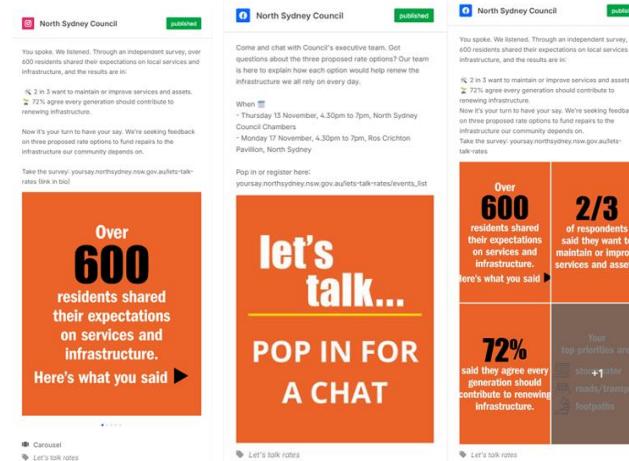
<p>Social media (organic)</p> <p>Organic posts were shared on North Sydney Council's Facebook, Instagram and LinkedIn channels covering a range of topics including explaining why Council was consulting, how to get more information on the proposed rate options and draft long-term financial plan, links to the Your Say page and consultation dates, ask the executive schedules, pop up stall schedules, videos with staff explaining recent productivity improvements (street cleaning, bushland,</p>	<p>29 October - 3 December 2025</p>	<p>Ratepayers and residents</p> <p>Our main audience on social media is females aged 35-54 years.</p> <p>The largest segment falls within 35-44 years, making up 36.2% on Facebook and showing the highest engagement on Instagram. The second largest group is 45-54 years (25.6%), followed by 25-34 years (15.8%). Older age groups (55-64 and 65+) collectively account for about 21%, while younger audiences (18-24) are minimal at 1.4% on Facebook and very low on Instagram.</p>	   <p>https://www.facebook.com/share/p/1GiNXQY6gL/</p>     <p>https://www.instagram.com/p/DQYd6h7DXxw/?img_index=2</p>     <p>https://www.instagram.com/p/DQbDaWsDR1D/</p> <p>https://www.facebook.com/share/p/1CsBSYmn5A/</p> <p>https://www.instagram.com/p/DQn3T6_DReW/</p> <p>https://www.facebook.com/share/p/1JJkGdChtV/</p>    <p>https://www.instagram.com/p/DQsmZqEF4g4/</p> <p>https://www.facebook.com/share/p/16Zv9nmT1e/</p>	<p>41 organic posts were shared over 5 weeks.</p> <p>Totals combined across channels:</p> <ul style="list-style-type: none"> 23,600 reach 45,420 impressions 215 engagements 20 comments 4,044 video views <p>The top performing posts were reels across both IG and FB. The next best performing posts were tiles relating to the community drop-in sessions.</p> <p>28 clicks were received from the SRV calculator posts</p>
---	-------------------------------------	---	---	--

compliance and customer service teams), promotion of the business breakfast and business survey, highlighted results from the phase one community survey with links to the full report, awareness-raising of the SRV calculator and that domestic waste and stormwater management charges were not included in the proposed rate options, reminders to provide feedback before consultation closes.



<https://www.instagram.com/p/DQuu0Fj8UX/>
<https://www.facebook.com/share/v/1Dbx3mVkPS/>
https://www.instagram.com/p/DQ05i_2jTLF/
<https://www.facebook.com/share/p/1C3R22uVwe/>
<https://www.linkedin.com/feed/update/urn:li:activity:739352034025520332>

8



<https://www.linkedin.com/feed/update/urn:li:activity:739450105864497971>
2
https://www.instagram.com/p/DQ8hGMYjXVE/?img_index=1
<https://www.facebook.com/share/p/1DBy16XyVL/>

<https://www.facebook.com/share/p/1AA1pkqPp1/>

 North Sydney Council

Watch the video to see how Council has significantly enhanced customer service through digitisation, process improvements, and better communication. These actions have reduced delays, improved responsiveness, and delivered better outcomes for residents, businesses, and internal stakeholders.

Despite these improvements, our current financial position is not sustainable and we need to reassess our community impacts and desires.

We need your feedback on three proposed rate options, the rate we will use and amount of the rate increase we will apply.

Have your say: northsydney.nsw.gov.au/ratecalculator



 North Sydney Council

We're working hard to make your rates go further. Watch the video to see how Council has significantly enhanced customer service through digitisation, process improvements, and better communication. These actions have reduced delays, improved responsiveness, and delivered better outcomes for residents, businesses, and internal stakeholders.

Despite these improvements, our current financial position is not sustainable and we need to reassess our community impacts and desires.

We need your feedback on three proposed rate options, the rate we will use and amount of the rate increase we will apply.

Have your say: northsydney.nsw.gov.au/ratecalculator



 Arts & Culture North Sydney

Calling all local businesses - both large and small join us at the Let's Talk Rates Business Breakfast this Thursday 20 November. Take the time for a deep dive into Council's three proposed rate options and what it could mean for your business.

Whether you own a small business, manage a property portfolio, or lead a local enterprise, this is your chance to join the conversation.

Have directly from Council representatives, get insights into Council's financial situation and the proposed business rate options, ask questions, and share your feedback.

Register now: northsydney.nsw.gov.au/businessbreakfastlink.html

 The Cost Leader Centre for Sustainability

Calling all local businesses - both large and small join us at the Let's Talk Rates Business Breakfast this Thursday 20 November. Take the time for a deep dive into Council's three proposed rate options and what it could mean for your business.

Whether you own a small business, manage a property portfolio, or lead a local enterprise, this is your chance to join the conversation.

Have directly from Council representatives, get insights into Council's financial situation and the proposed business rate options, ask questions, and share your feedback.

Register now: northsydney.nsw.gov.au/businessbreakfastlink.html

<https://www.instagram.com/p/DQ-xSCCDtcg/>

<https://www.facebook.com/share/v/17mWDXNLw5/>

<https://www.instagram.com/p/DRJBwDfCo2A/>

<https://www.instagram.com/p/DRJB0EMik3H/>

 North Sydney Council

Did you know the proposed Special Rate Variation options don't apply to domestic waste and stormwater charges? Use our Rates Calculator to see how the new options could impact you northsydney.nsw.gov.au/ratecalculator

Have your say and find out more: northsydney.nsw.gov.au/ratecalculator



 North Sydney Council

Did you know the proposed Special Rate Variation options don't apply to domestic waste and stormwater charges? Use our Rates Calculator to see how the new options could impact you northsydney.nsw.gov.au/ratecalculator

Have your say and find out more: northsydney.nsw.gov.au/ratecalculator



North Sydney Council

Due to low levels of interest, we have decided to cancel tomorrow's breakfast. However, if you have questions or would like to speak to members of the Council executive team, please feel free to attend one of our upcoming pop in sessions:

- Wednesday 19 November, 2pm - 4pm
- Wednesday 26 November, 2pm - 4pm
- Tuesday 2 December, 2pm - 4pm

All sessions will be held at the Box Chisholm Building, 200 Miller St, North Sydney. If you can't make any of these sessions, please contact us and we will arrange an alternative time.

North Sydney Council

Due to low levels of interest, we have decided to cancel tomorrow's breakfast. However, if you have questions or would like to speak to members of the Council executive team, please feel free to attend one of our upcoming pop in sessions:

- Wednesday 19 November, 2pm - 4pm
- Wednesday 26 November, 2pm - 4pm
- Tuesday 2 December, 2pm - 4pm

All sessions will be held at the Box Chisholm Building, 200 Miller St, North Sydney. If you can't make any of these sessions, please contact us and we will arrange an alternative time.

let's talk...
BUSINESS BREAKFAST CANCELLED



Let's talk notes

let's talk...
BUSINESS BREAKFAST CANCELLED



Let's talk notes

let's talk...
BUSINESS BREAKFAST CANCELLED



Let's talk notes

let's talk...
BUSINESS BREAKFAST CANCELLED



Let's talk notes

North Sydney Council

Due to low levels of interest, we have decided to cancel tomorrow's breakfast. However, if you have questions or would like to speak to members of the Council executive team, please feel free to attend one of our upcoming pop in sessions:

- Wednesday 19 November, 2pm - 4pm
- Wednesday 26 November, 2pm - 4pm
- Tuesday 2 December, 2pm - 4pm

All sessions will be held at the Box Chisholm Building, 200 Miller St, North Sydney. If you can't make any of these sessions, please contact us and we will arrange an alternative time.

Calling all local businesses
Register for tomorrow's Let's Talk Rates Business Breakfast at Hurley Hall

Register now

let's talk...
BUSINESS BREAKFAST THURSDAY 26 NOVEMBER

REGISTER NOW

North Sydney

<https://www.instagram.com/p/DROSDehDeRj/>

<https://www.instagram.com/p/DROixZuDeTv/>

<https://www.facebook.com/share/p/1ECkwXdinH/>

<https://www.facebook.com/share/p/162YA6q48u/>

North Sydney Council

With us working hard to make your rates go further.

We're investing in Council Cleaning services and council improvements have already been implemented, delivering significant cost savings. We've also invested in Council Cleaning services. Early actions have saved \$13,200 per year in full council cleaning services, which has been reinvested into other efficiency measures.

Despite these improvements, we cannot financial justify the proposed new options to deliver the same level of service to our community assets and districts.

We need your feedback on the proposed new options to deliver the same level of service to our community assets and districts.

For more information on the proposed new options, or to have your say, please [comment here](#) or [ask a question](#).

let's talk...

How we improved our cleaning services, delivering efficiencies, risk reduction, and saved \$13,200 per year in full council cleaning and maintenance.

Let's talk notes

North Sydney Council

With us working hard to make your rates go further.

Improvements have already been implemented, delivering significant cost savings. We've also invested in Council Cleaning services. Early actions have saved \$13,200 per year in full council cleaning services, which has been reinvested into other efficiency measures.

Despite these improvements, we cannot financial justify the proposed new options to deliver the same level of service to our community assets and districts.

We need your feedback on the proposed new options to deliver the same level of service to our community assets and districts.

For more information on the proposed new options, or to have your say, please [comment here](#) or [ask a question](#).

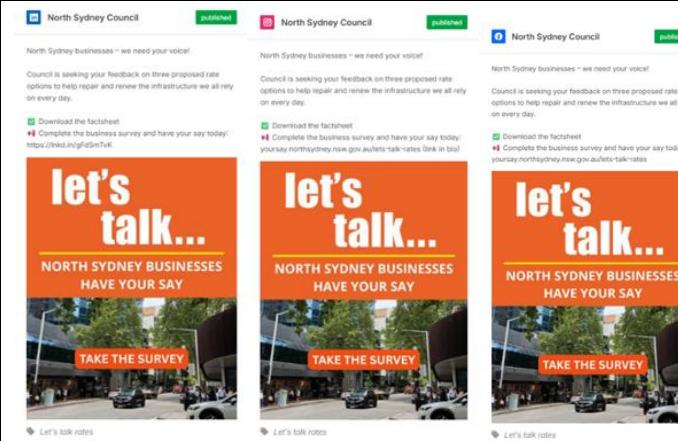
let's talk...



Let's talk notes

<https://www.instagram.com/p/DRQJxBBFRPB/>

<https://www.facebook.com/share/r/1VyaYFTokc/>

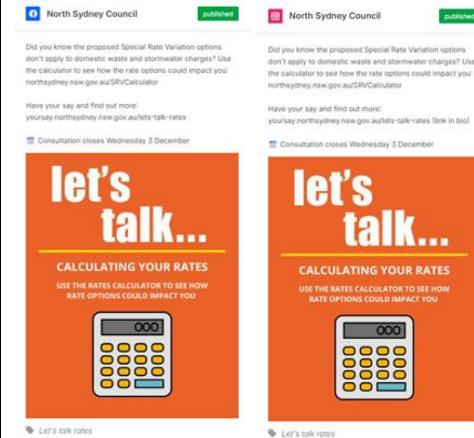


https://www.instagram.com/p/DRS8P_zDUTK/

<https://www.facebook.com/share/p/19cmuy1cmG1/>

<https://www.linkedin.com/feed/update/urn:li:activity:739742376785077043>

2



<https://www.instagram.com/p/DRgkO2bDa5g/>

<https://www.facebook.com/share/p/1M9TjGm81h/>

We're working hard to make your rates go further.

We've improved environment and building compliance services to improve efficiency and safety. Extra staff have been recruited, and we've invested in new equipment, adding in-house technical assessments, reducing reliance on external consultants. Key processes like strata terminations, post-termination strata transfers and strata renewals are now online, reducing phone enquiries and speeding up inspections.

Despite these improvements, our current financial position can't support the level of investment in infrastructure our community expects and deserves.

We need your feedback on three proposed rate options to fund the repair and renewal of the infrastructure we all rely on.

Have your say: yoursay.northsydney.nsw.gov.au/say/say-rates



[Let's talk rates](#)

We're working hard to make your rates go further.

We've improved environment and building compliance services to improve efficiency and safety. Extra staff have been recruited, and we've invested in new equipment, adding in-house technical assessments, reducing reliance on external consultants. Key processes like strata terminations, post-termination strata transfers and strata renewals are now online, reducing phone enquiries and speeding up inspections.

Despite these improvements, our current financial position can't support the level of investment in infrastructure our community expects and deserves.

We need your feedback on three proposed rate options to fund the repair and renewal of the infrastructure we all rely on.

Have your say: yoursay.northsydney.nsw.gov.au/say/say-rates (link in bio)



How we improved environment and building compliance services to improve efficiency and safety.

[Let's talk rates](#)

<https://www.instagram.com/p/DRiLQOoCVJT/>

<https://www.facebook.com/share/v/1Hfi66tdGg/>

1 day left to provide feedback!

North Sydney Council is seeking your feedback on a proposed special rate variation (SRV) to help repair and renew the infrastructure we all rely on every day. Visit [Your Say](#) to explore the three rate options, use the SRV Calculator and complete the independent survey.

[yoursay.northsydney.nsw.gov.au/say/say-rates](#)



[Let's talk rates](#)

1 day left to provide feedback!

North Sydney Council is seeking your feedback on a proposed special rate variation (SRV) to help repair and renew the infrastructure we all rely on every day. Visit [Your Say](#) to explore the three rate options, use the SRV Calculator and complete the independent survey.

<https://lnkd.in/gf2Sm7v>



[Let's talk rates](#)

1 day left to provide feedback!

North Sydney Council is seeking your feedback on a proposed special rate variation (SRV) to help repair and renew the infrastructure we all rely on every day. Visit [Your Say](#) to explore the three rate options, use the SRV Calculator and complete the independent survey.

[yoursay.northsydney.nsw.gov.au/say/say-rates](#)

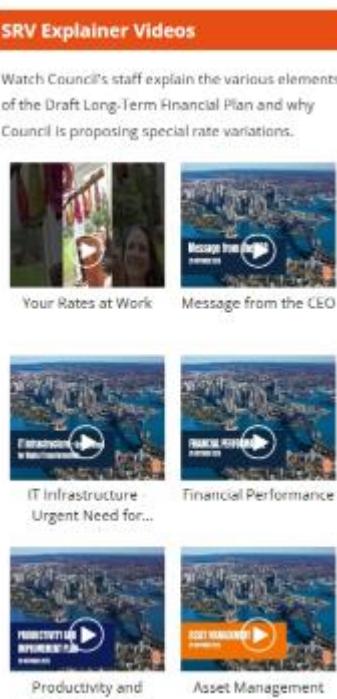


[Let's talk rates](#)

<https://www.instagram.com/p/DRv6KBNDTd0/>

<https://www.facebook.com/share/p/16SDY6XLDb/>

<https://www.linkedin.com/feed/update/urn:li:activity:740148539907394355>

Social media (paid) - LinkedIn	11 - 19 November 2025	Targeted to businesses in North Sydney		<p>One paid ad on LinkedIn was run to promote the SRV business breakfast.</p> <p>Results:</p> <p>59 clicks</p> <p>2,151 reach</p> <p>3,639 impressions</p>
<p>Videos:</p> <p>A series of 6 videos were produced with Council's staff explaining the various elements of the Draft Long-Term Financial Plan and why Council was seeking feedback on the proposed special rate variations.</p>	10 November – 3 December 2025	General public	<p>SRV Explainer Videos</p> <p>Watch Council's staff explain the various elements of the Draft Long-Term Financial Plan and why Council is proposing special rate variations.</p> 	<p>North Sydney Council's YouTube has 947 subscribers. Each video received:</p> <ul style="list-style-type: none"> • Your rates at work 48 views • Message from CEO 27 views • Financial performance 35 views • SRV introduction 48 views • IT Infrastructure 59 views • Productivity and Improvement plan 55 views • Asset Management 37 views

			<p>Your rates at work</p> <p>Special Rate Variation Introduction</p> <p>IT infrastructure – Urgent Need for Digital Transformation</p> <p>Financial Performance</p> <p>Productivity and improvement</p> <p>Asset Management</p>	<p>Videos viewed via Your Say page had higher engagement with</p> <p>105 unique visitors viewing the videos a total of 246 times.</p> <ul style="list-style-type: none"> • Your Rates: 35 • Message from CEO: 49 • IT: 57 • Financial Performance: 40 • Productivity: 45 • Asset: 38
Customer Service digital display screens	29 October – 3 December 2025	Council visitors saw messaging on display screens / heard IVR messaging if on hold for the call centre		The customer service screen display received 1 QR code scan.
Council email signature	18 November – 3 December 2025	Anyone receiving an email from Council		All internal and external emails from Council promoted the consultation with a clickable link through to the Your Say page.
Media Coverage	29 October – 3 December 2025	General public	<p>Let's Talk Rates consultation period media report.pdf</p> <p>Let's Talk Rates consultation period reporting (folder)</p>	Media generated a potential total audience reach

NB No media release was sent as part of this campaign.				of 8,251,567 with coverage across broadcast, online and print media nationally and locally. <u>Let's Talk Rates consultation period - Instant Insights Report.pdf</u> Media queries were received from the SMH, North Shore Lorikeet and North Shore Living.
--	--	--	--	--

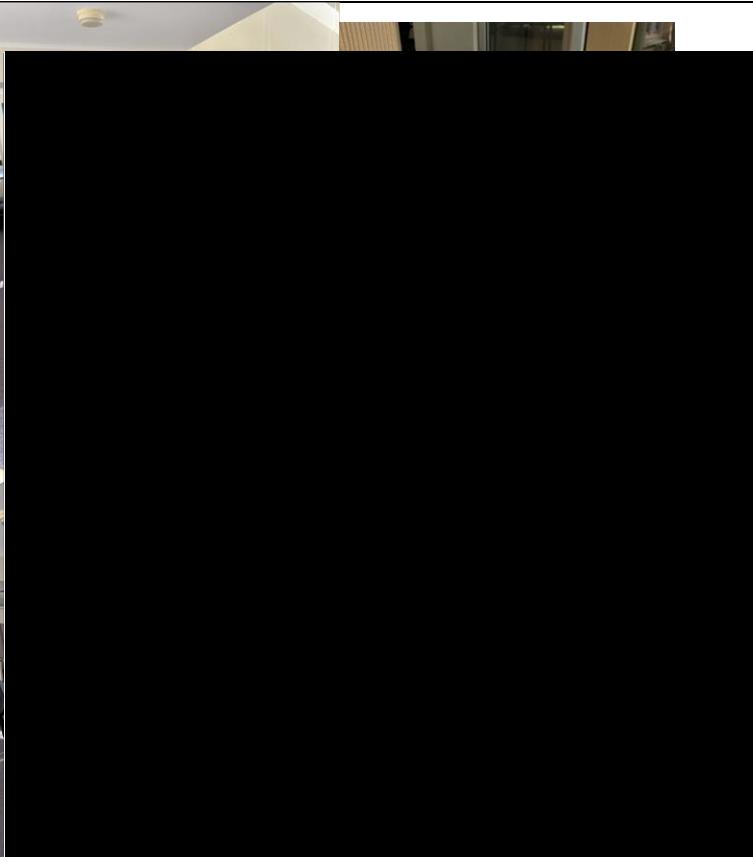


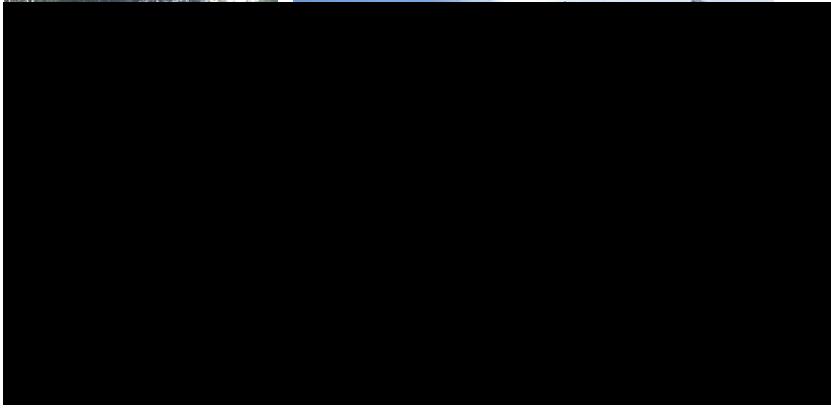
ENGAGEMENT

Your Say consultation webpage	29 October – 3 December 2025	General public – primarily local community members		<p>Dedicated Your Say project page. Content included:</p> <ul style="list-style-type: none"> • Reason for the proposal • Rates tables for residents and businesses as well as information on the cost difference between the SRV options • Links to residential and business surveys • Rates calculator • Information on what ratepayers would receive for their money, i.e. what each option would deliver • Explanation of Council's financial position • Explainer videos • Ask the Exec/pop up session schedule • Feedback comment box • Factsheets: Rate Options summary, How to read your Business / Residential Rates notice, Letter from the Mayor, Information for Businesses, What each rate option delivers/means for North Sydney • Key documents including the Draft Long-Term Financial Plan (LTFP),
-------------------------------	------------------------------	--	---	---

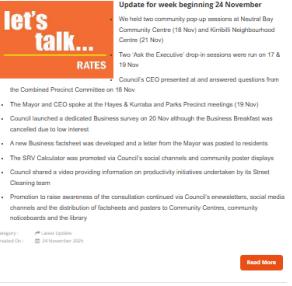
				<p>Productivity and Improvement Plan, Report to Council on the Draft LTFP and SRV options, Asset Management Strategy 2025-2035, Phase One Community Representative Survey and Opt-In Survey Results</p> <ul style="list-style-type: none"> • Weekly consultation updates • FAQs • Accessibility tools and Google Translate are also built into the Your Say website to support equal access for all. <p>Key outcomes:</p> <ul style="list-style-type: none"> • 8,814 Page views • 3,809 unique visitors • 626 registered portal users • 264 video views • 789 key documents downloaded by 498 unique visitors • 320 views of factsheets by 268 unique visitors
--	--	--	--	---

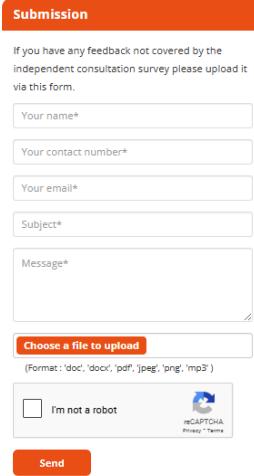
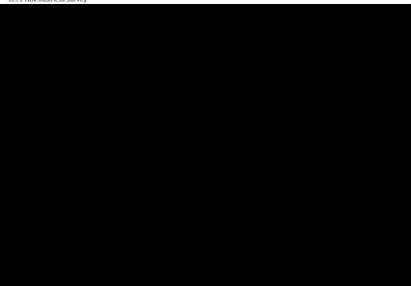
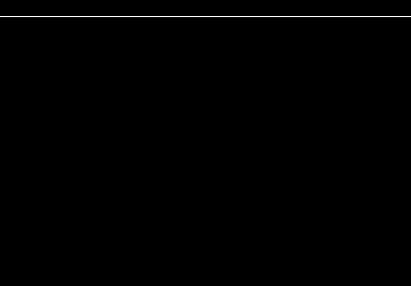
Frequently Asked Questions	29 October – 3 December 2025	General public – primarily local community members	<p>Let's Talk Rates</p> <p>Frequently Asked Questions</p> <p>Special Rate Variation (SRV) Options</p> <p>What does IPART consider when assessing SRV applications?</p> <p>What if I can't afford to pay increased rates?</p> <p>When would a rate increase be implemented?</p> <p>Why is North Sydney considering a Special Rate Variation after IPART's previous ruling?</p> <p>I don't use these services/assets. Why should I have to pay for them?</p> <p>Will the special rate variation options affect environment and infrastructure levies?</p> <p>Why are minimum residential rates going up more than average residential rates?</p> <p>Will the rate increase be phased in?</p> <p>Will the rate increase be permanent or temporary?</p> <p>Where can I find out which exact projects the proposed SRV options will fund?</p> <p>How many options are being considered?</p> <p>What happens without a Special Rate Variation?</p> <p>What will the proposed Special Rate Variation achieve?</p> <p>Council Rates</p> <p>Finance & Infrastructure Challenges</p> <p>Misconceptions</p> <p>Alternatives to SRV</p> <p>Consultation Feedback</p>	<p>55 FAQS were published on the Your Say page with updates made as customer feedback was received throughout the campaign. Answers were revealed once clicked on.</p> <p>These FAQs were accessed 1,289 times by 252 unique visitors</p>
Key Documents were	29 October – 3 December 2025	General public – primarily local	Documents included the: 1. Draft Long-Term Financial Plan	In total 498 unique visitors viewed or downloaded the documents 789 times

published on the Your Say page for public download		community members	2. Micromex Research Community Survey Asset Management and Service Levels results 3. Productivity & improvement plan 4. Opt in Community Survey 5. Report to Council Draft Long Term Financial Plan including Special Rate Variation Options 6. Asset Management Strategy 2025-2035	1. 144 visits / 164 views 2. 66 visits / 79 views 3. 62 visits / 72 views 4. 45 visits / 51 views 5. 48 visits/ 55 views 6. 47 visits / 59 views
Ask the Executive public forums/drop-in sessions	17 November – 2 December 2025 17/11: 4.30 - 7pm 19/11: 2-4pm 25/11: 10am-12pm 26/11 4-6pm 2/12 2-4pm	Local community members		Over the five sessions the Executive team hosted these sessions only eight members of the public attended. Following community feedback sessions times were changed to include lunchtimes and early evening.
Business Breakfast	20 November 2025 7-9am	Local Businesses /	Council scheduled a business breakfast which included presentations from the CEO and Executive to explain Council's financial situation, the	Due to low registrations (8), Council cancelled the session. Instead, all invitees

		Business ratepayers	proposed rate options and the draft long-term financial plan from a business perspective and answer any questions from the audience.	(753) were emailed a copy of the 'information for businesses' factsheet and a link to the online business opt in survey.
Community pop up stalls	Various times between 11 – 26 November 2025	Local community and library visitors		<p>A total of 201 people chatted to staff across the 6 pop ups.</p> <ul style="list-style-type: none"> • Stanton Library 11/11 - 44 conversations • Northside Markets 15/11 - 52 conversations • Crows Nest Markets 15/11 - 23 conversations • Neutral Bay Community Centre 18/11 - 19 conversations • Kirribilli Neighbourhood Centre 21/11 - 3 conversations • Stanton Library 26/11 - 60 conversations

Email to phase one consultation participants	24 November 2025	People who had registered via the Let's Talk Services and Infrastructure phase one project page	<p>Having trouble viewing this e-mail? View this message in your browser</p>  <p>Dear Bernard,</p> <p>Thank you for participating in North Sydney Council's Let's Talk Services and Infrastructure consultation earlier this year. You were one of 600 residents who shared your expectations on services and infrastructure. Here are some key insights from what we heard:</p> <p>Two-thirds of respondents want to maintain or improve services and assets. 72% agree that every generation should contribute to renewing infrastructure.</p> <p>You can explore the full findings in the report attached to the Council Meeting on 27 October 2025, which includes details on the Draft Long-Term Financial Plan and Special Rate Variation options.</p> <p>Based on these findings, we are now seeking your feedback on three proposed rate options. Two of these options involve a permanent increase in rates above the NSW Government rate peg (known as a Special Rate Variation) to help fund the repair and renewal of infrastructure.</p> <p>Please visit our Your Say page for full details, including:</p> <ul style="list-style-type: none"> A rate calculator to see how each option could affect you personally Clear summaries of the three rate options An overview of how Council would allocate the proposed rate revenue Factsheets for residents and businesses, explanatory videos, and answers to over 30 FAQs Detailed Council papers such as the Draft Long-Term Financial Plan, Productivity and Improvement Plan, and Asset Management Strategy Times for pop-in sessions where you can ask questions directly <p>The Let's Talk Rates consultation period closes at midnight on Wednesday, 3 December 2025.</p> <p>We appreciate your input and look forward to hearing your views.</p> <p>Kind regards,</p> <p>Sam Clark Engagement Specialist  P +61 2 9936 8572 M +61 434 327 858 Sam.Clark@northydney.nsw.gov.au</p> <p>Regards, North Sydney Council</p>	<p>98 registered participants who had interacted with the phase one project page were emailed to close the loop and ensure they were aware of the new consultation.</p> <p>NB Opt-in survey respondents could not be contacted as the survey was anonymous and managed independently via Micromex.</p>
--	------------------	---	--	--

Weekly updates on Your Say consultation webpage	10, 20, 24 November and 2 December 2025	General public	  	Four weekly updates on the consultation were provided resulting in 61 views by 35 unique visitors
---	---	----------------	--	---

Submission section for extra comments on Your Say consultation webpage	29 October – 3 December 2025	General public		82 submissions were received overall, with 58 through the Submissions tool on the project page, enabling community members to provide detailed feedback and flag any issues they encountered when trying to submit their views to Council.
Targeted stakeholder email	25 November 2025	Business contacts		745 business contacts were emailed to promote the Business Survey and Business factsheet.
Precinct Presentations	Various dates between 4-19 November 2025	Precinct Committee members and meeting attendees		<p>Total attendees: 146</p> <p>The CEO presented to the Combined Precinct Committee meeting on 18/11 where 11 precincts were represented by 13 members.</p> <p>The Mayor and/or the CEO also attended the following Precinct meetings:</p> <ul style="list-style-type: none"> • Willoughby Bay (13/11) 15 attendees

		<p>The Mayor, CEO and Community Engagement staff attended local precinct committee meetings to provide advice on the consultation and answer questions.</p>	<ul style="list-style-type: none"> • Hayes & Kurraba (19/11) 22 attendees • Kirribilli (4/12) 35 attendees • Wollstonecraft (10/12) 37 attendees • The Community Engagement Specialist also attended the Brightmore Precinct meeting (12/11) 24 attendees.
--	--	---	--