Communications Report Rate Rise – January 2023

10

Phase 3

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Introduction

At its meeting on 8 November 2022 Council unanimously resolved to submit an application to IPART for a special rate variation. This included adopting the revised Integrated Planning and Reporting documents and further committing to finding more solutions to reduce operating costs.

A comprehensive communications and engagement plan was developed at the commencement of the financial sustainability discussion. It included a multi phase approach:

- Phase 0 Community education To inform the community on Council's financial situation and the current and short-term mitigation strategies that have been implemented to date.
- Phase 1 Financial sustainability options To provide non-rate increase and rate increase options to the community that creates a financially sustainable Council.
- Phase 2 Public exhibition
 To publically exhibit preferred options within the Integrated Planning & Reporting documents (This phase is dependent on the outcome of Phase 1).

Following the completion of the three phases and the amendments to the proposed SRV percentage, Council sought to continue the conversation with the community until an application to IPART is submitted.

• Phase 3 – Intent, Application, Determination

This report provides a summary of the community conversation including key awareness-generating communication of the engagement for the Phase 3 period up until submission of Council's application to IPART.

Council will publish its special rate variation application and provide details of IPART process on its website.

Communication and Engagement Methodology Post Council decision (December to February)

The communication and engagement program was designed based on the demographic analysis or audience profile for the Port Stephens community.

Phase three objectives

- Create community awareness of next steps for community engagement with IPART
- Inform the community about the rate rise increase option Council intends to include in an application to IPART
- Inform the community of IPART's determination

Table 1 outlines a description and the reach for each communication method used. Further details and examples of all methods are included in Appendix A.

Table 1: Phase 3 Communication and engagement methods

*figures from the 9th November 2022 till the 6 January 2023

ACTIVITY	DESCRIPTION	REACH*
Project webpage	Rate rise options dedicated website page www.portstephens.nsw.gov.au/council/rate-rise- options Site included updated information including factsheets, IP&R documents, Council Reports and the rates calculator.	262 visits
	Fact Sheet	181 visits and 22 fact sheet downloads visits
	Rates calculator usage (download requests only)	20 downloads
	Integrated Planning & Reporting Documents	22 downloads of Delivery Program
	(downloads)	8 downloads of Resourcing Startegy

ACTIVITY DESCRIPTION

REACH*



Direct

emails

Special Interest Groups

13 groups

17 November 2022 an email to key community groups was sent to inform them of the Council decision and provided updated information material.

- Tomaree Ratepayers & Residents Association
- South Tomaree Community Association
- Fern Bay Fullerton Cove Community
 Association
- Karuah Progress Association
- Medowie Progress Association
- Business Port Stephens
- Voices of Wallalong/Woodville
- Shoal Bay Community Association Inc.
- Soldiers Point Community Group
- Tilligerry Community Association
- Karuah LALC
- Wahroonga Aboriginal Corporation
- Worimi LALC

ACTIVITY	DESCRIPTION	REACH*
rî-	E-newsletters distribution	
	Article included in e-newsletters	3713 recipients
Bulk	15 December 2022 Your Port – December Edition newsletter	
e- newsletters		
	On hold messaging	5973 customer
Phone messaging	Council will continue the "Rate Rise Options" announcementt within its hold messaging up until the time of IPART determination. All customers who called Council during December to May will hear the announcement	service calls
<u> </u>	Interactions	2 interactions
	Interactions include counter enquiries, phone calls, or emails where a ratepayer has requested more information.	

Key Findings

Phase 3 focused on awareness-generating communication for the period up until the submission of Council's application to IPART. During this period communication focused on informing the community of Councils intent to submit and application to IPRT. The program had a community awareness reach of 55,599 and participation of 288.

Council found minimal engagement post-decision announcement which could be confirmation of the community's acknowledgment of the need for a special rate variation and recognition of the Council's changes to the special rate variation proposal.

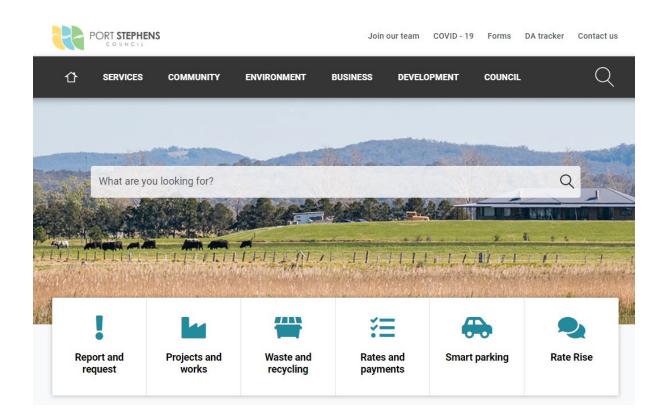
Appendix A

Communication Methods – Phase 3

Project webpage Rate rise dedicated website page

www.portstephens.nsw.gov.au/council/rate-rise-options

Rate rise options page promoted to home page via quick access bar and updated information held within the page.



Rate Rise

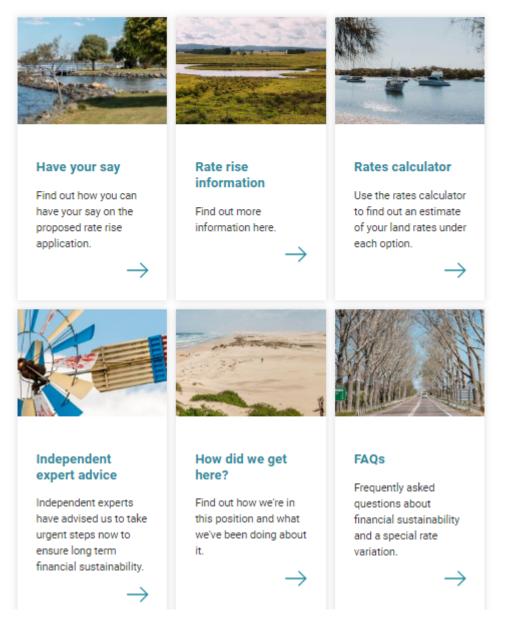


We've been talking with our community about Council's financial position and ways we can balance our budget since August 2022.

The Council met on 8 November 2022, and after carefully considering the community feedback received, unanimously agreed to submit an application to the Independent Pricing and Regulatory Tribunal (IPART) for a Special Rate Variation of 9.5% each year for three years.

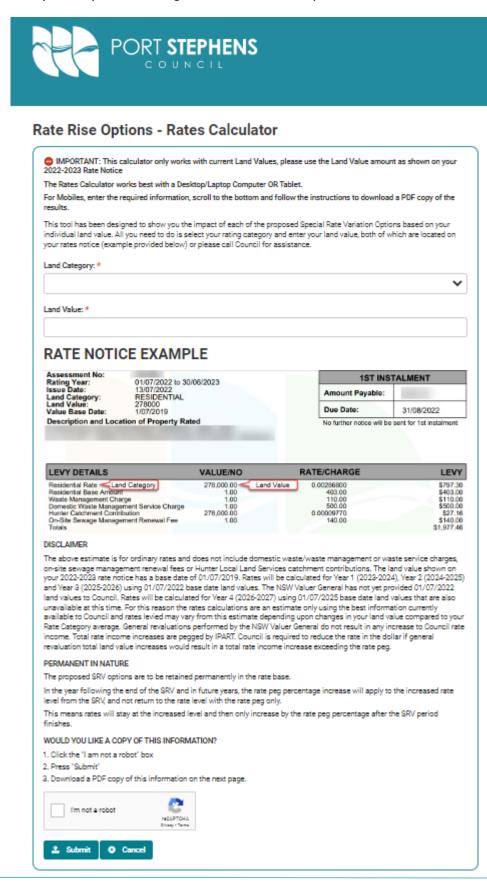
Council is now working towards preparing the application which will be submitted prior to 3 February 2023.

The community will be able to make further community consultation via IPART which is expected to occur during February to March 2023.



Rates calculator

https://forms.portstephens.nsw.gov.au/RunForm.aspx?formId=2654



Fact Sheet

https://www.portstephens.nsw.gov.au/trim/other?RecordNumber=22%2F30219 1

The fact sheet was updated to reflect the proposed SRV impact that Council would submit an application for. It was available on the Rate Rise webpage, as well as internally on the MyPort SharePoint page for staff to print and post to ratepayers.



At the Council Meeting on the 8 November 2022, Council unanimously agreed to submit an application to IPART the Independent Pricing and Regulatory Tribunal for a special rate variation (SRV), known as a rate rise. This decision comes after months of conversations with our community investigating a range of non rate income and rate income options aimed at reducing a predicted \$80 million budget shortfall. We've been working closely with our community, considering their feedback while striking a balance and is a lower rate increase than originally proposed with the prioritisation of roads.

What amount is Council applying for?

We'll now submit an extensive application addressing IPART's criteria with the key purpose being financial sustainability. If approved, the Special Rate Variation will commence in the 2023-2024 financial year and will be a permanent increase that will be retained within the rate base.

The application will put forward an increase of

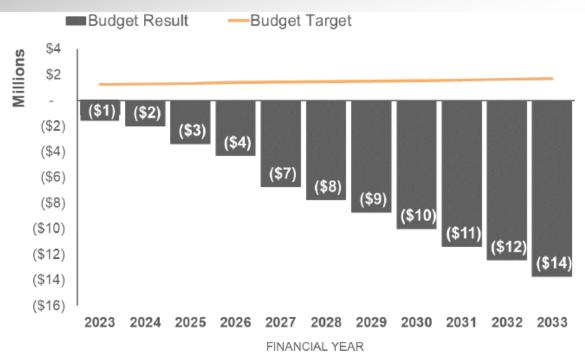
9.5% for three years, with a cumulative impact of 31.29%.

PORT STEPHENS COUNCIL

Base Scenario

4.4% 202-2024 2.5% onwards **4.4%** OR **\$51** SINGLE YEAR CUMULATIVE COMPARISON

9.69% OR \$112 THREE YEAR CUMULATIVE COMPARISON



Impact Statement

Under the base scenario, we would not generate sufficient funds to continue providing existing service levels or renew its assets when required. We will not be financially sustainable and we will need to further look at reducing or ceasing services. If no corrective action occurred we would see annual operating shortfalls.

If this is the path forward, we and the community would have future lengthy community conversations to understand exactly what services the community is prepared to see reduced or stopped. The community would see an overall reduction in services in particular maintenance levels, for example more potholes as our road network deteriorates further, shorter hours at facilities, longer processing times for customer requests/applications, and fewer community events.

PORT STEPHENS COUNCIL

Base - Rate Cap 2.5%

Year	Year	Year	Cumulative
1	2	3	Increase
4.4%	2.5%	2.5%	9.69%

Council assumes and applies the rate cap of 4.4% in the 2023-2024 year and then 2.5% increase onwards to rates under the current rate capping regime.

Average Residential Rate	Base Year	Year 1	Year 2	Year 3	Cumulative Increase
Average residential rate under assumed rate peg of 4.4% year 1 and 2.5%					
onwards	\$1,148	\$1,199	\$1,229	\$1,260	\$112
Annual increase rate peg (%)		4.4%	2.5%	2.5%	9.69%

Average Farmland Rate	Base Year	Year 1	Year 2	Year 3	Cumulative Increase
Average farmland rate under assumed rate peg of 4.4% year 1 and 2.5%					
onwards	\$1,934	\$2,019	\$2,069	\$2,121	\$187
Annual increase rate peg (%)		4.4%	2.5%	2.5%	9.69%

Average Business Rate	Base Year	Year 1	Year 2	Year 3	Cumulative Increase
Average businesss rate under assumed rate peg of 4.4% year 1 and 2.5%					
onwards	\$4,889	\$5,104	\$5,232	\$5,363	\$474
Annual increase rate peg (%)		4.4%	2.5%	2.5%	9.69%

Average Residential Williamtown Primary Rate	Base Year	Year 1	Year 2	Year 3	Cumulative Increase
Average residential WP rate under assumed rate peg of 4.4% year 1 and					
2.5% onwards	\$690	\$720	\$738	\$756	\$66
Annual increase rate peg (%)		4.4%	2.5%	2.5%	9.69%

Average Residential Williamtown Secondary Rate	Base Year	Year 1	Year 2	Year 3	Cumulative Increase
Average residential WS rate under assumed rate peg of 4.4% year 1 and					
2.5% onwards	\$740	\$773	\$792	\$812	\$72
Annual increase rate peg (%)		4.4%	2.5%	2.5%	9.69%

Base - Rate Cap 2.5%

Year	Year	Year	Cumulative
1	2	3	Increase
4.4%	2.5%	2.5%	9.69%

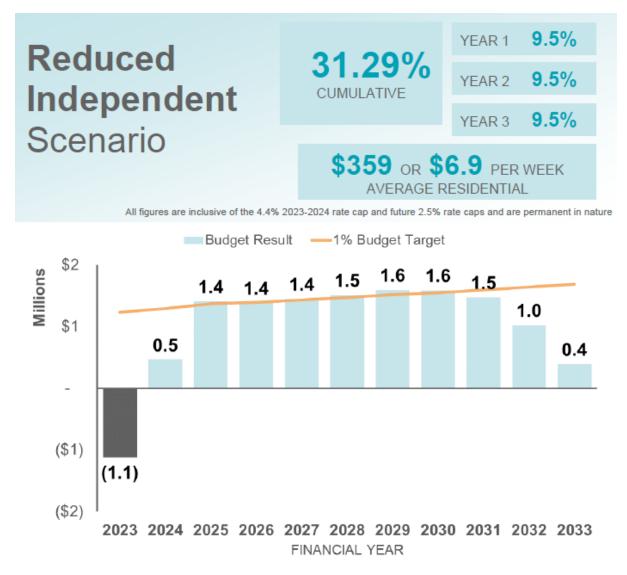
Council assumes and applies the rate cap of 4.4% in the 2023-2024 year and then 2.5% increase onwards to rates under the current rate capping regime.

Average Residential Williamtown Broader Rate	Base Year	Year 1	Year 2	Year 3	Cumulative Increase
Average residential WB rate under assumed rate peg of 4.4% year 1 and					
2.5% onwards	\$906	\$946	\$970	\$994	\$88
Annual increase rate peg (%)		4.4%	2.5%	2.5%	9.69%

Average Farmland Williamtown Primary Rate	Base Year	Year 1	Year 2	Year 3	Cumulative Increase
Average farmland WP rate under assumed rate peg of 4.4% year 1 and					
2.5% onwards	\$897	\$936	\$959	\$983	\$86
Annual increase rate peg (%)		4.4%	2.5%	2.5%	9.69%

Average Farmland Williamtown Secondary Rate	Base Year	Year 1	Year 2	Year 3	Cumulative Increase
Average farmland WS rate under assumed rate peg of 4.4% year 1 and					
2.5% onwards	\$1,204	\$1,257	\$1,288	\$1,321	\$117
Annual increase rate peg (%)		4.4%	2.5%	2.5%	9.69%

Average Farmland Williamtown Broader Rate	Base Year	Year 1	Year 2	Year 3	Cumulative Increase
Average farmland WB rate under assumed rate peg of 4.4% year 1 and					
2.5% onwards	\$1,375	\$1,436	\$1,444	\$1,480	\$105
Annual increase rate peg (%)		4.4%	2.5%	2.5%	9.69%



Impact Statement

Under the reduced independent recommendation scenario, the income generated would primarily be use to cover the increased costs and fund existing services at current levels over the next ten years. We would reach our 1% surplus resilience target for the majority of the next ten years and be financially sustainable.

Income generated above this is proposed to be spread across fixing our roads, looking after our public space and protecting our natural environment, waterways and foreshores, with roads maintenance prioritised.

PORT STEPHENS COUNCIL

Reduced Independent scenario



Fixing the budget, delivering planned services

\$99 million over ten years

Current levels of services to stay Delivering planned services as outlined in the CSP

Below enhancements gradual as SRV funds builds up





Fixing our roads \$7.1 million proritised first - three year program

Targeting roads with a high number of reoccurring potholes

Protecting our natural environment \$2.3 million over a four year program

Dedicated recurrent works focused on protecting and enhancing our natural environment

Looking after our waterways and foreshores

\$2 million over four year program

Dedicated recurrent maintenance works focused on proactively looking after our waterways and foreshores across Port Stephens



Looking after our public space \$1.4 million over three year program

Fixing defects throughout our community buildings, and replacing lighting with more energy-efficient LED globes

PORT STEPHENS COUNCIL

Reduced Independent Recommendation

Year	Year	Year	Cumulative
1	2	3	Increase
9.5%	9.5%	9.5%	31.29%

The proposed SRV is to be retained permanently in the rate base.

In the year following the end of the SRV and future years, the rate peg percentage increase will apply to rate levels with the SRV, and not to the rate level with the rate peg only. This means rates will stay at the increased level and only increase by the rate peg percentage after the end of the SRV period.

Average Residential Rate	Base Year	Year 1	Year 2	Year 3	Cumulative Increase
Average residential rate under assumed rate peg of 4.4% year 1 and 2.5% onwards	\$1,148	\$1,199	\$1,229	\$1,260	\$112
Annual Increase rate peg (%)		4.4%	2.5%	2.5%	9.8%
Average residential rate with an SV of 9.5% p.a.					
for 3 years	\$1,148	\$1,257	\$1,376	\$1,507	\$359
Annual increase with SV (%)		9.5%	9.5%	9.5%	31.29%
Cumulative impact of SV above base year levels		\$109	\$228	\$359	
Cumulative difference between SV and rate-peg- only scenarios		\$58	\$147	\$247	

Average Farmland Rate	Base Year	Year 1	Year 2	Year 3	Cumulative Increase
Average farmland rate under assumed rate peg of 4.4% year 1 and 2.5% onwards	\$1,934	\$2,019	\$2,069	\$2,121	\$187
Annual Increase rate peg (%)		4.4%	2.5%	2.5%	9.7%
Average farmland rate with an SV of 9.5% p.a.					
for 3 years	\$1,934	\$2,118	\$2,319	\$2,539	\$605
Annual increase with SV (%)		9.5%	9.5%	9.5%	31.29%
Cumulative impact of SV above base year levels		\$ 184	\$385	\$605	
Cumulative difference between SV and rate-peg- only scenarios		\$99	\$250	\$418	

Average Business Rate	Base Year	Year 1	Year 2	Year 3	Cumulative Increase
Average business rate under assumed rate peg of 4.4% year 1 and 2.5% onwards	\$4,889	\$5,104	\$5,232	\$5,363	\$474
Annual Increase rate peg (%)		4.4%	2.5%	2.5%	9.7%
Average business rate with an SV of 9.5% p.a.					
for 3 years	\$4,889	\$5,353	\$5,862	\$6,419	\$1,530
Annual increase with SV (%)		9.5%	9.5%	9.5%	31.29%
Cumulative impact of SV above base year levels		\$464	\$973	\$1,530	
Cumulative difference between SV and rate-peg- only scenarios		\$249	\$630	\$1,056	

Reduced Independent Recommendation

Year	Year	Year	Cumulative
1	2	3	Increase
9.5%	9.5%	9.5%	31.29%

The proposed SRV is to be retained permanently in the rate base.

In the year following the end of the SRV and future years, the rate peg percentage increase will apply to rate levels with the SRV, and not to the rate level with the rate peg only. This means rates will stay at the increased level and only increase by the rate peg percentage after the end of the SRV period.

Average Residential Williamtown Primary Rate	Base Year	Year 1	Year 2	Year 3	Cumulative Increase
Average residential WP rate under assumed					
rate peg of 4.4% year 1 and 2.5% onwards	\$690	\$720	\$738	\$756	\$66
Annual increase rate peg (%)		4.4%	2.5%	2.5%	9.6%
Average residential WP rate with an SV of 9.5%					
p.a. for 3 years	\$690	\$756	\$828	\$907	\$217
Annual increase with SV (%)		9.5%	9.5%	9.5%	31.29%
Cumulative impact of SV above base year levels		\$66	\$138	\$217	
Cumulative difference between SV and rate-peg-					
only scenarios		\$36	\$90	\$151	

Average Residential Williamtown Secondary Rate	Base Year	Year 1	Year 2	Year 3	Cumulative Increase
Average residential WS rate under assumed rate peg of 4.4% year 1 and 2.5% onwards	\$740	\$773	\$792	\$812	\$72
Annual increase rate peg (%)	ψ140	4.4%	2.5%	2.5%	9.7%
Average residential WS rate with an SV of 9.5% p.a. for 3 years	\$740	\$810	\$887	\$971	\$231
Annual increase with SV (%)		9.5%	9.5%	9.5%	31.29%
Cumulative impact of SV above base year levels		\$70	\$147	\$231	
Cumulative difference between SV and rate-peg- only scenarios		\$37	\$95	\$159	

Average Residential Williamtown Broader Rate	Base Year	Year 1	Year 2	Year 3	Cumulative Increase
Average residential WB rate under assumed rate peg of 4.4% year 1 and 2.5% onwards	\$906	\$946	\$970	\$994	\$88
Annual increase rate peg (%)		4.4%	2.5%	2.5%	9.7%
Average residential WB rate with an SV of 9.5% p.a. for 3 years	\$906	\$992	\$1,086	\$1 ,189	\$283
Annual increase with SV (%)		9.5%	9.5%	9.5%	31.29%
Cumulative impact of SV above base year levels		\$86	\$180	\$283	
Cumulative difference between SV and rate-peg- only scenarios		\$46	\$116	\$195	

Reduced Independent Recommendation

Year	Year	Year	Cumulative
1	2	3	Increase
9.5%	9.5%	9.5%	31.29%

The proposed SRV is to be retained permanently in the rate base.

In the year following the end of the SRV and future years, the rate peg percentage increase will apply to rate levels with the SRV, and not to the rate level with the rate peg only. This means rates will stay at the increased level and only increase by the rate peg percentage after the end of the SRV period.

Average Farmland Williamtown Primary Rate	Base Year	Year 1	Year 2	Year 3	Cumulative Increase
Average farmland WP rate under assumed rate					
peg of 4.4% year 1 and 2.5% onwards	\$897	\$936	\$959	\$983	\$86
Annual increase rate peg (%)		4.4%	2.5%	2.5%	9.6%
Average farmland WP rate with an SV of 9.5%					
p.a. for 3 years	\$897	\$982	\$1,075	\$1,177	\$280
Annual increase with SV (%)		9.5%	9.5%	9.5%	31.29%
Cumulative impact of SV above base year levels		\$85	\$178	\$280	
Cumulative difference between SV and rate-peg-					
only scenarios		\$46	\$116	\$194	

Average Farmland Williamtown Secondary Rate	Base Year	Year 1	Year 2	Year 3	Cumulative Increase
Average farmland WS rate under assumed rate peg of 4.4% year 1 and 2.5% onwards	\$1,204	\$1,257	\$1,288	\$1,320	\$116
Annual increase rate peg (%)		4.4%	2.5%	2.5%	9.6%
Average farmland WS rate with an SV of 9.5% p.a. for 3 years	\$1,204	\$1,318	\$1,443	\$1,580	\$376
Annual increase with SV (%)		9.5%	9.5%	9.5%	31.29%
Cumulative impact of SV above base year levels		\$114	\$239	\$376	
Cumulative difference between SV and rate-peg- only scenarios		\$61	\$155	\$260	

Average Farmland Williamtown Broader Rate	Base Year	Year 1	Year 2	Year 3	Cumulative Increase
Average farmland WB rate under assumed rate peg of 4.4% year 1 and 2.5% onwards	\$1,375	\$1,436	\$1,472	\$1,509	\$134
Annual increase rate peg (%)		4.4%	2.5%	2.5%	7.7%
Average farmland WB rate with an SV of 9.5% p.a. for 3 years	\$1,375	\$1,506	\$1,649	\$1,806	\$431
Annual increase with SV (%)		9.5%	9.5%	9.5%	31.29%
Cumulative impact of SV above base year levels		\$131	\$274	\$431	
Cumulative difference between SV and rate-peg- only scenarios		\$70	\$177	\$297	



Rates assistance

We understand paying your rates can sometimes be difficult. If you are experiencing financial hardship at any time, we may be able to:

- offer smaller regular payments
- extend the time for payment •
- write off accrued interest •
- defer payment of large rate assessments for aged pensioners against the property estate.
- provide assistance through our rates assistance program •

Call us for a confidential discussion about your situation and how we can help.

Key dates

Milestone	Timeframe
Submit intent to apply	Before 25 November 2022
Submit application	Before 3 February 2023
IPART community consultation	February – March 2023
IPART determination	May 2023
Rate Increase (if approved)	1 July 2023



portstephens.nsw.gov.au/rate-rise-options Visit your local library or Council administration building 02 4988 0255 Representation and the second second



PORT STEPHENS COUNCIL

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Integrated Planning & Reporting Documents

https://www.portstephens.nsw.gov.au/council/rate-rise-options/rate-rise-options

https://www.portstephens.nsw.gov.au/council/plans-and-reporting/integrated-plans

The adopted Integrated Planning and Reporting documents revised for a Special Rate Variation were placed on Council's Rate Rise webpage and a re-direction box was placed on the Integrated Plans webpage.



Integrated plans

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Integrated plans

📕 🜗 Listen 🕨

We use the <u>Integrated Planning and Reporting (IP&R) Framework</u> \rightarrow to plan for the future and report on our progress to our community.

View Integrated Plans	
Click here to view the adopted revised suite of Integrated Plans for a	Viev
special rate variation application being submitted February 2023 and	
learn more about the rate rise.	

Media releases and associated media



Facebook posts (organic) 10 November 2022



Port Stephens Council November 10 at 11:49 AM · 🔇

At this week's Council meeting, Council unanimously resolved to submit an application to the Independent Pricing and Regulatory Tribunal (IPART) for a special rate variation. After listening to the community's feedback, Council is applying for a lower rate increase than originally proposed, and is committed to finding more solutions to reduce operating costs. We will apply for a Special Rate Variation of 9.5% each year, for three consecutive years. The cumulative increase ... See more



Council unanimously endorses an application to IPART for a special rate variation

←		Post insig	ghts	×
	resolved to s	's Council meet submit an appli Itwater Engage Q · ·	cation to th	e Independent
0	Some insights an	e only available v	/hen the total	is at least 100.
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ŀ	Link clicks			24
*	Shares			1
ŀ	Other clicks			344
Dth	ier			6
×	Hide post			
×	Hide all posts			
	See Page insig	_		



Direct email/E-newsletters

Notification of Council's decision was included in E-Newsletter sent to subscribers of 'Your Port'.



15 December 2022

In this edition:

- <u>Christmas shutdown</u>
- <u>Communications and Engagement Strategy</u>
- <u>Twilight Christmas storytime and craft</u>
- It's On! This Season
- It's On! McGrath Port Stephens New Year's Eve
- Produce Market
- Rate Rise Options
- <u>Report and request</u>



Rate Rise Options

At the Council Meeting on 8 November 2022 it was resolved that Council would submit an application to Independent Pricing and Regulatory Tribunal (IPART) to apply for a special rate variation.

Learn more

On-hold Messaging

Council continued the "Rate Rise Options" annoucment within its hold messaging until the determination announcement of IPART.



TELEMALL SCRIPT & PRODUCTION NOTES

CLIENT DETAILS		PRODUCTION NOTES				
Name	Port Stephens Council – Customer Contact Centre	Prod #	Various	15		
				_		
Notes this update:						

CUSTOMER EXPERIENCE - Rate Rise

Rate Rise Announcement before Press 1 IVR: (audio recording separately)

V1: Did you know that Council has a dedicated webpage for the Rate Rise Options engagement in which you can access all information? Please visit (port) (stephens) dot (nsw) dot (gov) dot (au) forward-slash (rate) (rise) (options).

V2: Our rate rise option webpage will regularly be updated with new information and next steps as the conversation continues. Please visit (port) (stephens) dot (nsw) dot (gov) dot (au) forward-slash (rate) (rise) (options).



council@portstephens.nsw.gov.au | 02 4988 0255 | PORTSTEPHENS.NSW.GOV.AU in f 🗹 🖸