



Community Engagement Overview

2023 Calendar Year



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Executive summary

In 2023, the City facilitated public engagement through 46 projects covering a range of services, policies, and community issues. These initiatives included planning proposals, policy development, environmental programs, consultations on City facilities and amenities, and road safety awareness campaigns.

The engagement portal recorded a total of 41,109 visits, with a peak of 942 visitors in a single day.

2023 Highlights:

- Big Picture Engagement: Conducted 19 face-to-face engagements, consisting of two community workshops and 17 drop-in and pop-up sessions at City libraries, sporting centres, and shopping precincts.
- Continued Focus: The City maintained its annual information campaigns for bushfire preparedness and storm awareness. Additionally, significant attention was given to animal management, notably the Dog Exercise Area Management Plan and amendments to the Cat Local Law.
- Key Strategies and Policies: Several important strategies and policies were released for public feedback, including the Kalamunda Futures: Youth Plan 2023-2028, Arts and Cultural Strategy, Urban Forest Strategy, Reconciliation Action Plan, and the Sporting Group and Community Group Lease Policy.

All engagement projects were complemented by integrated marketing campaigns to ensure broad outreach across diverse community segments, whether online, at home, or in-person at public venues such as shopping centres or City events.

Table 1. Top Engaged Projects for 2023 were:

Project	Responses
Name the new Skate Park in Stirk Park	411
Dog Exercise Area Management Plan	203
Development Proposal: Funeral Parlour and Office	199
Safe & Healthy Kalamunda	118
The Big Picture	89
Nature Fund Proposal	58
Commemorative Tree Planting 2023*	49
Draft City of Kalamunda Keeping and Control of Cats Local Law 2023	38

In 2023, the number of engagement projects and rates of engagement declined compared to previous years. This decline can be attributed to the City's emphasis on the Big Picture vision engagement, which was a focal point for that year. Additionally, a nationwide skills shortage in 2023 exacerbated internal resourcing challenges and contributed to a period of increased turnover.

Looking ahead to 2024, digital engagement will remain the primary tool for reaching a wider audience. The City will continue to evaluate and implement targeted community engagement strategies to ensure that campaigns effectively reach all segments of the community. Non-digital methods will also be used to facilitate participation for individuals who are not digitally connected.

Background

Demographics and statistics

The City of Kalamunda has an estimated population of 62,670 as of 30 June 2023. Between 2021 and 2046, the population for the City is forecast to increase by 12,599 persons (20.7%) growth). This report will be based on the most recent Census data undertaken in 2021, which reports a population estimate of 58,672 with 23,315 dwellings and an average of 2.57 per household.

Table 2. Breakdown of population by suburb

**Based on 2021 Census*

Suburb	Population in 2021
Forrestfield	13,767
Gooseberry Hill	3,527
High Wycombe	12,621
Kalamunda	7,426
Lesmurdie	8,544
Maida Vale	4,684
Walliston	3,541
Wattle Grove	6,735

The City of Kalamunda boasts 790 hectares of public open space for the enjoyment of residents, sporting clubs and community organisations and supports 19,804 [local jobs](#) and 4,436 [local businesses](#).

Strategic alignment

[Kalamunda Advancing 2023: Strategic Community Plan 2023-2031](#) provides the road map towards achieving the City's vision over a ten-year period.

The City of Kalamunda's vision is:

"Connected Communities, Valuing Nature and Creating our Future Together"

The City of Kalamunda's Core Values are Service, Professionalism and Quality, and Aspirational Values are Courage, Diversity and Quality.

"Our simple guiding principle will be to ensure everything we do will make Kalamunda socially, environmentally and economically sustainable."

The City of Kalamunda subscribes to the [International Association of Public Participation \(IAP2\)](#) 'Core Values' and their 'spectrum' of public participation approaches, they are one of the best-known sets of principles within this space.

The Community Engagement team work to provide opportunity for the City of Kalamunda to meet their Vision and Values through working with and for a connected community, utilising the IAP2 framework.

Community engagement supports community members to connect with our cultural and social settings, feel they can contribute meaningfully and develop functional capabilities. It ensures people have access to activities and amenities that are meaningful to them.

2023 Community Engagement Review

This report offers a comprehensive review of community engagement activities conducted by the City throughout 2023. It aims to highlight the challenges faced and questions to be addressed by the City of Kalamunda in engaging its community effectively in 2024 and beyond.

Key aspects covered in this engagement report include:

- Results of Community Engagement: Analysing the outcomes of community engagement initiatives undertaken by the City in 2023.
- Range of Engagement Methodologies: Exploring the diverse methods employed for community engagement.
- Key Insights and Future Opportunities: Reflecting on the lessons learned from 2023 and identifying opportunities for future engagement strategies.

In 2023, the City hosted 46 projects open for public comment, attracting participation from 1,093 survey contributors and receiving 1,476 survey submissions, with a total of 5,218 visitors to the survey sites. These projects addressed a broad spectrum of the City's services, policies, and community concerns, encompassing planning proposals, policy development, environmental initiatives, and consultations on City facilities and amenities. Detailed summaries of these projects are provided in the Appendix.

Table 3. Top 6 surveys based on contributors:

Project	Visitors	Contributors*
Name the new Skate Park in Stirk Park	1,118	403
Dog Exercise Area Management Plan	519	199
Development Proposal: Funeral Parlour and Office	626	162
Safe & Healthy Kalamunda	678	117
The Big Picture	460	77
Nature Fund Proposal – Phase 2	88	48

**May also include hard copy surveys entered by administrators | Excludes written submissions*

In 2023, the City embarked on shaping its long-term vision for community facilities, hubs, and spaces through the 'Big Picture' vision, unveiled on 1 February. This vision was supported by an extensive nine-month communications and engagement campaign, resulting in 89 survey responses and 11 direct submissions. The campaign included 19 face-to-face engagements, including two community workshops and 17 drop-in sessions at various City locations.

Planning projects

Throughout 2023, the City advertised 12 projects related to planning approvals, development applications, and strategic planning:

- Development Proposal: Funeral Parlour and Office - Lot 192 (No. 326) Hale Road, Wattle Grove (DA23/0499)
- Development Proposal for Lot 1499 (No. 71) Stirling Crescent, High Wycombe (DA23/0007)
- Development Proposal for Lot 500 (3) Salix Way, Forrestfield WA 6058 (DA23/0083)
- Amendment 111 to Local Planning Scheme No. 3 - Lot 500 (3) Salix Way, Forrestfield
- Development Proposal for Lot 24 (269) Kalamunda Road, Maida Vale (DA23/0086)
- Development Proposal for Lot 101 (680) Canning Road, Carmel 6076 (DA23-0115)
- Development Proposal for Lot 16 (No. 287) Kalamunda Road, Maida Vale (DA22/0476)
- DA23/0185 Proposed Commercial Kitchen - Lot 316 (29) Foxton Boulevard, High Wycombe
- Amendment 110 (A110) to Local Planning Scheme No. 3 - Extending expiry date of Development Contribution Area 1 (DCA1)
- Forrestfield/High Wycombe Industrial Area - Stage 1 - Development Contribution Plan (DCP) Report 2023 - Extension to Advertising Period
- Cell 9 Wattle Grove Infrastructure Cost Sharing Arrangement Review (2023)
- Cell 9 Wattle Grove Infrastructure Cost Sharing Arrangement Review

City initiatives and programs

In addition to public comment projects, the City ran ongoing initiatives and programs in 2023, including:

- Local Heroes nominations
- Microbat boxes
- Business Register
- Town Teams
- Commemorative Tree Planting

Awards and Recognition

The City of Kalamunda received nominations for 10 Local Government award programs in 2023 for its outstanding community engagement projects. Notably, the City won the prestigious Compassionate Community Award from Palliative Care WA in November 2023.

Table 4. Award nominations and projects

Award	Project	Award Category
Palliative Care WA Awards 2023	Compassionate Communities	Compassionate Community Award (Winner)
Local Government Professionals Community Development Awards	Stirk Park Redevelopment	Innovative Partnership Award
Local Government Professionals Honour Awards	Stirk Park Skate Park	Connecting Communities
Local Government Professionals Honour Awards	Urban Forest Strategy	Environmental Leadership and Sustainability
Planning Institute Awards 2023	High Wycombe South	Strategic Planning Project

Award	Project	Award Category
Planning Institute Awards 2023	Urban Forest Strategy	Climate Change and Resilience
Planning Institute Awards 2023	Urban Forest Strategy	Community Wellbeing and Diversity
Planning Institute Awards 2023	Urban Forest Strategy	Stakeholder Engagement
IPWEA Awards 2023	Reactivating Central Mall – Kalamunda’s Beating Heart	Best Public Works Project
Aware Super Warlang Award 2023	GROW Kalamunda	Workplace Wellbeing

Advisory Groups

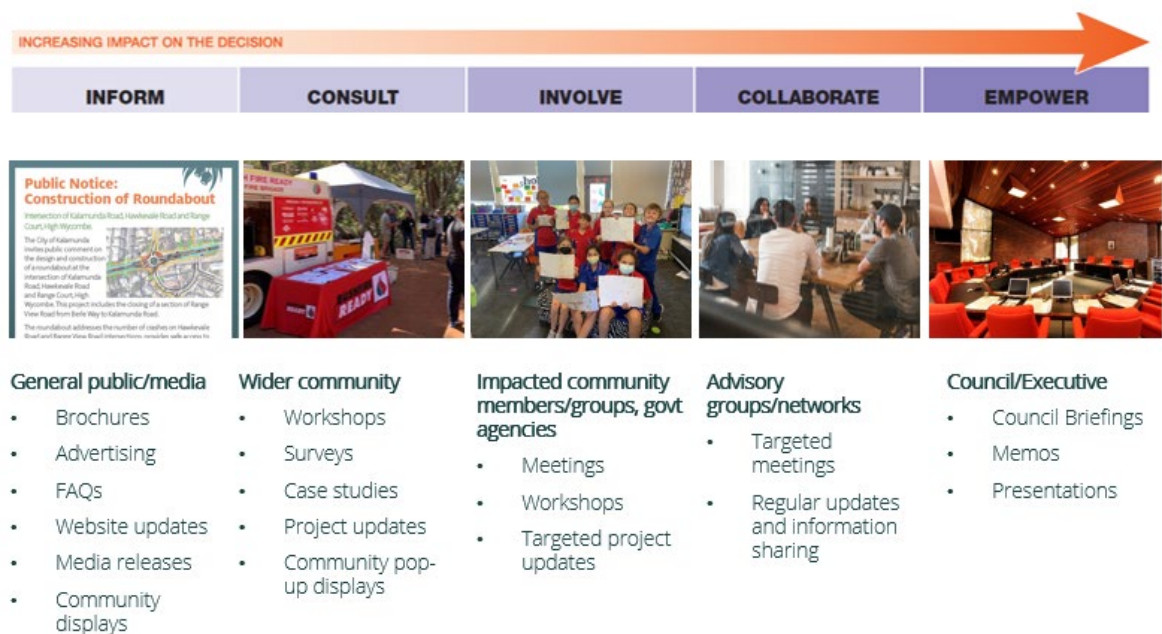
In 2023, the City sought expressions of interest for six (6) advisory committees, where community are encouraged to self-nominate. These advisory committees were:

- Private Property Fire Preparedness Community Working Group
- Kalamunda Arts Advisory Committee
- Kalamunda Economic and Tourism Development Advisory Committee
- Strategic Sport and Recreation Advisory Committee
- Disability and Carers Advisory Committee
- Kalamunda Environmental and Sustainability Advisory Committee

Engagement Methodology

‘Community engagement’ is used as an umbrella phrase to include informing, consultation, engagement, and empowering activities. The City of Kalamunda engages through the IAP2 Spectrum of Public Participation (IAP2) which identifies five subcategories of engagement:

Figure 1. Spectrum of Engagement and methods



Enhancing Community Engagement

Community members are increasingly interested in direct involvement in their community's decision-making processes, especially regarding issues that directly affect them. By adopting the International Association for Public Participation (IAP2) model for community engagement, the City can implement engagement projects using best practices.

Understanding the Spectrum of Engagement

The spectrum of engagement recognises that communities and stakeholders will vary in their levels of interest and influence. Tailoring communications and engagement strategies to each group ensures meaningful engagement that resonates with the community's needs and concerns. This approach fosters a more inclusive and effective decision-making process.

Opportunities for 2024

In 2024, the landscape of community engagement will undergo rapid changes influenced by legislative reforms and advancements in digital systems, including artificial intelligence (AI). The City is also poised for significant change with the implementation of an enterprise resource planning (ERP) system, enhancing automation and integration across key services and transforming customer interactions.

Key Opportunities for Improvement

1. Legislative Enhancements:

- Major reforms to the *Local Government Act 1995* will focus on improving community engagement standards, including minimum requirements and customer satisfaction metrics (community scorecards). Policies for social media usage will also be established.

2. Strategic Direction:

- Changes in leadership may lead to shifts in the City's vision and strategic direction, particularly with the appointment of a new Chief Executive Officer.

3. Technological Advancements:

- The ERP implementation will revolutionise customer interactions and service automation. Enhanced record-keeping will provide transparency in community engagement history, especially for long-term projects with complex stakeholder dynamics.

4. Integration of AI:

- AI integration will enable faster data processing and smarter analysis, empowering officers to focus on strategic engagement rather than reactive tasks.

5. Managing Expectations:

- Transparent communication is crucial in managing community expectations. Clear articulation of timeframes and engagement levels, especially during design and construction phases, is essential for successful project implementation.

6. Efficiency Improvements:

- Reviewing and renewing the Community Engagement Strategy presents an opportunity to streamline processes, foster collaboration across business units, and develop standardized templates for consistent engagement practices.

7. Capacity Building:

- Continual capacity building within the communications team and the wider organisation is vital. This includes embedding engagement practices throughout the organization, potentially outsourcing tasks, and upskilling adjacent teams like Customer Service to enhance community outreach efforts.

2022 Community Perceptions Survey

In 2022, the City of Kalamunda commissioned Catalyse Pty Ltd to conduct a Community Perceptions Study, also known as a 'Community Scorecard,' from 2 to 20 May 2022.

Purpose of the Study:

The study aimed to support a review of the Strategic Community Plan, assess community priorities, and evaluate Council's performance against key indicators in the Strategic Community Plan.

Study Details:

Invitations were sent to 4,000 randomly selected households: 1,000 by mail and 3,000 by email. A total of 709 randomly selected residents and ratepayers completed the scorecard, marking an increase from the 2020 report where 483 community members participated. Additionally, six out-of-area ratepayers and visitors, along with 17 Council-affiliated respondents, contributed, totalling 732 respondents.

Key Findings:

- Quality of Living: The City's Performance Index Score for quality of living is 81 out of 100, surpassing the industry average of 76 for Western Australia. The top-rated suburbs are Kalamunda, Gooseberry Hill, and Maida Vale, while Wattle Grove, High Wycombe, and Forreestfield received lower ratings.

- Higher Performing Areas: Notable areas of high performance include the Walliston Transfer Station and weekly rubbish collection.

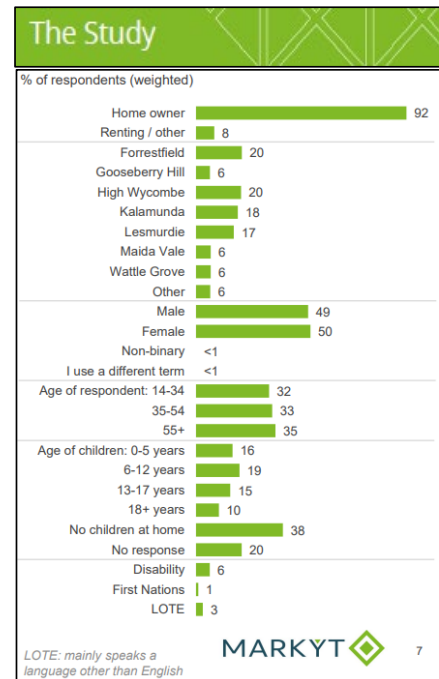
- Most Improved Areas: Significant improvements were noted in disability access and inclusion, bulk rubbish collections (skip bin), and seniors' care, services, and facilities.

- Top Priorities: The top priorities identified for the City moving forward are playgrounds, parks, reserves, and ovals; community safety and crime prevention; and service areas for people with disabilities.

Engagement Performance:

The Community Scorecard also assessed engagement satisfaction across four areas:

- Engage portal (online engagement platform)



- Information transparency
- Consultation practices
- Clarity in decision-making processes and consideration of resident views.

Over the years, there has been a decrease in positive ratings and performance index scores in these engagement-related areas from 2020 to 2022.

. These are summarised below:

Table 5. Community Scorecard comparison 2020 v 2022

Year	Engage portal		How the community is informed		How the community is consulted		City clearly explains the reasons for its decisions	
	Positive rating	Index Score	Positive rating	Index Score	Positive rating	Index Score	Total agree	Index Score
2020	81%	54	68%	50 (average 59)	63%	47 (average 53)	22%	22 (average 34)
2022	65%	47	57%	42 (average 53)	51%	39 (average 47)	16%	16 (average 28)

Below are recommendations to address key areas of improvement:

Engage Portal:

- Review and optimize the layout and functionality of the online engage portal.
- Establish clear 'pillars' for engagement and use a coding system for graphics to ensure clarity for the community.

Integrated Marketing and Promotion:

- Implement integrated marketing campaigns for all projects to reach a wider audience.
- Generate positive news stories about engagement outcomes and completed projects.

Closing the Loop:

- Ensure proper closure of online project pages and clear communication of outcomes.
- Upload the Community Engagement Report and Council resolutions to project pages.
- Email survey results to respondents and establish a quarterly newsletter summarizing engagement activities.

These actions will enhance engagement transparency, accessibility, and communication effectiveness with the community.

Engage.wa.gov.au

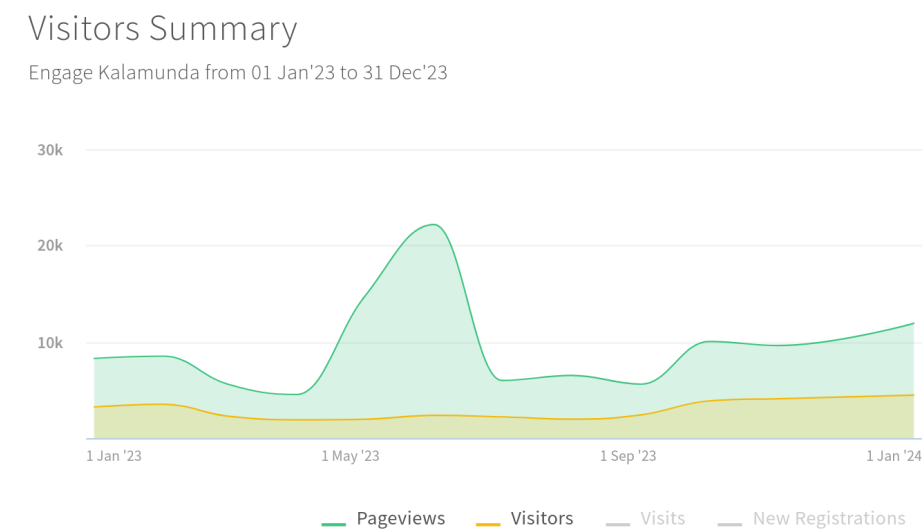
The City continues to use the online engagement portal EngagementHQ to promote, educate and engage with community members in an interactive way.

Engage Website Visitor Summary

For the period 1 January 2023 to 31 December 2023, the total visits to the engagement portal was 41,109, up from 38,700 in 2022. Of the 41,109 total visits, 1,118 were engaged participants, 13,080 were informed participants and 27,845 were aware participants. The max visitors per day were 942, up from 718 in 2022.

- Peak engagement times in 2023: June
- Total visits at 41,109 in 2023, up from 38,700 in 2022
- Max visitors per day at 942 in 2023, up from 718 in 2022
- New registrations: 693 in 2023, up from 342 in 2022
- Engaged visitors at 1,118 in 2023, up from 1,000 in 2022

Figure 3. Visitors summary



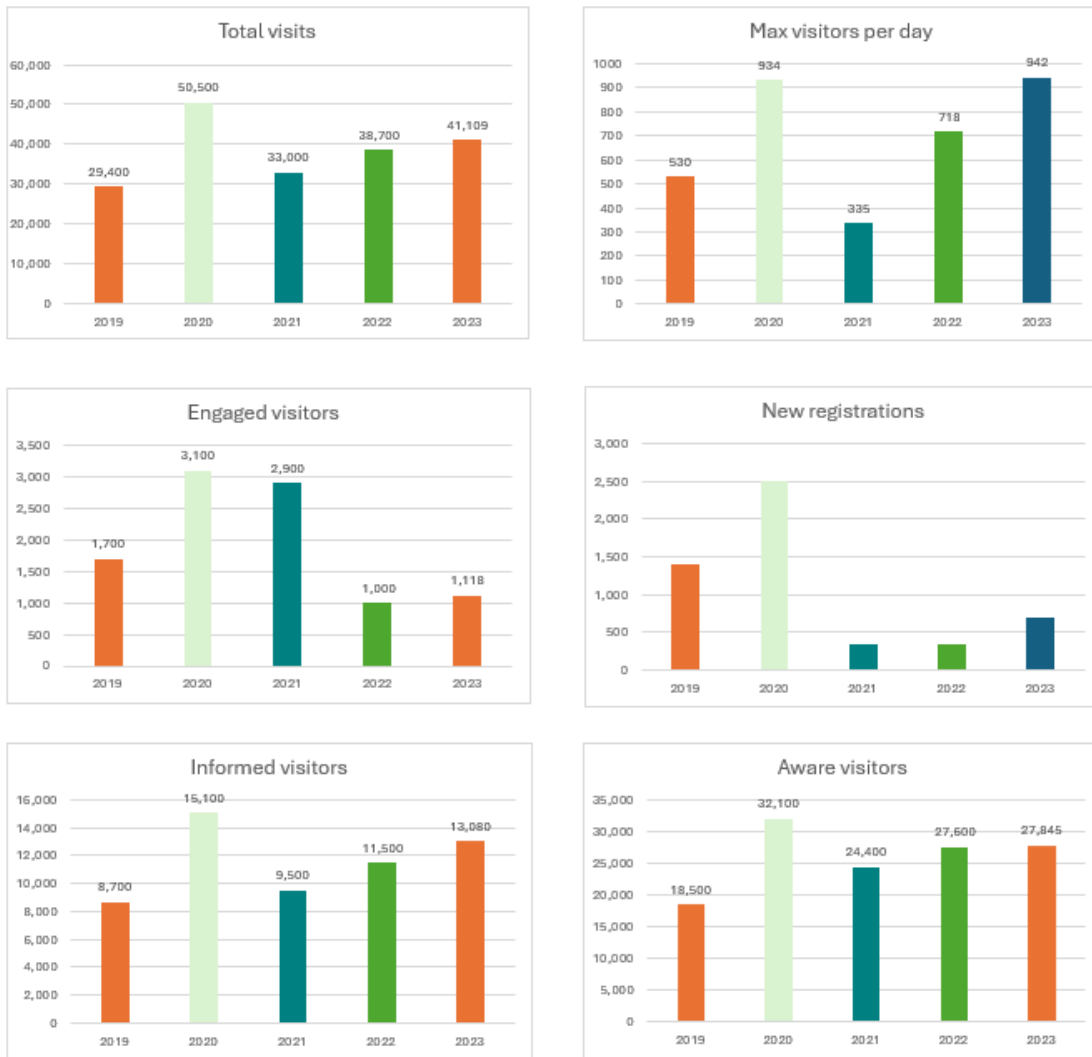
Engagement returned to similar pre-pandemic numbers but in 2024, the City will continue to focus on delivering strategies to build these engagement levels again.

However, it should be noted that this is only ever one element of our overall engagement strategy. Pop-up booths, direct mailouts, workshops and opportunities for dialogue continue to be very popular.

Table 6 2019 – 2023 Year on Review

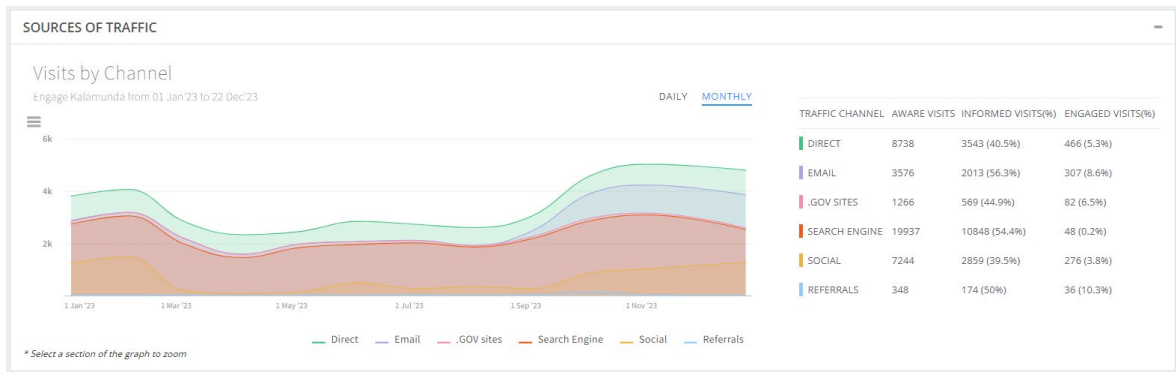
Year	Aware visitors	Informed visitors	Engaged visitors	New registrations	Max visitors per day	Total visits
2023	27,845	13,080	1,118	687	942	41,109
2022	27,600	11,500	1,000	342	718	38,700
2021	24,400	9,500	2,900	348	335	33,000
2020	32,100	15,100	3,100	2,500	934	50,500
2019	18,500	8,700	1,700	1,400	530	29,400

Figure 4. Yearly comparisons across engage



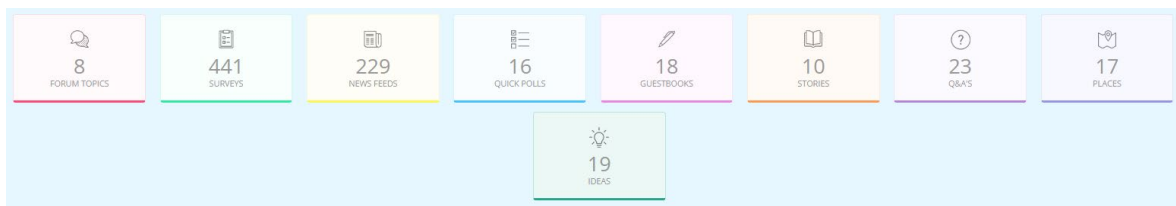
Visits by Channel

Figure 5. Engage Kalamunda from 01 January 2023 to 31 December 2023



- Search Engine generated 20,312 aware visits compared to 17,688 in 2022. Search Engine also generated 11,030 informed visits compared to 9,535 in 2022.
- Direct Sources generated 468 engaged visits, compared to 714 engaged visits in 2022, 5,599 in 2022 and 2,408 respectively in 2021
- Direct Sources generated conversions with 8,788 aware visitors, 3,565 (40%) informed visitors and 468 (5%) engaged visitors

Engagement Tools Summary



Engaged Users 2023

An engaged user performs multiple actions on a project, which includes visiting pages, downloading information and responding to a survey or posting on a forum.

In 2023, 1,121 participants were engaged compared to 1,000 in 2023. This is comprised of 1,096 registered participants, 22 anonymous and two (2) unverified participating in surveys and one (1) using the 'places' tool.

Every visitor that contributes to a tool is considered to be 'engaged'. This means that the participant performed one or several of the actions. In 2023, 1,118 participants were engaged, with 1,093 users participating in surveys. Compared to 1,215 and 982 respectively in 2021.

Table 7. Top Engaged projects

*Calculated as a percentage of total visits to the Project

Top Projects	Participants*
Name the New Skate Park in Stirk Park	419 (17.5%)
Dog Exercise Area Management Plan	199 (13.6%)
Development Proposal: Funeral Parlour and Office	162 (6.6%)
Safe & Healthy Kalamunda	117 (11.8%)
The Big Picture	93 (3.8%)
Nature Fund Proposal – Phase 2 Public Comment	58 (19.3%)
Commemorative Tree Planting 2023	47 (28.7%)
Draft City of Kalamunda Keeping and Control of Cats Local Law	38 (3.8%)

*Engaged participants do not include multiple submissions by Administration when entering hard copy survey submissions.

Informed Users 2023

An informed visitor has taken the 'next step' from being aware and clicked on something. We now consider the visitor to be informed about the project or site. This is done because a click suggests interest in the project.

In 2023 13,234 participants were informed compared to 11,467 in 2022.

Table 8. Top actions by Informed Users

Action*	Participants
Viewed a video	820
Viewed a photo	602
Downloaded a document	8,998
Visited the Key Dates page	62
Visited an FAQ list page	3,484
Visited Instagram page	0
Visited Multiples Project pages	6,735
Contributed to a tool (engaged)	1,121

*A single engaged participant can perform multiple actions.

Table 9. Top Projects by Informed Users

Top Projects	Participants (%)*
Name the New Skate Park in Stirk Park	1,331 (55.7%)
Development Proposal: Funeral Parlour and Office	928 (37.5%)
The Big Picture	853 (35.1%)
Dog Exercise Area Management Plan	770 (52.7%)
Safe & Healthy Kalamunda	592 (59.7%)
Development Applications	549 (60.3%)

Top Projects	Participants (%)*
Draft City of Kalamunda Keeping and Control of Cats Local Law	515 (50.9%)
Cat Local Law 2023 Amendment	349 (49.8%)

* Calculated as a percentage of total visits to the Project

Aware Users 2022

An aware visitor has made at least one single visit to the site or project. Methodology suggests that an aware visitor can be considered to be aware that the project or site exists, however they've not taken any further action. In 2023, 28,250 participants visited at least one page (Aware user could have also performed an Informed or Engaged action), compared to 27,576 in 2022.

Table 10. Top projects by Aware Users

Top Projects	Participants*
Development Proposal: Funeral Parlour and Office	2,473
The Big Picture	2,428
Name the New Skate Park in Stirk Park	2,389
High Wycombe Train Station Parking Study	1,766
Dog Exercise Area Management Plan	1,461
Draft City of Kalamunda Keeping and Control of Cats Local Law	1,011
Safe & Healthy Kalamunda	991
Development Applications	911

*Total list of unique visitors to the project

Table 11. Top 3 documents based on downloads

Document	Downloads
Draft Safe & Healthy Kalamunda Plan 2023-2028	760
Draft City of Kalamunda Keeping and Control of Cats Local Law 2023	438
The Big Picture	423

*Development Applications total downloads are (Appendix F) are 783 in 2023.

Table 12. Top 3 FAQs

FAQs	Views
High Wycombe Train Station Parking Study	1,873
Draft Local Planning Policy 33 – Tree Retention	465
Pest Control: Fox Control Program	188

Engagement Demographics

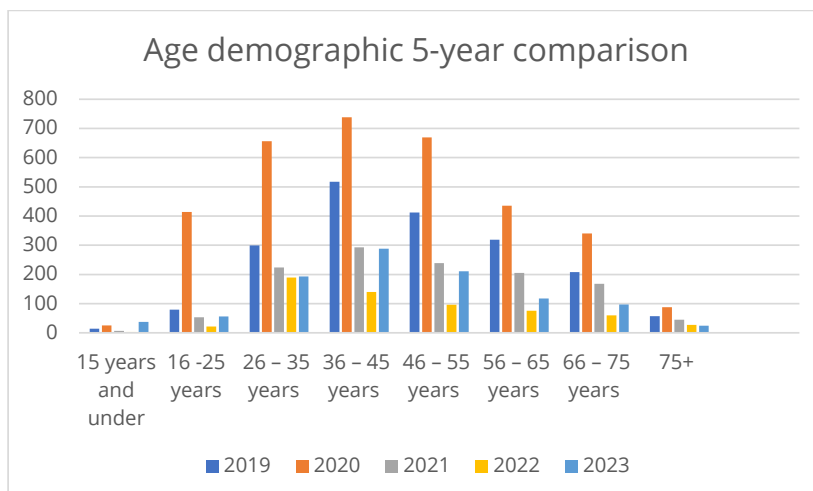
In 2023, participation was higher in the middle-aged population, with 28% of members being aged 36-45 years, followed by 20% being aged 46-55 years. Participation is higher from those who identify as female, representing 62% of members who participated in 2023, representing 2.22% of the overall female population. The highest rate of participation by suburb was Kalamunda, with 23% of users, representing 0.42% of the overall population.

Engagement by age

Table 13. Engagement by age group

*Census Population estimate in 2021: 58,762

Age bracket	2019	2020	2021	2022	2023	% of engaged community members (2023)	% of overall City of Kalamunda population (2023)*
15 years and under	14	25	7	3	37	3.6%	0.06%
16 -25 years	79	414	53	22	56	5.4%	0.10%
26 – 35 years	299	656	224	189	193	18%	0.33%
36 – 45 years	517	738	293	140	288	28%	0.49%
46 – 55 years	412	669	239	96	211	20%	0.36%
56 – 65 years	319	435	205	76	118	11%	0.20%
66 – 75 years	208	340	168	60	97	9.4%	0.17%
75+	57	88	45	27	24	2.3%	0.04%
Total	1,905	3,803	1,234	613	1,024		



Engagement by gender

Table 14. Engagement by gender

Gender	2019	2020	2021	2022	2023	% of engaged community members	% of overall City of Kalamunda population involved
Female	1162	1905	775	440	660	62%	2.22
Male	733	1415	463	157	336	32%	1.16%
Undisclosed	139	118	125	21	34	Not captured	Not captured

Engagement by suburb

Table 15. Engagement by suburb

Suburb	2019	2020	2021	2022	2023	% of engaged community members	% of overall City of Kalamunda population involved
Kalamunda	383	210	752	134	248	23.55%	0.42%
Lesmurdie	309	171	267	133	179	17.00%	0.30%
Gooseberry Hill	132	99	132	43	106	10.07%	0.18%
Forrestfield	282	156	129	83	107	10.16%	0.18%
High Wycombe	400	229	97	134	119	11.30%	0.20%
Maida Vale	129	50	55	35	55	5.22%	0.09%
Wattle Grove	169	105	55	20	177	16.81%	0.30%
Bickley	36	24	44	7	18	1.71%	0.03%
Walliston	35	23	33	15	20	1.90%	0.03%
Pickering Brook	17	8	18	5	8	0.76%	0.01%
Piesse Brook	-	-	-	-	4	0.38%	0.01%
Carmel	35	10	11	7	12	1.14%	0.02%

*Other suburbs: >0.01% (9)

Figure 7. Suburb breakdown – five-year comparison

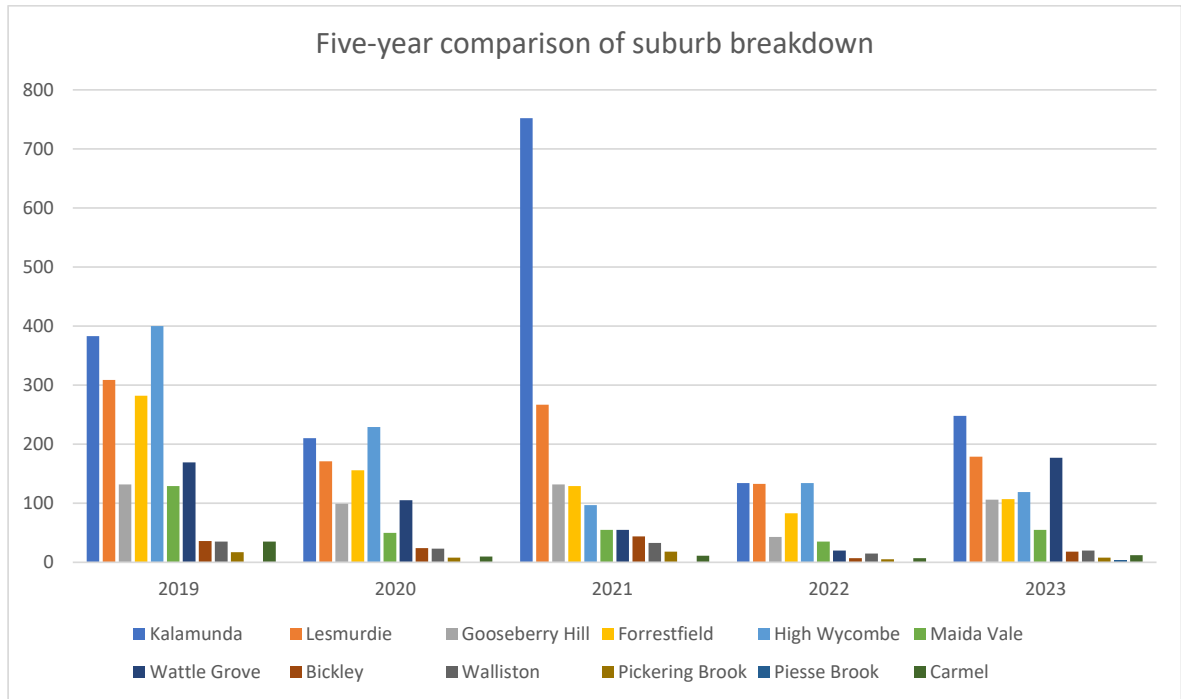
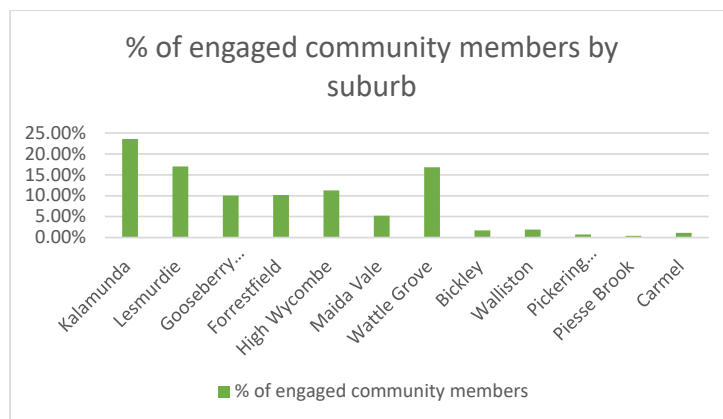


Figure 8. Suburb breakdown by each year



Figure 9. Percentage of engaged community members by suburb



Face-to-face community engagement

In 2023, the City of Kalamunda conducted numerous workshops and pop-ups engaging directly with community members to develop the vision and direction for projects. Targeted sessions were supported by phone conversations and face-to-face discussions by project business units via the City's Customer and Public Relations team, engaging directly with the community at events, and at various group meetings held throughout the year such as Advisory Committees, Friends Groups, Chamber of Commerce and Council meetings.

The Big Picture consultation is the City's largest engagement piece to date and employed a multi-faceted approach, involving 19 face-to-face engagements, which comprised of two (2) community workshops to launch the Big Picture and 17 drop-in and pop-up sessions hosted at various City facilities, including libraries, sporting centres and shopping centres.

During the later stages of engagement, Dotmocracy style posters were also strategically deployed at all City locations to enable time-pressed residents to rank their priorities of facilities. Using 'dot' style posters or 'bean counters' is a short, but effective method for collecting feedback and will continue to be explored in 2024.

In September, the City started engaging with the community to promote the incoming FOGO (Food Organics, Garden Organics) three-bin system. This campaign will continue to be the focus for the City as the program rolls out in September/October 2024.

A sample of the engagement activities conducted is shown in the table below:

Table 16. Face-to-face engagement activities

Project	Engagement
Bushfire Preparedness	<ul style="list-style-type: none"> Street Meet with local Bushfire Ready Group (September & October) Shopping centre engagement stands (October & November)
The Big Picture	<ul style="list-style-type: none"> Two (2) community workshops 17 drop-in and pop-up sessions
Safe & Healthy Kalamunda	<ul style="list-style-type: none"> One shopping centre engagement stand (December)
FOGO (Food Organics, Garden Organics)	<ul style="list-style-type: none"> Two shopping centre engagement stands (September)



Engagement, Media, Public Promotions and Advertising

The City uses diverse range of media and communication tools as part of its toolkit, to promote, inform, engage and help activate our community.

All engagement projects are supported with an integrated marketing campaign, to ensure maximum reach across a diverse range of audiences in our community, regardless of whether they are online, at home or face-to-face in the public domain (such as shopping centres or at City events).

Some of the communications tools we use include:

Website:

- City of Kalamunda website (www.kalamunda.wa.gov.au).
- Engage Kalamunda website (Engagement HQ)

City of Kalamunda Facebook pages:

- City of Kalamunda
- Kalamunda Libraries
- City of Kalamunda Recreation
- Kalamunda Performing Arts Centre
- Kalamunda History Village
- Experience Perth Hills
- Zig Zag Gallery
- City of Kalamunda Youth
- Zig Zag Early Years Partnership

Social media

- LinkedIn
- YouTube
- Instagram

Face-to-face engagement

- Workshops
- Drop-in sessions
- Shopping centre pop-ups
- Local events/Activations

Other

- Community Networks, Services and Partners
- Promotional flyers
- Direct Mail and Electronic Direct Mail (EDM)
- Newspaper/Digital Newspaper Promotions

Social Media

Social media refers to the City's range of online tools that are designed to facilitate connections between the City and our community, as well as communication and engagement tools. Online engagement has changed the way we engage, allowing our community to discover, share, create and spread content, rather than in the context of a one-way broadcast of information.

Much of the available literature on social media tends to focus on the opportunities provided by online tools to better communicate with, and better understand an organisation's customers. The City hosts several social media accounts across Facebook, Instagram, Twitter, YouTube and Linked In. The channels differ according to the message or engagement targeting, and the desired demographic to be reached. The City's primary platforms for engagement are Facebook and Instagram, following are some of the some key growth indicators, demonstrating the City's performance across these two platforms:

Facebook

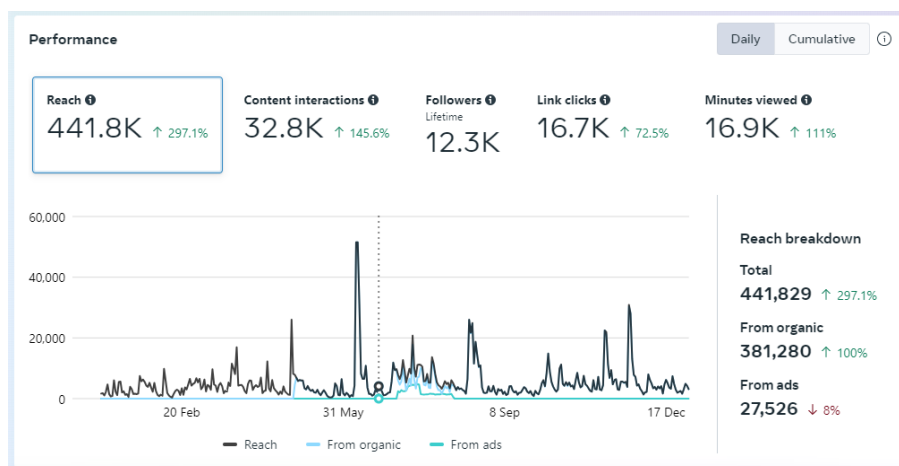
Audience

- Current number of followers – 12k
- New followers in 2023 – 1,316

Page and post performance

- Page visits in 2023 – 62,149
- Facebook Reach 2023 – 441.8K (up 297%)
 - Post reach
 - Post engagement
- Total number of posts in 2023 – 877
 - 1 Jan – 31 March 2023 – 217
 - 1 April – 30 June 2023 – 160
 - 1 July – 30 September 2023 - 216
 - 1 October – 31 December 2023 – 284

Figure 10. Facebook page performance 2023



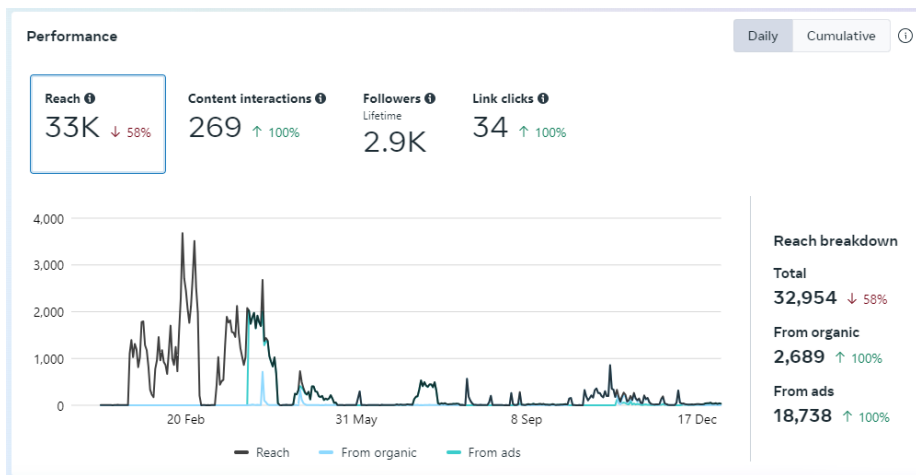
Instagram

Audience

- Current Instagram page followers – 2,938
- New followers in 2023 - 210

Page and post performance

- Number of posts – 45
- Page visits in 2023 – 1,540
- Page and post engagements – 30,058
- Reach in 2023 – 33k



LinkedIn

Table 17. LinkedIn Year to date: 12 March 2023 – 31 December 2023

Metric	Estimate
Number of posts	39
New followers in 2023	369
Impressions	18,522
Unique impressions	9,087

Social media advertising

Our social media networks create an open forum for our community to contact and follow us, helping our community stay informed and connected. These platforms are increasingly focusing on advertising as a source of revenue and are moulding the user experience around this. Although utilising a mix of organic (unpaid) and paid content is still the most popular strategy, organisations tend to view social media platforms, particularly Facebook and Instagram, as predominantly advertising platforms.

The City invests in targeted advertising to reach and engage with our target audiences, to discover their likes, dislikes, and interests so that we can build upon better engagement strategies to interact with our community. Advertising on social media is a hyper-direct way to reach our audience.

In 2023 the City spent a total of \$4,086 over 17 advertisements on Facebook and averaged a cost per click (CPC) of \$0.44, an average click through rate (CTR) of 1.80%, and an average cost per thousand impressions (CPM) of \$2.85.

Ad campaigns in 2023 included:

- Recreation Programs, including school holiday programs
- Youth programs
- Art Gallery promotions
- Compassionate Communities Forum

Table 19. Facebook Paid Performance 2023

Metric	2023 Estimate
Cost per click (CPC)	\$0.44
Average cost per thousand impressions (CPM)	\$2.85
Average click-through rate (CTR)	1.80%
Total spent	\$4,086

Electronic Direct Mail (eDM)

Electronic Direct mail (eDM) continue to be a cost-effective method to reach City of Kalamunda subscribers. The Engage.wa.gov.au database has approximately 6,915 active subscribers, consisting of users who have previously submitted survey responses online, while the City's e-newsletter database has 1,936 subscribers. Across both databases, the open rate averages 50%, which is above the [government industry average](#) of 40.55%.

Table 20. Engage eDM campaigns

*1 January 2023 to 31 December 2023, 6,915 subscribers

Newsletter title	Recipients #	Open rate %
Have your say - Draft Kalamunda Futures: Youth Plan 2023-2028	62	71%
City of Kalamunda - Climate Change Action Plan Update	30	80%
City of Kalamunda - Climate Change Action Plan Update	31	90%
Draft Urban Forest Strategy (UFS) 2023	19	100%
Your feedback on dog exercise areas - has anything changed? 🐕	289	81%
Urban Forest Strategy Update	33	72%
Have you voted? Help us name the new Skate Park in Stirk Park 🛹🛹	6,832	58%
Have your say on our draft plan for community health, safety and wellbeing!	6,868	63%
💬 What the community said in Q4, 2023!	6,998	40%
Draft Service 9 - Sporting and Community Group Leases Policy update	44	93%
Update with links 💬 What the community said in Q4, 2023!	6,963	59%
Final chance to win! Comment on our Safe & Healthy Kalamunda Plan	6,915	58%

Table 21. City E-News eDM campaigns

*April 2023 – April 2024, 1,971 subscribers

Edition	Total Recipients	Open Rate
May 2023	1,971	27.22%
June 2023	1,969	50.82%
July 2023	1,966	53.68%
August 2023	1,961	59.12%
September 2023	1,959	43.44%
October 2023	1,957	49.23%
December 2023	1,951	60.56%
March 2024	1,944	54.39%
April 2024	1,936	53.90%

Conclusion

Despite the challenges in 2023, community engagement continued to be a focus for the City of Kalamunda. Digital engagement via the online Engage platform continues to be a cost-effective way to obtain community feedback, as community members can participate at their convenience. Toward the end of 2023, engagement on online surveys also started to trend upwards, which shows that the community still likes to participate and have their say.

Face-to-face engagement will continue to be an important method to reach a wider audience, particularly community members who are not reachable online. There is also another opportunity to explore different methods to obtain feedback, rather than relying on surveys. These include evaluation counters to measure impact and customer satisfaction and 'bean counter' methods and dotmocracy posters to understand perceptions and priorities.

The biennial MARKYT Community Scorecard will be used to inform and shape future community surveys, to reduce survey fatigue and over-engagement. These insights can be used to inform the community of what they have told us in the past and 'confirm' their perceptions or views.

In 2024, the landscape is expected to undergo transformative change, through the incoming Local Government Act 1995 reforms, internal changing of the guard and technological changes such as the City's new Enterprise Resource Planning (ERP) system and integration of Artificial Intelligence across office-based tools and programs.

Going into 2024, the City will also be updating its Community Engagement Strategy, which will pave the direction and methodology for how the City engages in the future. Since introducing its first Strategy in 2017, the City's approach to engagement and participation has matured and the City is now well-placed to further embed the principles of community engagement across the organisation.

APPENDIX A.

Engagement Projects 2023

In 2023, the City of Kalamunda had 21 projects open for comment, excluding Road Notices and Amendments, Notice of Development Proposals, Proposed Leases, Closures and Works, Expressions of Interest for Reference Groups or Committees and Feedback Forms for events.

Engagement projects (in chronological order; January to December 2023)

- Bushfire Preparedness 2023/2024
- 2022 Review of Ward Boundaries & Representation
- Draft Kalamunda Futures: Youth Plan 2023-2028
- Draft City of Kalamunda Keeping and Control of Cats Local Law 2023
- Leases and Licences Review for City of Kalamunda
- Draft Arts and Cultural Strategy 2023-2027
- Storm Preparedness 2023
- Rates: Objects and Reasons for 2023/24
- Community Health, Safety and Wellbeing Survey
- Draft Reconciliation Action Plan
- Developing Tourism in Kalamunda - A request to our businesses
- Draft Service 9 - Sporting and Community Group Leases Policy (revised 2023)
- Name the new Skate Park in Stirk Park
- Dog Exercise Area Management Plan
- Local Planning Policy Omnibus Amendment 2023
- Cat Local Law Amendment
- The Big Picture
- Nature Fund Proposal - Phase 2 Public Comment
- Draft Urban Forest Strategy
- Vote to name the new skate park
- Safe & Healthy Kalamunda

In 2023 the City of Kalamunda had a further 18 projects open for comment, that comprised of Road Notices and Amendments, Notice of Development Proposals, Proposed Leases, Closures and Works, Expressions of Interest for Reference Groups or Committees and Feedback Forms for events.

These included:

- Development Proposal: Funeral Parlour and Office - Lot 192 (No. 326) Hale Road, Wattle Grove (DA23/0499)
- Development Proposal for Lot 1499 (No. 71) Stirling Crescent, High Wycombe (DA23/0007)
- Development Proposal for Lot 500 (3) Salix Way, Forrestfield WA 6058 (DA23/0083)
- Amendment 111 to Local Planning Scheme No. 3 – Lot 500 (3) Salix Way, Forrestfield
- Development Proposal for Lot 24 (269) Kalamunda Road, Maida Vale (DA23/0086)
- Development Proposal for Lot 101 (680) Canning Road, Carmel 6076 (DA23-0115)
- Development Proposal for Lot 16 (No. 287) Kalamunda Road, Maida Vale (DA22/0476)
- DA23/0185 Proposed Commercial Kitchen – Lot 316 (29) Foxtton Boulevard, High Wycombe

- Amendment 110 (A110) to Local Planning Scheme No. 3 - Extending expiry date of Development Contribution Area 1 (DCA1)
- Road Safety Treatment and Proposed Closure - Railway Road Elizabeth Street, Kalamunda
- Kalamunda Road/Hawkevale Road Roundabout
- Commemorative Tree Planting 2023
- Private Property Fire Preparedness Community Working Group
- Kalamunda Arts Advisory Group
- Kalamunda Economic and Tourism Development Advisory Group
- Strategic Sport and Recreation Advisory Group
- Disability and Carers Advisory Group
- Kalamunda Environmental and Sustainability Advisory Group

Bushfire Preparedness 2023-2024

Period: October 2023 – January 2024

Submissions	Total visits	Max day visits	New rego	Engaged	Informed	Aware	Download
2	167	8	0	2	67	147	7

Background

The Bushfire Preparedness 2023-2024 season was supported by an integrated marketing campaign and face-to-face engagement conducted by the Community Safety team. The purpose of the campaign is to raise awareness of the incoming bushfire season and encourage residents to prepare their properties ahead of the compliance period.

Communication activities included:

- Social media campaign on Facebook for the duration of the season (October 2023 to January 2024)
- Project page on engagement portal and feedback survey
- Bushfire Safety booklet (hard copy) available at City Centres.
- Flyers and hard copy survey available at City Centres.
- Variable Message Board (VMBs) on display in the City throughout the season
- Print Advertisements in the Echo newspaper
- Feature in the City's e-newsletter
- Letterbox distribution to promote the Bush Fire Ready Group Street Meets

Community Engagement Activities included:

- Bush Fire Ready Group Street Meet – Maida Vale – 17 September 2023
- Bush Fire Ready Group Street Meet – Gooseberry Hill – 1 October 2023
- Burn SMART Live Demonstration – 8 October 2023
- Bush Fire Ready Group – Lesmurdie – 15 October 2023
- Two Shopping Centre engagement booths (October and November 2023)

Outcome

The 2023 season saw a reduction in engagement, with reduced visitor levels to the engage portal and attendance to the Street Meets and Burn Smart demonstration. For the 2024 season, the team will consider alternative methods for engagement.

2022 Review of Ward Boundaries & Representation

Period: Closed 20 January 2023

Submissions	Total visits	Max day visits	New rego	Engaged	Informed	Aware	Download
17	413	18	4	16	148	299	249

Background

As part of the Local Government Act 1995 reforms, the City of Kalamunda reviewed its wards and representation structure. As part of the changes, the City as a band 2 local government, would be required to have a minimum of five (5) and maximum of eight (8) councillors, plus a Mayor elected.

Engagement Activities & Promotion

- Project page and survey on the online engage portal
- Public notice on the City website
- Print advertisement in the Echo Newspaper
- Distribution of surveys to all City centres
- Promotion on City's Facebook page.

Outcome

The campaign garnered 17 responses with 58% (10) of respondents selecting Proposal 1: No wards as their preferred option, followed 23.5% (4) selecting Proposal 3: Amendment to Existing wards.



Draft Kalamunda Futures: Youth Plan 2023-2028

Period: December 2022 – January 2023

Submissions	Total visits	Max day visits	New rego	Engaged	Informed	Aware	Download
98	809	38	10	28	265	632	279

Background

Based on feedback obtained in 2022, the City advertised its draft Kalamunda Futures: Youth Plan 2023-2028 for public comment.

Engagement Activities & Promotion

The City undertook community engagement in two stages, with the first stage being conducted in 2022. The feedback from the first stage in consultation informed the development of the plan, which was released for public comment in December 2022 and closed 20 January 2023.

Engagement was targeted at those aged 25 years and under, with the Community Development team utilising their youth, school and early years community networks.

- The communication activities for this engagement included:
- Online project page on engage portal.
- Public notice on City website
- Promotion on social media, in particular Facebook and TikTok
- eDM (electronic direct mail) to youth and school networks
- Feature in City's e-Newsletter
- Print advertisement in the Echo newspaper
- Community pop-ups at Kalamunda Night Market, Kalamunda Water Park (Australia Day pool party), Farmer's Market, Christmas Crafts, and Time Capsule activation.
- Prize incentives (VISA gift cards) were also offered as an extra incentive

Outcome

The draft plan received 98 submissions, with 71% (62) being aged 18 years and under. Sentiment towards the plan was positive across its four focus areas of Empowered, Connected, Active and Represented.

Draft City of Kalamunda Keeping and Control of Cats Local Law 2023

Period: December 2022 – February 2023

Submissions	Total visits	Max day visits	New rego	Engaged	Informed	Aware	Download
41	1.2k	391	31	40	531	1k	493

Background

The City released its draft Keeping and Control of Cats Local Law for public advertising. The purpose of the local law was to extend control over cats which exist under the *Cat Act 2011*.

Engagement Activities & Promotion

The draft local law was promoted via an integrated marketing campaign, which included:

- Project page and survey on the online engage portal
- Public notice on the City website
- Print advertisement in the Echo Newspaper
- Distribution of surveys to all City centres
- Social media posts on the City's Facebook page

Outcome

The draft local law attracted 41 responses, with 48% (20) supporting the proposed local law, followed by 26% (11) who left a comment only and 24% (10) who did not support. Respondents felt that cats roaming, especially at night had adverse impacts on local wildlife.

Lease and Licences Review for City of Kalamunda

Period: December 2022 – February 2023

Submissions	Total visits	Max day visits	New rego	Engaged	Informed	Aware	Download
10	1.2k	36	18	10	150	284	184

Background

In December 2022, the City of Kalamunda commenced review of the current Service 9 Community Group Leases Policy (Phase 1: Review).

Engagement Activities & Promotion

As part of the internal review, the City consulted directly with 54 lease holders, which reviewed factors such as usage, maintenance of facilities and operating costs by both the lease holders and the City. The City also released a survey in Phase 1 which attracted 10 responses.

Communication activities included:

- Targeted emails to lease and licence holders
- Face-to-face meetings
- Online project page on engage portal and survey

Outcome

The findings from this phase of consultation found that 50% run a canteen, bar or generate sales from their facility, 50% felt that their building is fit for purpose, while 50% did not. and 70% of respondents would consider allowing their leased facility to be hired out by the City with appropriate levels of revenue generated. This feedback was used to shape the development of the draft policy, which was released later in the year for comment.

Draft Arts & Cultural Strategy 2023-2027

Period: December 2022 – February 2023

Submissions	Total visits	Max day visits	New rego	Engaged	Informed	Aware	Download
9	214	36	2	9	75	162	75

Background

The City released its draft Arts and Cultural Strategy 2-23-2027 for public comment. This draft would supersede the previous Creative Communities: An Arts Strategy.

Engagement Activities & Promotion

The draft Strategy was promoted via an integrated marketing campaign, which included:

- Project page and survey on the online engage portal
- Public notice on the City website
- Distribution of surveys to all City centres
- Social media posts on the City's Facebook page

Outcome

The survey received seven (7) survey responses and three (3) direct submissions, with 44% (4) respondents rating the plan as good, 11% (1) as very good and 22% (2) being neutral. Sentiment was positive, with comments praising the focus on arts and potential for Kalamunda to be a 'thriving' art and heritage hub'. Comments against the strategy, expressed that it lacked details and performance measures. The Strategy was adopted by Council at the 27 June 2023 Ordinary Council Meeting.

Storm Preparedness 2023

Period: June 2023

Submissions	Total visits	Max day visits	New rego	Engaged	Informed	Aware	Download
0	39	3	0	0	5	36	5

Background

The City commenced its annual storm preparedness informing campaign in June 2023. The purpose of the campaign is to raise awareness on how households can prepare and protect their property during the storm season.

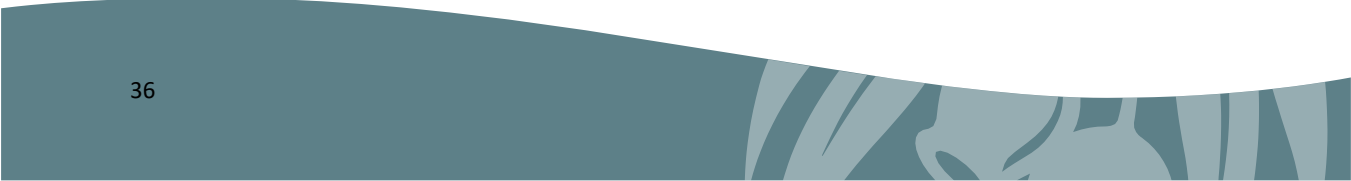
Engagement Activities & Promotion

As an awareness campaign, Department of Fire and Emergency Services (DFES) messaging and resources were shared via:

- Project page and comment box on the online engage portal
- Public notice on the City website
- Social media posts on the City's Facebook page

Outcome

The project page attracted low numbers for the 2023 season, with only 39 visits to the page and five (5) document downloads. Given the trending decrease in engagement over the years, the City will review whether to continue supporting storm preparedness messaging as an informing and awareness campaign, rather than an engagement campaign.



Rates: Objects and Reasons for 2023/24

Period: May 2023 – June 2023

Submissions	Total visits	Max day visits	New rego	Engaged	Informed	Aware	Download
0	48	3	0	0	3	48	N/A

Background

The City advertised its intention to continue levying differential rates for the 2023-2024 financial year. Feedback from residents is optional.

Engagement Activities and Promotion

Objects and Reasons for 2023/24 were advertised as below:

- Project page and comment box on the online engage portal
- Public notice on the City website
- Social media post on the City's Facebook page
- Print advertisement in the Echo Newspaper

Outcome

The page attracted 48 total visits to the page but received zero responses.

Community Health, Safety & Wellbeing Survey

Period: June 2023

Submissions	Total visits	Max day visits	New rego	Engaged	Informed	Aware	Download
15	106	23	6	14	44	93	10

Background

The City commenced drafting its new Community Health, Safety and Wellbeing Plan for 2023. As part of the process, the City undertook community engagement to understand the community's priorities and aspirations for a healthy and vibrant community.

Engagement Activities & Promotion

The survey was promoted via an integrated marketing campaign, to ensure a broad reach as possible, as well as conducting two face-to-face workshops to obtain detailed feedback:

- Project page and survey on the online engage portal
- Public notice on the City website
- Social media posts on the City's Facebook page
- Print advertisement in the Echo Newspaper

Outcome

The survey attracted six (6) responses. Respondents received positive ratings with 66% (4) rating the plan as 'good'.

Top three health concerns were:

- Lack of physical activity
- Poor mental health
- Unhealthy foods/social isolation and lack of health knowledge

Top three safety concerns were:

- Disengaged youth
- Vehicles/traffic
- Lighting in public places

Draft Reconciliation Action Plan

Period: July 2023

Submissions	Total visits	Max day visits	New rego	Engaged	Informed	Aware	Download
6	199	32	2	3	84	141	91

Background

The City continues its commitment to strengthen relationships and seek guidance from the Aboriginal community. The City released its draft Reconciliation Action Plan (RAP) for public comment in July 2023. The draft was developed following consultation with community members and Elders.

Engagement Activities & Promotion

This engagement was supported by an integrated marketing campaign, which included:

- Project page and survey on the online engage portal
- Public notice on the City website
- Social media posts on the City's Facebook page
- Print advertisement in the Echo Newspaper

Outcome

The survey attracted six (6) responses. Respondents received positive ratings with 66% (4) rating the plan as 'good'. Positive comments relating to the plan highlighted the fact that the plan covers a broad range of areas and incorporates inclusivity. Negative comments relating to the plan centred on the plan's length and ability for the plan to be actioned.

Developing Tourism in Kalamunda

Period: September 2023

Submissions	Total visits	Max day visits	New rego	Engaged	Informed	Aware	Download
2	36	6	0	2	12	32	5

Background and outcome

The City, through the Kalamunda Tourism Advisory Committee, sought feedback from local businesses on developing local tourism in the City. The survey was distributed to a select audience, with results treated in confidence. The City will continue to work with local businesses and tourism operators to develop local tourism in the City of Kalamunda.

Draft Service 9 – Sporting and Community Group Leases Policy (revised 2023)

Period: July 2023 – September 2023

Submissions	Total visits	Max day visits	New rego	Engaged	Informed	Aware	Download
23	395	47	8	23	183	288	237

Background

The feedback obtained during the 2022 Lease and Licence review shaped the development of the new Draft Service 9 - Sporting & Community Group Leases Policy (the Policy) which was released for public comment.

Engagement Activities & Promotion

This engagement was supported by an integrated marketing campaign, which included:

- Project page and survey on the online engage portal
- Direct email to 55 lease holders (including community groups and organisations)
- eDM (electronic direct mail) to sporting clubs and organisations via the Clubs4Life e-newsletter (30 club representatives) sent in January, July and August 2023.
- Promotion in the City's September e-newsletter (approximately 1,957 subscribers)

Outcome

The engagement attracted 23 survey responses from club representatives and community members and two (2) written submissions. The sentiment toward the new policy was positive, with 48% of respondents rating the policy as 'Good', compared to 22% rating the draft Policy as 'Poor'. A key theme that emerged from the feedback, was the removal of the Peppercorn lease, which is proposed to be replaced with a nominal annual fee. Positive feedback showed that respondents appreciated the clarity of the new agreement and promotion of co-location of clubs to improve efficiency (seasonal leases)

Name the New Skate Park in Stirk Park

Period: August 2023

Submissions	Total visits	Max day visits	New rego	Engaged	Informed	Aware	Download
38	992	347	20	38	270	916	87

Background

Back in 2018, the City of Kalamunda adopted the Stirk Park Master Plan, which included the development of a new playground and a skate park to replace the existing facility on Canning Road. These components were identified as being priority items for the community. Since then, further community engagement and concept planning has been undertaken, which were endorsed by Council in August 2020.

Over the years, the City of Kalamunda has engaged with the community on the Concept Designs for Stage One which include the new playground and skate park. Given the significant community interest in the new playground and skate park, the City invited the community to put forward their name suggestions for the new skate park.

In August 2023, community were invited to submit their name suggestions for the new skate park in Stirk Park, with the Rotary Club of Kalamunda awarded naming rights as a funding partner.

Engagement Activities & Promotion

Due to the public interest in Stirk Park, the public vote was supported by an integrated marketing campaign:

- Project page on engage portal
- Promotion in City's monthly e-newsletter
- EDM (electronic direct mail) to active participants on the engage.kalamunda portal.
- Social media posts
- Hard copy survey and voting forms distributed to all City locations

Outcome

In August 2023, 24 nominations were submitted. The City in collaboration with the Rotary Club of Kalamunda, shortlisted the selection to six (6) names. These names were released for public voting on 22 September 2023.

Dog Exercise Area Management Plan

Period: August 2023 – September 2023

Submissions	Total visits	Max day visits	New rego	Engaged	Informed	Aware	Download
203	1.3k	275	127	199	609	1.1k	218

Background

In 2021, the City commenced its review of dog exercise areas, including off-leash areas and dog-prohibited areas within the City.

In April 2021, the City of Kalamunda Dog Local Law was Gazetted. In preparing the draft Dog Exercise Area Management Plan, the City commenced community engagement in September 2021 to understand their aspirations and needs for dog exercise areas in the City. The 2021 survey received 342 responses. In September 2021, the Joint standing Committee on Delegated Legislation finalised their review of the Dog Local Law and disallowed the local law due to what was considered a “significant change.” The City recommenced the Dog Local Law process and the development of the draft Dog Exercise Area Management plan was temporarily put on hold while the local law was re-advertised and finalised.

The updated Dog Local Law was Gazetted in September 2022. With a significant period of time lapsing between the 2021 feedback, the City opted to seek public comment on the outcomes from the 2021 community engagement, to identify if community sentiment was still the same or if it has changed (Phase 2)

Engagement Activities & Promotion

This engagement was supported by an integrated marketing campaign, which included:

- Project page and survey on the online engage portal
- Public Notice on the City website
- eDM (electronic direct mail) to engage subscribers (6,000 subscribers)
- Hard copy and flyer distribution to all City libraries
- Social media posts on the City's Facebook page.

Outcome

Phase 2 community consultation opened 8 September 2023, closing on 9 October 2023 and attracted 202 survey responses from the community and one (1) written submission. Similar to the 2021 survey, responsible dog ownership emerged as a key theme across the eight (8) questions. There were some shifts in sentiment, particularly with the ‘quality rating’ of dog exercise areas, with 37% being ‘happy’ in 2021. Based on this feedback, the revised draft Dog Exercise Area Management Plan will be released for public comment in 2024.

Local Planning Policy Omnibus Amendment 2023

Period: October 2023

Submissions	Total visits	Max day visits	New rego	Engaged	Informed	Aware	Download
0	84	9	0	0	19	58	30

Background

The City proposed amendments to existing Local Planning Policies for the purposes of public advertising. The purpose of the amendments were to ensure the policies had an up-to-date framework which would streamline the assessment of development applications.

Engagement Activities & Promotion

The proposed amendments were advertised as a public notice for 21 days as required under Local Planning Policy 11 – Public Notification of Planning Proposals and Schedule 2, Part 2 Clause 4(2) of the Regulations:

- Public notice on City's website
- Project page on engage portal, with online feedback form
- Social media post
- Print advertisement in the local newspaper
- Display of documents at the City's Administration centre

Outcome

The proposed amendments were advertised for public comment on 22 September 2023 and closed 13 October 2023. During this advertising period, City received no submissions relating to the proposed amendments. Council resolved to adopt the revised Local Planning Policy amendments at the 12 December 2023 Ordinary Council Meeting,

Cat Local Law Amendment

Period: October 2023

Submissions	Total visits	Max day visits	New rego	Engaged	Informed	Aware	Download
20	259	9	0	0	19	58	30

Background

On 18 April 2023 the City resolved to make the Keeping and Control of Cats Local Law 2023 at the Ordinary Council Meeting. The Keeping and Control of Cats Local Law 2023 was gazetted on 10 May 2023, the Local Law came into effect on 24 May 2023.

In May 2023, following a review of the local law by the Joint Standing Committee on Delegated Legislation, the Committee requested the City remove clause 3.9(1) (b) in reference to the conditions in relation to the keeping of cats.

Due to the change to the Local Law, the City was required to advertise for a 6-week consultation period. In response to the proposed change, the City initiated a community engagement process to gather feedback and gauge public sentiment.

Engagement Activities & Promotion

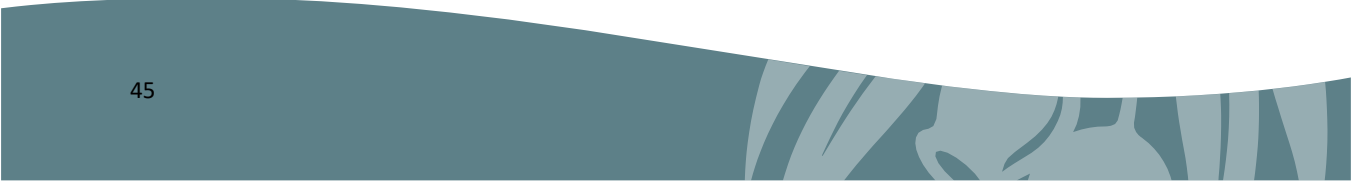
Due to the high public interest in Phase 1, the City employed a multi-faceted approach to engage with the community regarding this proposed amendment. The following methods were used:

- Public notice on City website
- Project page on engage portal and online survey
- Social media posts
- Print advertisement in local newspaper
- Hard copy forms distributed to City locations

Outcome

During the six-week advertising period, a total of 20 submissions were received. Three respondents supported the amendment, citing concerns about wildlife protection and the need to ensure responsible cat ownership. Seventeen respondents did not support the amendment, with a common theme being the negative impact of cats on local wildlife, particularly birds and reptiles. Respondents were also apprehensive about weakening the control over cats.

On 20 December 2023, the City provided public notice of the adoption of the revised City of Kalamunda Keeping and Control of Cats Amendment Local Law 2023. This law came into effect on 29 December 2023.



The Big Picture

Period: February 2023 – November 2023

Submissions	Total visits	Max day visits	New rego	Engaged	Informed	Aware	Download
89	31k	327	81	89	867	2.5k	824

Background

On 1 February 2023, the City officially unveiled its Big Picture Vision, emphasising key priorities for community facilities and encouraging community participation.

The Big Picture vision not only reflected the City's strategic direction over the past decade, but also years of collaborative input from the community.

Engagement Activities & Promotion

The Big Picture consultation employed a multi-faceted approach, involving 19 face-to-face engagements, which comprised:

- Two (2) community workshops to launch the Big Picture
- 17 drop-in and pop-up sessions hosted at various City facilities, including libraries, sporting centres and shopping centres
- Monthly promotion in the City's e-newsletter
- Social media posts on the City's Facebook page
- **Monthly print advertisement in the local newspaper (The View)**
- Hard copies of surveys and flyers distributed to all City centres.

Outcome

The Big Picture consultation was a significant focus for 2023 and warranted a significant community engagement campaign over a nine-month public comment period. Public comment opened 1 February 2023 and closed on 1 November 2023 and attracted:

- 89 survey responses
- 11 direct submissions

The majority of respondents were supportive of the City's Big Picture vision and highlighted the importance of future thinking and forward planning. However, negative comments related to the feasibility and ambition of such a vision, and the desire to retain loved community facilities such as the Kalamunda Water Park. Another key theme was the perception that a greater portion of investment and facility upgrades were concentrated 'down the hill'.

Nature Fund Proposal

Period: January 2023 – November 2023 (Phase 1 & 2)

Submissions	Total visits	Max day visits	New rego	Engaged	Informed	Aware	Download
62	407	30	14	58	125	313	73

Background

The City of Kalamunda sought feedback on the idea of allowing interested residents to make an OPTIONAL donation as part of the payment of their Rates Notice to create a proposed 'Nature Fund' to fund environmental initiatives. The proposed fund would be voluntary with no set monetary amount. If this initiative was supported by the community and adopted by the City, ratepayers could contribute (an optional donation) to fund environmental activities in the City of Kalamunda. The idea was proposed by the Nature Reserves Preservation Group to provide the City with more funding for environmental activities.

Engagement Activities & Promotion

This engagement was supported by an integrated marketing campaign, which included:

- Project page on engage portal
- Promotion in City's monthly e-newsletter (February – October 2023)
- Nine (9) social media posts
- Hard copy survey and flyers distributed to all City locations

Outcome

Due to low response rates on the survey, public comment was extended to 6 November. While the public comment period ran for just under 10 months, the survey only garnered 62 responses. While the majority of respondents support the idea in principle, there is an appetite for some transparency on how the funds will be allocated. It is recommended that prior to implementing the Nature Fund, that details are developed on how the fund will operate and be administered be developed

Draft Urban Forest Strategy

Period:

Submissions	Total visits	Max day visits	New rego	Engaged	Informed	Aware	Download
13	306	13	5	13	140	210	173

Background

Council endorsed the Draft Urban Forest (UFS) Strategy 2020 on 24 November 2020 for the purpose of public consultation. Following the public consultation period, a peer review of the Draft UFS 2020 was undertaken and a revised Draft UFS 2023-2043 prepared in response to submissions received and the outcomes of the peer review.

The UFS will guide the City in designing, managing, and improving the urban forest to protect and grow the urban forest canopy for the wellbeing of our residents, enterprise, and ecosystems.

Engagement Activities & Promotion

In addition to promoting the draft strategy via an integrated marketing campaign, the City also engaged directly with key stakeholders, which included state government agencies, local governments, service and utility providers and community groups. Community promotional activities included:

- Project page on engage portal
- Promotion in City's monthly e-newsletter (March – October 2023)
- Monthly promotion in the local newspaper (The View)
- Social media posts
- Hard copy survey and flyers distributed to all City locations

Outcome

The City advertised the draft Urban Forest Strategy 2023-2043 for public comment from 30 March 2023 to 5 June 2023. The draft UFS received 13 survey responses and three (3) direct submissions. Sentiment was positive, with all four proposed focus areas in the strategy rated highly as important or very important.

Vote to name the new skate park

Period: October – November 2023

Submissions	Total visits	Max day visits	New rego	Engaged	Informed	Aware	Download
411	2.6k	709	108	403	1.2k	2.1k	521

Background

Back in 2018, the City of Kalamunda adopted the Stirk Park Master Plan, which included the development of a new playground and a skate park to replace the existing facility on Canning Road. These components were identified as being priority items for the community. Since then, further community engagement and concept planning has been undertaken, which were endorsed by Council in August 2020.

Over the years, the City of Kalamunda has engaged with the community on the Concept Designs for Stage One which include the new playground and skate park. Given the significant community interest in the new playground and skate park, the City invited the community to put forward their name suggestions for the new skate park.

In August 2023, 24 nominations were submitted. Together with funding partner, the Rotary Club of Kalamunda, the names were shortlisted to six (6) names, which were released for a public vote.

Engagement Activities & Promotion

Due to the public interest in Stirk Park, the public vote was supported by an integrated marketing campaign:

- Project page on engage portal
- Promotion in City's monthly e-newsletter
- EDM (electronic direct mail) to active participants on the engage.kalamunda portal.
- Social media posts
- Hard copy survey and voting forms distributed to all City locations

Outcome

Public voting commenced on 16 October 2023 and closed on 10 November 2023 and received 411 votes. The most popular name as selected by voters was Kalamunda Rotary Skate Park. The votes were based on a ranking of the names from 1 to 6 (with 1 being most preferred and 6 being least preferred).

Safe & Healthy Kalamunda

Period:

Submissions	Total visits	Max day visits	New rego	Engaged	Informed	Aware	Download
207	2.3k	492	35	205	993	1.6k	1.4k

Background

In Jun 2023, the City undertook community feedback to understand the community's priorities for community health and wellbeing. This feedback helped shape the development of the draft **Safe & Healthy Kalamunda 2023-2028 Plan** which was released for public comment.

Safe and Healthy Kalamunda is a five-year action plan that details how the City plans to improve community health, safety and wellbeing, while meeting the City's legislative obligations for public health under the WA Public Health Act 2016.

Engagement Activities & Promotion

In order to gain high levels of quality feedback, the draft plan was supported by an integrated marketing campaign and community engagement:

- Project page on engage portal
- Promotion in City's monthly e-newsletter
- Public notice on City website
- EDM (electronic direct mail) to active participants on the engage.kalamunda portal.
- Social media posts
- Print advertisement in local newspaper
- Prize incentives were offered which included a Family Pass to Kalamunda Water Park, Family pass to Rollerama Skating Rink and 12-month Platinum membership to Hartfield Park Recreation Centre.
- Hard copy survey and voting forms distributed to all City locations

The project team also held two community pop-ups at both Kalamunda Central and Hawaiian's Shopping Centre in Forrestfield to promote the survey. The Smoothie bike and free smoothie giveaways were used as a drawcard to promote healthy lifestyles and promote awareness of the draft plan.

Outcome

Despite being advertised over the quieter Christmas/summer holiday period, the survey garnered 207 responses. Sentiment was mostly positive, with responses highlighting the importance of community health and wellbeing. Negative comments related to the desire for more detail in the proposed actions across the four focus areas.

City programs and initiatives

In addition to the projects advertised for public comment, the City also run a number of initiatives and programs that are ongoing. Below is a summary of these programs:

Program	Submissions	Total visits	Max day visits	New rego	Engaged	Informed	Aware	Downloads
Local Heroes	3	477	36	0	3	254	411	55
Microbat boxes	4	265	6	1	5	106	228	182
Business Register	1	20	1	1	1	3	20	
Town Teams	2	142	16	0	2	33	124	
Commemorative planting 2023	49	266	19	36	47	81	175	