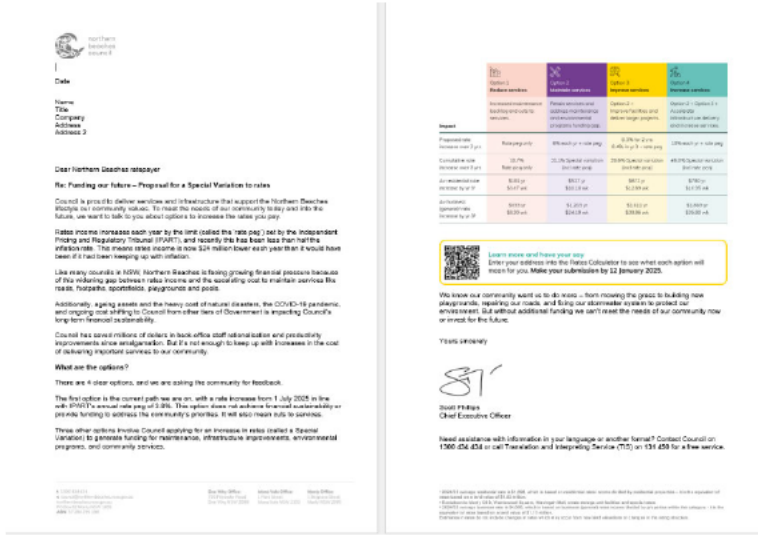



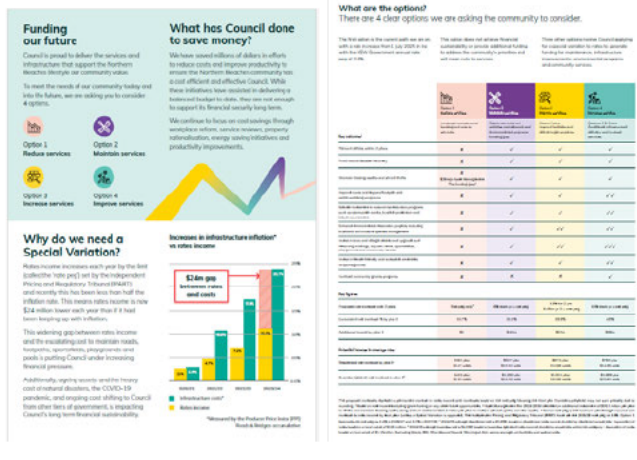
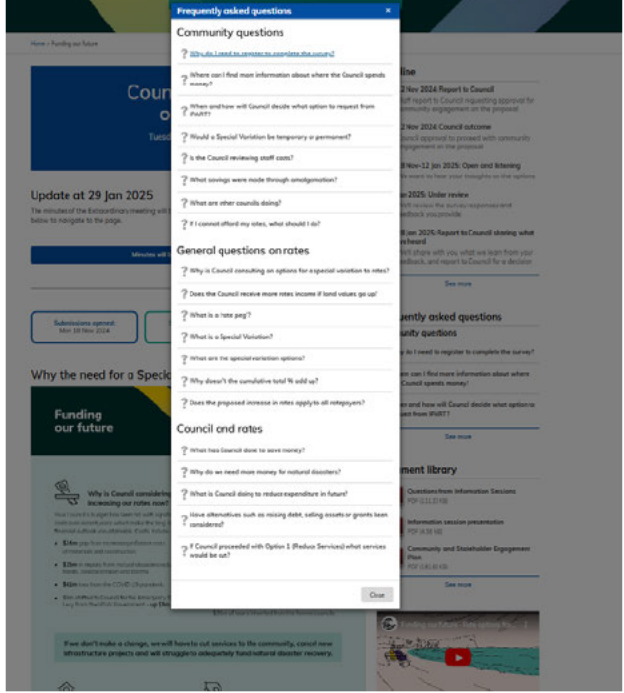


Communication collateral and Engagement activities undertaken by Northern Beaches Council




Communication activity	Timing	Audience	Evidence	Outcome																														
COLLATERAL																																		
<p>Direct Mail: letter poster to all ratepayers</p>	<p>13 Nov 2024</p>	<p>All ratepayers – resident & businesses</p>	<p>Special variation letter sent to residential rate payers and businesses via Forms Express</p>  <p>The table in the letter provides the following data:</p> <table border="1"> <thead> <tr> <th>Option</th> <th>Option 1 Reduce services</th> <th>Option 2 Maintain services</th> <th>Option 3 Improve services</th> <th>Option 4 Increase services</th> </tr> </thead> <tbody> <tr> <td>Proposed rate increase over 3 yrs</td> <td>10.0%</td> <td>10.0%</td> <td>10.0%</td> <td>10.0%</td> </tr> <tr> <td>Proposed rate increase over 5 yrs</td> <td>10.0%</td> <td>10.0%</td> <td>10.0%</td> <td>10.0%</td> </tr> <tr> <td>Proposed rate increase over 7 yrs</td> <td>10.0%</td> <td>10.0%</td> <td>10.0%</td> <td>10.0%</td> </tr> <tr> <td>Proposed rate increase over 9 yrs</td> <td>10.0%</td> <td>10.0%</td> <td>10.0%</td> <td>10.0%</td> </tr> <tr> <td>Proposed rate increase over 11 yrs</td> <td>10.0%</td> <td>10.0%</td> <td>10.0%</td> <td>10.0%</td> </tr> </tbody> </table>	Option	Option 1 Reduce services	Option 2 Maintain services	Option 3 Improve services	Option 4 Increase services	Proposed rate increase over 3 yrs	10.0%	10.0%	10.0%	10.0%	Proposed rate increase over 5 yrs	10.0%	10.0%	10.0%	10.0%	Proposed rate increase over 7 yrs	10.0%	10.0%	10.0%	10.0%	Proposed rate increase over 9 yrs	10.0%	10.0%	10.0%	10.0%	Proposed rate increase over 11 yrs	10.0%	10.0%	10.0%	10.0%	<p>Personalised letter to residents outlining what the SV to rates is, the proposal, the rates calculator, and feedback channels – using unique QR code to drive traffic to Your Say page for more information.</p> <p>The letter helped educate and raise awareness among ratepayers, and drive participation and engagement.</p> <p>Hardcopy posted to 96,156 residents. 81% of online survey respondents said they we aware through the letter in the mail.</p>
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<p>Postcards</p>	<p>15 Nov 2024</p>	<p>Ratepayers and residents</p>	 <p>The postcard features a line graph with a yellow peak and a purple trough, representing service levels over time. It includes the text: "Give your feedback on a Special Variation to rates to improve services and deliver long-term financial stability for the Northern Beaches." and "Learn more and have your say. Submissions close 12 January 2025."</p>	<p>2000 postcards printed and distributed across 12 locations including Libraries, Customer Service Centres and Aquatic Centres, driving traffic to Your Say page.</p>																														

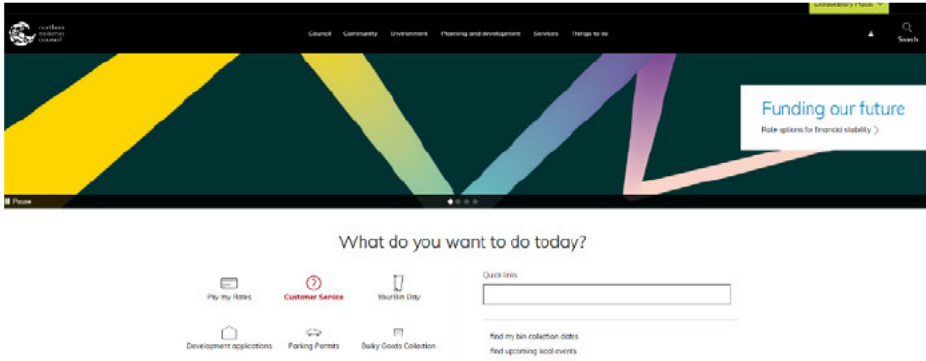
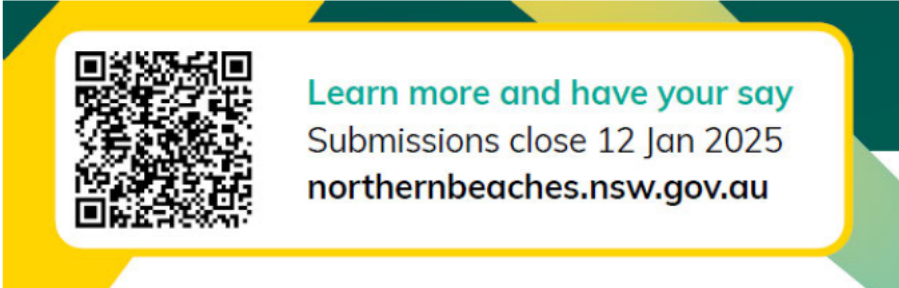
Communication activity	Timing	Audience	Evidence	Outcome																				
<p>Brochure</p>	<p>15 Nov 2024</p>	<p>Ratepayers & residents</p> <p>Visitors to council facilities</p> <p>Handed out at pop up events</p> <p>Shared online at your Say</p>	 <p>Have your say</p> <p>Learn more and give us your feedback. Submitters close 12 January 2025. You can use the online Rates Calculator to see what it will mean for you. There are fact sheets, information sessions and webinars to help you.</p> <p>Next steps</p> <p>Council will consider community feedback and decide on making an application to IPART at a Council meeting in late January 2025.</p> <p>Information sessions</p> <ul style="list-style-type: none"> 22 November Warriewood (Rat Park) Markets 23 November Forestville Shopping Centre 24 November Manly Fresh Produce Markets 27 November Hogswash Shopping Centre 28 November Wether Gook Park, Dee Why 30 November Beaches@Village 30 November Mona Vale Memorial Hall 2 December Online Information Session 5 December Forest Way Shopping Centre 6 December Avton Woodwards 11 December Online Information Session 15 December Berry Reserve Markets <p>Please visit the 'Your Say' project page for more details, times and locations.</p> <p>Funding our future</p> <p>Council is proud to deliver the services and infrastructure that support the Northern Beaches lifestyle our community value. To meet the needs of our community today and into the future, we are asking you to consider 4 options for financial stability.</p> <ul style="list-style-type: none"> Option 1: Reduce services Option 2: Maintain services Option 3: Increase services Option 4: Improve services <p>What has Council done to save money?</p> <p>We have saved millions of dollars in efforts to reduce costs and improve productivity to ensure the Northern Beaches community has a cost efficient and resilient Council. While these initiatives have assisted in delivering a balanced budget to date, they are not enough to support its financial security long term.</p> <p>We continue to focus on cost savings through workplace reforms, service reviews, property rationalisation, energy saving initiatives and productivity improvements.</p> <p>Why do we need a Special Variation?</p> <p>Rates income increases each year by the limit (called the 'rate peg') set by the Independent Pricing and Regulatory Tribunal (IPART) and recently this has been less than half the inflation rate. This means rates income is now \$23.6 million lower each year than if it had been keeping up with inflation.</p> <p>This widening gap between rates income and the escalating cost to maintain services (beach, roads, aquatic, sportsfields, playgrounds and pools) is putting Council under increasing financial pressure.</p> <p>Additionally, coping assets and the heavy cost of natural disasters, the COVID-19 pandemic, and ongoing cost shifting to Council from other tiers of government, is impacting Council's long term financial sustainability.</p> <p>Increases in contribution costs to rates (excludes from 2023 to 2024 accelerated)</p> <p>\$23.6m gap between rates and costs</p> <table border="1"> <thead> <tr> <th>Year</th> <th>Relative Rates Income</th> <th>Relative Rates Income</th> <th>Relative Rates Income</th> </tr> </thead> <tbody> <tr> <td>2020/21</td> <td>100%</td> <td>100%</td> <td>100%</td> </tr> <tr> <td>2021/22</td> <td>105%</td> <td>115%</td> <td>105%</td> </tr> <tr> <td>2022/23</td> <td>110%</td> <td>130%</td> <td>110%</td> </tr> <tr> <td>2023/24</td> <td>115%</td> <td>145%</td> <td>115%</td> </tr> </tbody> </table>	Year	Relative Rates Income	Relative Rates Income	Relative Rates Income	2020/21	100%	100%	100%	2021/22	105%	115%	105%	2022/23	110%	130%	110%	2023/24	115%	145%	115%	<p>1200 brochures printed and distributed across 12 locations including</p> <ul style="list-style-type: none"> Council Warringah Aquatic Centre Manly Andrew Boy Charlton Aquatic Centre <p>Brochure was distributed as handout at pop up events, providing a plain English, high level overview of the options, information about the engagement process and information on how to provide feedback and get more information.</p>
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<p>Pop up banners and posters</p>	<p>18 Nov 24</p>	<p>Community members, local business visitors to pop up events</p>	 <p>Funding our future</p> <p>We are asking for feedback on a Special Variation to rates to improve services and deliver long term financial stability for the Northern Beaches.</p> <ul style="list-style-type: none"> Option 1: Reduce services Option 2: Maintain services Option 3: Increase services Option 4: Improve services <p>Use the online calculator to see how each rate option affects you.</p> <p>Learn more and give us your feedback close to 12 January 2025. northernbeaches.nsw.gov.au</p>	<p>Banners displayed at Council Customer Service Centres highlighted the 4 options and drove customers to the Your Say page through call to action and QR code:</p> <ul style="list-style-type: none"> Dee Why Manly Mona Vale PCYC Dee Why <p>And Council Libraries</p> <ul style="list-style-type: none"> Dee Why Library Forestville Library Glen Street Library Manly Library Mona Vale Library Warringah Mall Library 																				

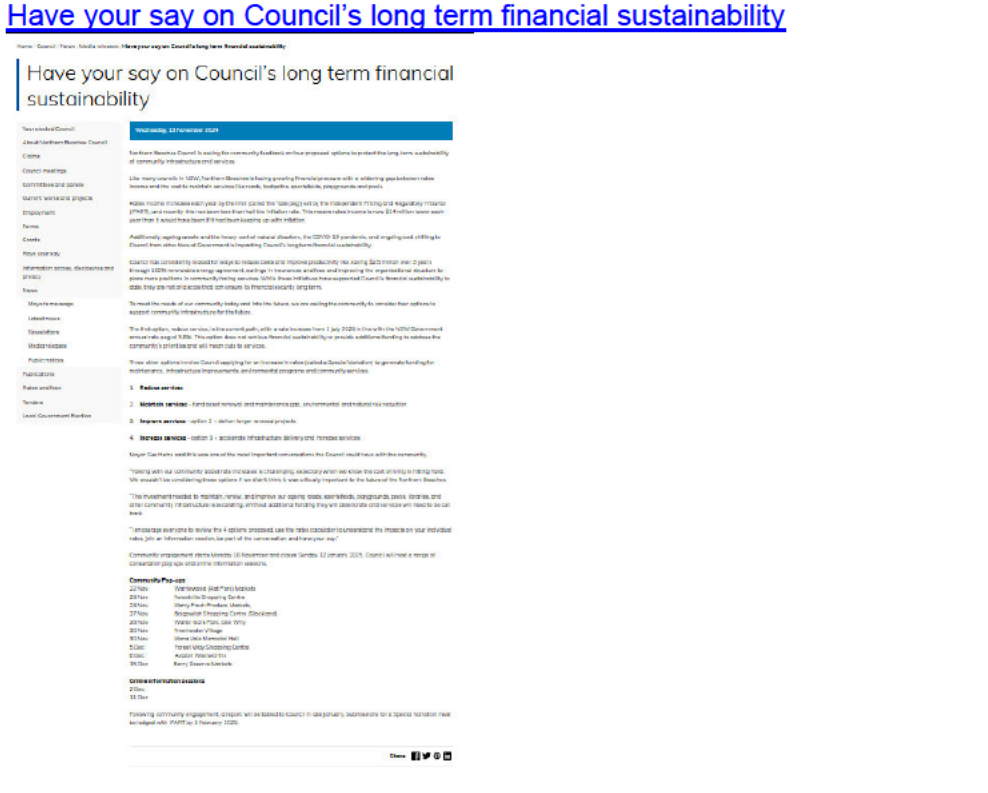

Communication activity	Timing	Audience	Evidence	Outcome																																																																																
Fact sheet	Nov 24	Ratepayers and residents	 <p>Funding our future Council is proud to deliver the services and infrastructure that support the Northern Beaches lifestyle our community value. To meet the needs of our community today and into the future, we are asking you to consider 4 options.</p> <p>Option 1 Reduce services Option 2 Maintain services Option 3 Increase services Option 4 Improve services</p> <p>What has Council done to save money? We have saved millions of dollars in efforts to reduce costs and improve productivity to ensure the Northern Beaches community has a cost efficient and effective Council. While these initiatives have resulted in deferring a balanced budget to date, this was our attempt to support its financial security long term. We continue to focus on cost savings through innovation, energy saving initiatives and productivity improvements.</p> <p>Why do we need a Special Variation? Rates income increases each year by the best collective rate paid by the neighbouring Shire of Manly (SM) and recently this has been less than half the inflation rate. This means rates income is now \$24 million lower each year than if it had been kept in line with inflation. This widening gap between rates income and the escalating cost to maintain roads, hospitals, sewerage, emergency and public works is putting Council under increasing financial pressure. Additionally, ongoing severely weather heavy cost of natural disasters, the COVID-19 pandemic, and ongoing cost inflation to Council from other tiers of government, is impacting Council's long term financial sustainability.</p> <p>Increases in infrastructure inflation* vs rates income</p> <p>\$24m gap between rates and costs</p> <p>What are the options? There are 4 clear options we are asking the community to consider.</p> <table border="1"> <thead> <tr> <th>For reference</th> <th>Option 1 Reduce services</th> <th>Option 2 Maintain services</th> <th>Option 3 Increase services</th> <th>Option 4 Improve services</th> </tr> </thead> <tbody> <tr> <td>Annual revenue (million dollars)</td> <td>10.0</td> <td>10.0</td> <td>10.0</td> <td>10.0</td> </tr> <tr> <td>Annual expenditure (million dollars)</td> <td>12.0</td> <td>12.0</td> <td>12.0</td> <td>12.0</td> </tr> <tr> <td>Annual surplus/deficit (million dollars)</td> <td>2.0</td> <td>2.0</td> <td>2.0</td> <td>2.0</td> </tr> <tr> <td>Annual revenue (million dollars) with 1% inflation</td> <td>10.1</td> <td>10.1</td> <td>10.1</td> <td>10.1</td> </tr> <tr> <td>Annual expenditure (million dollars) with 1% inflation</td> <td>12.1</td> <td>12.1</td> <td>12.1</td> <td>12.1</td> </tr> <tr> <td>Annual surplus/deficit (million dollars) with 1% inflation</td> <td>2.0</td> <td>2.0</td> <td>2.0</td> <td>2.0</td> </tr> <tr> <td>Annual revenue (million dollars) with 2% inflation</td> <td>10.2</td> <td>10.2</td> <td>10.2</td> <td>10.2</td> </tr> <tr> <td>Annual expenditure (million dollars) with 2% inflation</td> <td>12.2</td> <td>12.2</td> <td>12.2</td> <td>12.2</td> </tr> <tr> <td>Annual surplus/deficit (million dollars) with 2% inflation</td> <td>2.0</td> <td>2.0</td> <td>2.0</td> <td>2.0</td> </tr> <tr> <td>Annual revenue (million dollars) with 3% inflation</td> <td>10.3</td> <td>10.3</td> <td>10.3</td> <td>10.3</td> </tr> <tr> <td>Annual expenditure (million dollars) with 3% inflation</td> <td>12.3</td> <td>12.3</td> <td>12.3</td> <td>12.3</td> </tr> <tr> <td>Annual surplus/deficit (million dollars) with 3% inflation</td> <td>2.0</td> <td>2.0</td> <td>2.0</td> <td>2.0</td> </tr> <tr> <td>Annual revenue (million dollars) with 4% inflation</td> <td>10.4</td> <td>10.4</td> <td>10.4</td> <td>10.4</td> </tr> <tr> <td>Annual expenditure (million dollars) with 4% inflation</td> <td>12.4</td> <td>12.4</td> <td>12.4</td> <td>12.4</td> </tr> <tr> <td>Annual surplus/deficit (million dollars) with 4% inflation</td> <td>2.0</td> <td>2.0</td> <td>2.0</td> <td>2.0</td> </tr> </tbody> </table>	For reference	Option 1 Reduce services	Option 2 Maintain services	Option 3 Increase services	Option 4 Improve services	Annual revenue (million dollars)	10.0	10.0	10.0	10.0	Annual expenditure (million dollars)	12.0	12.0	12.0	12.0	Annual surplus/deficit (million dollars)	2.0	2.0	2.0	2.0	Annual revenue (million dollars) with 1% inflation	10.1	10.1	10.1	10.1	Annual expenditure (million dollars) with 1% inflation	12.1	12.1	12.1	12.1	Annual surplus/deficit (million dollars) with 1% inflation	2.0	2.0	2.0	2.0	Annual revenue (million dollars) with 2% inflation	10.2	10.2	10.2	10.2	Annual expenditure (million dollars) with 2% inflation	12.2	12.2	12.2	12.2	Annual surplus/deficit (million dollars) with 2% inflation	2.0	2.0	2.0	2.0	Annual revenue (million dollars) with 3% inflation	10.3	10.3	10.3	10.3	Annual expenditure (million dollars) with 3% inflation	12.3	12.3	12.3	12.3	Annual surplus/deficit (million dollars) with 3% inflation	2.0	2.0	2.0	2.0	Annual revenue (million dollars) with 4% inflation	10.4	10.4	10.4	10.4	Annual expenditure (million dollars) with 4% inflation	12.4	12.4	12.4	12.4	Annual surplus/deficit (million dollars) with 4% inflation	2.0	2.0	2.0	2.0	2000 x A3 foldable sheet was made available at pop ups online at the You Say page. This collateral provided key information about the options and rationale for the rate rise.
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Frequently asked questions	15 Nov 2024		 <p>Frequently asked questions</p> <p>Community questions</p> <ul style="list-style-type: none"> Where can I find more information about where the Council spends its money? When and how will Council decide what option to request from ratepayers? Would a Special Variation be temporary or permanent? Is the Council reviewing staff costs? What savings were made through amalgamation? What are other councils doing? If I cannot afford my rates, what should I do? <p>General questions on rates</p> <ul style="list-style-type: none"> Why is Council consulting on options for a special variation to rates? Does the Council receive more rates income if land values go up? What is a rate peg? What is a Special Variation? What are the special variation options? Why doesn't the cumulative total % add up? Does the proposed increase in rates apply to all ratepayers? <p>Council and rates</p> <ul style="list-style-type: none"> What has Council done to save money? Why do we need more money for natural disasters? What is Council doing to reduce expenditure in future? Have alternatives such as raising debt, selling assets or grants been considered? If Council proceeded with Option 1 (Reduce Services) what services would be cut? 	A set of FAQs made available on the Your Say page that were updated in response to customer feedback as the campaign ran. The answers were revealed when clicked on.																																																																																









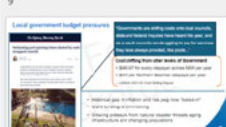
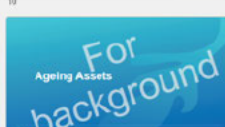
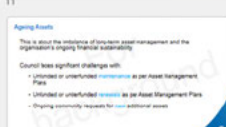

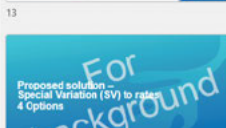
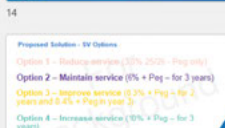
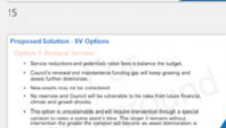

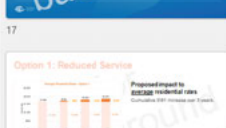
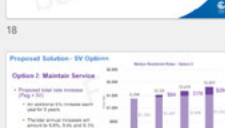














DIGITAL

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


Communication collateral & Engagement activities undertaken by Northern Beaches Council

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

Communication activity	Timing	Audience	Evidence	Outcome
Media release	13 Nov 2024		<p>Have your say on Council's long term financial sustainability</p> 	Distributed and followed up.
Media briefings	7 Nov 2025	<ul style="list-style-type: none"> Manly Observer Peninsula Living Pittwater Life Northern Beaches Advocate Manly Daily 	<p>Media briefing presented to local editors prior to the report being included on the 12 November Council meeting agenda.</p> <p>Briefing was held online 11am - 11.45am via Microsoft Teams.</p> 	<p>All local media were invited - Manly Observer and Peninsula Living attended, where the other titles were provided briefing packs and follow up information.</p> <p>Various editorials – see media stories section of this table</p>

Communication activity	Timing	Audience	Evidence	Outcome
			<div data-bbox="770 261 994 389"> <p>Operational overview</p>  </div> <div data-bbox="1016 261 1240 389"> <p>Operational services</p>  </div> <div data-bbox="1263 261 1487 389"> <p>Productivity journey</p>  </div> <div data-bbox="1509 261 1733 389"> <p>Productivity journey - Government plan ongoing</p>  </div> <div data-bbox="770 405 994 533"> <p>Budget pressures</p>  </div> <div data-bbox="1016 405 1240 533"> <p>Ongoing conversation with Council</p>  </div> <div data-bbox="1263 405 1487 533"> <p>Budget Pressures</p>  </div> <div data-bbox="1509 405 1733 533"> <p>Funding problem for all councils</p>  </div> <div data-bbox="770 549 994 676"> <p>Local government budget pressures</p>  </div> <div data-bbox="1016 549 1240 676"> <p>Ageing Assets</p>  </div> <div data-bbox="1263 549 1487 676"> <p>Ageing Assets</p>  </div> <div data-bbox="1509 549 1733 676"> <p>Asset & Other Challenges</p>  </div> <div data-bbox="770 692 994 820"> <p>Proposed solution - SV Options</p>  </div> <div data-bbox="1016 692 1240 820"> <p>Proposed Solution - SV Options</p>  </div> <div data-bbox="1263 692 1487 820"> <p>Proposed Solution - SV Options</p>  </div> <div data-bbox="1509 692 1733 820"> <p>Proposed Solution - SV Options</p>  </div> <div data-bbox="770 836 994 963"> <p>Option 1 - Reduced Service</p>  </div> <div data-bbox="1016 836 1240 963"> <p>Option 2 - Maintain Service</p>  </div> <div data-bbox="1263 836 1487 963"> <p>Option 2 - Maintain Service</p>  </div> <div data-bbox="1509 836 1733 963"> <p>Option 2 - Maintain Service</p>  </div> <div data-bbox="770 979 994 1107"> <p>Option 3 - Increase Service</p>  </div> <div data-bbox="1016 979 1240 1107"> <p>Option 3 - Increase Service</p>  </div> <div data-bbox="1263 979 1487 1107"> <p>Option 3 - Increase Service</p>  </div> <div data-bbox="1509 979 1733 1107"> <p>Option 3 - Increase Service</p>  </div> <div data-bbox="770 1123 994 1251"> <p>Option 4 - Increase Service</p>  </div> <div data-bbox="1016 1123 1240 1251"> <p>Option 4 - Increase Service</p>  </div> <div data-bbox="1263 1123 1487 1251"> <p>Option 4 - Increase Service</p>  </div> <div data-bbox="1509 1123 1733 1251"> <p>Option 4 - Increase Service</p>  </div> <div data-bbox="770 1267 994 1394"> <p>Community engagement plan</p>  </div> <div data-bbox="1016 1267 1240 1394"> <p>Community Consultation</p>  </div> <div data-bbox="1263 1267 1487 1394"> <p>Community Consultation</p>  </div> <div data-bbox="1509 1267 1733 1394"> <p>Summary</p>  </div>	

Communication collateral & Engagement activities undertaken by Northern Beaches Council

Communication activity	Timing	Audience	Evidence	Outcome
				
Media outcomes	12 Nov 2024 - 16 Jan 2025	Local, metro and national audiences	<div data-bbox="770 469 1214 628"> <p>Call for Council to halt rate rise 12 Jan 2025 1:25:38PM • Northern Beaches Advocate Brief: Funding Our Future - Special Variation Rate • 557 words • Market: Australia • Item ID: 1045634788</p> <p>A determined group of protestors called for Northern Beaches Council rate hikes to get the boot. At 5.00pm this afternoon (Friday, 10 January), just over a dozen Northern Beaches residents gathered at the corner of Pittwater Road and St David Avenue, Dee ... Read on source site</p> </div> <div data-bbox="770 644 1214 820"> <p>Councillors eye assets sale 01 Jan 2025 12:00AM • Pittwater Life Brief: Funding Our Future - Special Variation Rate • 422 words • Market: Australia • Item ID: 1040062787</p> <p>The newly elected Northern Beaches Council wants clarification from Council CEO Scott Phillips about what savings it can bank in 2025 both material and administrative before it decides which level of rate increase it will impose across the LGA for the next three years. As Pittwater Life reported last month, ... Download PDF AUD 860</p> </div> <div data-bbox="770 836 1214 1011"> <p>Council's cupboard is bare now we'll have to restock it 01 Jan 2025 12:00AM • Pittwater Life Brief: Funding Our Future - Special Variation Rate • 1081 words • Market: Australia • Item ID: 1040064421</p> <p>This month we look at elements of Northern Beaches Council's recent community consultation on service levels... yes, the one that canvasses the option of a rates increase of up to 46% over three years. By the time you receive your copy of Pittwater Life you'll only have a week or ... Download PDF AUD 4,174</p> </div> <div data-bbox="1236 469 1666 628"> <p>Everything You Need To Know About The Rate Rise 01 Dec 2024 9:11:07PM • Northern Beaches Living Brief: Funding Our Future - Special Variation Rate • 767 words • Market: Australia • Item ID: 1033508033</p> <p>... In the mail about the Council's proposed Special Rate Variation (SRV). So what does it all mean? Keeping reading... Like many councils in NSW, the Northern Beaches Council is facing growing financial pressure. Why does the Northern Beaches need to consider ... Read on source site</p> </div> <div data-bbox="1236 644 1666 820"> <p>'Crunch time' 01 Dec 2024 12:00AM • Peninsula Living Brief: Funding Our Future - Special Variation Rate • 435 words • Market: Australia • Item ID: 1032954501</p> <p>Council puts four rate options out for consultation residents could face a cumulative 146 per cent rate rise over three years under proposals to ensure the financial viability of Northern Beaches Council. Four rate rise options have been presented to the community for the 2025/6 financial year, three of which ... Download PDF AUD 3,240 PDF 30,000</p> </div>	<p>An analysis of coverage published measuring volume between Funding Our Future campaign period found 23 mentions. This coverage reached a cumulative potential reach of 261,076 and an ASR of AUD 76,369.</p> <p>The media type with the highest volume was Newspaper with 12 mentions</p> <p>The media type with the highest potential reach was Newspaper with a total Potential Reach of 167,000</p> <p>The media type with the highest ASR was Online with a total ASR of AUD 49,640</p>

Communication collateral & Engagement activities undertaken by Northern Beaches Council



Communication activity	Timing	Audience	Evidence	Outcome
			<div data-bbox="775 256 1256 464"> <p>Sideline Eye Rate hikes, service cuts or any unexplored alternatives? 01 Dec 2024 12:00AM • Pittwater Life Brief: Funding Our Future - Special Variation Rate • 827 words • Market: Australia • Item ID: 1031544744 A difficult decision looms for Northern Beaches Councillors, but it's the role they put their hands up for. Here's how it works: Council has been presented a series of options or recommendations by staff to address a \$24 million annual budget shortfall. Though community consultation is part of the process, ... AUD 1,804 Download PDF</p> </div> <div data-bbox="775 480 1256 687"> <p>14% annual rates hike looms 01 Dec 2024 12:00AM • Pittwater Life Brief: Funding Our Future - Special Variation Rate • 828 words • Market: Australia • Item ID: 1031562010 A 46 per cent rates increase over three years is the horror option Northern Beaches Council is presenting to ratepayers as Council grapples with its financial future. Council has framed four proposed options to protect the long-term sustainability of community infrastructure and services. It is seeking community feedback before January ... AUD 1,716 Download PDF</p> </div> <div data-bbox="775 751 1256 959"> <p>Report highlights costs woes 01 Dec 2024 12:00AM • Pittwater Life Brief: Funding Our Future - Special Variation Rate • 378 words • Market: Australia • Item ID: 1031547650 Northern Beaches Council spent \$73.5 million in improving community infrastructure and assets, Council's 2023-24 annual report reveals. However, Mayor Sue Heins said Council had been unable to meet important maintenance and asset renewal targets, as costs to maintain assets and deliver services had increased at a much higher rate ... AUD 634 Download PDF</p> </div> <div data-bbox="775 975 1256 1182"> <p>Crunch time 01 Dec 2024 12:00AM • Peninsula Living Brief: Funding Our Future - Special Variation Rate • 437 words • Market: Australia • Item ID: 1031121769 Council puts four rate options out for consultation Residents could face a cumulative 46 per cent rate rise over three years under proposal: to ensure the financial viability of Northern Beaches Council, four rate rise options have been presented to the community for the 2025/6 financial year, three of which ... AUD 3,378 PPR 30,000 Download PDF</p> </div> <div data-bbox="1267 256 1749 464"> <p>111% rate rise mooted 01 Dec 2024 12:00AM • North Shore Living Brief: Funding Our Future - Special Variation Rate • 441 words • Market: Australia • Item ID: 1031121594 ... the lowest rates in Sydney, but attempts to rationalise its post-COVID-19 budget, where it lost some \$10 million in revenue, with redundancies and other cuts, have been ineffective. Most councils across Sydney have applied to regulator IPART for a special rate rise as they battle the post-COVID-19 income dent, rising ... AUD 3,291 PPR 47,000 Download PDF</p> </div> <div data-bbox="1267 480 1749 687"> <p>Sideline Eye Rate hikes, service cuts or any unexplored alternatives? 01 Dec 2024 12:00AM • Pittwater Life Brief: Funding Our Future - Special Variation Rate • 827 words • Market: Australia • Item ID: 1031546301 A difficult decision looms for Northern Beaches Councillors, but it's the role they put their hands up for. Here's how it works: Council has been presented a series of options or recommendations by staff to address a \$24 million annual budget shortfall. Though community consultation is part of the process, ... AUD 1,804 Download PDF</p> </div> <div data-bbox="1267 751 1749 959"> <p>Council spends \$73m on assets but budget sagging 01 Dec 2024 12:00AM • Peninsula Living Brief: Funding Our Future - Special Variation Rate • 305 words • Market: Australia • Item ID: 1031120375 Northern Beaches Council has spent \$73.5 million on improving community infrastructure and assets, but is now looking for a rate rise to fund future projects. Council released its spending figures for the 2023/24 financial year at its 12 November meeting. New spending included the Manly Dam memorial shelter, Shelly Beach ... AUD 2,871 PPR 30,000 Download PDF</p> </div> <div data-bbox="1267 975 1749 1182"> <p>Which rate rise do you choose? 01 Dec 2024 12:00AM • Pittwater Life Brief: Funding Our Future - Special Variation Rate • 276 words • Market: Australia • Item ID: 1031544737 Editorial There's never a dull moment on or off Northern Beaches Council: this month Council is asking ratepayers to help decide our financial fate. In the background, former councillors including retired representatives and frustrated Liberals deprived of running at the last Council election, have set up a 'Shadow Council' to ... AUD 401 Download PDF</p> </div>	

Communication collateral & Engagement activities undertaken by Northern Beaches Council

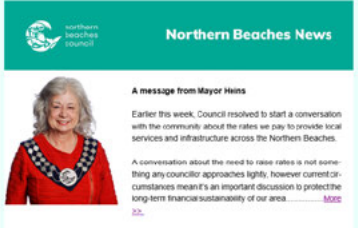
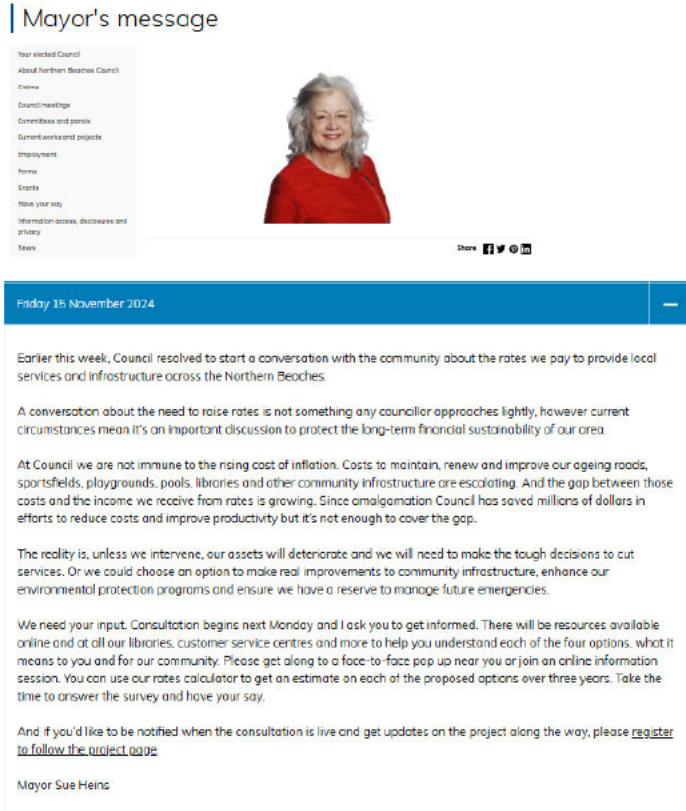


Communication activity	Timing	Audience	Evidence	Outcome	
			<div data-bbox="779 264 1249 459"> <p>Council spends \$73m on assets, but budget lags 01 Dec 2024 12:06AM • Peninsula Living Brief: Funding Our Future - Special Variation Rate • 283 words • Market: Australia • Item ID: 1032963909</p> <p>Northern Beaches Council has spent \$73.5 million on improving community infrastructure and assets, but is now looking for a rate rise to fund future projects. Council released its spending figures for the 2023/24 financial year at its 12 November meeting. New spending included the Manly Dam memorial shelter, Shelly Beach ...</p> <p>Download PDF AUD 1,362 PR 30,000</p> </div> <div data-bbox="779 483 1249 678"> <p>Interview Why the steep increases here. Unfortunately, our council has been spending far too much on non-core issues for... 28 Nov 2024 3:40PM • 2GB by Chris O'Keefe Brief: Funding Our Future - Special Variation Rate • 125 words • Market: Australia • Item ID: R00116099699</p> <p>Interview Why the steep increases here. Unfortunately, our council has been spending far too much on non-core issues for many years and this has not necessarily been disclosed to us in past years in its entirety, this new CEO, Scott Phillips, has disclosed this and has disclosed the financial situation at the time. Now, I moved that before we go ou...</p> <p>AUD 452 PR 45,000</p> </div> <div data-bbox="779 699 1249 877"> <p>Northern Beaches Council: Duded Liberal candidates form 'shadow council' to scrutinise decisions 25 Nov 2024 3:13AM • Manly Daily by Jim O'Rourke Brief: Funding Our Future - Special Variation Rate • 502 words • Market: Australia • Item ID: 1030727016</p> <p>Former Liberal councillors, robbed of the chance to seek re-election by the party's nominations scandal, are forming a "shadow council" in order to get 'some sort of seat' on the northern beaches. Manly Daily Former Liberal councillors, robbed of the chan ...</p> <p>AUD 14,125</p> <p>Read on source site</p> </div> <div data-bbox="779 898 1249 1077"> <p>North Sydney Pool project to cause rate pain 21 Nov 2024 3:07AM • WEB Northside Living by Michelle Giglio Brief: Funding Our Future - Special Variation Rate • 431 words • Market: Australia • Item ID: 1029518240</p> <p>North Sydney Council staff have proposed doubling rates in an attempt to stave off a 'very weak' and 'unsustainable' financial outlook. Council will discuss four special rate rise options to be put out to community consultation at its 25 November meeting, ...</p> <p>Read on source site</p> </div> <div data-bbox="779 1098 1249 1276"> <p>Rate rise up to 46 percent 20 Nov 2024 12:00AM • Northern Beaches Advocate Brief: Funding Our Future - Special Variation Rate • 1108 words • Market: Australia • Item ID: 1029698844</p> <p>A curious political combination formed on Council in an attempt to block proposals to increase rates by up to 46 percent. In an unusual turn of events at last week's Northern Beaches Council meeting (Tuesday, 12 November), The Greens Councillors backed In ...</p> <p>Read on source site</p> </div>	<div data-bbox="1272 264 1742 459"> <p>News 131873 If it's happening in Sydney, you'll hear it on drive on two GB. Now, listeners on the Northern Beaches have ... 28 Nov 2024 3:39PM • 2GB by Chris O'Keefe Brief: Funding Our Future - Special Variation Rate • 285 words • Market: Australia • Item ID: R00116099624</p> <p>News 131873 if it's happening in Sydney, you'll hear it on drive on two GB. Now, listeners on the Northern Beaches have gotten in touch about this one. If you're on the northern beaches, listen up 131873. Your council rates are going up. So I've received this letter from someone who lives on the northern beaches, and they've been asked by the gener...</p> <p>AUD 742 PR 45,000</p> </div> <div data-bbox="1272 483 1742 678"> <p>'Crunch time': Beaches rate rise on cards 26 Nov 2024 3:00AM • WEB Northside Living by Michelle Giglio Brief: Funding Our Future - Special Variation Rate • 433 words • Market: Australia • Item ID: 1031087128</p> <p>Council puts four rate options out for consultation. Residents could face a cumulative 46 per cent rate rise over three years under proposals to ensure the financial viability of Northern Beaches Council. Four rate rise options have been presented to the ...</p> <p>Read on source site</p> </div> <div data-bbox="1272 699 1742 877"> <p>Choose between a rate increase of 31-46% else cuts to services, says Council 14 Nov 2024 1:36AM • Manly Observer by Meta Time Brief: Funding Our Future - Special Variation Rate • 2087 words • Market: Australia • Item ID: 1027119598</p> <p>...e Options Council's management says it can barely keep doing what it's currently doing, much less deliver new projects like the Warringah Aquatic Centre or Manly Life Saving Club, without a significant increase in income ...</p> <p>AUD 18,142 PR 4,076</p> <p>Read on source site</p> </div> <div data-bbox="1272 898 1742 1077"> <p>Council asks: Which rate rise would you like? Tonight, Tuesday 12 November, Northern Beaches councillors will be asked... 12 Nov 2024 7:07AM • Facebook by Manly Observer Brief: Funding Our Future - Special Variation Rate • 316 words • Market: Australia • Item ID: D50332389238</p> <p>Council asks: Which rate rise would you like? Tonight, Tuesday 12 November, Northern Beaches councillors will be asked to approve a community engagement plan which will ask rate payers whether they want to dramatically increase rates or cut existing services. Community engagement is a requirement for Council's application to the Independent Pricin...</p> <p>Read on source site</p> </div>	

Communication activity	Timing	Audience	Evidence	Outcome
			<p>Northern Beaches Council set to ask households if they'll accept 14 per cent rate rise 12 Nov 2024 3:03AM • Manly Daily by Jim O'Rourke Brief: Funding Our Future - Special Variation Rate • 642 words • Markets: Australia • Item ID: 1026317292</p> <p>... Staff pointed out that without the special rate variation, projects like the refurbishment of the Warringah Aquatic Centre, and building the new Manly Life Saving Club, would "not be possible" ...</p> <p>Read on source site AUD 17,373</p> <hr/> <p style="text-align: center;">Peninsula Living, December 2024</p> <div style="display: flex; justify-content: space-around;"> <div data-bbox="777 534 1169 869">  <p>Mayor Heins at the launch of the council's e-bike safety campaign at Manly Beach back in May with students from Stella Maria</p> </div> <div data-bbox="1169 534 1529 686">  <p>The new Warringah Community Centre has received a \$50 million loan</p> </div> </div> <div style="text-align: center; margin-top: 20px;"> <h3>'Crunch time'</h3> <p>Council puts four rate options out for consultation</p> </div> <div style="display: flex; justify-content: space-between; margin-top: 20px;"> <div data-bbox="777 890 1169 1479" style="width: 48%;"> <p>Council spends \$73m on assets but budget sagging</p> <p>Northern Beaches Council has spent \$73.5 million on improving community infrastructure and assets, but is now looking for a rate rise to fund future projects.</p> <p>Council released its spending figures for the 2023/24 financial year at its 12 November meeting. New spending included the Manly Dam memorial shelter, Shelly Beach and Little Manly amenities, improving accessibility for Rowland Reserve amenities and upgrading outdoor facilities at Warringah Surf Life Saving Club.</p> <p>Mayor Sue Heins said council remained focused on delivering services and supporting the 'wonderful' community, while also protecting the natural environment.</p> <p>Council won several awards, including Long Reef Surf Club winning the Local Government Excellence Awards and Frank Gray Oval being named Cronos NSW's suburban cricket ground of the year.</p> <p>Achievements included a state-wide first with the launch of the 'know the Code' e-bike safety campaign in May, and in an Australian first, designation of Palm Beach Headland as an Urban Night Sky Place by DarkSky International. There have been \$2.5 million in savings on electricity costs since 2021, thanks to the 100% renewable energy agreement. In terms of infrastructure, there was 9.4km of road resurfacing and 6km of new footpaths.</p> <p>"While we continue to strive to deliver services and infrastructure for our community it has become increasingly more difficult," Mayor Heins said.</p> <p>"Costs to maintain our assets and deliver our services have been increasing at a much higher rate than our rates income. In recent years, this has meant we weren't able to meet important maintenance and asset renewal targets in the 2023/24 financial year."</p> <p>Council is now consulting with the community on a potential rate rise in order to ensure it can continue to fund infrastructure and other projects.</p> </div> <div data-bbox="1169 782 1529 1029" style="width: 48%;"> <p>Residents could face a cumulative 46 per cent rate rise over three years under proposals to ensure the financial viability of Northern Beaches Council.</p> <p>Four rate rise options have been presented to the community for the 2025/6 financial year, three of which involve a special rate variation (SRV) which must be authorised by regulator IPART.</p> <p>Staff have recommended the SRV options to help council offset high inflation and decreasing income, with rate pegging lower than inflation for many years. Council is facing a \$5 million deficit for 2024/5, with \$256 million needed in the next 10 years for asset renewal.</p> <p>"Income levels are no longer sufficient to fund operating expenses, invest in the ongoing renewal of infrastructure assets required and provide the necessary working capital to manage unexpected events, a scenario which is not sustainable and without intervention will continue to reduce services to the community," staff told council on 11 November.</p> <p>Councillors were divided on the rate increase, with Vincent De Luca advocating council first explore cutting projects, examining organisational structure and focusing on core business activities. However, council voted by nine to six for the rate options to go out to community consultation.</p> <p>Mayor Sue Heins told PL that while councillors were 'very aware that everyone's feeling the pinch... our long</p> </div> </div> <div data-bbox="1529 555 1756 1029" style="width: 48%;"> <p>term financial sustainability is really important for us to continue."</p> <p>"We've been absorbing costs for so long now that it's really starting to hurt," Mayor Heins said that council had already looked at internal cost savings through workplace reforms, service reviews and property rationalisation. "But there's only so much you can squeeze. The reality of it is that there is a real difference between money coming in and money going out."</p> <p>Under the proposed three special rate variations, rates would increase cumulatively over three years. The base option would see a 9.8% rise in the first year, with services 'maintained'. The 'golden standard' would be a 13.8% rise (46% cumulative over three years), which would mean increased services, faster infrastructure delivery and an expanded grants program.</p> <p>Mayor Heins encouraged all residents to have their say so councillors could inform their vote on which option to choose after the consultation ends on 12 January. "I do not want to see us reduce community-facing services like childcare, libraries, swimming pools."</p> <p>"Crunch time has come. I think if we're not open and transparent with the community about what the financial long term sustainability is, then we're not doing our job."</p> <p>For full details of consultations, see council's website. IPART's decision would be due in May/June 2025.</p> </div>	

Communication activity	Timing	Audience	Evidence	Outcome
			<p>Pittwater Life December 2024</p> <p>Report highlights costs woes</p> <p>Northern Beaches Council spent \$73.5 million in improving community infrastructure and assets, Council's 2023-24 annual report reveals.</p> <p>However, Mayor Sue Heins said Council had been unable to meet important maintenance and asset renewal targets, as costs to maintain assets and deliver services had increased at a much higher rate than Council's actual rates income in recent years.</p> <p>Nonetheless, Mayor Heins said Council's focus delivered services and supported the community, while also protecting our natural environment.</p> <p>"This included a new memorial shelter at Manly Manly, new amenities at Shelly Beach and Little Manly, improving accessibility for Rowland Reserve amenities and upgrading outdoor facilities at Warriewood Surf Life Saving Club and commencing work on the new Warriewood Community Centre," she said.</p> <p>It was also another year of awards and accolades for Council, with Long Reef Surf Club winning the Local Government Excellence Awards and Frinnik Cray (Dov) being named Cricket NSW's Suburban Cricket Ground of the Year.</p> <p>Highlights of the annual report include:</p> <ul style="list-style-type: none"> \$73.5 million investment in improving community infrastructure and assets including 9.4km of road resurfacing and 5km of new footpaths. \$2.5 million saving on electricity costs since 2021, thanks to the 100% renewable energy agreement. Development of the Northern Beaches Waste and Circular Economy Strategy 2040 to transform waste and litter management for a cleaner and more sustainable future. Launch of the 'Know the Code' e-bike safety campaign. Designation of Palm Beach Headland as an Urban Night Sky Place by DarkSky International – an Australian first. Refrose Children's Centre receiving the highest level of 'excellen' in the national recognition scheme – becoming one of 29 centres across all of Australia to reach that level. Adoption of Council's first Multicultural Inclusion Plan – Champion Diversity 2024-2029 to ensure Council's systems and processes can support the unique needs of people who speak community languages. <p>"While we continue to strive to deliver services and infrastructure for our community it has become increasingly more difficult," Mayor Heins said.</p> <p>"Costs to maintain our assets and deliver our services have been increasing at a much higher rate than our rates income in recent years. This has meant we weren't able to meet important maintenance and asset renewal targets in the 2023-24 financial year."</p> <p>For more information or to view the Annual Report visit Council's website.</p> <p>Pittwater Life, December 2024</p> <p>14% annual rates hike looms</p> <p>As the better option Northern Beaches Council is presenting to ratepayers as Council grapples with its financial future.</p> <p>Council has framed four proposed options to protect the long-term sustainability of community infrastructure and services.</p> <p>It is seeking community feedback before January 12, where staff submissions will be considered before the newly elected Council will meet to vote on which option is submitted to the Independent Pricing and Regulatory Tribunal (IPART) in early February.</p> <p>If either stamped by IPART, the Council's preferred option will be locked in for three years.</p> <p>The options Council will vote on – from least to maximum hip-pocket pain – include schedules that would see a reduction of existing services; maintained services; improved services; or increased services. At a bare minimum, ratepayers face a hobbled-down 3.8 per cent rate peg for 2025-26 – already mandated by IPART – for reduced Council services. If adopted, this would see a cumulative rate hike of 36.7 per cent through the 2027-28 financial year rate pegs adjusted for Years 2 and 3.</p> <p>Option 1 status quo – maintained current level of services involves the 3.8 per cent rate peg plus a special variation (SV) of 0.1 per cent per year total 3.9 per cent in 2025-26 – or a cumulative 11.1 per cent increase over three years.</p> <p>Option 2 imposed services involves a 30.6 per cent rate increase over three years – including the 3.8 per cent rate peg plus 8.1 per cent SV total 12.1 per cent in 2025.</p> <p>Option 3 increased services would see rates rise 13.8 per cent per year (3.8 per cent rate peg plus 10 per cent SV) – for a 40 per cent cumulative increase over three years.</p> <p>In a statement on its website, Council explained that like many Councils in NSW, Northern Beaches was facing growing financial pressure with "a widening gap between rates income and the cost to maintain services like roads, footpaths, sports fields, playgrounds and pools."</p> <p>"Rates income increases each year by the 'rent' (or 'bid') the rate peg set by IPART, and recently this has been less than half the inflation rate," Council said.</p> <p>"This means rates income is only \$20 million lower each year than it would have been if it had been keeping up with inflation."</p> <p>Council added that aging assets and the heavy cost of natural disasters, the COVID-19 pandemic and ageing cost shifting to Council from other tiers of Government was significantly impacting Council's long-term financial sustainability.</p> <p>"Council has consistently looked for ways to reduce costs and improve productivity (like saving \$2.5 million over three years through 100 per cent renewable energy agreement, savings in insurance and fees and improving the organisational structure to place more positions in community-facing services."</p> <p>"While these initiatives have supported Council's financial sustainability to date, they are not of a scale that can ensure its financial security long-term."</p> <p>"To meet the needs of our community today and into the future, we are asking the community to consider four options to support community infrastructure for the future."</p> <p>He said the first option, reduced services, was the current path, with a rate increase from 1 July 2025 in line with the NSW Government annual rate peg of 3.8 per cent.</p> <p>It warned however: "This option does not achieve financial sustainability or provide additional funding to address the community's priorities and will mean cuts to services."</p> <p>The three other options involving SVs would help generate funding for maintenance, infrastructure improvements, environmental programs and community services.</p> <p>Mayor Sue Heins said the rates proposals were one of the most important conversations Council could have with the community.</p> <p>"Talking with our community about rate increases is challenging, especially when in 2024 we know the cost of living is hitting hard," she said.</p> <p>"We wouldn't be considering these options if we didn't think it was critically important to the future of the Northern Beaches."</p> <p>"The investment needed to maintain, create and improve our aging roads, sports fields, playgrounds, pools, libraries, and other community infrastructure is escalating."</p> <p>"Without additional funding they will generate and services will need to be cut back."</p> <p>"I encourage everyone to review the four options proposed, use the rates calculator to understand the impacts on your individual rates, join an information session, be part of the conversation and have your say."</p> <p>Council has prepared an 'options snapshot' which offers a clear view of pages 6-10 of this magazine.</p> <p>Council's community engagement open survey 12 January 2025 sees 1097 507 on Council website.</p> <p>In February, Council will host consultation sessions at Mona Vale Memorial Hall (St. Joseph's Northern Beaches) on 6 December and Berry Reserve Markets (15 December).</p> <p>Online information sessions will be held on 2 and 11 December. More info on Council website.</p> <p>– Nigel Hall – Mayor – Berry Reserve Markets (15 December) – online@pittwaterlifemag.com.au</p>	


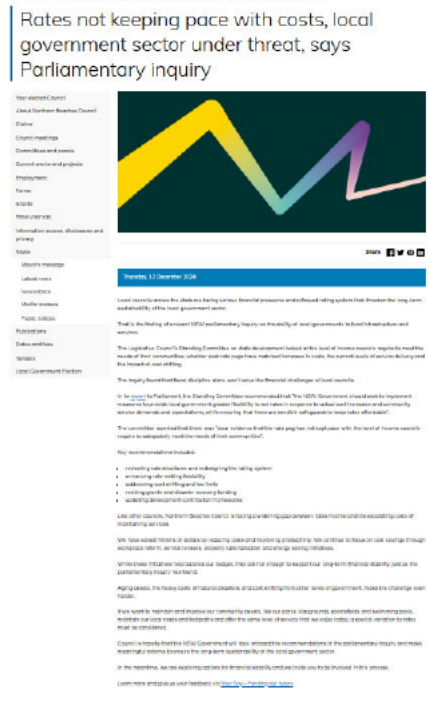
Communication collateral & Engagement activities undertaken by Northern Beaches Council

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

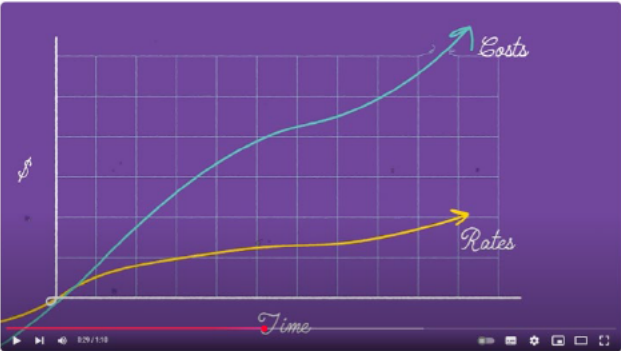

Communication collateral & Engagement activities undertaken by Northern Beaches Council




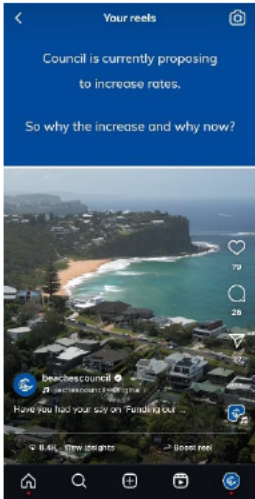
Communication activity	Timing	Audience	Evidence	Outcome
			<p>Friday 6 December 2024</p> <p>The much-anticipated gymnastics Centre of Excellence for the Northern Beaches is a step closer after Manly Warringah Gymnastics Club (MWGC) secured a grant from the Commonwealth Government this week.</p> <p>This is welcome news and means the Club can now get on with transforming the former North Manly Bowling Club site into a modern, state-of-the-art facility to meet the growing needs of recreational and professional gymnasts for many years to come.</p> <p>With construction underway across the road for a new golf clubhouse, squash and tennis facilities, North Manly will soon be home to a range of fantastic new recreational facilities, complementing Nolan Reserve's highly utilised sporting fields.</p> <p>Our information sessions on the 4 proposed rate options to ensure we can fund your roads, footpaths, pools, libraries, sportsfields and other services into the future are well underway and it's great to see people using the online rates calculator and providing feedback. If you'd like to learn more about the proposals, our team will be at Avalon Woolworths this morning, Berry Reserve Markets next Saturday and hosting an online session next Wednesday evening.</p> <p>Have you seen the incredible photos and videos from the winners of the Underwater Photography Competition? From Port Jackson sharks to green sea turtles, the incredible colours of the giant cuttlefish to the geometric patterns of sea slugs, you can enjoy this rare glimpse into the world beneath the waves.</p> <p>And finally, as the end of the year approaches, happy 100th birthday to Royal Far West, celebrating one hundred years of dedication to improving the health and wellbeing of country children and their families. A huge congratulations to all the team.</p> <p>Have a great weekend,</p> <p>Mayor Sue Heins</p> <p>Friday 13 December 2024</p> <p>Dear Community,</p> <p>As many of you would be aware, we are well into consultation on how to sustainably fund Council into the future. So why propose a rate increase now and how did it get to this?</p> <p>The fact is high inflation, natural disasters, the COVID-19 pandemic and shifts in costs to Council from other areas of government have put increasing pressure on our ability to maintain services.</p> <p>For the last few years, we've had a finely balanced budget. But the gap between the high cost of building and delivering services is outstripping income from rates.</p> <p>We've found millions in savings year on year. And we will continue to look to save costs wherever we can. But it's not enough - skyrocketing costs have left us with a \$24 million gap from inflation alone.</p> <p>And it's not just us - every NSW council is facing this issue. Two in 3 councils increased rates through a Special Variation over the past 10 years.</p> <p>In fact, a Parliamentary inquiry into local government funding released just last week found that the whole sector is at risk under the current arrangements.</p> <p>We know inflation is putting pressure on household budgets - just like at Council.</p> <p>Any changes are proposed to be phased in over 3 years with the average rate payer in the first year paying between \$3.19 and \$4.49 extra per week.</p> <p>I encourage ratepayers to look at the rate options Council is considering and use the online rates calculator to see exactly what your weekly and annual increases phased over 3 years will be under each option.</p> <p>I look forward to your feedback as your Councillors consider the future funding for the Northern Beaches at a special meeting in late January.</p> <p>Mayor Sue Heins</p>	

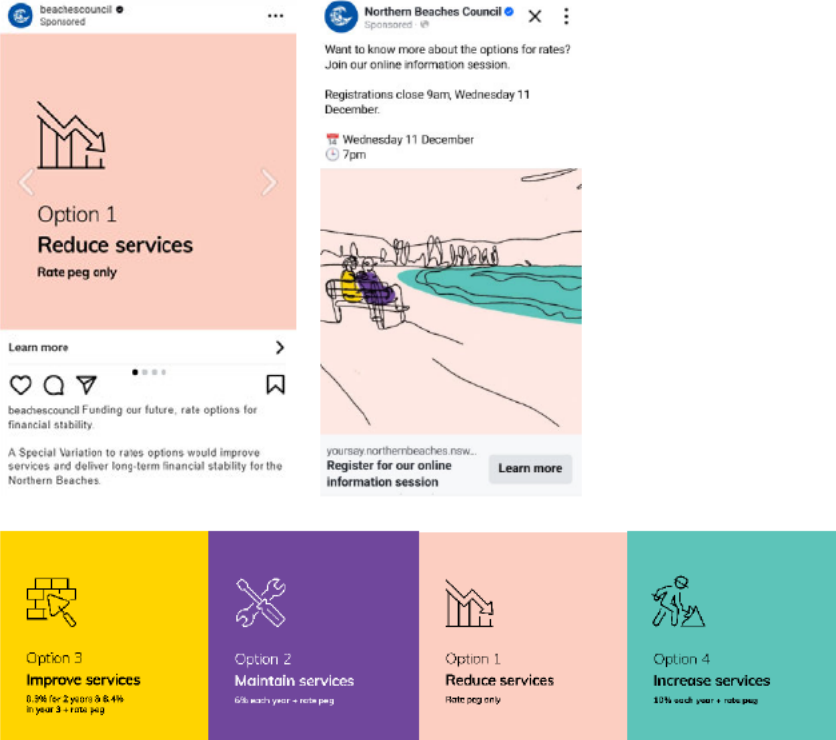
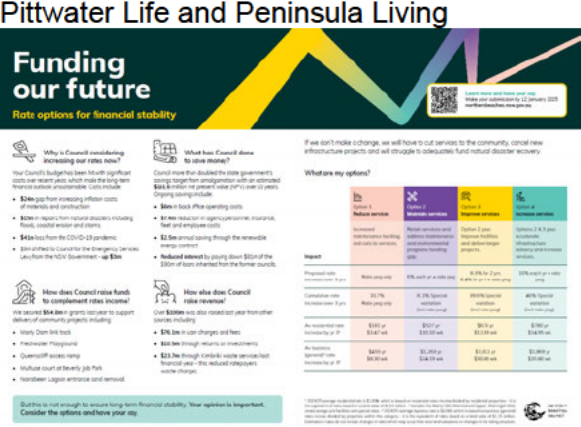
Communication activity	Timing	Audience	Evidence	Outcome
<p>News stories</p>	<p>Published across the engagement period on 19 Nov 24 and 12 Dec 24</p>	<p>Community members</p>	<p>Funding our future</p> <p>Rates not keeping pace with costs, local government sector under threat, says Parliamentary inquiry</p>  	<p>News stories published on Council's website and amplified in Council's community newsletter Northern Beaches News</p> <p>Total views: 2,805 Sessions: 2,681</p>

Communication collateral & Engagement activities undertaken by Northern Beaches Council

Communication activity	Timing	Audience	Evidence	Outcome
<p>Animation explainer video</p>	<p>17 Nov 2024 – 12 Jan 2025</p>	<p>Ratepayer and residents</p>	 <p>Funding our future - Rate options for financial stability</p> <p>https://www.youtube.com/watch?v=TWr1MB85TY4&t=13s</p>	<p>Two videos were produced to drive awareness and understanding.</p> <p>1) Animation style.</p> <p>Views:1,416 on YouTube</p> <p>View performance data of the social cuts of this video under Organic social media.</p>
<p>Explainer video</p>	<p>From 15 Dec 2024</p>	<p>Ratepayer and residents</p>	 <p>Funding your future: Special Variation to Rates</p> <p>https://youtu.be/p1vfUQbqQfY?si=b15iqba9qJugoU03</p>	<p>2) Explainer (shot on iPhone).</p> <p>Views: 518 on YouTube</p> <p>Teaser, explain SRV, drive to calculator</p> <p>View performance data of the social cuts of this video under Organic social media.</p>

Communication collateral & Engagement activities undertaken by Northern Beaches Council

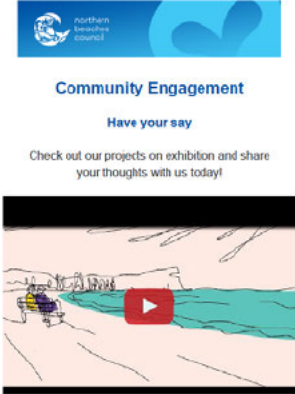

Communication activity	Timing	Audience	Evidence	Outcome
Organic social media		Ratepayers and residents	 	<p>Organic posts highlighting the SRV, its importance, and how residents can give feedback through sharing the animation video as a reel on Facebook, LinkedIn and Instagram:</p> <p>TOTALS: 5,840 views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





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

Communication collateral & Engagement activities undertaken by Northern Beaches Council

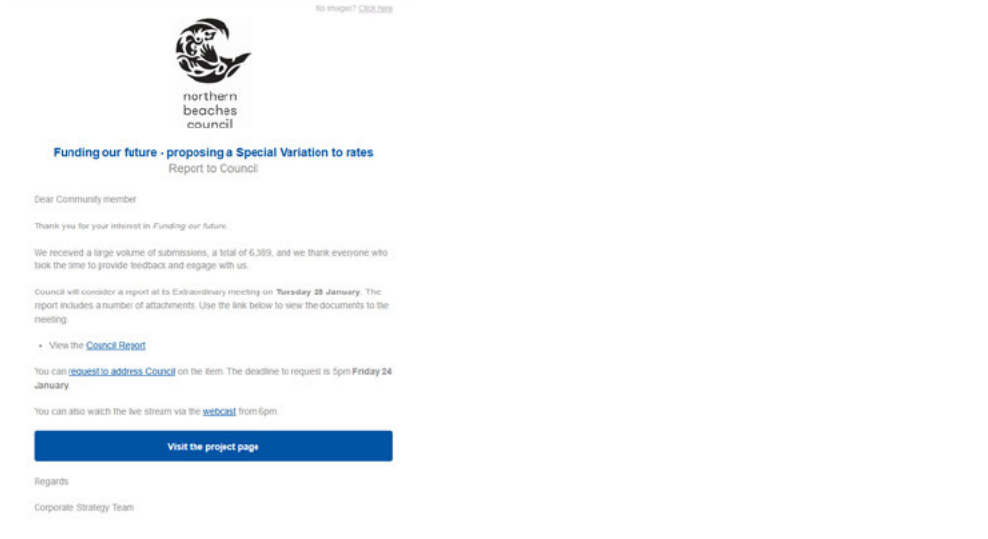
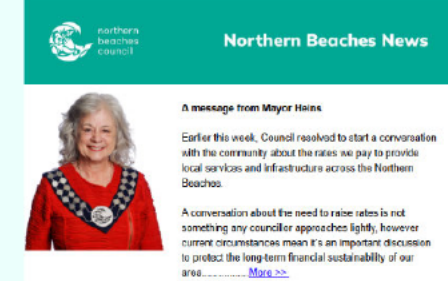
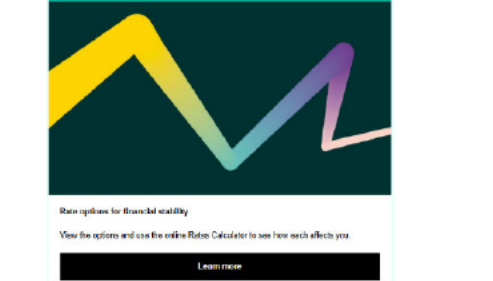
Communication activity	Timing	Audience	Evidence	Outcome
			<p>Tawny Frogmouth magazine</p> 	<p>30,000 each edition</p> <p>Peninsula Living (south) double page spread: Dec 24 & Jan 25 Distribution: 57,000 each edition</p> <p>Tawny Frogmouth back cover placement: Jan 2025 Distribution: 50,000</p>
<p>Digital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

Communication collateral & Engagement activities undertaken by Northern Beaches Council






Communication activity	Timing	Audience	Evidence	Outcome
<p>Email marketing - Community Engagement (fortnightly) x 4</p>	<p>18/11/2024 02/12/2024 16/12/2024 18/12/2024</p>	<p>Community Engagement newsletter followers – opt-in</p>	<p>18 November 2024 Community Engagement News - Special Variation inclusion</p>  <p>2 December 2024 Community Engagement News - Special Variation inclusion</p>  <p>16 December 2024 Community Engagement News - Special Variation Edition</p>	<p>SRV information and survey link to subscribers. Distribution: 22,299.</p> <p>18/11/24 – 11,305 opens, 993 clicks (SV link)</p> <p>02/12/24 – 12,973 opens, 558 clicks (SV link)</p> <p>16/12/24 – 15,176 opens, 2,758 clicks (SV link)</p> <p>18/12/24 – 12,131 opens, 484 clicks (SV link)</p>

Communication activity	Timing	Audience	Evidence	Outcome
			 <p>Funding our future</p>  <p>Dear community member</p> <p>Over the past month we have been talking to the community about the proposal to seek a special variation to rates.</p> <p>Council's budget has been hit with significant costs over recent years from the \$41m loss from COVID-19 pandemic, \$15m in repairs from natural disasters, \$9m shifted to Council from the NSW Government for the Emergency Services Levy – up \$3m and a \$24m gap from increasing inflation cost of materials and construction</p> <p>18 December 2024 Community Engagement News - Special Variation inclusion'</p>  <p>Projects on exhibition</p> <p>Have your say</p>  <p>Dear community member</p> <p>In the last year, you gave us feedback on a range of projects, including playgrounds, road safety, policies, plans of management, infrastructure and more.</p> <p>Thank you for spending your time learning about the projects, engaging with us and having your say. Your feedback has helped us improve plans and achieve better outcomes for our community.</p> <p>Provide your feedback on projects on exhibition, including:</p> <ul style="list-style-type: none"> Mona Vale Beach (southern end) Plan of Management Submissions close Sun 9 Feb 2025 Funding our future - Proposal for a Special Variation to rates Submissions close Sun 12 Jan 2025 	
<p>Report to Council email to YS page</p>	<p>21/01/2025</p>	<p>Community members opted-in to</p>	<p>21 January 2025 Funding our future - Report to Council</p>	<p>Notification of the report to Council to YS page followers. Distribution: 4,126</p>

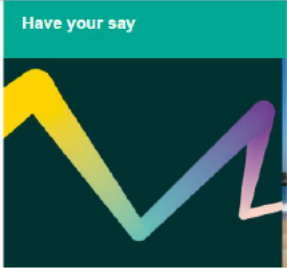

Communication collateral & Engagement activities undertaken by Northern Beaches Council

Communication activity	Timing	Audience	Evidence	Outcome
subscribers and followers		receive updates	 <p>The screenshot shows an email header with the Northern Beaches Council logo and the subject line 'Funding our future - proposing a Special Variation to rates Report to Council'. The body of the email includes a greeting 'Dear Community member', a thank you note, and information about a report to be considered at an Extraordinary meeting on Tuesday 28 January. It also provides links to view the Council Report and a button to 'Visit the project page'.</p>	3,419 opens 1,456 clicks
Email marketing – Northern Beaches News weekly eDM	15, 22 & 29 Nov 2024, 6, 13 & 20 Dec - 2024, 10 Jan 2025		<div style="display: flex; justify-content: space-around;"> <div data-bbox="763 804 1227 1134"> <p><u>15 November 2024</u></p>  <p>The screenshot shows the header of the 'Northern Beaches News' eDM. It features a message from Mayor Hains, stating that the Council resolved to start a conversation with the community about rates. A 'Learn more' link is visible at the bottom of the message.</p> </div> <div data-bbox="1234 804 1742 1134"> <p><u>22 November 2024</u></p>  <p>The screenshot shows a section of the eDM with a colorful line graph. Below the graph, there is a heading 'Rate options for financial stability' and a 'Learn more' button.</p> </div> </div>	<p>Special Variation to rates information was included in 8 editions, amplifying the campaigns messaging with a strong call to action to use the calculator and provide feedback on the options.</p> <p>Northern Beaches News is distributed to 58,100 subscribers. Total clicks exceeding 2230</p>

Communication collateral & Engagement activities undertaken by Northern Beaches Council

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

Communication collateral & Engagement activities undertaken by Northern Beaches Council

Communication activity	Timing	Audience	Evidence	Outcome
			<p>20 December 2024</p>  <p>Funding our future – proposal for a Special Variation to rates</p> <p>Submissions close Sun 12 Jan</p> <p>Have your say before submissions close on Sunday night.</p> <p>Share feedback</p>	<p>10 January 2025</p>  <p>Funding our future – proposal for a Special Variation to rates</p> <p>Submissions close Sun 12 Jan</p> <p>Register for an online session or join us at a pop-up near you.</p> <p>Register here</p>

Communication collateral & Engagement activities undertaken by Northern Beaches Council



<p>Email marketing – key stakeholder group emails</p>	<p>Dec 24</p>	<p>Cultural leaders Northern Beaches Youth Disability Sector</p>	<p>The below email was sent to 25 cultural leaders as part of our Cultural Leaders Group, an informal network of local cultural leaders.</p> <p>From: [redacted] Sent: Friday, 20 December 2024 10:34 AM Subject: Have your say - Funding our future</p> <p>Hi all,</p> <p>I hope you are well!</p> <p>I have attached an email from Northern Beaches Council regarding the current proposal to seek a special variation to rates. You can find information about the options being considered here, and use the rate calculator to see what each option means for you. Please feel free to share to your networks!</p> <p>If you would like to have your say and provide feedback, you can do so by either:</p> <ul style="list-style-type: none"> • completing the submission form at the bottom of this webpage, • emailing or writing to Council. Please include 'Proposal for a special variation to rates' in the subject line of all email or written feedback. council@northernbeaches.nsw.gov.au <p>Community sentiment on the four rate options for financial sustainability will be considered by Council at a meeting in late January 2025. Submissions close Tuesday 12 January 2025.</p> <p>I hope you all have a wonderful Christmas and Happy New Year! I look forward to reconnecting in 2025!</p> <p>Warm regards, [redacted]</p> <p>The below email was sent to 100+ recipients on the Northern Beaches Multicultural Network – we do not have exact numbers but can ask the Chair if this is important.</p> <p>From: Northern Beaches Multicultural Network [redacted] Sent: Thursday, 9 January 2025 9:37 AM Subject: RPO Update: Funding our future - Have your say</p> <p>Hi [redacted]</p> <p>Could you please share this with the network? I have attached an email from Northern Beaches Council regarding the current proposal to seek a special variation to rates. You can find information about the options being considered here, and use the rate calculator to see what each option means for you.</p> <p>If you would like to have your say and provide feedback, you can do so by either:</p> <ul style="list-style-type: none"> • completing the submission form at the bottom of this webpage, • emailing or writing to Council. Please include 'Proposal for a Special Variation to rates' in the subject line of all email or written feedback. council@northernbeaches.nsw.gov.au <p>Community sentiment on the four rate options for financial sustainability will be considered by Council at a meeting in late January 2025. Submissions close Sunday 12 January 2025.</p> <p>Thank you much. Have a wonderful Christmas and New Year! I look forward to reconnecting in 2025!</p> <p>[redacted]</p> <p>Attachment to the emails sent to cultural leader groups. Sent on 20 Dec 2024 and 9 January 2025</p>	<p>Emails to local cultural leaders were sent:</p> <p>We Belong cultural leaders program participants (16 people)</p> <p>Multicultural Leaders Group (30 people approx.)</p> <p>Multicultural Interagency (100 distribution approx.)</p> <p>In additional content was included in specialist newsletters, including:</p> <p>KALOF newsletter: Distribution: 1,730 Opens 821 Clicks (SV) 6</p> <p>The Wave newsletter: Distribution: 1,390 Opens 550 Clicks (SV) 2</p>
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Funding our future



Dear community member

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

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

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

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

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

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

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

[Visit the project page](#)

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


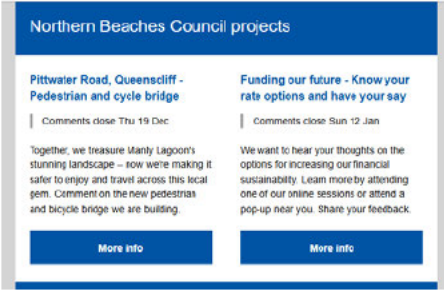

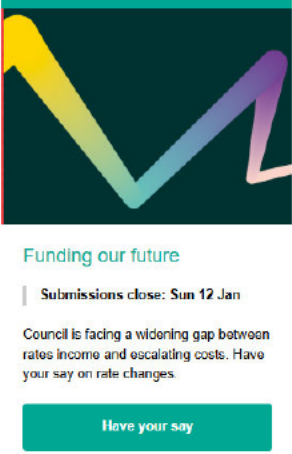
Prepared and distributed by the Northern Beaches Council Community Engagement Team.

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Communication collateral & Engagement activities undertaken by Northern Beaches Council


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

Communication collateral & Engagement activities undertaken by Northern Beaches Council

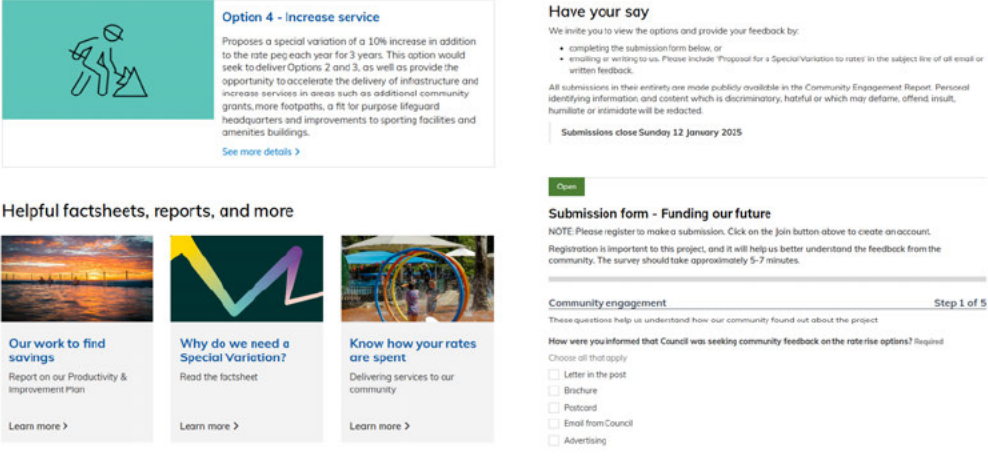
Communication activity	Timing	Audience	Evidence	Outcome
<p>Outdoor advertising bus stops and EV charging stations</p>	<p>18/11/24 - 11/01/25</p>	<p>Northern Beaches Community</p>		<p>Outdoor advertising on bus shelters at 6 locations in Dee Why x 2, Belrose, Collaroy, Manly and Forestville to raise awareness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

Communication collateral & Engagement activities undertaken by Northern Beaches Council

Communication activity	Timing	Audience	Evidence	Outcome
Digital screens	15/11/24 - 12/01/25	Customers visiting Council		<p>Digital advertising displayed on portrait and landscape screens in Council Customer Service Centres:</p> <p>Dee Why</p> <ul style="list-style-type: none"> • Manly • Mona Vale • PCYC Dee Why <p>And Council Libraries:</p> <ul style="list-style-type: none"> • Dee Why Library • Forestville Library • Glen Street Library • Manly Library • Mona Vale Library • Warringah Mall Library <p>This touchpoint helped raise awareness about SRV info sessions and feedback opportunities – unique QR code to drive visits to page.</p>


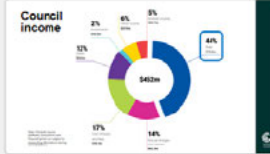
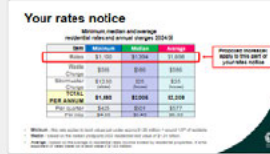
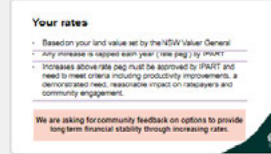

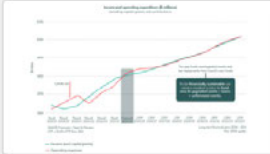

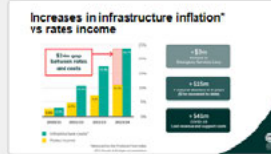
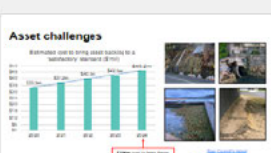
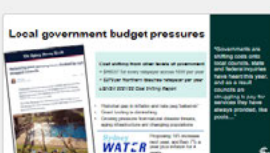
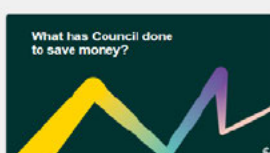
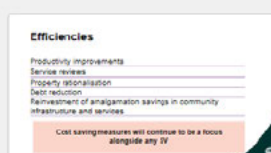

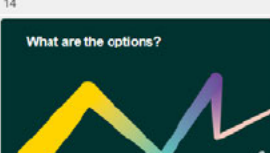
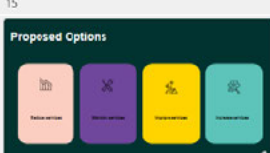

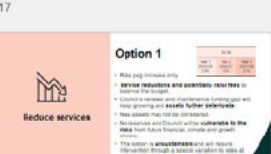
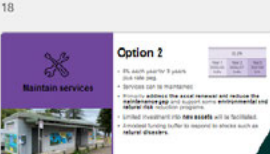
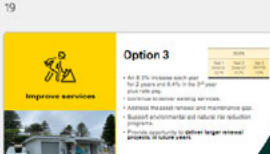
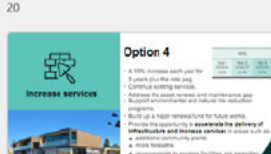

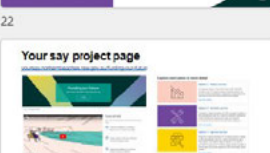
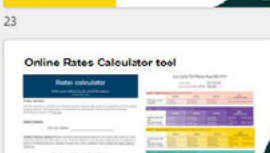

Engagement activity	Timing	Audience	Evidence	Outcome
Your Say page	18 Nov 2024 to 12 Jan 2025	Public, open to whole of LGA, and visitors	<p>https://yoursay.northernbeaches.nsw.gov.au/funding-our-future</p> <p>(Below images show the page during the consultation period, images taken from 3/12/2024)</p>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


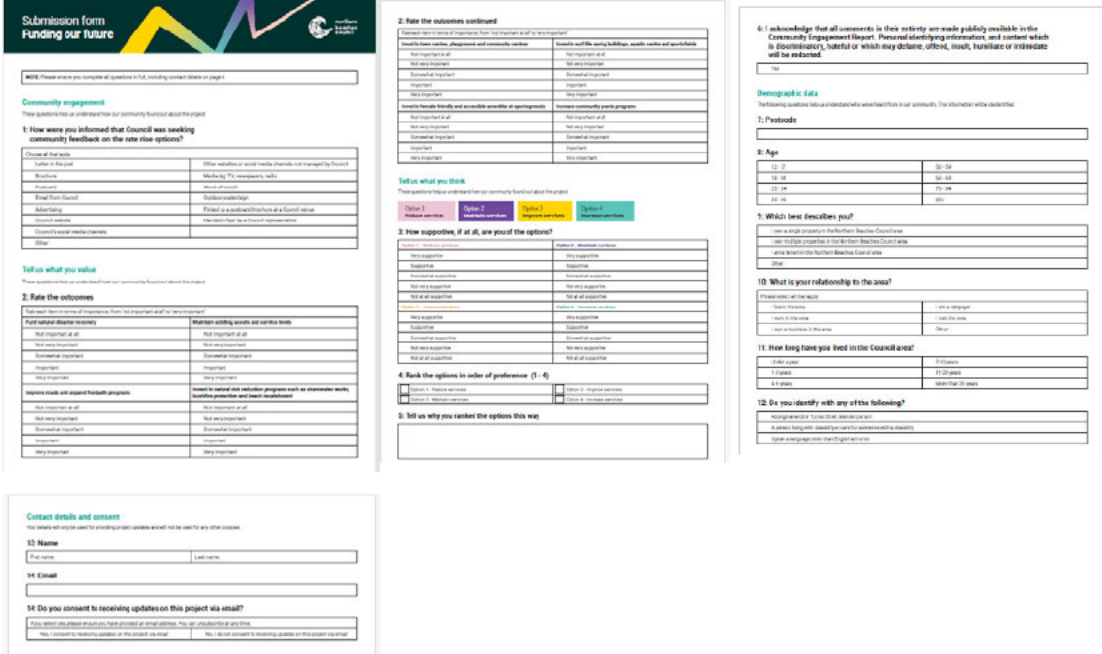
Communication collateral & Engagement activities undertaken by Northern Beaches Council

Engagement activity	Timing	Audience	Evidence	Outcome
			 <p>Option 4 - Increase service Proposes a special variation of a 10% increase in addition to the rate peg each year for 3 years. This option would seek to deliver Options 2 and 3, as well as provide the opportunity to accelerate the delivery of infrastructure and increase services in areas such as additional community grants, more footpaths, a fit for purpose lifeguard headquarters and improvements to sporting facilities and amenities buildings. See more details ></p> <p>Helpful factsheets, reports, and more</p> <ul style="list-style-type: none"> Our work to find savings Report on our Productivity & Improvement Plan Learn more > Why do we need a Special Variation? Read the factsheet Learn more > Know how your rates are spent Delivering services to our community Learn more > <p>Have your say We invite you to view the options and provide your feedback by: <ul style="list-style-type: none"> completing the submission form below, or emailing or writing to us. Please include "Proposal for a Special Variation to rates" in the subject line of all email or written feedback. All submissions in their entirety are made publicly available in the Community Engagement Report. Personal identifying information and content which is discriminatory, hateful or which may defame, offend, insult, humiliate or intimidate will be redacted. Submissions close Sunday 12 January 2025</p> <p>Submission form - Funding our future NOTE: Please register to make a submission. Click on the Join button above to create an account. Registration is important to this project, and it will help us better understand the feedback from the community. The survey should take approximately 5-7 minutes.</p> <p>Community engagement Step 1 of 5 These questions help us understand how our community found out about the project.</p> <p>How were you informed that Council was seeking community feedback on the rate rise options? (required) Choose all that apply</p> <ul style="list-style-type: none"> <input type="checkbox"/> Letter in the post <input type="checkbox"/> Brochure <input type="checkbox"/> Postcard <input type="checkbox"/> Email from Council <input type="checkbox"/> Advertising 	
Face to face sessions	<p>Webinar information sessions x 2</p> <p>2 Dec 2024 2pm – 3.30pm</p> <p>11 Dec 2024 7pm – 8.30pm</p> <p>Pop-up / ise-in sessions x 10</p>	Public	<p>Come and chat</p> <ul style="list-style-type: none"> Saturday 30 November 2024 09:15 am to 11:45 am Mona Vale Memorial Hall Complete Thursday 5 December 2024 09:45 am to 12:15 pm Forest Way Shopping Centre Friday 6 December 2024 09:15 am to 11:45 am Avaston Woolworths Sunday 15 December 2024 09:00 am to 01:15 pm Berry Reserve Markets (Narrabeen) Friday 22 Nov 08:00 am to 12:00 pm Beaches Farmers Market, Narrabeen Complete <p>Online Information Sessions Register and save the date</p> <ul style="list-style-type: none"> Saturday 23 Nov 10:15 am to 12:45 pm Forestville Shopping Centre Complete Sunday 24 Nov 08:00 am to 11:15 am Manly Fresh Produce Markets Complete Wednesday 27 November 2024 09:45 am to 12:15 pm Balgowlah Village Shopping Centre Complete Thursday 28 November 2024 10:15 am to 12:45 pm Watter Gons Park, Dee Why Complete Saturday 30 November 2024 09:45 am to 12:15 pm Freshwater Village Complete <p>Monday 2 December 2024 02:00 pm to 03:30 pm This session is complete. See Information Presentation in the Document Library below.</p> <p>Wednesday 11 December 2024 07:00 pm to 08:30 pm</p> <p style="text-align: center;">Register here</p>	<p>Webinar sessions 37 in attendance</p> <p>Pop-up sessions 1,641 in attendance</p>

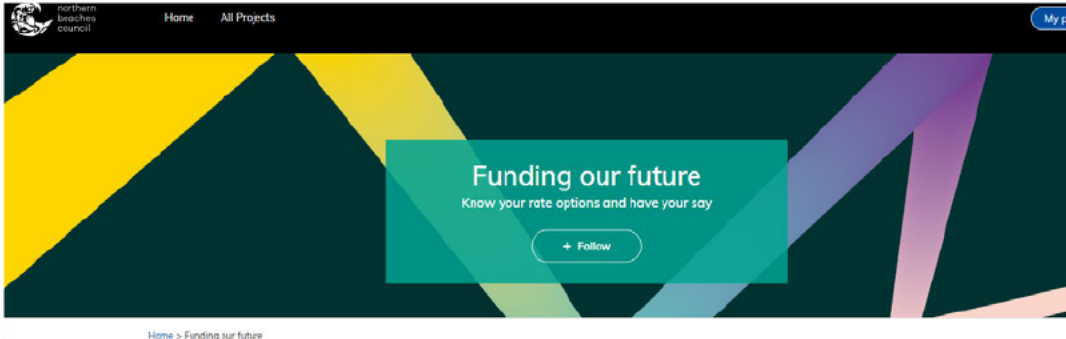
Communication collateral & Engagement activities undertaken by Northern Beaches Council

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

Engagement activity	Timing	Audience	Evidence	Outcome
			<div data-bbox="689 231 958 384">  <p>Funding summary by service</p> </div> <div data-bbox="987 231 1256 384">  <p>Council income</p> </div> <div data-bbox="1285 231 1554 384">  <p>Your rates notice</p> </div> <div data-bbox="1583 231 1852 384">  <p>Your rates</p> </div>	
			<div data-bbox="689 411 958 564">  <p>What are the budget challenges?</p> </div> <div data-bbox="987 411 1256 564">  <p>Infrastructure costs vs rates income</p> </div> <div data-bbox="1285 411 1554 564">  <p>Rate peg vs costs</p> </div> <div data-bbox="1583 411 1852 564">  <p>Increases in infrastructure inflation vs rates income</p> </div>	
			<div data-bbox="689 592 958 745">  <p>Asset challenges</p> </div> <div data-bbox="987 592 1256 745">  <p>Local government budget pressures</p> </div> <div data-bbox="1285 592 1554 745">  <p>What has Council done to save money?</p> </div> <div data-bbox="1583 592 1852 745">  <p>Efficiencies</p> </div>	
			<div data-bbox="689 772 958 925">  <p>Productivity journey</p> </div> <div data-bbox="987 772 1256 925">  <p>What are the options?</p> </div> <div data-bbox="1285 772 1554 925">  <p>Proposed Options</p> </div> <div data-bbox="1583 772 1852 925">  </div>	
			<div data-bbox="689 952 958 1106">  <p>Option 1: Reduce services</p> </div> <div data-bbox="987 952 1256 1106">  <p>Option 2: Maintain services</p> </div> <div data-bbox="1285 952 1554 1106">  <p>Option 3: Improve services</p> </div> <div data-bbox="1583 952 1852 1106">  <p>Option 4: Increase services</p> </div>	
			<div data-bbox="689 1133 958 1286">  <p>Where can the community find out more and have a say?</p> </div> <div data-bbox="987 1133 1256 1286">  <p>Your say project page</p> </div> <div data-bbox="1285 1133 1554 1286">  <p>Online Rates Calculator tool</p> </div> <div data-bbox="1583 1133 1852 1286">  <p>Next steps</p> </div>	

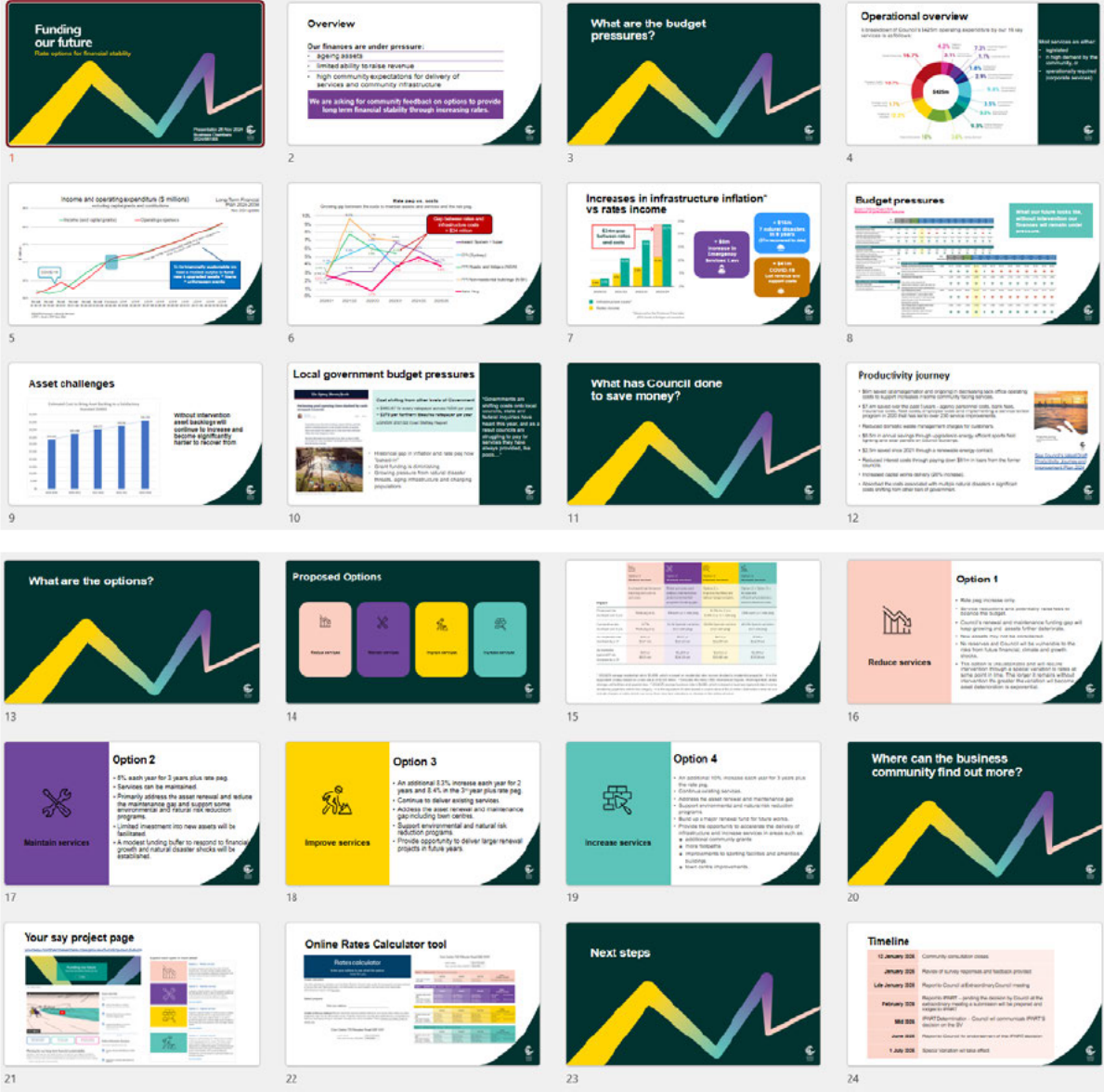
Engagement activity	Timing	Audience	Evidence	Outcome
			 <p>Timeline 12 January 2024 Community consultation closes January 2024 Review of survey responses and feedback session Late January 2024 Report to Council & Boarding Council Meeting February 2024 Report to PMWT, covering the decision by Council at the ward-based level for a variation to the program and report to PMWT May 2024 PMWT decision June 2024 Report to Council for endorsement of the PMWT decision 1 July 2024 Special variation ballot box open</p> <p>Questions</p>	
Submission form online & hardcopy			<p>Hard copy form used for Customer Service Centres</p>  <p>Submission form Funding our future</p> <p>1. How were you informed that Council was seeking community feedback on the rate rise options?</p> <p>2. Rate the outcomes continued</p> <p>3. How supportive, if at all, are you of the options?</p> <p>4. Rank the options in order of preference (1-4)</p> <p>5. Tell us why you ranked the options this way</p> <p>6. I acknowledge that all comments in this activity are made publicly available in the Community Engagement Report. Personal identifying information, and content which is discriminatory, hateful or which may defame, offend, insult, humiliate or intimidate will be redacted.</p> <p>Demographic data</p> <p>7. Postcode</p> <p>8. Age</p> <p>9. Which best describes you?</p> <p>10. What is your relationship to the area?</p> <p>11. How long have you lived in the Council area?</p> <p>12. Do you identify with any of the following?</p> <p>Contact details and consent</p> <p>13. Name</p> <p>14. Email</p> <p>15. Do you consent to receiving updates on this project via email?</p>	Survey of community sentiment on the options for a special variation including registration and relevant demographic data collection to enable analysis and cross-tabulation with broader community profiles.

Communication collateral & Engagement activities undertaken by Northern Beaches Council

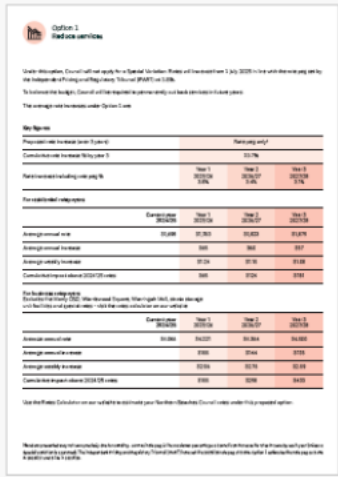

Engagement activity	Timing	Audience	Evidence	Outcome
Follow the page button				Enabled the community to keep up to date with the project by following the page. Data collected enabled consent for email updates to be captured.
Resident and business group invitations	<p>Executive forums</p> <p>21 Nov and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

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

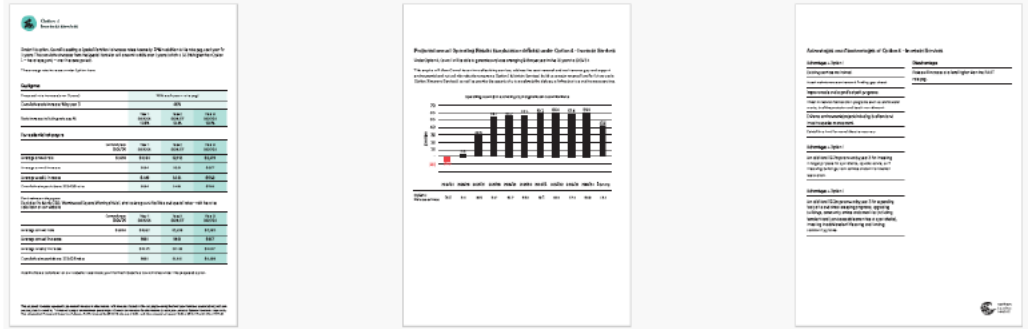
Engagement activity	Timing	Audience	Evidence	Outcome
			<p>Follow up confirmation</p> <hr/> <p>From: [REDACTED] Sent: Tuesday, 10 December 2024 10:09 AM To: [REDACTED] Cc: [REDACTED]@northernbeaches.nsw.gov.au Subject: Special Rate Variation - Briefing with CEO and CFO</p> <p>Dear [REDACTED]</p> <p>Thank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

Engagement activity	Timing	Audience	Evidence	Outcome
			<p>Presentation to Residents Groups and Business Chambers</p> 	

Communication collateral & Engagement activities undertaken by Northern Beaches Council

Engagement activity	Timing	Audience	Evidence	Outcome																																																																																																																																																																																																																					
YS documents available / downloads	18 Nov 2024 to 12 Jan 2025	Public	<p>Total document downloads: 9,183</p> <p>Most popular were the fact sheets with total downloads: 7,533</p> <p>Your Say at work info page: 581</p> <p>Productivity Journey report: 285</p> <p>Q&A from webinar sessions: 208</p> <p>Presentation from webinar: 150</p> <p>Option fact sheets:</p> <p>Option 1:</p> <div data-bbox="689 756 1025 1235">  <p>Option 1 - Reduce services</p> <p>Under this option, Council will not apply for a Special Order under the Local Government Act 2009 to increase the rate for the 2025-26 financial year. Council will not apply for a Special Order under the Local Government Act 2009 to increase the rate for the 2025-26 financial year.</p> <p>The average net increase under Option 1 is:</p> <table border="1"> <thead> <tr> <th>Net Rate</th> <th>2024-25</th> <th>2025-26</th> <th>2026-27</th> </tr> </thead> <tbody> <tr> <td>Proposed net increase under Option 1</td> <td>-</td> <td>-</td> <td>0.1%</td> </tr> <tr> <td>Contribution to increase City rate 1</td> <td>-</td> <td>-</td> <td>0.1%</td> </tr> <tr> <td>Rate increase including rate peg 1%</td> <td>0.1%</td> <td>0.2%</td> <td>0.3%</td> </tr> </tbody> </table> <p>For residential rates payers:</p> <table border="1"> <thead> <tr> <th>Category</th> <th>2024-25</th> <th>2025-26</th> <th>2026-27</th> </tr> </thead> <tbody> <tr> <td>Average annual cost</td> <td>\$1,000</td> <td>\$1,000</td> <td>\$1,000</td> </tr> <tr> <td>Average annual increase</td> <td>\$0</td> <td>\$0</td> <td>\$10</td> </tr> <tr> <td>Average weekly increase</td> <td>\$0</td> <td>\$0</td> <td>\$0.2</td> </tr> <tr> <td>Contribution to increase 2025-26 rates</td> <td>\$0</td> <td>\$0</td> <td>\$0</td> </tr> </tbody> </table> <p>For business rates payers:</p> <table border="1"> <thead> <tr> <th>Category</th> <th>2024-25</th> <th>2025-26</th> <th>2026-27</th> </tr> </thead> <tbody> <tr> <td>Average annual cost</td> <td>\$1,000</td> <td>\$1,000</td> <td>\$1,000</td> </tr> <tr> <td>Average annual increase</td> <td>\$0</td> <td>\$0</td> <td>\$10</td> </tr> <tr> <td>Average weekly increase</td> <td>\$0</td> <td>\$0</td> <td>\$0.2</td> </tr> <tr> <td>Contribution to increase 2025-26 rates</td> <td>\$0</td> <td>\$0</td> <td>\$0</td> </tr> </tbody> </table> <p>Use this fact sheet to help you understand the impact of this option on your rates.</p> </div> <div data-bbox="1249 756 1585 1235">  <p>Projected annual operating results (surplus or deficit) under Option 1 - 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The cumulative increase from the Special Variance will amount to 1.5% over 3 years (about 0.5% higher than Option 1 - the rate pay only - over the same period).</p> <p>The average rate increase under Option 3 is:</p> <table border="1"> <caption>Key figures</caption> <thead> <tr> <th></th> <th colspan="3">0.2% per year + 0.5% in Year 3</th> </tr> </thead> <tbody> <tr> <td>Proposed rate increase (over 3 years)</td> <td colspan="3">0.2% per year + 0.5% in Year 3</td> </tr> <tr> <td>Cumulative rate increase (by year 3)</td> <td colspan="3">1.5%</td> </tr> <tr> <td>Rate increase including net pay %</td> <td>Year 1: 0.073%</td> <td>Year 2: 0.12%</td> <td>Year 3: 0.1%</td> </tr> </tbody> </table> <p>For residential ratepayers</p> <table border="1"> <thead> <tr> <th></th> <th>Current year 2024-25</th> <th>Year 1</th> <th>Year 2</th> <th>Year 3</th> </tr> </thead> <tbody> <tr> <td>Average annual rate</td> <td>\$1,894</td> <td>\$1,914</td> <td>\$1,937</td> <td>\$2,171</td> </tr> <tr> <td>Average annual increase</td> <td>\$20</td> <td>\$23</td> <td>\$24</td> <td></td> </tr> <tr> <td>Average weekly increase</td> <td>\$3.94</td> <td>\$4.27</td> <td>\$4.48</td> <td></td> </tr> <tr> <td>Cumulative impact above 2024/25 rates</td> <td>\$20</td> <td>\$42</td> <td>\$67</td> <td></td> </tr> </tbody> </table> <p>For business ratepayers</p> <table border="1"> <thead> <tr> <th></th> <th>Current year 2024-25</th> <th>Year 1</th> <th>Year 2</th> <th>Year 3</th> </tr> </thead> <tbody> <tr> <td>Average annual rate</td> <td>\$4,046</td> <td>\$4,538</td> <td>\$5,061</td> <td>\$5,677</td> </tr> <tr> <td>Average annual increase</td> <td>\$492</td> <td>\$493</td> <td>\$616</td> <td></td> </tr> <tr> <td>Average weekly increase</td> <td>\$94.42</td> <td>\$94.72</td> <td>\$119.12</td> <td></td> </tr> <tr> <td>Cumulative impact above 2024/25 rates</td> <td>\$492</td> <td>\$1,015</td> <td>\$1,641</td> <td></td> </tr> </tbody> </table> <p>Use the Rates Calculator on our website to estimate your Northern Beaches Council rates under this proposed option.</p> <p>Projected annual Operating Results (surpluses or deficits) under Option 2 - Maintain Services</p> <p>Under this option, Council will be able to generate surpluses averaging \$13.6m in the 10 years to 2033/34. This surplus will allow Council to upgrade and renew community infrastructure, improve services and provide a buffer to help the Council's transition to zero carbon from non-renewable energy by 2030 and net-zero by 2035.</p> <p>Spending result (including capital grants and contributions)</p> <table border="1"> <thead> <tr> <th>Year</th> <th>Spending Result (\$ million)</th> </tr> </thead> <tbody> <tr><td>2024/25</td><td>28.1</td></tr> <tr><td>2025/26</td><td>28.3</td></tr> <tr><td>2026/27</td><td>28.5</td></tr> <tr><td>2027/28</td><td>28.7</td></tr> <tr><td>2028/29</td><td>28.9</td></tr> <tr><td>2029/30</td><td>29.1</td></tr> <tr><td>2030/31</td><td>29.3</td></tr> <tr><td>2031/32</td><td>29.5</td></tr> <tr><td>2032/33</td><td>29.7</td></tr> <tr><td>2033/34</td><td>30.1</td></tr> </tbody> </table> <p>Advantages and disadvantages of the Option 2 - Maintain Services</p> <table border="1"> <thead> <tr> <th>Advantages</th> <th>Disadvantages</th> </tr> </thead> <tbody> <tr> <td>Existing services maintained</td> <td>Rates will increase at a level higher than the 2024/25 rate pay</td> </tr> <tr> <td>Investment in capital grants and contributions</td> <td></td> </tr> <tr> <td>Investment in capital grants and contributions</td> <td></td> </tr> <tr> <td>Investment in capital grants and contributions</td> <td></td> </tr> <tr> <td>Investment in capital grants and contributions</td> <td></td> </tr> <tr> <td>Investment in capital grants and contributions</td> <td></td> </tr> <tr> <td>Investment in capital grants and contributions</td> <td></td> </tr> </tbody> </table> <p>Projected annual Operating Results (surpluses or deficits) under Option 3 - Improve Services</p> <p>Under this option, Council will be able to generate surpluses averaging \$15.5m in the 10 years to 2033/34. This surplus will allow Council to continue existing services, address the most essential maintenance gaps and support environmental and net zero risk reduction programs. Option 3 (Improve Services) will provide the opportunity to accumulate funds to deliver larger renewal projects in future years such as the expansion of the Warringah Aquatic Centre.</p> <p>Operating result (including capital grants and contributions)</p> <table border="1"> <thead> <tr> <th>Year</th> <th>Operating Result (\$ million)</th> </tr> </thead> <tbody> <tr><td>2024/25</td><td>23.7</td></tr> <tr><td>2025/26</td><td>23.9</td></tr> <tr><td>2026/27</td><td>24.1</td></tr> <tr><td>2027/28</td><td>24.3</td></tr> <tr><td>2028/29</td><td>24.5</td></tr> <tr><td>2029/30</td><td>24.7</td></tr> <tr><td>2030/31</td><td>24.9</td></tr> <tr><td>2031/32</td><td>25.1</td></tr> <tr><td>2032/33</td><td>25.3</td></tr> <tr><td>2033/34</td><td>25.5</td></tr> </tbody> </table> <p>Advantages and disadvantages of the Option 3 - Improve Services</p> <table border="1"> <thead> <tr> <th>Advantages - Option 2</th> <th>Disadvantages</th> </tr> </thead> <tbody> <tr> <td>Existing services maintained</td> <td>Rates will increase at a level higher than the 2024/25 rate pay</td> </tr> <tr> <td>Investment in capital grants and contributions</td> <td></td> </tr> <tr> <td>Investment in capital grants and contributions</td> <td></td> </tr> <tr> <td>Investment in capital grants and contributions</td> <td></td> </tr> <tr> <td>Investment in capital grants and contributions</td> <td></td> </tr> <tr> <td>Investment in capital grants and contributions</td> <td></td> </tr> <tr> <td>Investment in capital grants and contributions</td> <td></td> </tr> </tbody> </table> <p>Advantages - Option 3</p> <ul style="list-style-type: none"> An additional \$5m per annum by year 3 for investing in large projects for sportsfields, aquatic centres, and shopping buildings, asset care and environmental outcomes 		Year 1	Year 2	Year 3	Proposed rate increase (over 3 years)	0.8% over (per year) increase			Cumulative rate increase (by year 3)	2.4%			Rate increase including net pay %	Year 1: 0.221%	Year 2: 0.4%	Year 3: 0.17%		Current year 2024-25	Year 1	Year 2	Year 3	Average annual rate	\$1,895	\$1,965	\$2,049	\$2,206	Average annual increase	\$70	\$175	156		Average weekly increase	\$13	\$15.96	15.96		Cumulative impact above 2024-25 rates	\$70	\$140	\$271			Current year 2024-25	Year 1	Year 2	Year 3	Average annual rate	\$4,089	\$4,465	\$4,894	\$5,329	Average annual increase	\$376	\$375	\$444		Average weekly increase	\$73.2	\$66.24	\$85.2		Cumulative impact above 2024/25 rates	\$376	\$819	\$1,639			0.2% per year + 0.5% in Year 3			Proposed rate increase (over 3 years)	0.2% per year + 0.5% in Year 3			Cumulative rate increase (by year 3)	1.5%			Rate increase including net pay %	Year 1: 0.073%	Year 2: 0.12%	Year 3: 0.1%		Current year 2024-25	Year 1	Year 2	Year 3	Average annual rate	\$1,894	\$1,914	\$1,937	\$2,171	Average annual increase	\$20	\$23	\$24		Average weekly increase	\$3.94	\$4.27	\$4.48		Cumulative impact above 2024/25 rates	\$20	\$42	\$67			Current year 2024-25	Year 1	Year 2	Year 3	Average annual rate	\$4,046	\$4,538	\$5,061	\$5,677	Average annual increase	\$492	\$493	\$616		Average weekly increase	\$94.42	\$94.72	\$119.12		Cumulative impact above 2024/25 rates	\$492	\$1,015	\$1,641		Year	Spending Result (\$ million)	2024/25	28.1	2025/26	28.3	2026/27	28.5	2027/28	28.7	2028/29	28.9	2029/30	29.1	2030/31	29.3	2031/32	29.5	2032/33	29.7	2033/34	30.1	Advantages	Disadvantages	Existing services maintained	Rates will increase at a level higher than the 2024/25 rate pay	Investment in capital grants and contributions		Investment in capital grants and contributions		Investment in capital grants and contributions		Investment in capital grants and contributions		Investment in capital grants and contributions		Investment in capital grants and contributions		Year	Operating Result (\$ million)	2024/25	23.7	2025/26	23.9	2026/27	24.1	2027/28	24.3	2028/29	24.5	2029/30	24.7	2030/31	24.9	2031/32	25.1	2032/33	25.3	2033/34	25.5	Advantages - Option 2	Disadvantages	Existing services maintained	Rates will increase at a level higher than the 2024/25 rate pay	Investment in capital grants and contributions		Investment in capital grants and contributions		Investment in capital grants and contributions		Investment in capital grants and contributions		Investment in capital grants and contributions		Investment in capital grants and contributions		
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			<p>Option 4:</p>  <p>The evidence provided consists of three screenshots from a document titled 'Option 4: Northern Beaches Council'. The first screenshot shows a table with financial data for various categories. The second screenshot shows a bar chart titled 'Comparison of the proposed budget for the 2025-26 financial year' with a y-axis ranging from 0 to 100. The third screenshot shows a table with financial data for various categories.</p>	