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STRAIGHTTALK

REPORT ON COMMUNITY ENGAGEMENT TO SUPPORT STAGE 4 RESIDENTIAL/HOTEL PROPOSAL

Modification to Part 3A Concept Plan

Report

December 2016



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Document

Community Engagement
Report to support planning
approval modification Stage
4 Residential/Hotel Proposal

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1. INTRODUCTION AND BACKGROUND

Capital Bluestone is seeking a modification to the existing approval for the development of Woollooware Bay, a mixed-use residential and retail development in Woollooware. The proposal received Part 3A concept approval in 2011 for the development of land owned by the Cronulla Sutherland Leagues Club. The approval currently includes 643 apartments to the west of Southern Cross Group Stadium; the redevelopment of the club building and the establishment of a new town centre with retail and services immediately to the east of the Club on land currently occupied as a car park.

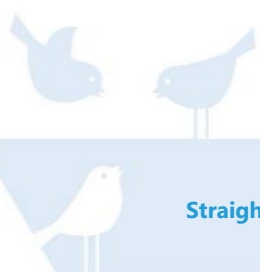
Capital Bluestone undertook extensive community engagement to support the original application which was documented in various reports at the time.

This report provides information on the community engagement activities undertaken prior to the submission of the Stage 4 Residential/Hotel modification of the Part 3A planning approval and has been prepared by Straight Talk Pty in close consultation with the wider project team.

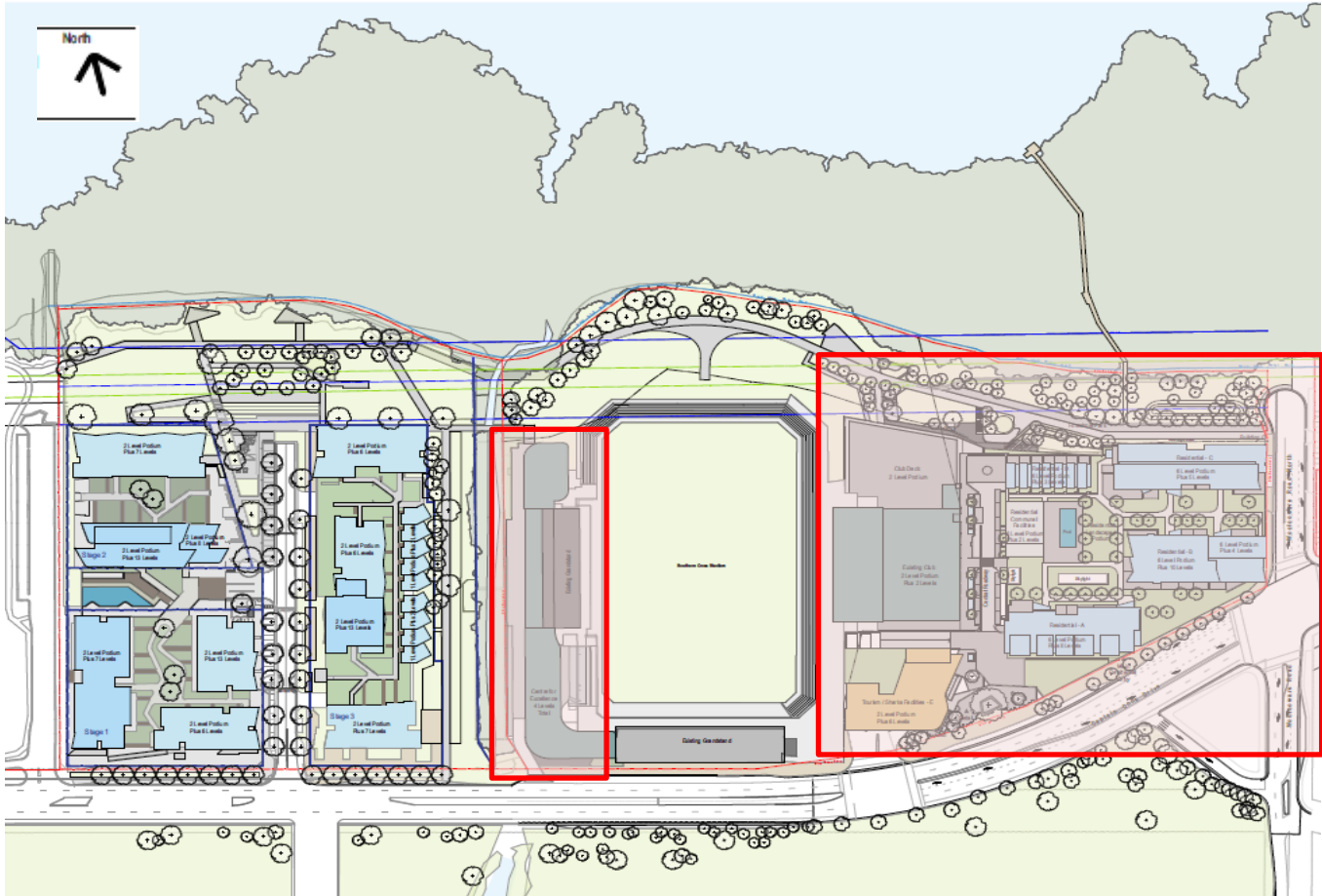
Straight Talk have worked on this project since 2010 and are familiar with the project's intent and the level of interest that the project has attracted.

This report provides:

- 🔥 An overview of the background to the project.
- 🔥 Description of activities undertaken to date.
- 🔥 Feedback received from engagement activities.
- 🔥 Summary of issues for consideration by the project.
- 🔥 Draft Community Engagement Plan to support the public exhibition of the proposed enhanced town centre application.



1.1. History and context- The concept masterplan



The Cronulla-Sutherland Leagues Club and Cronulla-Sutherland Sharks Football Club is one of the most loved and well supported rugby league Clubs in the National Rugby League (NRL) competition. The Club has, like many Clubs, suffered from financial stress over recent years and the redevelopment of its only asset, its landholdings, has been identified for more than two decades as the only way in which the Club could become financially viable and stable. Various attempts to develop the site have been pursued in the past, a process which in itself has contributed to stress and tension within the management of the Club.

The site is located on the northern side of Captain Cook Drive approximately 1.5 kilometres from Caringbah (to the south west) and 2 kilometres from Cronulla (to the south east). The site is bounded by the Solander Playing Fields to the west, Woolooware Bay to the north, and a service station and gymnasium to the east. Woolooware Golf Club and Captain Cook Oval are located to the south of the site across Captain Cook Drive.

The overall site is irregular in shape with an area of approximately 10 hectares, of which approximately 6 hectares is occupied by Southern Cross Group Stadium, Leagues Club building and the eastern car park, and 4 hectares were occupied by the western training fields and car park. These training fields have been successfully relocated to Cronulla High School by Capital Bluestone, where new facilities are now available for the use by the Cronulla Caringbah Junior Rugby League Football Club and the school.

Southern Cross Group Stadium (also known as Endeavour Field and Shark Park) and the Cronulla-Sutherland Leagues Club building occupy the central portion of the site, and represent a major community and entertainment hub within the region. The western playing fields within the site have been prepared for the development of the residential units, whilst the remainder of the site is occupied by car parking. The Taren Point Employment Area is located approximately 200 metres to the north west of the site and occupies land located generally between the waterfront, Taren Point Road and the Captain Cook Bridge. Woollooware Railway Station is located 1 kilometre to the south west of the site, and Caringbah Town Centre is approximately 3 kilometres by road to the south west.

The proposal to develop a town centre at Woollooware is complex. It needs to be designed to compliment and support the Club and minimise impacts on sensitive mangroves and waterfront areas.

The town centre also provides significant benefits for the local community and economy, and a lot of work has been undertaken to identify how to best leverage these from the project.

The inclusion of a hotel is as a direct result of this commitment by Capital Bluestone to creating a development which provides a meaningful contribution through jobs, training and educational opportunities and ultimately increasing the per capita spend of visitors to the Shire, in accordance with Council's strategic plan for tourism.

The development of community facilities that meet current and future needs has also taken extensive consideration and consultation in order to ensure that the final proposal provides opportunities for local organisations and groups to utilise and share spaces that meet their needs.

Therefore, this report covers the formal engagement undertaken early in the development of the application, and the more informal, ongoing consultation with key stakeholders and community groups during 2015 and 2016 which have led to this final proposal.

1.2. The current proposal

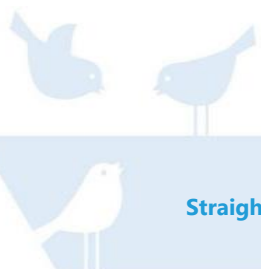
Capital Bluestone is proposing to develop three (3) residential apartment buildings and a small number of terraces (222 dwellings) above the planned retail component of the town centre, together with additional car parking, a serviced apartment/hotel building, associated amenities and landscaped podium with private communal space. The proposal also includes a Sharks Sports Centre of Excellence and Regional Training Facility. Go Get car sharing together with a commitment to a comprehensive range of broader social and community benefits and programs are also part of the proposal.

This proposal has arisen because:

- 👉 There is an acute shortage of quality tourist accommodation options in the area, leading to missed opportunities for events and conferencing which could make a valuable contribution to the local economy and support the target of 'jobs close to home'. The proposal includes the development of a 125-room hotel to meet a range of needs for visitor accommodation including business, sporting, recreational and tourism.
- 👉 Informal and formal advice and discussion with urban planners, designers, architects and government agencies all identified that a residential component within the town centre would ensure a more active, vibrant and safer precinct, particularly in the evening.
- 👉 Housing targets for the Sutherland Shire of 10,100 additional dwellings by 2031, with 80% of these located close to centres, support the need for more housing and for a greater diversity in housing type.

This reflects the government's desire for 'empty nesters' to downsize to smaller apartments, thus freeing up family homes for young couples and families.

- 👉 Feedback from the community identified a pressing need for a range of services and opportunities to support young people, particularly with regard to building employment focussed skills and providing meaningful recreational opportunities. The proposal is able to cater for these with dedicated community facility areas.
- 👉 Sutherland Shire is a sport-focussed region, with a clear need for world-class training facilities for a range of sports. A Sports Centre of Excellence in Southern Cross Group Stadium is needed to not only support the Cronulla Sharks NRL Club but also the development of sports professionals across the region to drive the sports culture within the Shire.
- 👉 Ageing population in the Shire is very high and there is a real need for suitable integrated housing.



2. COMMUNITY ENGAGEMENT STRATEGY PRIOR TO APPLICATION

2.1. Summary of activities

Capital Bluestone has been working on this modification proposal since 2014. At that time the concept was fundamentally the same as now, with fewer apartments (200) and a smaller hotel (75 rooms).

Capital Bluestone values the input of the community on all of its projects and has a proven track record of engaging with the community and local stakeholders, with over 700 meetings, presentations and briefings undertaken to date on the project (since its inception).

In late 2014, Capital Bluestone undertook community engagement to introduce the project and socialise the concept of increased residential apartments and a hotel with the Club, Club members, local community and local community groups.

The following activities were undertaken:

- 🐦 A letter inviting participation in a Display and Discussion Session at the Club on 24 November 2014 was issued to approximately 10 000 Club members. A copy of this invitation can be found at Appendix A
- 🐦 A letter inviting participation in a Display and Discuss Session at the Club was issued to all 460 existing owners of Stages One, Two and Three of Woollooware Bay. A copy of this invitation can be found at Appendix A
- 🐦 Presentation by Capital Bluestone was given to the Board of the Cronulla Sutherland Leagues Club
- 🐦 Presentation by Capital Bluestone to Sutherland Shire Council on 17 November 2014
- 🐦 Presentation to Mark Speakman MP, Member for Cronulla on 24 November 2014

A meeting with the North Cronulla Precinct Committee was arranged (immediately following the Club Members Display and Discuss Session, at the Club) so they could also be fully briefed and view the publicly available information. Unfortunately, the Committee's representative did not attend and so no briefing was able to be given.

Details of the presentations can be found in section 3.3.

Information provided

Capital Bluestone prepared a number of display panels that were positioned on stands around the room. Copies of these can be found at Appendix 2.

Feedback forms were provided to everyone who attended and participants were asked to sign in, so that their details could be added to the project database.

Key members of the project team were in attendance including:

Executive General Manager Capital Bluestone – Matt Crews

Project Director Capital Bluestone – Julian Urquhart

Development Manager Capital Bluestone – Adam Lucas

Assistant Development Manager Capital Bluestone – Emily McLaughlin

Managing Director Capital Bluestone – Ben Fairfax

Turner Studios- James McCarthy

McLaren Traffic Engineering- Craig McLaren

Aspect Studios- Joel Munns

Straight Talk – Lucy Cole-Edelstein

Straight Talk – Nicola Wass

Straight Talk – Jody Connor

Club members' engagement

The Display and Discuss Session for Club members was held on 24 November 2014 from 6pm till 8pm.

25 people attended and 3 feedback forms were completed.

Stage one, two and three owners' engagement

The Display and Discuss Session for Stage one, two and three owners was held on 26 November 2014 from 6pm till 8pm.

44 people attended and 13 feedback forms were completed.

Additional feedback forms were completed and sent to the Project Team after the sessions.

Feedback from these engagement activities form the bulk of this report, and this information was used by the project team to refine the proposal.

2.2. Media coverage

Capital Bluestone's public relations consultants, Left Field Public Relations, undertook a proactive media relations campaign in late 2014 to ensure the local community was informed of the proposed changes to the design and to encourage feedback.

Capital Bluestone identified the local media as a fundamental stakeholder to ensure the local community was kept well informed. While contact with metropolitan media outlets was maintained, the main focus was on contact with local publications to ensure flow of information to the local community.

Coverage included a *Sutherland Shire Leader* front page article and half-page editorial on 20 November 2014, online coverage and numerous letters to the editor.

Left Field maintained active engagement with *Just Cronulla News* throughout this period and until the online publication closed.

Please note that due to copyright, we have not included PDFs of media articles, but here are links to online coverage:

<http://www.theleader.com.au/story/2708221/bay-of-plenty-ambitious-plans-for-woolloomare-expansion/>

Following this first round of engagement, modifications were made to the proposal.

2.3. Engagement from 2016

From September 2016, the project team again undertook engagement, meeting with key stakeholders to update them on the progress of the project and changes to design. This included:

- 🦋 Site tour and meeting with the General Manager of Sutherland Shire Council.
- 🦋 Site tour and meeting with the local member, Mark Speakman MLC.
- 🦋 Presentation and discussion with Sutherland Shire Council Economic and Community Development teams.
- 🦋 Meeting with Project Youth, a local community organisation.
- 🦋 Presentation and discussion with Sutherland Shire Family Services, Touched By Olivia and Space 44.
- 🦋 Site tour and presentation with Councillors of Sutherland Shire Council.
- 🦋 Site tour and presentation to Federal Treasurer Scott Morrison.
- 🦋 Site Tour and Presentation to Woolloomare and Cronulla High School.
- 🦋 Site tour and presentation to Sharks staff.

In addition, close consultation with the Board and management of the Cronulla Sutherland Leagues Club has also occurred.

A summary of when these occurred, the discussions and feedback is contained in this report, in section 3.3.

In September 2016, as plans for amendments to the Concept Plan became more concrete, Left Field Public Relations again undertook a proactive media campaign.

Coverage included two print articles and online articles, as well as social media posts from the *Sutherland Shire Leader* to promote community feedback.

Capital Bluestone also hosted the *Sutherland Shire Leader* Editor Albert Martinez and Senior Journalist Murray Trembath on site in October to explain the plans for Woolloomare Bay in more detail. This resulted in another front-page article on 2 November 2016.

Please note that due to copyright, we have not included PDFs of media articles, but here are links to online coverage:

<http://www.theleader.com.au/story/4165608/gallery-new-stage-in-sharks-development/>

<http://www.theleader.com.au/story/4198543/final-plans-for-sharks-development/>

<http://www.theleader.com.au/story/4266459/photos-woolloomare-bay-town-centre-homes-ready/>

3. FEEDBACK ON PROPOSAL

3.1. Summary of feedback received in late 2014/early 2015

Feedback on the proposal was gathered through:

- 🐦 The 110 feedback forms completed and collected at the two display and discuss sessions or sent back to the Sharks.
- 🐦 Issues and comments raised directly with project team members at the presentations and display and discuss sessions.

Feedback forms

It was clear from the feedback forms that the proposal has generated strong feelings both for and against the proposed redevelopment. Whilst it is not possible to categorise every piece of feedback received into a 'for' or 'against' category, we are able to report that 31 responses were against the proposal and 50 responses were supportive of the proposal.

A copy of the feedback form is included in Appendix 3.

Comments raised directly

Members of the project team were engaged answering questions and providing clarifying information for the duration of the sessions.

Issues most commonly raised included:

- 🐦 Traffic
- 🐦 Height
- 🐦 Parking
- 🐦 Sporting character of precinct

The issues raised are detailed more fully below.

3.2. Summary of issues raised and how they have been responded to

Height and traffic dominated comments made by participants in the engagement process.

These issues are the most common raised by local communities and reflect community concerns about the rate and nature of change occurring in suburbs across the city as housing diversity and choice is developed and the increasingly poor performance of major arterials roads in the peaks. These issues have been

thoroughly assessed and reported on by respective specialist consultants and these reports form part of the overall application.

The following table identifies key issues and how the project team have responded in the current proposal:

Issue	Response
Height	Numerous changes to the height of the proposed residential buildings have been made to get a greater articulation of the building heights and minimise and manage shadowing, view lines and visual impacts.
Number of proposed dwellings	The number of dwellings is considered to be appropriate for this centre location and the high amenity of the site including access to retail, community facilities, the medical centre, childcare, local schools, open space and public transport. A certain level of residential development is necessary to ensure that the tourist and visitor accommodation is viable, and to support a high level of resident amenities.
Traffic	<p>Existing roads are close to capacity and detailed traffic studies identify that impacts likely to result from the proposed development will be managed by proposed traffic management works.</p> <p>The road design is to be reconfigured as part of the Stage 4 Retail proposal. McLaren Traffic Engineering has confirmed that there are acceptable impacts on the intersection surrounding the site as a result of the proposal.</p> <p>New traffic lights have already been installed along Captain Cook Drive to ease the flow of traffic both ways.</p>
Hotel Size	<p>The hotel has increased in size from 75 to 125 key to be closer aligned with the findings within the Destination Management Plan commissioned by Sutherland Shire Council in 2015.</p> <p>The hotel will aim to support and grow tourism and the local economy;</p>
Parking	<p>Parking on-site for the Club, retail, apartments and visitors have been designed to meet existing requirements.</p> <p>A car-share scheme is being proposed.</p> <p>A new Transport for NSW bus has also commenced as a result of the development and in line with agreements, which links the area to Cronulla beach, Cronulla and Woollooware train stations, Miranda and Sutherland hospital.</p>
Environment	<p>The sensitive nature of the local environment is well understood and all works will be undertaken by qualified landscape specialists and meet all environmental regulatory and legislative requirements.</p> <p>Flooding and sea level rise have been factored into the design by both architects and landscape designers.</p> <p>Capital Bluestone is committed to an environmental education program with the local community and local schools.</p>
New facilities	Capital Bluestone have worked hard to ensure that the development provides a contribution to the local community

Issue	Response
	<p>beyond jobs and opportunities for additional retail. These facilities were supported by the community.</p> <p>Significant engagement has occurred with a range of local groups to ensure that community spaces provided as part of the proposal are well utilised and to maximise shared benefits for the community.</p> <p>Council has been a key stakeholder in the planning and discussions for these facilities.</p>
Financial security of the Club	This continues to be a significant benefit of the overall project.
Construction impacts	<p>While the site will be under construction for some time, its location means the impacts of this on local residents will be minimal.</p> <p>Regular communication of construction will be maintained through the already established residents portal for owners within the overall development, and through website updates, variable message signs and other appropriate avenues to ensure that impacts on neighbours and vehicles are kept to a minimum.</p> <p>The Club are a key stakeholder and have been closely involved with the planning for communications to minimise impacts on the Club during construction.</p>

3.2.1. Key issues raised

Height/density

Just over 52% (N= 58) of the feedback forms received identified the height/size/density of the proposed development, in particular the residential community, as being one of the things they liked the least about the proposal.

The main reasons given were:

- 👉 16 storeys are too high and the number of dwellings are too many; that it is a significant overdevelopment of the area and exceeded the limits of the Council LEP.
- 👉 Such a development is out of character with the local area and in particular its proximity to the foreshore and impact on other people's views.
- 👉 Setting a precedent for further development in the area.
- 👉 The impact of such a large population on the local infrastructure.
- 👉 There were adequate retail or restaurant facilities in the area and it is not necessary to have any more.

Traffic/transport

The impact of the proposal on local traffic was also a major issue and just over 42% (N= 47) of the feedback forms received nominated it as one of the things they liked least about the proposal.

The particular issues raised were:

- 👉 Local roads are already at capacity and could not cope with the extra traffic generated by the proposal.
- 👉 The amount of extra traffic on local roads, especially Captain Cook Drive, Gannons Road and Woollooware Road, would make the situation untenable.
- 👉 The additional traffic lights would not resolve the problems created by the extra traffic and would make local journeys slower.
- 👉 The signalised intersections are too close to each other that queues from one intersection may interfere with another intersection.
- 👉 Concern about the U-turn facility at the intersection of Captain Cook Drive and Woollooware Road.
- 👉 Concern around the impact of game day traffic.

Parking

Another major issue of concern relating to the proposal revolved around parking with around 19% (N= 21) of the feedback forms nominating parking as one of the things they liked least about the proposal.

In particular:

- 👉 The extra traffic generated by the proposal would increase demand for on-street parking in local areas.
- 👉 Some feedback felt that the number of parking spaces (770) in the retail/club facility was inadequate.
- 👉 Inadequate parking facilities may lead to an increased need to 'bussing' people in from other areas.
- 👉 Observation that existing satellite parking areas identified in traffic management plans were already at capacity.
- 👉 Parking on game days/nights – increased parking in the area and the proposed satellite parking areas are inadequate.

Environment

The impact of the proposal on the environment was also nominated by around 8% (N=9) of the feedback forms as one of the things they liked the least about the proposal. The particular issues raised were:

- 👉 The impact of the development on the sensitive waterfront area particularly the mangroves.
- 👉 The long term effects of building on old fill area.
- 👉 Stormwater flow.
- 👉 Climate change and impact of rising sea levels.

New facilities

Close to 41% (N=45) of feedback forms nominated the new and improved sporting, retail, leisure, entertainment and club facilities, as well as increased housing availability, as one of the things they liked the most about the proposal.

Secure financial future for the Club

Just over 26% (N=29) of the respondents said that providing a secure financial future was one of the things they liked about the proposal.

Open space

The open space facilities, such as the boardwalks and bike paths, were also nominated by 16% (N=18) as one of the things they liked most about the proposal.

Other issues:

A number of other issues were raised via the feedback forms:

- 👉 Concerns about the impact of a 7 year construction timeframe on local residents and traffic.
- 👉 The benefits the proposal would bring by to the community by creating more local jobs.

Issues/comments raised with project team members

Project team members who attended the display and discuss session also recorded issues and comments raised directly with project team members. These comments can be summarised into the following issues:

Size of development i.e.:

- 👉 Height/size and density too big for the local area (less than 8 storeys is more appropriate).
- 👉 Impact on local views, in particular those residents in Castlewood St Woollooware.

Traffic:

- 👉 Concern about the traffic lights.
- 👉 Traffic lights at corner of Woollooware and Captains Cook Drive seen as positive.
- 👉 Need for pedestrian overbridge.
- 👉 Concern about additional traffic, particularly on Gannons Road.
- 👉 Supportive about securing permanent public transport solution.
- 👉 Dedicated public transport service seen as very positive - interest in when new services would begin.

Parking:

Concern about overflow parking from the residential community onto local streets – is there enough residential parking allocated?

- 👉 Concern about loss of parking (Solander Fields and Captain Cook Oval).
- 👉 Have potential flooding issues with parking been addressed.
- 👉 Concern about proposed game day parking plan and if plans are approved.

Environment:

- 👉 Concern about the impact of the proposal on the environment, especially the waterfront area, mangroves, stormwater and disrupting contaminants in the area.
- 👉 Supportive of the additional open space, bike links, children's playgrounds and the upgrade of the mangrove boardwalks.
- 👉 Question about responsibility for long term maintenance of the habitat.
- 👉 Support for the open space areas within the residential precinct for the public to use.

Retail, Club, playing facilities:

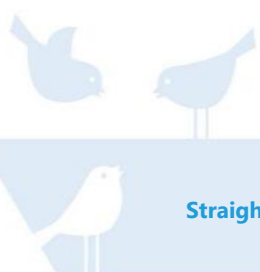
- 👉 Plans should include an auditorium for concerts and large scale events.

- 👉 Club deck great addition to the area.
- 👉 Reconfiguration of Southern Cross Group Stadium great benefit for families.
- 👉 Supportive about future employment opportunities.
- 👉 More competition for existing local retailers.
- 👉 Supportive of the family entertainment precinct in the retail/club development.
- 👉 Question whether a hotel was being proposed.
- 👉 Clarification required on how the western side of the development would integrate with the Solander playing fields.

Timeframe/Project milestones:

- 👉 Several requests for more information on project milestones/timing.
- 👉 Requests for pricing information.
- 👉 Concern over having a construction site within a functioning community for 7 – 8 years.
- 👉 Questions were asked about the timing of upgrading the stadium and how the redeveloped club would integrate with the stadium.
- 👉 Timing information sought on upgrade of Captain Cook Drive between Woollooware Road roundabout east to Cronulla High.

A complete list of all the comments recorded by each member of the project team and where/how the issue is addressed in the concept application is included in Appendix 4.



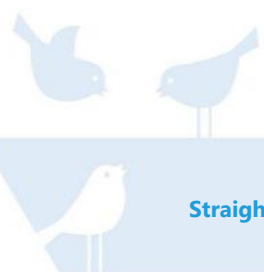
3.3. Feedback from engagement immediately prior to lodgement, 2016

The following table provides an overview of the activities and feedback received by the project team on the revised project proposal:

Event	When	Where	Who with?	What was presented / asked	What was said / Feedback collected
Site tour and meeting	29th September 2016	Woollooware Bay	Ben Fairfax, Julian Urquhart, Scott Phillips GM Sutherland Shire Council	<ul style="list-style-type: none"> A tour of the current stage 1 site was undertaken The overall project was reviewed again at the model Presentation given on what has been delivered to date and how it meets a lot of community needs A presentation on the Stage 4 Residential/Hotel was provided (which can be found in the Appendix) Great detail was given to the apartment mix, heights of buildings, design of buildings, traffic consideration 	<ul style="list-style-type: none"> Feedback was positive Good to see site coming along
Site tour and meeting	10th October 2016	Woollooware Bay	Ben Fairfax, Julian Urquhart, Minister Mark Speakman, Member for Cronulla	<ul style="list-style-type: none"> Overview of entire development provided at model Site tour of current stage 1 construction site and Stage 2 start can be seen Full presentation given on the Stage 4 Residential/Hotel 	<ul style="list-style-type: none"> Minister Speakman very interested in the new transport that is going to be provided, know how important this is Economic growth of the area important
Presentation and Discussion	12th October 2016	Woollooware Bay	Catherine Maude, Emily McLaughlin and Rebecca Wood, Gina Marie Ross and Alison Simpson from Sutherland Shire Council Economic and Community Development Team	<ul style="list-style-type: none"> Gave overview at model of entire project Went through demographic of owners of Residential and continued demand Talked about job creation with retail and updated Sharks Talked about new community benefits including foreshore parklands, bike track, cycle ways, transport 	<ul style="list-style-type: none"> Positive feedback Very pleased with the employment opportunities and the hotel The hotel was already nominated in their tourism strategy as a possible destination and this location

				<ul style="list-style-type: none"> Went through Stage 4 Residential/Hotel full presentation Tabled the opportunities for the community rooms and how these could best be used Exploring the idea of a Share Bike Scheme for the Shire. Discussed the hotel in detail and the need for the hotel and opportunities that this will bring to the area Have committed to more meetings in regards to potential community programs linked to tourism 	<p>was agreed to probably be the most suitable and to be part of a development that could actually deliver it</p> <ul style="list-style-type: none"> Safety and surveillance for parklands and the retail by the apartments and hotel was positive
Meeting and discussion	5th October 2016	Woolooware Bay display Suite	Project Youth Community Organisation	<ul style="list-style-type: none"> An overview of the entire development was provided at the model with a focus on commitment to community programs and initiatives The entire Stage 4 Residential/Hotel presentation was presented The community rooms as part of the retail were discussed as an opportunity for engagement with youth It was discussed that the community rooms could be used by project youth for a number of their programs 	<ul style="list-style-type: none"> Feedback was positive The Capital Bluestone team have been invited to the Project youth centre for site visit and to further understand the opportunities for us to work with youth and their programs Hospitality training in these rooms is going to be explored
Site tour and presentation	14th October 2016	Woolooware Bay	Ben Fairfax, Matt Crews, Julian Urquhart, from council – Mayor Carmelo Pesce, Cr Michael Forshaw, Cr Carol Provan, Cr Jack Boyd, Director of Planning Peter Barber, Deputy Mayor	<ul style="list-style-type: none"> Complete overview of project and key dates and milestones discussed Site tour of stage 1 given Full presentation of the Stage 4 Residential/Hotel presented Details of the new residential and hotel given in detail Careful design of apartments for ageing in place discussed Articulation of buildings and design intent discussed 	<ul style="list-style-type: none"> Feedback was positive Pleased to see the progress of the site Positive about the hotel

				<ul style="list-style-type: none"> • Traffic consideration covered • New transport service discussed • Economic benefits of wages from retail centre discussed 	
Site tour and presentation	25 November 2016	Woolooware Bay	Matt Crews, Ben Fairfax, Julian Urquhart, Scott Morrison, Julia Adams	<ul style="list-style-type: none"> • Update on the development • Presentation on the stage 4 residential/hotel • Site tour of stage 1 	<ul style="list-style-type: none"> • Generally positive
Presentation	11 November 2016	Woolooware High School	Matt Crews, Marianne Siokios	<ul style="list-style-type: none"> • General update on the project • Presentation on stage 4 residential/hotel 	<ul style="list-style-type: none"> • Generally positive • Interested in transport and training opportunities
Presentation	11 November 2016	Cronulla High School	Matt Crews, Tony Ibrahim	<ul style="list-style-type: none"> • General update on the project • Presentation on stage 4 residential/hotel 	<ul style="list-style-type: none"> • Generally positive • Interested in transport and training opportunities



4. COMMUNITY ENGAGEMENT STRATEGY TO SUPPORT EXHIBITION

4.1. Ongoing communication and consultation

A dedicated website, www.wbaycommunity.com.au has been established to provide another avenue for the local community and key stakeholders to have access to information about the proposal and provide feedback. Once the application has been submitted, the website will be updated and all those who have registered an interest in the project will be notified. A comprehensive communication strategy has been developed, with the input of the Department of Planning and Infrastructure and Sutherland Council, to guide activities to support the exhibition period.

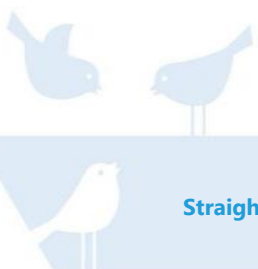
A copy of the communications and engagement plan is attached at Appendix B.

In summary, activities to be implemented to support the exhibition period are:

- 🐦 Posters and displays to support the exhibition at key Council locations.
- 🐦 Model available for presentations.
- 🐦 Briefings with local stakeholders (e.g. Chamber of Commerce, Precinct Committees).
- 🐦 Display of all project information permanently at the Cronulla Sharks Leagues Club.
- 🐦 Three information sessions – one for local stakeholders and the media, one for new residents and one for local residents.
- 🐦 Advertising.
- 🐦 Web based feedback and comments.
- 🐦 Project newsletter.



APPENDIX A COPIES OF INVITATIONS





WOOLLOOWARE BAY *Our Bay comes to life.*

Dear Property Owner,

I am writing to invite you to the information session on our new proposal that will strengthen your investment in the new Woollooware Bay Town Centre.

Date: 26 November 2014
Time: 5.30pm
Location: Aqua Room, Cronulla Sutherland Leagues Club
RSVP: 21 November 2014 to emclaughlin@bluestonegroup.com.au or Phone 9523 1622

Woollooware Bay will be a new hub of life, activity and entertainment. I'm pleased to tell you that property sales are already exceeding expectations with 90% of homes released sold - the vast majority of these have been sold to local people. This clearly demonstrates the strong demand for homes in The Shire for The Shire.

Many locals know The Shire is in desperate need of high quality conferencing, events, and tourist facilities. Many local businesses resort to finding conference and event locations in the City or other places outside The Shire. This means that local businesses pump millions of dollars into other local economies - and The Shire misses out.

We are working on an application to the Department of Planning and Environment to modify our existing planning proposal for Woollooware Bay Town Centre's Retail Precinct.

The proposal will include:

- A quality hotel with serviced apartments
- Conference facilities to be wholly owned by the Sharks
- A new Sharks Centre of Excellence for our elite athletes
- 200 residential apartments
- Community Pods to be operated by the Club for local community groups, and
- More commercial spaces.

Over the last two years, we have gained an enormous amount of intelligence about the housing and tourist markets in The Shire. We've met with Council, local businesses, local residents and other stakeholders, who have helped us identify these opportunities to further strengthen Woollooware Bay Town Centre and the club.

Most importantly, we have found new ways to further strengthen your investment. These proposed changes will make Woollooware Bay an even better place to live, work and play.

We are providing solutions to local issues and we have local support because we are Shire-focused.

I look forward to seeing you at the information session on 26 November 2014 at 5.30pm in the Aqua Room at the Cronulla Sutherland Leagues Club.

Yours sincerely,

Ben Fairfax
Managing Director
Bluestone Property Solutions

DEVELOPMENT PARTNERS





Dear

Please see following correspondence from our property development partners Bluestone Group briefly outlining some proposed modifications to the existing **planning proposal for Woollooware Bay Town Centre's Retail Precinct.**

On behalf of Bluestone I also invite you to an important information evening which will involve Bluestone representatives explaining in further detail the exciting proposed changes that have the potential to further strengthen our Club through the new Woollooware Bay Town Centre. Details of the information evening are below.

Marcelo A. Veloz
Interim Group CEO
Cronulla Sutherland Sharks Group

INFORMATION EVENING

DATE: 24 November 2014
TIME: 5.30pm
LOCATION: Aqua Room, Cronulla Sutherland Leagues Club
RSVP: 20 November 2014 Email: emclaughlin@bluestonegroup.com.au
T: (02) 9523 1622

Bluestone with the support of the Sharks has spearheaded the transformation of Woollooware Bay into a new hub of life, activity and entertainment. With a new Town Centre, we are seeing how four distinct precincts on the foreshore will help to build a vibrant community and a stronger Sharkies into the future.

Woollooware Bay has been embraced by the local community with property sales

exceeding expectations with 90% of homes released already sold - the vast majority of these to local Shire residents. This clearly demonstrates the strong demand for homes in our community for our community.

Many of you would know The Shire is in desperate need of high quality conferencing, events, and tourist facilities. Many local businesses resort to finding conference and event locations in the City or other places outside The Shire. This means our local businesses pump millions of dollars into other Sydney economies - and The Shire misses out.

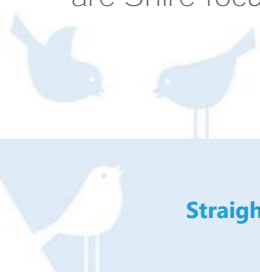
Bluestone are working on an application to the Department of Planning and Environment to modify the existing planning proposal for Woollooware Bay Town **Centre's Retail Precinct.**

THE PROPOSAL WILL INCLUDE:

- A quality hotel with short term stay serviced apartments
- Conference facilities owned and operated by the Sharks
- A potential sporting Centre of Excellence for our elite athletes
- 200 residential apartments
- Community spaces to be operated by the Club for local community groups, and
- More commercial spaces.

Over the last two years, we have gained an enormous amount of intelligence about **the housing and tourist markets in The Shire. We've met with Council, local** businesses, local residents and other stakeholders, who have helped us identify these opportunities to further strengthen both Woollooware Bay Town Centre and the Sharks. Most importantly, we have found new ways to give even more back to our community.

We are providing solutions to local issues and we have local support because we are Shire-focused.

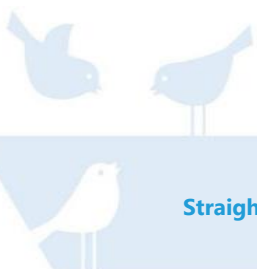


I look forward to seeing you at the information session on 24 November 2014 at 5.30pm in the Aqua Room at the Cronulla Sutherland Leagues Club.

Yours sincerely,

A handwritten signature in blue ink, appearing to read 'Ben Fairfax', with a stylized, elongated flourish extending to the right.

Ben Fairfax
Managing Director
Bluestone Property Solutions



APPENDIX B COMMUNICATION AND ENGAGEMENT PLAN

