

SHOROC INCORPORATED SPECIAL GENERAL BOARD MEETING



Wednesday, 29 September 3-3:40pm
SHOROC, Unit 33/42-46 Wattle Road, Brookvale

Board Members Present

Cr Anne Connon (Chair)	Mayor of Mosman and SHOROC President
Cr Jean Hay AM	Mayor of Manly
Cr Michael Regan	Mayor of Warringah
Cr Harvey Rose	Mayor of Pittwater and SHOROC Vice-President
Rik Hart	General Manager Warringah Council
Mark Ferguson	General Manager Pittwater Council and SHOROC Treasurer
Henry Wong	General Manager Manly Council
Di Lawrence	Director Community and Development Mosman Council

In attendance

Ben Taylor	Executive Director SHOROC
Lisa Stevens	Office Manager SHOROC
Stephen Clements	Deputy General Manager Manly Council

Item 1 Welcome and Apologies

This special general meeting of the SHOROC Board has been called to consider:

- adoption of *Shaping Our Future – directions transport, health, housing and jobs for a vibrant and sustainable SHOROC region*
- approval of commencement of the advocacy campaign for priority investment in health, public transport and road infrastructure for the SHOROC region, based on the priorities identified in *Shaping Our Future – directions transport, health, housing and jobs for a vibrant and sustainable SHOROC region*.

Cr Anne Connon, Mayor of Mosman and SHOROC President chaired the meeting and welcomed all those attending. Apologies were received from Viv May.

Item 2 Shaping Our Future – directions transport, health, housing and jobs for a vibrant and sustainable SHOROC region

Council resolutions

All councils have formally considered the draft *Shaping Our Future – directions transport, health, housing and jobs for a vibrant and sustainable SHOROC region*.

At the time of circulation of these business papers:

- *Shaping Our Future* had been adopted by Mosman, Manly and Pittwater councils.
- Warringah Council was due to consider adoption of *Shaping Our Future* and a report on the results of a 28 day public exhibition period at its 28 September 2010 meeting. The resolution of this council meeting will be tabled at the Board meeting.

A summary of the council resolutions is as follows (see **Tab A**):

- Mosman Council: adopted with suggested amendments.
- Manly Council: adopted, with request for addition to lobbying campaign regarding Manly Hospital.
- Pittwater Council: adopted.

Based on the council resolutions to date and discussions with council staff it is not recommended any changes are made to the draft *Shaping Our Future* prior to finalisation.

While Mosman Council has raised items that could be included in *Shaping Our Future*, as the document was designed to be concise and the resolution is consistent with the content, it is considered these, in addition to the request by Manly Council, should be incorporated on the website and other appropriate communications materials to provide context for the strategy. The resolution by Mosman Council also provided a number of important points for consideration by the planning consultants, Sustainable Urbanism, for inclusion in their spatial analysis report. This spatial analysis report is currently in draft form and includes all the analysis conducted that was used as the basis for *Shaping Our Future*. It is expected to be finalised following review by council staff in the coming months.

Final Shaping Our Future

Warringah Council's graphic designer Susannah Stuart has desktop published the draft *Shaping Our Future* (attached at **Tab B** – note this is a low resolution version so it could be emailed) ready for printing, distribution to stakeholders and posting on the website, if approved. This draft includes the same wording as the draft that was considered by councils.

Subject to adoption of the strategy by Warringah Council and agreement of the Board that no further changes be made, it is recommended that the Board approve the final *Shaping Our Future* attached.

The Board resolved:

- To **adopt** in principle the final *Shaping Our Future - directions for transport, health, housing and jobs for a vibrant and sustainable SHOROC region* as the agreed strategy for the SHOROC region, encompassing regional policies for transport, health, housing and jobs, subject to Warringah Council re-affirming its resolution of 28 September 2010 to adopt *Shaping Our Future*.

*Moved Cr Anne Connon /Seconded Cr Harvey Rose
Carried Unanimously(Rik Hart abstained from voting)*

Item 3 Advocacy campaign seeking funding for the *Shaping Our Future* priorities

At its 18 August 2010 meeting, the SHOROC Board resolved:

- To approve the proposed campaign, subject to approval of *Shaping Our Future* by councils following consultation, including:
 - campaign delivery method, target audience and objectives
 - timing and approach
 - campaign elements to be delivered by councils and SHOROC, including collateral to be developed, public relations, online presence and marketing through social media and local advertising
 - ongoing campaign evaluation and review.
- To approve commencement of phase 1 of the campaign, including the attached letters and draft *Shaping Our Future* being sent to local Federal and State MPs, potential local MPs, relevant Ministers and potential Ministers and key government departments.
- To approve the allocation of the additional required budget of up to \$8,000 for the campaign from the 2010/11 General Projects allocation.

The campaign overview approved by the Board is attached at **Tab C**.

Progress to date

The approved letters from the four Mayors have been sent to local State MPs, relevant Ministers and key government departments, providing a copy of the draft *Shaping Our Future* and seeking feedback. Responses have been received acknowledging receipt but no comments have been received as yet.

Next steps

Subject to adoption of the final *Shaping Our Future* by the Board, it is proposed Phase 2 of the campaign commence immediately.

The campaign is to be led by council Mayors and managed by SHOROC and the General Managers, with campaign elements to be delivered by individual councils and collectively through SHOROC.

The primary target audience is largely the NSW Government as the goal of the campaign is government investment in our region. It is also important that the campaign demonstrates the leadership role of Manly, Mosman, Pittwater and Warringah councils in working to secure this funding for the region on behalf of their communities, as well as encouraging community members to support the campaign.

A broad proposed timeline for the campaign is attached at **Tab D**. If approved, this will need to be continually reviewed as the campaign progresses.

Campaign materials have been prepared ready for launch, if approved:

- Stakeholder letters, meetings and briefings
 - Draft letter to local MPs, the Opposition leaders, Opposition health, transport, planning and local government spokespeople, Prime Minister, Premier and health, transport, planning and local government ministers. **Tab E**
 - Draft letter to other MPs **Tab F**
 - Draft letter to appropriate government departments **Tab G**
 - Draft letter to other stakeholders **Tab H**
- Press releases by councils and SHOROC
 - Media release 1: Councils united call for transport & Hospital funding (Shaping Our Future agreed) **Tab I**
 - Media release 2: Mayors call on community to join campaign for transport & Hospital funding **Tab J**
 - Story ideas list for potential future media releases (compiled based on ideas from council Media Managers) **Tab K**
- Council communications channels
 - Draft copy for use as appropriate for each council in Mayoral columns, council notices, newsletters and emails to staff to councillors **Tab L**
 - Draft letter for councillors to send to their constituents or stakeholders if appropriate. This letter will be provided as part of an information pack to all Councillors for information and use as appropriate, including the campaign overview, copies of the *Shaping Our Future* strategy and One-page summary, press releases and key messages. **Tab M**
 - Draft key messages for use as appropriate for each council **Tab N**
 - Copy for the *Shaping Our Future* summary flyer, which will be desktop published and provided to councils for use as appropriate, eg. Council foyers, letters to key stakeholders and as a handout for councils **Tab O**
- Advertising
 - Copy for the ‘open letter’ advertisement for the Manly and Mosman Daily’s (note this will be designed if approved) **Tab P**
- Online
 - Script for the first online video (planned to be produced at no cost by intern) **Tab Q**
 - Draft form letter for download from the website **Tab R**

Evaluation and review

Progress of the campaign against its objectives will be reported regularly to GMAC and the Board to enable the campaign to be revised as necessary. Data captured will include immediate outcomes such as website traffic, media articles, speeches; intermediate outcomes such as number of form letters sent and number of stakeholder meetings held; and ultimate outcomes, essentially indicators of whether the overall objectives have been met.

The Board resolved:

- To **approve** commencement of Phase 2 of the advocacy campaign seeking funding for the *Shaping Our Future* priorities, subject to a revised timeline and Warringah Council re-affirming its resolution of 28 September 2010 to adopt *Shaping Our Future*.
- To **approve** the letters to local MPs, the Opposition leaders, Opposition health, transport, planning and local government spokespeople, Prime Minister, Premier and health, transport, planning and local government ministers, other MPs, appropriate government departments and other stakeholders as identified by the Board.
- To **approve** the first media release and its issue as appropriate consistent with the revised timeline.
- To **approve** the second media release and its issue as appropriate consistent with the revised timeline.
- To **approve** use of the story list to draft media releases for approval by the Board and issue as appropriate consistent with the SHOROC media policy.
- To **approve** the draft copy for use as appropriate for each council in Mayoral columns, council notices, newsletters and emails from the GM to staff and Mayor to councillors.
- To **approve** the draft letter for councillors to send to their constituents or stakeholders if considered appropriate.
- To **approve** the draft key messages, for use as appropriate for each council.
- To **approve** the copy for the *Shaping Our Future* summary flyer, which will be desktop published and provided to councils for use as appropriate.
- To **approve** the copy for the 'open letter' advertisement for the Manly and Mosman Daily's.
- To **approve** the script for the first online video.
- To **approve** the draft form letter for download from the website.

*Moved Cr Harvey Rose /Seconded Henry Wong
Carried Unanimously (Rik Hart abstained from voting)*

Item 4 Confirm Time and Date of Next Meeting

Ordinary meeting and AGM scheduled for Wednesday 17 November 2010

Attachments

- Tab A. Council resolutions**
- Tab B. Desktop published copy of *Shaping Our Future***
- Tab C. Campaign overview**
- Tab D. Campaign timeline**
- Tab E: Draft letter to local MPs, the Opposition leaders, Opposition health, transport, planning and local government spokespeople, Prime Minister, Premier and health, transport, planning and local government ministers.**
- Tab F: Draft letter to other MPs**
- Tab G: Draft letter to appropriate government departments**
- Tab H: Draft letter to other stakeholders**
- Tab I: Media release 1: Councils united call for transport & Hospital funding (Shaping Our Future agreed)**
- Tab J: Media release 2: Mayors call on community to join campaign for transport & Hospital funding**
- Tab K: Story ideas list for potential future media releases (compiled based on ideas from council Media Managers)**
- Tab L: Draft copy for use as appropriate for each council in Mayoral columns, council notices, newsletters and emails to staff to councillors**
- Tab M: Draft letter for councillors to send to their constituents or stakeholders if appropriate.**
- Tab N: Draft key messages, for use as appropriate for each council**
- Tab O: Copy for the Shaping Our Future summary flyer**
- Tab P: Copy for the ‘open letter’ advertisement for the Manly and Mosman Daily’s**
- Tab Q: Script for the first online video**
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