

***The below information and comments may be attributed to
City of Nedlands Mayor Sheryl Froese.***

*Release Date: Thursday 6 November, 2008
For Linda Callaghan, The Post Newspaper*

Media Question:

I'm just trying to catch up on what is happening with Stirling Highway. The website (what is the timeframe?) says the public consultation is expected to be complete by November 2008. But under communications it also says there have not been and forums/workshops/letters/surveys yet.

What stage are we at on the 50 week schedule?

City Response:

Of the 50-week schedule:

Stakeholder and Business Owner interviews were conducted as steps 5.1 and 5.2 during September.

Step 5.3 is to conduct focus groups during September and has been completed on time.

Step 5.4 is a survey that will go to every property within the defined Consultation area (as pictured in the document: "Stirling Highway Redevelopment Stakeholder Engagement Study - Proposed Project Plan" on the SH website). In addition, 1,000 surveys will be sent to randomly selected properties throughout the City. The survey questionnaire will also be available on our website.

Information gathered from the interviews and focus groups will NOT be made public prior to the survey because it could influence the way people complete the survey. We would rather have their individual thoughts.

We anticipate this survey will go out sometime during the latter half of November and will allow time for its return to the research company by mid-December, so as not to crowd people during a busy time of the year.

We need to gather as much information as possible to understand what people's needs and future uses for the Stirling Highway are likely to be to allow us to plan for their provision. We are also keen to understand people's current needs, issues, opportunities and expectations of the Stirling Highway and its surrounds.

The key information that we are hoping the survey will provide us is:

- Identification of who will be impacted by the Stirling Highway Redevelopment plans

- An understanding of the current uses of the Stirling Highway Redevelopment area
- A measurement of the overall satisfaction with the Stirling Highway Redevelopment area
- A measurement of the satisfaction with individual aspects of the Stirling Highway Redevelopment area, relating to six core live ability factors:
 1. Opportunity, equity and choice
 2. Built environment
 3. natural environment
 4. Sense of place
 5. Sense of community
 6. Transport
- A clear picture of desired land uses and expectations for the Stirling Highway Redevelopment area, relating to the above six core live ability factors
- A clear preference for the location of a Town Centre

We are currently gathering further information prior to us putting pen to paper therefore, the survey does not raise questions relating to any previous report or proposed plan.

The research findings will NOT be made public before a report has gone to Council. We anticipate that the City should receive this report prior to Christmas 2008 with the findings being referred to Council at its first meeting in February 2009.

Once the Council has received the information, it will be made public on the City's Stirling Highway website and in the regular half page advertisements that we take out in your paper. As shown in the process plan, further consultation is planned and this will NOT end the opportunities for people to have a say.

Catalyse Pty Ltd, a professional research and communications company is conducting all research. They will analyse and prepare a report on its findings for Council.

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