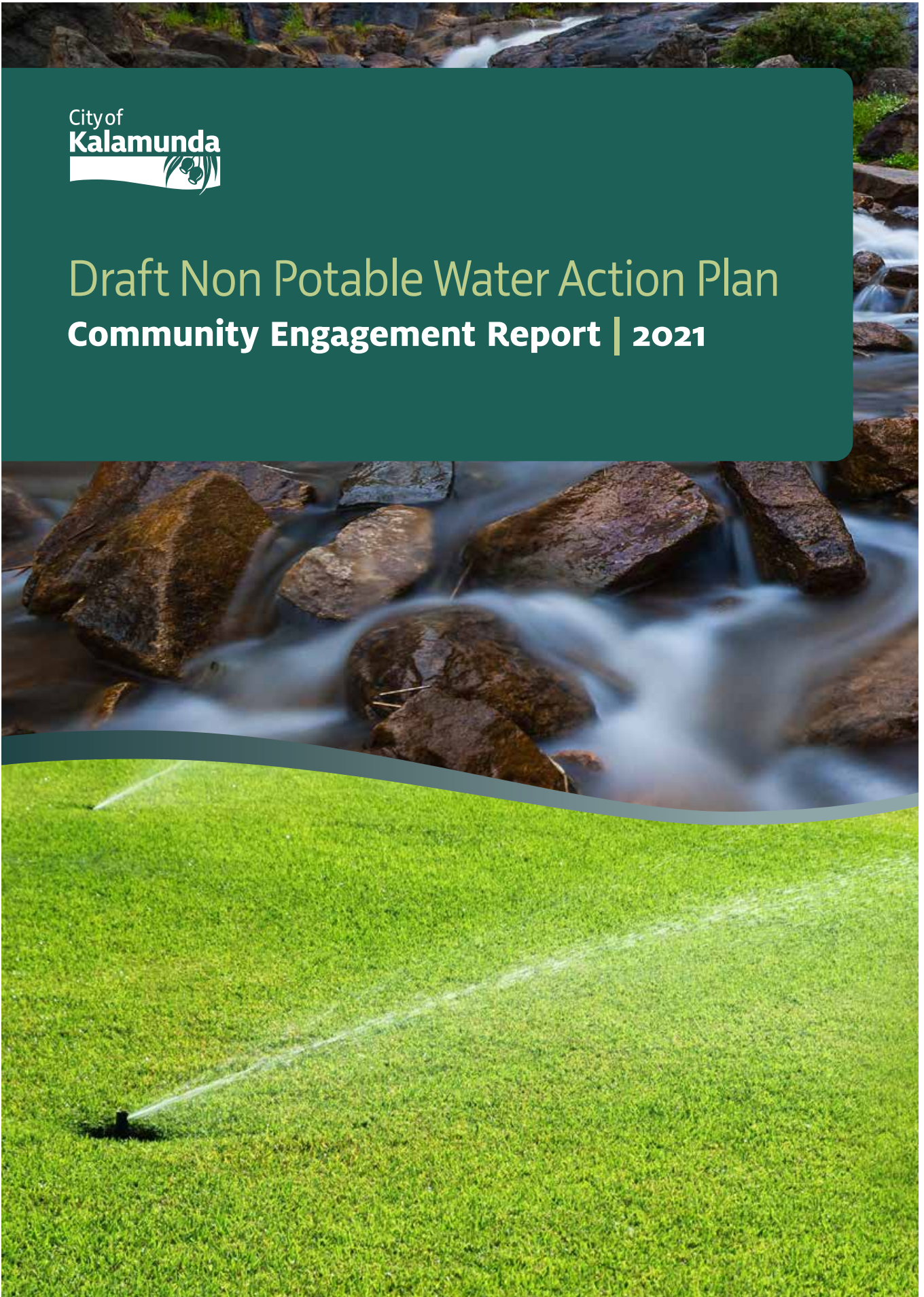




# Draft Non Potable Water Action Plan Community Engagement Report | 2021







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## Executive Summary

The purpose of this community engagement was to investigate community sentiment and perception of the *City of Kalamunda's Non-Potable Water Action Plan* prior to final adoption of the Plan.

### Background

The City currently operates 40 potable water supplied and 50 Non-potable water supplied automatic irrigation systems. The Action Plan seeks to provide a proactive approach to securing Non-potable water (non- drinking water) for future Public Open Space in the City.

The Plan has been developed in response the following fundamentals issues:

- » Perth's drying climate.
- » A growing population.
- » Future Public Open Space requirements.
- » The rising cost of using scheme water for irrigation.
- » Current water licencing constraints.

This initiative was in response to the emerging risk of new and existing Public Open Spaces having insufficient water to maintain their amenity.

City officers delivered a presentation on the proposed development of a draft Non-Potable Action Plan at its Council retreat February 2019, with Council providing in principle support to progress with a draft Action Plan (Attachment 1 to this report).

The City's Corporate Business Plan 2019-2023 identified that a Non-Potable Water Action Plan should be developed and endorsed by 30 June 2020.

The State Government is actively pursuing an action plan to reduce existing water allocations by 10% by 2030.

### Vision:

The City of Kalamunda and its community will protect, manage and value the local biodiversity to ensure lasting legacy for future generations.

### Community Engagement

**Targeted consultation ran from 17 February to 13 April 2021**

Community Consultation for the project was delivered via a *Communications and Engagement Plan* prepared in line with IAP2 best practice principles.

The Plan progressed to IAP2 spectrum level 'involve' to work directly with the public throughout the process to obtain public feedback on analysis, alternatives and decisions, and was supported by an integrated marketing campaign.

### Key Engagement findings:

A minimum of 30 responses to the Survey were expected given the high value the City's residents have previously indicated they placed on the natural environment and recreational spaces, however, disappointingly only 17 responses and one submission were received.

In spite of this, the overarching sentiment was in strong favour of the Plan.

**Social Media** raised a broader awareness of the Plan receiving over 14,348 impressions; 296 Engagements and 20 comments. The overarching sentiment was positive, no negative responses received from the 26 posts published.

An online poll was held towards the end of the campaign to gain a quick, overall understanding of community sentiment for the NPWAP. Social Media users were asked to respond using emojis as feedback to make it as easy and as accessible as possible.

### Poll results:

Facebook received:

**30** x ❤️ = **Yes, supportive of the Plan.**

0 x 😐 = unsure. 0 x 😞 = No (not a fan)

Instagram received:

**21** x ❤️ = **Yes, supportive of the Plan.**

0 x 😐 = unsure. 0 x 😞 = No (not a fan)



## Community Engagement

### Communications and Engagement Objectives:

- » Increase stakeholder awareness of the draft Non-Potable Water Action Plan
- » Seek and receive meaningful feedback from the community – including identified stakeholder groups - on the key focus areas and actions proposed in the Non-Potable Water Action Plan.
- » Seek and receive meaningful feedback on the importance of irrigated parks (esp playing fields) and POS areas from the community view.
- » Raise awareness and profile of dwindling reliance on groundwater for irrigation and that we have to get smarter.
- » Increase stakeholder understanding and awareness of the importance of the need to find alternative water sources for use on sporting fields. Eg. due to climate change.
- » Achieve x 30 community members and impacted stakeholders providing feedback on the proposed concepts.
- » Promote a positive consultation experience among stakeholders with the City in obtaining equitable levels of feedback from community and residents across the City.

### Communications and Engagement tools and objectives

The city engaged with key stakeholders and the broader community via:

Engagement Tools	Objectives
Media Release (MR)	Targeting media outlets for a broader community reach.
Website: Linking to contributing nodes	Accessible, translatable, transparent. Single point reference. Links to Engagement Portal and Social Media.
Engagement Portal	FAQs, Online Survey, additional reading
Printed Flyer and Survey	Print is tangible, tactile, is viewed as trustworthy and reaches stakeholders who are not online. The flyer and survey were distributed across all the City's buildings. eg. Libraries, Rec Centre.
Mail out/ letterbox drop	Directly targeting stakeholders
Social Media Campaign	Targeted posts can reach stakeholders 24/7: Facebook posts, LinkedIn, Twitter, Instagram.
Face-to-Face	One-on-one meetings as required to address stakeholder enquiries.
Email Direct Marketing	Reach City of Kalamunda Subscribers
Newspaper Advert	Reach broader community who do not have online access
Posters	Visual campaign
Environmental Showcase	The Plan was promoted at the City's Environmental Showcase Event
Content Sharing	Digital versions of content were provide to all local schools with a request for them to include in their newsletters.



# MARKYT® Community Scorecard Report

## 2020 Community Perceptions Survey

The City of Kalamunda commissioned CATALYSE® to conduct a MARKYT® Community Scorecard from 23 March to 14 April 2020. The purpose of the study was to evaluate community priorities and measure Council's performance against key indicators in the Strategic Community Plan.

Scorecard invitations were sent to 4,000 randomly selected households; 1,000 by mail and 3,000 by email.

483 randomly selected residents and ratepayers completed a scorecard.

### Community Action Plan Playgrounds, parks, reserves and ovals

#### Challenges

- Parks and public spaces are in poor condition
  - Stirk Park has been specifically mentioned as having poor maintenance and facilities
  - Some mentions of concerns with parks in outer suburbs (e.g. Forrestfield and Kalamunda)
- Parents are dissatisfied with the quality of park facilities for children and families
- There is a lack of facilities and activities for youth

#### Community Driven Actions

1. Improve maintenance and upgrade facilities at local parks and public open spaces
2. Provide natural community spaces
3. Make parks and playgrounds more engaging
4. Provide more activities for youth
5. Improve exercise equipment at local parks
6. More dog friendly parks and exercise areas

#### Community Voices

- "Maintain parks and recreation grounds, most are in a terrible condition and unfinished."
- "All the parks I go to with my kids need a lot of maintenance. It would be good to see parks upgraded and maintained."
- "Retention of trees, bushland, natural landscapes... Retention and upgrading of public open space."
- "Outdoor community areas. Would love to see a great playground and BBQ area in Forrestfield."
- "Improved facilities for kids like interactive playgrounds, cycle trails, nature scapes etc."
- "Parks for children and youths to play on. Stirk Park is the most easily accessible one for our children to ride to. 6yrs, 10 and 13. They won't play there and I really can't blame them."
- "Develop an adventure playground in Stirk Park and improve the existing playground there."
- "A more interactive playground for older kids."
- "Providing suitable leisure activities for children and youth e.g. a skate park and bicycle area near green parks. A fenced dog exercise area in Kalamunda or Gooseberry Hill."
- "Put as much effort into parks etc. in other suburbs to match the standard in Kalamunda itself. Some parks look so neglected. Also hope a dog park goes ahead as its really needed."

### Strategic Planning Alignment

*Kalamunda Advancing Strategic Community Plan to 2027*

#### Priority 2: Kalamunda Clean and Green

Objective 2.1 - To protect and enhance the environmental values of the City.

- » Strategy 2.1.1 - Enhance our bushland, natural areas, waterways and reserves.

Objective 2.2 - To achieve environmental sustainability through effective natural resource management.

- » Strategy 2.2.1 - Facilitate the appropriate use of water and energy supplies for the City.
- » Strategy 2.2.2 - Use technology to produce innovative solutions to reduce power and water usage.

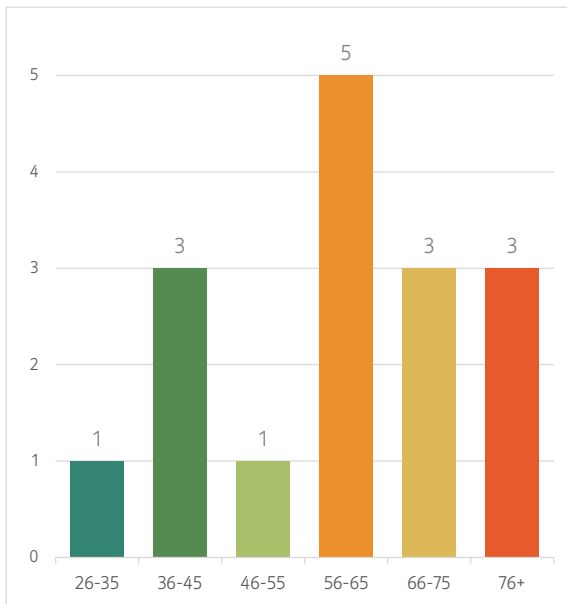
#### Priority 3: Kalamunda Develops

Objective 3.2 - To connect community to quality amenities.

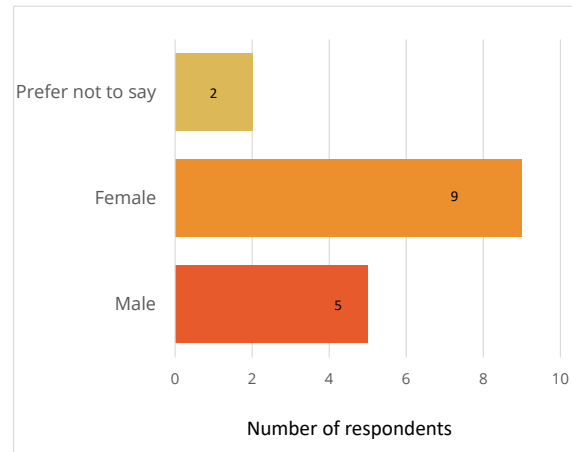
- » Strategy 3.2.1 - Optimal management of all assets.

# Engage (Survey) | Demographics

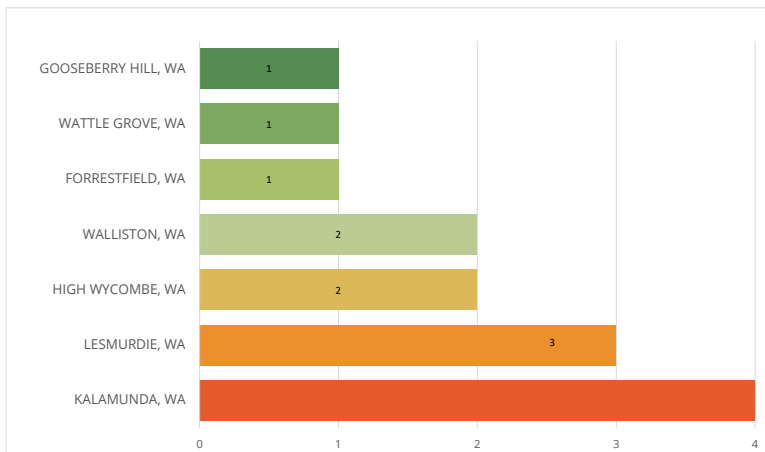
## Age of Respondents



## Gender of Respondents



**The Survey received 17 responses**  
(In addition, 1 x Submissions was received.)



## Engage Traffic

- 163** Total visits
- 19** Maximum visits per day
- 36** Informed Visitors
- 143** Aware Visitors
- 29** participants downloaded a copy of the FAQs

## Profile

- 100%** Local residents
- 6%** Community groups

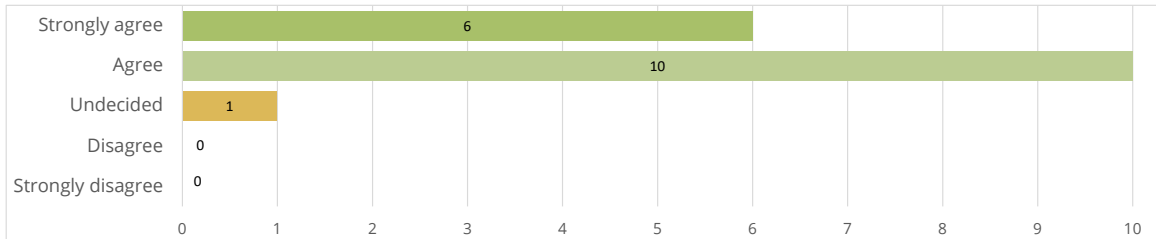
The survey was a mixture of rating style questions and open comment questions.

**Water for the future.**  
**Conserving valuable water resources.**  
**Hitting water saving targets.**

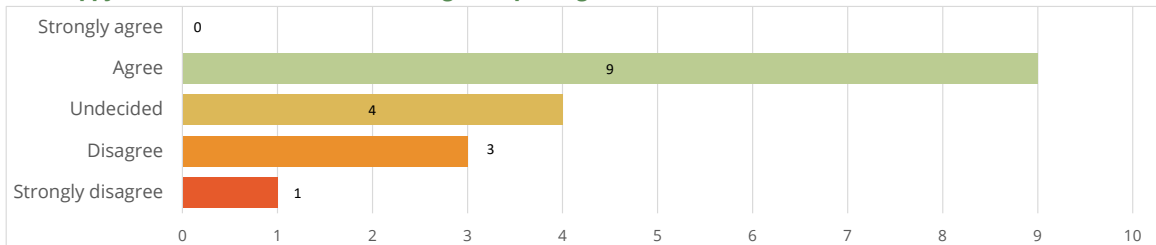
# Engage (Survey) | Responses

## Rating questions

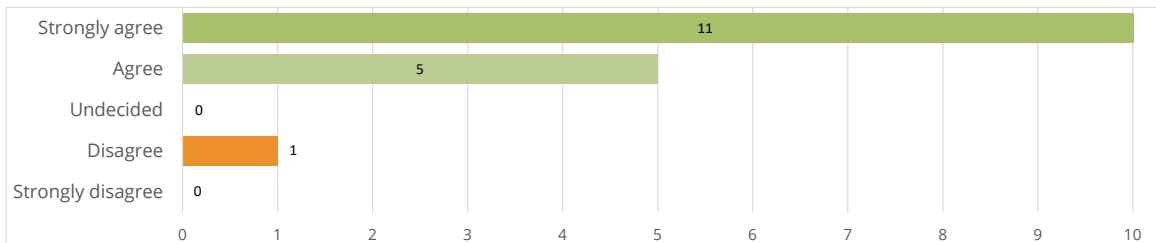
### I think having irrigated green spaces is important.



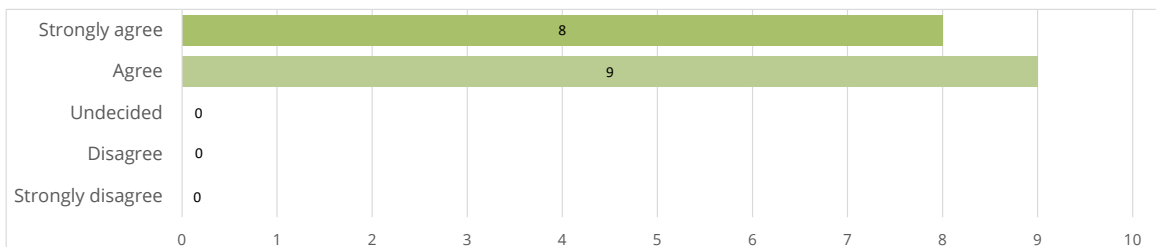
### I am happy with the current standard of irrigated sporting fields.



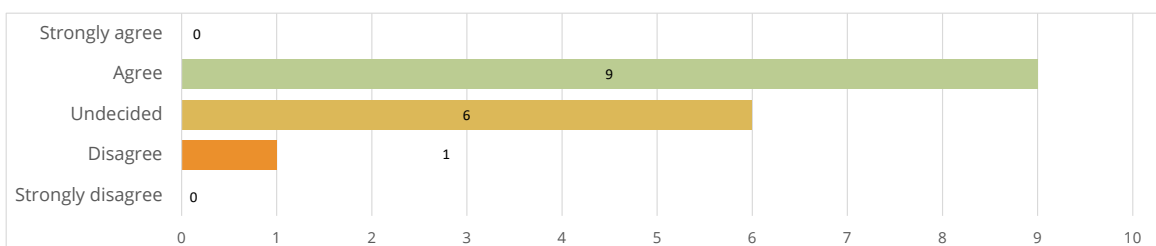
### I think scheme (drinking) water should NOT be used for the irrigation of Public Open Spaces eg. sporting fields



### I support the City securing a long-term alternative water source for its irrigation requirements.

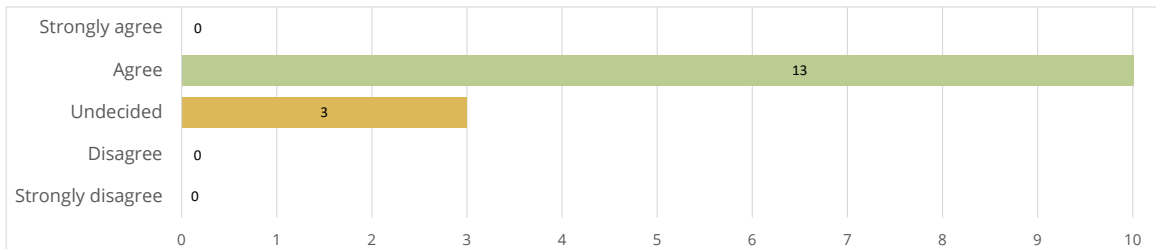


### I consider the Draft Non-Potable Water Action Plan an easy to understand document.

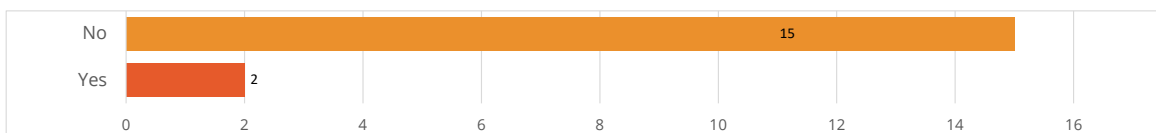


## Engage (Survey) | Responses

### I support the approach described in the Draft Non-Potable Water Action Plan.



### I have a bore on my property which I use for irrigation.



### Further comments?

"Document is way too complex for the average resident. The most sensible plan of action would be to greatly limit population until the water supplies are resolved. Establish rain water collection around reserves that need watering - and maybe subsidise water tanks and economical retic systems for residents. Failing that - some soft Astro-turf for ovals?"

*Respondent No 1*

"There is a lot of water run-off from the Ray Owen basket ball carpark and courts. This water could be saved, possible into some sort of under ground storage and used on the reserve."

*Respondent No 10*

"Let us all use our valuable resources of water wisely."

*Respondent No 3*

"I feel the irrigation of all 'green' areas - as far as practicably possible - to be to be important to us as humans & to the wildlife & environment we support within the city; we do have a 'duty of care' as just temporary custodians."

*Respondent No 14*

"But we do use recycled water from the ATU for irrigation for the garden."

*Respondent No 6*



## Submissions

Text has been included without edits as provided.

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### ***Submission 1: Stakeholder from the Water Corporation***

My overarching comment is awesome work, as I have said on a number of occasions, I really wish we could clone you into ten other councils, there wouldn't be a non potable water problem!

Some comments

P3

As the treated wastewater allocation becomes less available due to the successful use of Managed Aquifer Recharge (MAR) by the Water Corporation, harvested stormwater will form a significant alternative solution to reducing the supply demand gap. Not sure the link to TWW and MAR works here, you've just shown the gap and jump straight to the solutions? Do you need to talk about MAR of TWW at all, it's not part of your portfolio I don't think?

P6

It is important to identify that 69% of the total potable water being used is on Sporting reserves, this includes the active sports surfaces of Kostera and Ray Owen Reserves.

Why is it important?

P11

Risk assessment Water use for the Non-Proclaimed Surface Water and Groundwater Area (Darling Scarp)

If you're using potable water and it's a reputational risk, couldn't you just use more potable.

If it's cost that stops that not sure the risk is really reputation, you could mitigate by spending money on scheme water?

P18

Due to the State Government's proposed 10% decrease on the existing licenses to take water, the City will be facing a further 96,078kl reduction on the existing license. This will take the total supply demand gap to 521,078kl (Chart4 below).

One thing that I think is worth noting is 10% is CURRENT decrease, If climate keeps drying, it will decrease more. My guess is 10% isn't enough in say forty years. Say something about future reduction risk increasing the need for alternatives?

P27

Increase the capacity of the current annual harvested stored stormwater from 100,000kl to 230,000kl at the Hartfield MAR.

How secure are your surface water flows and hence allocations?

Some comments for consideration [REDACTED]. But say again overall this is a great piece of work, and keep going!

Happy to discuss

[REDACTED]

[End]

# Example of Communications

## Communications included:

- » Community Surveys
- » Social Media Awareness Campaign
- » Website: Linking to contributing nodes
- » Media Release
- » Newspaper advertisements
- » Posters/flyers and eNewsletters
- » Letters to community members
- » FAQs
- » Face-to-Face
- » Promotion at the City's Environmental Showcase

Content was posted across the City's buildings and shared with Stakeholders, such as local schools for placement in their newsletters.

# Social Media | Campaign post insights



An integrated social media campaign was run across the City's LinkedIn, Facebook, Twitter and Instagram accounts, with Facebook receiving the largest proportion of engagement. The campaign achieved over 14,348 Post Impressions.



## Quick Poll

A poll was designed to gain a quick understanding of community sentiment for the NPWAP. Social Media users were asked to respond using emojis as feedback.

Facebook received **30** x ❤️ = **Yes, supportive of the Plan.** 🟡 x 😐 = unsure. 🟠 x 😞 = No (not a fan)  
 Instagram received **21** x ❤️ = **Yes, supportive of the Plan.** 🟡 x 😐 = unsure. 🟠 x 😞 = No (not a fan)



**March 29, 2021 01:27pm**

City of Kalamunda

QUICK POLL: Have you seen the City's plan to use Non-potable non-drinking water for our ovals Are you supportive of the strategy Vote with your icons: ❤️ Yes: 🟡 unsure 🟠 No not a fan <http://engage.kalamunda.wa.gov.au/NPWAP>

Impressions	Engagements	Comments	Likes	Shares	Eng. Rate
<b>1,236</b>	<b>97</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>7.28%</b>

<https://www.facebook.com/114178051977993/posts/3963032380425855>

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Impressions	Engagements	Comments	Likes	Engagement Rate
<b>607</b>	<b>22</b>	<b>8</b>	<b>14</b>	<b>3.62%</b>

[https://www.instagram.com/p/CM\\_auZhL9Qo/](https://www.instagram.com/p/CM_auZhL9Qo/)

"You could be catching a lot more rain water off the hills"

*Facebook comment*

"Been happening up North for at least 30 years that I know of. Seems to be ok although if you had an open sore you had to be wary, also if the retic left puddles on water it could be smelly."

*Instagram comment*

Social Media continued | Top Posts



Top social media posts:

Post Image	Date and Time	City of Kalamunda				
	March 1, 2021 01:05pm	City of Kalamunda				
<p>Do you use our Public Open Spaces? 🌊🌊🌊 The City currently operates 40 potable water supplied automatic irrigation systems which use on average 55,000kl per year. 69% of the water is used to irrigate Sporting Reserves. Unfortunately, Perth's drying climate is having a marked effect on the amount of groundwater and surface water available.</p>						
Impressions	Engagements	Comments	Likes	Shares	Engagement Rate	
1,804	35	1	2	2	1.88%	
<p><a href="https://www.facebook.com/114178051977993/posts/3887537687975325">https://www.facebook.com/114178051977993/posts/3887537687975325</a></p>						
Impressions	Engagements	Comments	Likes	Saves	Engagement Rate	
353	6	1	4	1	1.70%	
<p><a href="https://www.instagram.com/p/CMbVyNaLCgi/">https://www.instagram.com/p/CMbVyNaLCgi/</a></p>						
	February 19, 2021 09:45pm	City of Kalamunda				
<p>🏆 We're Kicking Goals! 💧💧💧 The City of Kalamunda has come up with a Draft Non-Potable Water Action Plan to make our parks, reserves, and other public spaces 'greener'. The following key elements are addressed in the Plan: &gt; The effect of Perth's changing climate on current and future water resources. &gt; How water licensing works.</p>						
Impressions	Engagements	Comments	Likes	Shares	Engagement Rate	
1,215	6	0	3	1	0.49%	
<p><a href="https://www.facebook.com/114178051977993/posts/3854768807918880">https://www.facebook.com/114178051977993/posts/3854768807918880</a></p>						
Impressions	Engagements	Comments	Likes	Saves	Engagement Rate	
479	11	1	10	0	2.30%	
<p><a href="https://www.instagram.com/p/CL8bcdyM5cN/">https://www.instagram.com/p/CL8bcdyM5cN/</a></p>						
	February 25, 2021 12:59pm	City of Kalamunda				
<p>Are our parks and reserves GREEN enough No, we don't just mean the colour green. The city is also committed to finding environmental solutions that conserve and preserve one of our precious resources - Water! 💧💧💧 Check out our Draft Non-Potable Water Action Plan and complete a short survey before Tuesday 30 March 2021. &gt; <a href="#">Click here</a></p>						
Impressions	Engagements	Comments	Likes	Shares	Engagement Rate	
1,048	7	0	4	0	0.67%	
<p><a href="https://www.facebook.com/114178051977993/posts/3872687229460371">https://www.facebook.com/114178051977993/posts/3872687229460371</a></p>						
Impressions	Engagements	Comments	Likes	Saves	Engagement Rate	
399	7	1	4	2	1.75%	
<p><a href="https://www.instagram.com/p/CLviyJDsllg/">https://www.instagram.com/p/CLviyJDsllg/</a></p>						
	March 14, 2021 01:12pm	City of Kalamunda				
<p>🎯🎯🎯 We're TARGETING water saving initiatives that conserve and preserve this precious resource and we're keen to know if we've hit the bullseye from where your standing. 💧💧💧 Our climate is drying. The annual long term average rainfall for Perth is 850mm, but over the last ten-year period the average rainfall has decreased.</p>						
Impressions	Engagements	Comments	Likes	Shares	Engagement Rate	
1,024	27	3	2	0	2.44%	
<p><a href="https://www.facebook.com/114178051977993/posts/3920759331319827">https://www.facebook.com/114178051977993/posts/3920759331319827</a></p>						
Impressions	Engagements	Comments	Likes	Saves	Engagement Rate	
372	8	1	6	1	2.15%	
<p><a href="https://www.instagram.com/p/CMbVyNaLCgi/">https://www.instagram.com/p/CMbVyNaLCgi/</a></p>						