

# Unlocking METRONET’s Potential - High Wycombe Residential Precinct

## Strengthening the Infrastructure & Investment Argument

### ADVOCACY MESSAGING STRATEGY

#### 1. PURPOSE

To deliver a compelling, evidence-based case for securing \$42 million in state and/or federal funding to enable critical infrastructure investments—roads, public open space, and drainage—essential for unlocking residential development within the METRONET East High Wycombe Precinct. This investment will drive economic growth, enhance livability, and accelerate much-needed housing supply.

#### 2. NARRATIVE

The High Wycombe South Development area, situated within the METRONET East High Wycombe Precinct, is pivotal to unlocking the full potential of METRONET’s signature rail and town centre revitalisation project.

With Perth’s housing shortage facing critical levels , strategic government investment in High Wycombe’s infrastructure is vital to unlocking its capacity. This investment will drive housing supply, stimulate economic growth, and promote sustainable urban expansion. Moreover, it will maximise the State Government’s considerable public transport and community infrastructure expenditure, transforming High Wycombe into a vibrant, well-connected urban hub and a growing centre for activity and employment.

However, the vision for METRONET East High Wycombe is far from complete. The precinct lacks the residential population necessary to activate the area and deliver a social return on the significant public investment in infrastructure including the High Wycombe Train Station and the soon to be developed High Wycombe Community Hub.

Currently, METRONET East High Wycombe is a transport-oriented precinct without a local resident base, leading to the underutilisation of key public assets such as High Wycombe Train Station and the soon to be developed Community Hub / Aquatic Centre.

The challenge is clear: residential development in the precinct is not viable without targeted government investment in essential infrastructure, including roads, parks, and drainage. The prohibitive cost of these critical infrastructure components impact the viability of development in the area, despite the precinct being best placed of all locations in Perth to establish a significant housing supply due to its proximity to Perth Airport, a new train station and state of the art community infrastructure.

The solution is also clear: investment is needed to bring the vision of a modern cosmopolitan residential precinct connected via rail and serviced by contemporary recreational facilities to life. This investment will ensure that public assets are fully utilised and High Wycombe becomes a vibrant, liveable community.

#### 3. KEY ADVOCACY MESSAGES

- **City of Kalamunda is a motivated and willing partner** who will invest into bringing the Metronet East Vision to life, but needs funding support to make it happen
- **Spurring Long-Term Housing Supply:** Beyond the 2,400 homes in HIGH WYCOMBE SOUTH, the project will support 2,500 lots in the precinct and 8,800 across Maida Vale, contributing significantly to Perth’s housing supply.
- **An Emerging Employment Hub:** The precinct is positioned to be a key job centre, leveraging its proximity to the airport and transport infrastructure.
- **Perth’s Recreational Playground:** With bushwalking, mountain biking, and outdoor adventure opportunities, the area is a unique recreational destination.
- **Leveraging the High Wycombe Train Station & Community Hub Investment:** Significant investment in transport and public amenities has been made, but the missing piece is the residential and employment community.
- **Supporting Downsizing & Landowner Equity:** Many landowners see their land as their “nest egg” but feel unable to sell at a fair price. Government investment will help unlock value and allow for downsizing.
- **Attracting Developers:** With strategic investment in key infrastructure and marketing, the area can attract tier 2/3 developers who are best suited to activate the precinct.



## Marketing, Advocacy and Engagement Plan (as of 4 March 2025)

### 4. BRANDING & ADVOCACY APPROACH

**GOAL** To establish a compelling brand and strategic advocacy approach that captures the attention of key stakeholders, fosters engagement, and drives commitment to critical infrastructure investment in the High Wycombe residential precinct.

**Brand:** Unlocking METRONET's Potential - High Wycombe Residential Precinct

#### Approach:

To create a clear and distinct brand that captures the attention of key stakeholders and supports advocacy for infrastructure investment in the High Wycombe residential precinct, the following key brand elements will be needed:

#### 1. Brand Identity & Visual Elements

- Brand Name & Tagline - Unlocking METRONET's Potential - High Wycombe Residential Precinct - seeks to provide a compelling name and slogan that reflect the precinct's vision
- Logo & Branding Style Guide - A professional and modern logo, colour palette, and typography that convey growth, investment, and community.
- Imagery & Graphics - High-quality visuals showcasing potential infrastructure, residential development, and vibrant community life.

#### 2. Brand Messaging & Narrative

- Narrative - A clear articulation of what the precinct aims to achieve and its broader impact on the region.
- Key Value Propositions - Defined benefits of investment in infrastructure (e.g., economic growth, liveability, connectivity).
- Stakeholder-Specific Messaging - Tailored messaging for government, investors, developers, and the local community.

#### 3. Advocacy & Engagement Tools

- Direct Engagement - A dedicated approach to engaging with key decision makers and stakeholders through one-on-one meetings and a subsequent community forum.
- Marketing Collateral - Prospectus and presentations for stakeholder meetings and engagement.

#### 5. Partnership & Stakeholder Engagement

- Government & Industry Partnerships - Formal collaborations with key government agencies, infrastructure providers, and developers.
- Community- Ensuring local voices are heard and included in advocacy efforts.
- Investment & Funding Proposals - Well-structured business case.

Marketing, Advocacy and Engagement Plan (as of 4 March 2025)

5. COMMUNICATIONS APPROACH

**GOAL** To provide City of Kalamunda officers and elected members with effective communication tools that will enable them to proactively advocate for infrastructure funding to catalyse residential development within the High Wycombe South Development Precinct.

| ACTION                                                                                      | PURPOSE                                                                                                                                                                                                                                       | TASK                                                                                                                                                                                          | RESPONSIBILITY       | DUE DATE           | STATUS<br>As of 04 April |
|---------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|--------------------|--------------------------|
| Branding                                                                                    | Establish a distinctive brand that effectively positions the City of Kalamunda to obtain the infrastructure funding needed                                                                                                                    | Develop Brand Titles for City of Kalamunda to choose.                                                                                                                                         | Creating Communities | Thursday 20 Feb    | Complete                 |
|                                                                                             |                                                                                                                                                                                                                                               | Agree on Brand Title.                                                                                                                                                                         | City of Kalamunda    | Wednesday 26 Feb   | Complete                 |
|                                                                                             |                                                                                                                                                                                                                                               | Development of distinctive brand options that are focused on generating interest and investment in infrastructure required to establish residential development in the High Wycombe Precinct. | Creating Communities | Wednesday 5 March  | Complete                 |
|                                                                                             |                                                                                                                                                                                                                                               | Review of the brand options and selection of preferred brand.                                                                                                                                 | City of Kalamunda    | Friday 7 March     | Complete                 |
|                                                                                             |                                                                                                                                                                                                                                               | Finalise brand and style guide.                                                                                                                                                               | Creating Communities | Tuesday 11 March   | Complete                 |
| Narrative and Key Messages                                                                  | To provide clear positioning statements that can be used in all communications and engagement                                                                                                                                                 | Development of core narrative and key messages for use in marketing and advocacy tools.                                                                                                       | Creating Communities | Thursday 20 Feb    | Complete                 |
|                                                                                             |                                                                                                                                                                                                                                               | Review of the core narrative and key messages.                                                                                                                                                | City of Kalamunda    | Wednesday 26 Feb   | Complete                 |
|                                                                                             |                                                                                                                                                                                                                                               | Finalise core narrative and key messages.                                                                                                                                                     | Creating Communities | Thursday 27 Feb    | Complete                 |
| Imagery                                                                                     | To provide imagery that can be used in various promotional collateral.                                                                                                                                                                        | Provide a range of images on file of the precinct to be used in the promotional collateral.                                                                                                   | City of Kalamunda    | Friday 28 Feb      | Complete                 |
|                                                                                             |                                                                                                                                                                                                                                               | Establish final quote with company to do aerial shots.                                                                                                                                        | Creating Communities | Friday 28 Feb      | Complete                 |
|                                                                                             |                                                                                                                                                                                                                                               | Provide a clear brief to company doing aerial shots of what images are needed.                                                                                                                | City of Kalamunda    | Tuesday 4 March    | Complete                 |
|                                                                                             |                                                                                                                                                                                                                                               | Aerial photo shoot.                                                                                                                                                                           | Creating Communities | Monday 10 March    | Complete                 |
|                                                                                             |                                                                                                                                                                                                                                               | Finalise imagery with company for use in promotional collateral.                                                                                                                              | Creating Communities | Friday 14 March    | Complete                 |
|                                                                                             |                                                                                                                                                                                                                                               | Choose preferred images.                                                                                                                                                                      | City of Kalamunda    | Monday 17 March    | Complete                 |
|                                                                                             |                                                                                                                                                                                                                                               | Annotate images to show key locations.                                                                                                                                                        | Creating Communities | Wednesday 19 March | Complete                 |
| Tool 1 - Prospectus<br><br>Timing will depend on photo shoot timing (timing estimates only) | To provide a key communication tool that explains to key stakeholders why it is attractive and beneficial to provide government infrastructure funding to catalyse residential development within the High Wycombe South Development Precinct | Draft prospectus text.                                                                                                                                                                        | Creating Communities | Friday 28 Feb      | Complete                 |
|                                                                                             |                                                                                                                                                                                                                                               | Review of the draft prospectus text.                                                                                                                                                          | City of Kalamunda    | Tuesday 4 March    | Complete                 |
|                                                                                             |                                                                                                                                                                                                                                               | Finalise draft prospectus text.                                                                                                                                                               | Creating Communities | Wednesday 5 March  | Complete                 |
|                                                                                             |                                                                                                                                                                                                                                               | Obtain Imagery from photographer.                                                                                                                                                             | Creating Communities | Wednesday 19 March | Complete                 |
|                                                                                             |                                                                                                                                                                                                                                               | Graphic design prospectus.                                                                                                                                                                    | Creating Communities | Wednesday 26 March | Complete                 |
|                                                                                             |                                                                                                                                                                                                                                               | Review of graphic designed prospectus.                                                                                                                                                        | City of Kalamunda    | Friday 28 March    | Complete                 |



Marketing, Advocacy and Engagement Plan (as of 4 March 2025)

| ACTION                                                                                                                                | PURPOSE                                                                                                                                                                                                                                                                                                              | TASK                                                                                 | RESPONSIBILITY       | DUE DATE           | STATUS<br>As of 04 April |
|---------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|----------------------|--------------------|--------------------------|
|                                                                                                                                       |                                                                                                                                                                                                                                                                                                                      | Finalise design and prepare for print ready version of prospectus.                   | Creating Communities | Monday 31 March    | Complete                 |
|                                                                                                                                       |                                                                                                                                                                                                                                                                                                                      | Seek feedback on final draft of designed version of the prospectus from Councillors. | City of Kalamunda    | TBA                | Complete                 |
|                                                                                                                                       |                                                                                                                                                                                                                                                                                                                      | Print Prospectus.                                                                    | City of Kalamunda    | TBA                | Complete                 |
| Tool 2 - Slide Deck                                                                                                                   | To provide a supplementary summary presentation that accompanies the prospectus.                                                                                                                                                                                                                                     | Draft slide deck text.                                                               | Creating Communities | Wednesday 5 March  | Complete                 |
|                                                                                                                                       |                                                                                                                                                                                                                                                                                                                      | Review of the draft slide deck text.                                                 | City of Kalamunda    | Thursday 6 March   | Complete                 |
|                                                                                                                                       |                                                                                                                                                                                                                                                                                                                      | Finalise draft slide deck text.                                                      | Creating Communities | Monday 10 March    | Complete                 |
|                                                                                                                                       |                                                                                                                                                                                                                                                                                                                      | Graphic Design Slide Deck.                                                           | Creating Communities | Wednesday 26 March | Complete                 |
|                                                                                                                                       |                                                                                                                                                                                                                                                                                                                      | Review of graphic designed slide deck.                                               | City of Kalamunda    | Friday 28 March    | Complete                 |
|                                                                                                                                       |                                                                                                                                                                                                                                                                                                                      | Seek feedback on final draft of designed version of the slide deck from Councillors. | City of Kalamunda    | TBA                | Complete                 |
| Tool 3 - Speaker Notes<br><br>NOT REQUIRED DUE TO SLIDE DECK PROVIDING WHAT IS NEEDED                                                 | To provide key messages to present in meetings and presentations with key stakeholders.                                                                                                                                                                                                                              | Draft speaker notes text.                                                            | Creating Communities | Wednesday 26 March |                          |
|                                                                                                                                       |                                                                                                                                                                                                                                                                                                                      | Review of the speaker notes text.                                                    | City of Kalamunda    | Friday 28 March    |                          |
|                                                                                                                                       |                                                                                                                                                                                                                                                                                                                      | Finalise draft speaker notes text.                                                   | Creating Communities | Monday 31 March    |                          |
| Stakeholder Meeting Invitations                                                                                                       | Invitation to key stakeholders to attend a meeting with City of Kalamunda representatives to discuss infrastructure funding needed to catalyse residential development within the High Wycombe South Development Precinct.                                                                                           | Development of invitations to stakeholders.                                          | City of Kalamunda    | Wednesday 12 March |                          |
|                                                                                                                                       |                                                                                                                                                                                                                                                                                                                      | Distribute the invitations.                                                          | City of Kalamunda    | Friday 14 March    |                          |
|                                                                                                                                       |                                                                                                                                                                                                                                                                                                                      | Hold meetings.                                                                       | City of Kalamunda    | Early April        |                          |
| Invitations to Stakeholders to Present/ Attend the Community Forum<br><br>NOTE: Community Forum to be held after stakeholder meetings | Invitation to key stakeholders to attend a community workshop to promote and celebrate the High Wycombe Precinct, its new facilities (train station; car park and community hub) and to discuss the future planning of residential development in the precinct (including identifying opportunities and challenges). | Development of stakeholder invitations.                                              | City of Kalamunda    | TBA                |                          |
|                                                                                                                                       |                                                                                                                                                                                                                                                                                                                      | Distribute the invitations.                                                          | City of Kalamunda    | TBA                |                          |
|                                                                                                                                       |                                                                                                                                                                                                                                                                                                                      | Hold Forum.                                                                          | City of Kalamunda    | TBA                |                          |

Marketing, Advocacy and Engagement Plan (as of 4 March 2025)

6. ENGAGEMENT APPROACH

**GOAL** To engage directly with key stakeholders to successfully advocate for funding to catalyse residential development within the High Wycombe South Development Precinct.

| ENGAGEMENT METHOD                         | PURPOSE                                                                                                                                                                                                                                                                       | DETAILS                                                                                                                                                                                                                                                                                                                                                                                                     | STAKEHOLDERS                                                                                                                                                                                                                                                                                                                                                                               | DUE DATE                 |
|-------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|
| City of Kalamunda Internal Briefings      | To ensure a clear understanding of the implementation of the Council resolution in relation to the METRONET Precinct and to maintain internal alignment in engaging with and advocating to key stakeholders.                                                                  | Brief senior staff responsible for implementing the marketing strategy and materials to ensure alignment and effective execution.<br><br>Provide a briefing to Councillors, seeking their feedback on the strategy and materials while clarifying their role in supporting its implementation.                                                                                                              | <ul style="list-style-type: none"><li>Officers</li><li>Councillors</li></ul>                                                                                                                                                                                                                                                                                                               | TBA by City of Kalamunda |
| Individual Stakeholder Meetings/Briefings | Engagement with key government stakeholders and decision-makers to advocate for strategic investment in essential infrastructure to develop residential lots and fully realise the potential of the METRONET precinct.                                                        | Effectively communicate the opportunity to develop a vibrant METRONET Precinct by leveraging government investment in essential public infrastructure. This includes securing critical government funding for roads, public open spaces, and drainage to support and enable residential development within the precinct.                                                                                    | <ul style="list-style-type: none"><li>Western Australian and Australian Government Parliamentarians representing the local community.</li><li>Western Australian and Australian Government agencies responsible for land and infrastructure planning.</li></ul>                                                                                                                            | TBA by City of Kalamunda |
| Round Table Focus Group Discussions       | Engagement with local stakeholders to foster collaborative support for advocating to key government agencies and decision-makers for investment in critical infrastructure to develop residential lots and fully realise the potential of the METRONET precinct.              | Two round table focus group discussion with:<br>1. Local property owners<br>2. Property Developer<br><br>To explore opportunities for precinct development, gain support for advocacy to key stakeholders and decision-makers, and discuss ongoing efforts by the City to secure government investment in critical infrastructure.                                                                          | <ul style="list-style-type: none"><li>Local property owners</li><li>Property Developer</li></ul>                                                                                                                                                                                                                                                                                           | TBA by City of Kalamunda |
| Precinct Promotional Forum                | A forum of key stakeholders dedicated to showcasing the METRONET Precinct's features and investment opportunities while facilitating discussions and advocacy on the Government support needed to unlock the Precinct's full potential in delivering residential development. | A forum featuring presentations from key Government and Local Government stakeholders, along with interactive discussions, to showcase exciting development opportunities within the precinct. The forum will highlight current government investments in essential public infrastructure and advocate for further funding in roads, public open spaces, and drainage to fully realise the METRONET vision. | <ul style="list-style-type: none"><li>City of Kalamunda Officers and Councillors.</li><li>Western Australian and Australian Government Parliamentarians representing the local community.</li><li>Western Australian and Australian Government agencies responsible for land and infrastructure planning.</li><li>Local property owners</li><li>Property Developer</li><li>Media</li></ul> | TBA by City of Kalamunda |



Marketing, Advocacy and Engagement Plan (as of 4 March 2025)

7. STAKEHOLDERS

7.1. Local Government

Engagement Purpose

- To provide senior officers and elected members with the tools to proactively advocate for infrastructure funding.
- To provide confidence that council resolution is being actioned.

| ORGANISATION      | ROLE            | NAME                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | FOCUS                                                                                                                                                                                             | ENGAGEMENT METHOD                  |                                                         |
|-------------------|-----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------|---------------------------------------------------------|
|                   |                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                   | Briefing and Agreement on Strategy | Precinct Promotional Forum (Stakeholders and Community) |
| City of Kalamunda | Officers        | Chief Executive Officer - Anthony Vuleta<br>Director Development Services - Nathan Ritchie<br>Manager Strategic Planning - Chris Lodge                                                                                                                                                                                                                                                                                                                                                                                    | <ul style="list-style-type: none"><li>• Materials to be used by the team to take the lead on implementing this strategy</li><li>• Ensure all stakeholders are engaged effectively</li></ul>       | X                                  | X                                                       |
|                   | Elected Members | Mayor: Margaret Thomas (term expires 2027)<br>Deputy Mayor: Dylan O'Connor<br><br>North Ward: <ul style="list-style-type: none"><li>• Kathy Ritchie</li><li>• David Modolo</li></ul><br>North West Ward: <ul style="list-style-type: none"><li>• Dylan O'Connor</li><li>• Lisa Cooper</li></ul><br>South East Ward: <ul style="list-style-type: none"><li>• Geoff Stallard</li><li>• John Giardina</li></ul><br>South West Ward: <ul style="list-style-type: none"><li>• Brooke O'Donnell</li><li>• Mary Cannon</li></ul> | <ul style="list-style-type: none"><li>• Review and approval of strategy and materials</li><li>• A cohesive approach and adoption of a clear narrative to advocating to key stakeholders</li></ul> | X                                  | Mayor to Present<br><br>Councillors to Attend           |



Marketing, Advocacy and Engagement Plan (as of 4 March 2025)

7.2. WA & Australian Parliament

Engagement Purpose

- To seek support for \$42 million in funding to support essential civil works necessary for catalysing residential development within the High Wycombe South Development Precinct.

| ORGANISATION          | ROLE                                                                                                                                                   | KEY CONTACT/S          | FOCUS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | COMMUNICATION AND ENGAGEMENT METHOD                           |                             |                                                         |
|-----------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------|-----------------------------|---------------------------------------------------------|
|                       |                                                                                                                                                        |                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Letter/ EDM with Prospectus Attached and Invitation to Engage | Personal Meeting / Briefing | Precinct Promotional Forum (Stakeholders and Community) |
| WA Parliament         | Premier, Minister for State and Industry Development, Jobs and Trade, Minister for Public Sector Management, and Minister for Federal-State Relations. | Hon. Roger Cook        | <ul style="list-style-type: none"><li>A commitment to the METRONET vision and the need for government to work with the City of Kalamunda to collaboratively deliver on that vision.</li><li>Clear advocacy and understanding that there is a need for key infrastructure to make residential development viable in the High Wycombe Residential Precinct</li><li>A commitment to urgently fund roads; open space and drainage to the value of \$35m-\$42m</li><li>Key elected leaders to engage with the City and the community on how they will support bringing the precinct to life</li></ul> | X                                                             | X                           | Invite to Present                                       |
|                       | Deputy Premier; Treasurer; Minister for Transport and Minister Tourism.                                                                                | Hon. Rita Saffioti     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | X                                                             | X                           | Invite to Present (if Premier not available)            |
|                       | Minister for Planning; Lands; Housing; Homelessness.                                                                                                   | Hon. John Carey        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | X                                                             | X                           | Invite to Present (if Premier not available)            |
|                       | Deputy Speaker of the Legislative Assembly and Member for Forrestfield.                                                                                | Mr Stephen Price       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | X                                                             | X                           | Invite to Attend                                        |
| Australian Parliament | Minister for Housing.                                                                                                                                  | Clare O'Neil           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | X                                                             | X                           | Invite to Present                                       |
|                       | Minister for Infrastructure.                                                                                                                           | Catherine King         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | X                                                             | X                           | Invite to Present                                       |
|                       | Member for Swan.                                                                                                                                       | Ms. Zaneta Mascarenhas |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | X                                                             | X                           | Invite to Attend                                        |

Marketing, Advocacy and Engagement Plan (as of 4 March 2025)

7.3. State Government Agencies

Engagement Purpose

- To seek support for \$42 million in funding to support essential civil works necessary for catalysing residential development within the High Wycombe South Development Precinct.

| ORGANISATION                              | ROLE                                                                                                                                                                                                                                                                               | KEY CONTACT/S                          | FOCUS                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | COMMUNICATION AND ENGAGEMENT METHOD                           |                             |                                                         |
|-------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------|-----------------------------|---------------------------------------------------------|
|                                           |                                                                                                                                                                                                                                                                                    |                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Letter/ EDM with Prospectus Attached and Invitation to Engage | Personal Meeting / Briefing | Precinct Promotional Forum (Stakeholders and Community) |
| WA Planning Commission                    | Responsible for land use planning and development across Western Australia. The Commission plays a central role in shaping the state's urban and regional development and overseeing the delivery of key infrastructure and housing initiatives.                                   | Chair - Emma Cole                      | <ul style="list-style-type: none"><li>A commitment to establish an interagency Technical Working Group to help integrate and coordinate key infrastructure and services across state government agencies</li><li>Support in streamlining planning and approvals processes to enable the residential precinct to come online as soon as possible</li><li>A commitment to support the provision of social and low cost housing in the precinct to spur local investment</li></ul> | X                                                             | X                           | Invite to Attend                                        |
|                                           |                                                                                                                                                                                                                                                                                    | Deputy Chair - Ray Haeren              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | X                                                             | X                           | Invite to Attend                                        |
| Department of Planning Lands and Heritage | Responsible for overseeing land use, planning, heritage conservation, and the management of state-owned lands. The department plays a critical role in shaping the state's growth, managing public land resources, and protecting cultural and environmental heritage.             | Director General - Anthony Kannis      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | X                                                             | X                           | Invite to Attend                                        |
| Department of Communities (Housing)       | Responsible for providing affordable housing solutions, managing public housing, and addressing homelessness. The department plays a key role in ensuring that all Western Australians, particularly those with limited resources, have access to safe and suitable accommodation. | Director General - Mike Rowe           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | X                                                             | X                           | Invite to Attend                                        |
| Development WA                            | Responsible for land and property development. Development WA plays a key role in the planning, development, and delivery of major projects aimed at meeting the state's economic, housing, and infrastructure needs.                                                              | Chief Executive Officer - Dean Mudford |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | X                                                             | X                           | Invite to Attend                                        |

Marketing, Advocacy and Engagement Plan (as of 4 March 2025)

7.4. Federal Government Agencies

Engagement Purpose

- To seek support for \$42 million in funding to support essential civil works necessary for catalysing residential development within the High Wycombe South Development Precinct.

| ORGANISATION                                                                                | ROLE                                                                                                                                                                      | KEY CONTACT/S                                | FOCUS                                                                                                          | COMMUNICATION AND ENGAGEMENT METHOD                           |                             |                                                         |
|---------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------|----------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------|-----------------------------|---------------------------------------------------------|
|                                                                                             |                                                                                                                                                                           |                                              |                                                                                                                | Letter/ EDM with Prospectus Attached and Invitation to Engage | Personal Meeting / Briefing | Precinct Promotional Forum (Stakeholders and Community) |
| National Housing Finance and Investment Corporation (NHFIC)                                 | A statutory agency under the Department of the Treasury, NHFIC works to improve the supply of affordable housing through financing and investment.                        | Chief Executive Officer - Nathan Dal Bon     | <ul style="list-style-type: none"><li>Opportunities to seek available funding to support the project</li></ul> | X                                                             | X                           | Invite to Attend                                        |
| Infrastructure Australia                                                                    | An independent body that advises the Australian Government on nationally significant infrastructure projects, prioritising infrastructure investment for economic growth. | Chief Executive Officer - Romilly Madew      |                                                                                                                | X                                                             | X                           | Invite to Attend                                        |
| Department of Infrastructure, Transport, Regional Development, Communications and the Arts. | Manages national infrastructure projects, including transport, regional development, and communications infrastructure.                                                   | Department Secretary - Jim Betts             |                                                                                                                | X                                                             | X                           | Invite to Attend                                        |
| Australian Housing and Urban Research Institute (AHURI)                                     | AHURI is a national research organisation that provides insights and policy advice on housing and urban issues, funded by the Australian Government.                      | Managing Director - Dr. Michael Fotheringham |                                                                                                                | X                                                             | X                           | Invite to Attend                                        |

Marketing, Advocacy and Engagement Plan (as of 4 March 2025)

7.5. Local Influencers

Purpose

- To build key influence support to assist in advocacy for \$42 million in funding to support essential civil works necessary for catalysing residential development within the High Wycombe South Development Precinct.

| ORGANISATION          | ROLE                                                                                          | KEY CONTACT/S | FOCUS | COMMUNICATION AND ENGAGEMENT METHOD                           |                                                                               |                                                         |
|-----------------------|-----------------------------------------------------------------------------------------------|---------------|-------|---------------------------------------------------------------|-------------------------------------------------------------------------------|---------------------------------------------------------|
|                       |                                                                                               |               |       | Letter/ EDM with Prospectus Attached and Invitation to Engage | Invitation to Attend Either a Developer or Land Owner Round Table Focus Group | Precinct Promotional Forum (Stakeholders and Community) |
| Property Developers   | Proponents to invest in residential development within the High Wycombe Development Precinct. | TBA           |       | X                                                             | X                                                                             | Invite to Attend                                        |
| Local Property Owners | Owners of land within the High Wycombe Development Precinct.                                  | TBA           |       | X                                                             | X                                                                             | Invite to Attend                                        |