

GOOGONG

COMMUNITY DEVELOPMENT STRATEGY

FEBRUARY 2019

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INTRODUCTION

Googong is a whole new self-contained town being developed on a former grazing property of around 780 hectares in NSW, 16km south-east of Parliament House in Canberra. The town is being developed under a Joint Venture partnership between Peet Limited (formerly CIC Australia) and Mirvac and will eventually be home to around 18,000 people in 6,200 homes.

Sales commenced at Googong in 2012, and the first residents moved in in February 2014. Our early purchasers reflected a 'pioneering mindset' who saw value in committing to the township in its foundation years and who were rewarded with lower price points for their vision. Geographically they skewed to Queanbeyan and Jerrabomberra, and to a younger (25-35 year) demographic fitting the Roy Morgan Helix profiles of the 300's and 400's.

Today our population is around 3,000 and our Roy Morgan Helix Persona profiling of purchases (to December 2018)* indicates a change in our residents profile from our early years to include 100's in our top ten personas for the first time:

Top 10 Helix Personas

Helix	Counts	%
105 Visible Success	1,226	7.69%
303 Prosperous Future	1,112	6.97%
302 Getting Ahead	890	5.58%
402 Working Hard	826	5.18%
504 Home Entertainment	699	4.38%
405 Safe and Secure	664	4.16%
304 Lifestyle Seekers	615	3.86%
208 Future Focus	561	3.52%
107 Domestic Bliss	468	2.93%
401 Home Improvers	468	2.93%

Geographically, Canberra has taken over as our primary place of origin (particularly south Canberra). This demographic evolution is in line with the objectives of the Community Development Strategy (2017), and the annual Googong Business Plan's Marketing Program since 2012, which saw to:

- Appeal to a Canberra (not just Queanbeyan/Jerrabomberra) audience to feed our pipeline of sales over the next 15+ years; and
- Escalate prices and attract a target audience from a more aspirational and affluent persona (from the Leading Lifestyle 100's and Aspirational 300's categories in particular).

These audiences will match our product offering and price points in the coming years, so our events/performers/messages should also be designed with them in mind.

Resales to foundation Googonians will be also important. The Community Development Strategy should ensure programs continue to build community connections and services, so Googonians can advocate for the town within their own household, and within their wider networks.

The Community Development Strategy will continue to support the Googong brand to appeal to a Canberra-based audience. Events that act as drawcard's for people to come to Googong – to witness the community atmosphere and see the facilities, road network and township grow – remains a key platform for the marketing and community development programs. Research** continues to highlight that locational factors are a strong deterrent to purchase and bringing people to the township has been shown to be an excellent driver to database registration and sales.

The recent opening of the Googong North Shopping Centre (September 2018), the completion of significant road upgrades (due early 2020), and construction of the local public primary school (to be completed 2022) will help to overcome infrastructure concerns for residents and potential buyers. Events that draw people to Googong from early-2020 will help to showcase the road improvements, and strategies should be explored to showcase and foster local businesses.

Significant roadworks will mean the cancellation of major events in 2019 (namely Googfest earlier this month, and Boogong 2019). However, roadworks will be sufficiently progressed by early 2020 that we could hold our Googfest event on 1/2/20, and this should be progressed with Queanbeyan-Palerang Regional Council early in the new financial year.

The population of Googong today is approximately 4,000 people. We expect the population to grow at approximately 800 persons per year.

The Community Development Program should respond to the vision for the township, which is:

Googong is a new beginning – a new township nestled within a unique landscape where innovation, a sustainable way of living and a true sense of belonging will be created.

* *Googong extract from Peet National Helix 2.0 Tagging (Dec 2018).*

** *ORIMA Canberra Region Housing Preferences and Awareness of Googong Survey, September 2016 and September 2017; Newspoll Omnibus Research, December 2012, July 2013, May 2014.*

OBJECTIVE

The Community Development Strategy provides the framework for the Community Development Manager to take a lead role in building the fabric of the Googong community by establishing community groups, building key stakeholder relationships and education strategies, manage the community sponsorship program, support local businesses, and design and host a series of events.

The role supports the marketing and sales strategies for the township by fostering community connections, spirit and pride, while regionally significant draw-card events become platforms to showcase the township to audiences from the ACT region and support the ROI/sales program.

The complexity of stakeholder management, and the scale of the events (which are fully managed in-house) is significant. The Community Manager is required to work with a high degree of autonomy.

COMMUNITY DEVELOPMENT TASKS

Community Engagement

- The Community Manager is to meet with residents and support them to form local groups and organisations with shared interests/concerns (including the Residents' Association, Community Garden, parent groups, local sporting clubs, social groups, Landcare and environmental groups, etc.)
- The Community Manager is to meet regularly with key stakeholders and establish communication, education and consultation programs to represent their interests to the community, and vice versa.
- The Community Manager is to provide events, functions and opportunities for:
 - residents to interact and get to know their neighbours (to belong)
 - residents to invite their friends and family to attend and showcase their town to a wider audience
 - to foster town pride
 - to drive broader visitation and interest in the town
- Establish and manage a community sponsorship program.

Stakeholder Engagement

- Identify and manage all key community stakeholders (see also Relationships), with particular emphasis on external stakeholders.
- Prepare, negotiate and implement complex Traffic Management Plans for major events in conjunction with QPRC, NSW Policing, and Emergency Services.
- Maintain strong communication channels with stakeholders including hosting or attending meetings, providing reports, facilitating community/volunteer involvement, offering to include articles in our residents' newsletter, co-hosting events, including issues in Survey Monkey programs, and responding to requests as appropriate.
- Identify and foster opportunities relevant to community building (eg: Landcare, Neighbourhood Watch, Residents Association).
- Identify and foster sponsorship opportunities with appropriate sporting groups who would set up clubs (or relocate) to Googong.
- Maintain strong relationships with local environmental groups to address their ongoing concerns, improve their outcome objectives through our education and communication channels, and mitigate:
 - negative PR publicity and/or
 - restriction of access to publicly accessible areas, notably Googong Dam and Foreshores.

Customer Relationship Management

- Develop and maintain a resident's database.
- Prepare a resident's newsletter quarterly.
- Prepare and distribute a Welcome Pack to all new residents.
- Design and evaluate resident research programs (monthly).
- Proactively seek opportunities engage the community and develop community cohesiveness.

Events Management

The events calendar at Googong changes from year to year and generally includes:

- Resident-only functions and events from 40-250 attendees
- Public events from 500 to 2,000 attendees
- Two major public events of over 15,000 attendees each.

The role otherwise includes:

- One-off events such as shopping centre openings; dog park openings; playground openings; artwork unveiling; verges competition; archaeological digs, site visits, heritage walks; seminars and community drop-in sessions.
- Joint events with key stakeholders for open days, cultural and educational opportunities, community celebrations, environmental and heritage programs, sporting events and more.
- Responsibility for sourcing, negotiating and managing performers for large and small scale events.
- Sourcing and managing multiple suppliers including: staging, lighting, logistics, security, first aid, traffic management, toilet, waste management and removal, back-stage catering, event hire furniture, bus hire, oval/park/community centre bookings, access and ground protection, event MC's and prize sponsors.
- Preparation of comprehensive Traffic Management Plans for major events (20,000 people+) in association with traffic subcontractors, Queanbeyan Police and QPRC (Traffic Management Committee).
- Functioning as Creative Director for all events, including event concept design and implementation.
- Ensuring compliance with the Project Safety Plan including preparation of the agreed risk management assessments, planning and documentation including all supplier and performer documentation, PSP implementation management and review.
- Obtaining all authority approvals, required licences and insurances to hold community and public events.
- Volunteer recruitment and management.

Budget Management

- Work with the State Marketing Manager to define the Community budget each year.
- Manage the Community Development budget, including defined sub-budgets for specific categories, initiatives or events.
- Work with the State Marketing Manager to initiate a major sponsorship program for Googfest including sourcing and managing/servicing the sponsorship commitment.
- Identify opportunities for subsidised community events (eg. GooGala Residents Function, Kids DiscGoo); set up EventBrite accounts and manage ticketing and funds claims-back to the Community Management Budget.

Work Health Safety

- Ensure that Peet PSP procedures are implemented and adhered to.
- Report any breach of procedures or concerns to the Work Health Safety Manager and/or Development Manager.

Reporting

- The Community Development Strategy has been designed as a three to five-year program. However, it will be critically reviewed annually in February for the financial year following and incorporated into the Googong Business Plan each year.
- Work in progress meetings will be held weekly with the Marketing Manager to review progress of all key deliverables, as well as the events program.
- Post event de-briefing and reporting will be conducted within two weeks of all events. Assessment of the events will be measured against how they complement the Googong brand, how many people attend, feedback/complaints, WHS issues prevention and management, PR and social media engagement/exposure, cost and budget management, and more.

RELATIONSHIPS

Internal

- Development Director
- Development Team
- Marketing Team
- Sales and Administration Team
- Finance Team

External

- Residents
- Prospective purchasers
- Queanbeyan-Palerang Regional Council: Traffic Management Committee; Community Development; Library; Parks and Recreation; Animal Management; Water Recycling.
- Icon Water
- Defence Housing Australia.
- Various community groups including: Googong Residents Association, Community Garden, and other local associations
- Googong Foreshore and NSW Rangers.
- The Bush on the Boundary Group, Molonglo Catchment Group, Foreshores Working Group, Googong Landcare, Queanbeyan Landcare, Wombat Rescue.
- Emergency Services, Queanbeyan Police, Jerrabomberra Creek Rural Fire Service.
- Googong Builders Guild and Display Village.
- Contractors and consultants.
- Local school and childcare service providers.
- Shops, businesses and local services.
- Sponsors and sponsees.
- Other groups and organisations as required.

OTHER CONSIDERATIONS

The Community Executive will implement the Community Development Strategy, reporting to the Marketing Manager. This role is permanent part-time (30 hours per week). This is a professional role and as such extra hours at key times to deliver deadlines and critical milestones is required. There is also the requirement to work such reasonable additional hours as the Company requires of the position to complete duties – namely occasional weekends and evenings to co-ordinate community events.

COMMUNITY EVENT CALENDAR FY2020

Saturday 10 August 2019	Defence Community Event Community event for Defence introductions. Defence personnel only. 4pm-6pm, Googong Community Centre.
Sunday 1 September	KiteFest A day of kite flying for all ages. Free Community event. Father's Day activities and beer and burger stalls. 11am-2pm, Rockley Oval.
Saturday 12 October	Googong Rural Fire Service Open Day Free community event with environmental stall holders, fire trucks, fireman dress-ups and activities. 10am-2pm, Beltana Park.
Sunday 20 October	Pink-Tailed Worm Lizard Tour Free community event to meet the vulnerable PTWL from our Googong Conservation Area, with ecologist Rob Speirs. 10am-2pm, Aprasia Park.
Saturday 2 November	Boogong - <i>Cancelled in 2019 due to major roadworks.</i>
Saturday 14 December	Christmas Carols in the Park Canberra City Brass Band 6pm-8pm, Beltana Park.
Saturday 1 February	Googfest 2020, headlining with The Potbelleez A free live music event with finale fireworks. 5pm-9pm, Rockley Oval.
Sunday 29 February	Defence Family Picnic Live music, entertainment and yard games. BYO picnic. 5pm-7pm, Beltana Park.
March TBC	Googong Display Village opening Roving performers, live music, food stalls. Saturday and Sunday 10am-3pm, Courtney Street.
Saturday 9 May	Mother's Day Pamper Party A relaxing pamper party for the women of Googong with live music, champagne, manicures, massages and cocktail food. Subsidised event. 6pm-8pm, Googong Community Centre.
Saturday 13 June	GooGala Residents Cocktail Party Residents only event. Live music, dancing, wine and cocktail food. Subsidised event. 6pm-11pm, Googong Community Centre.

COMMUNITY EVENT CALENDAR FY2021

Saturday 15 August 2020	Defence Family Picnic. Live music, entertainment and yard games. BYO picnic. 5pm-7pm, Beltana Park
Sunday 6 September	KiteFest A day of kite flying for all ages. Free community event. Father's Day activities and beer and burger stalls. 11am-2pm, Rockley Oval.
Saturday 26 September	Pink-Tailed Worm Lizard Educational Event Free community event to meet the vulnerable PTWL from our Googong Conservation Area, with ecologist Rob Speirs. 10am-2pm, Beltana Park.
Saturday 10 October	Googong Rural Fire Service Open Day Free community event with environmental stall holders, fire trucks, fireman dress-ups and activities. 10am-2pm, Beltana Park.
Saturday 31 October	Boogong – Halloween at Googong Free community event with stage shows, roving performers, acrobats, fire throwers, music, food vendors, best dressed competitions, fireworks and more. 5pm-9pm, Rockley Oval
Saturday 12 December	Christmas Carols in the Park with the Canberra City Brass Band 6pm-8pm, Beltana Park.
Saturday 6 February	Googfest – Free live music event Headline performer + five support acts TBC. Fireworks finale. 5pm-9pm, Rockley Oval.
Saturday 13 February	Defence Family Picnic. Live music, entertainment and yard games. BYO picnic. 5pm-7pm, Beltana Park
Saturday 13 March	Adam Hobill presents ' <i>Nail It</i> ' Free public seminar by award winning designer, Adam Hobill, about building a strong working relationship with your builder, and enjoying a stress-free build. 9.30am-10.30am, Googong Community Centre
Saturday 20 March	Googong Fishing Fair Learn about fishing on Googong Dam and caring for the foreshores environment. Host Rob Paxevanos. Cooking and fly fishing demonstrations, BCF, plastic boat/electric motor stall, kayak stall, touch a reptile, RFS, Maritime Services, ICON Water, Landcare, Wombat Rescue, Scouts, retail stallholders. 10am-2pm, Beltana Park.
Sunday 25 April	ANZAC Day Last Post Last Post played live at dawn from Rockley Oval and broadcast across the town.
Saturday 8 May	Mother's Day Pamper Party A relaxing pamper party for the women of Googong with live music, champagne, manicures, massages and cocktail food. Subsidised event. 6pm-8pm, Googong Community Centre.
Saturday 12 June	GooGala Residents Cocktail Party Residents only event. Live music, dancing, wine, cocktail food. Subsidised event. 6pm-11pm, Googong Community Centre.

COMMUNITY EVENT CALENDAR FY2022

Saturday 14 August 2021	Defence Family Picnic. Live music, entertainment and yard games. BYO picnic. 5pm-7pm, Beltana Park
Sunday 5 September	KiteFest A day of kite flying for all ages. Free community event. Father's Day activities and beer and burger stalls. 11am-2pm, Rockley Oval.
Saturday 25 September	Pink-Tailed Worm Lizard Educational Event Free community event to meet the vulnerable PTWL from our Googong Conservation Area, with ecologist Rob Speirs. 10am-2pm, Beltana Park.
Saturday 9 October	Googong Rural Fire Service Open Day Free community event with environmental stall holders, fire trucks, fireman dress-ups and activities. 10am-2pm, Beltana Park.
Saturday 30 October	Boogong – Halloween at Googong Free community event with stage shows, roving performers, acrobats, fire throwers, music, food vendors, best dressed competitions, fireworks and more. 5pm-9pm, Rockley Oval
Saturday 11 December	Christmas Carols in the Park with the Canberra City Brass Band 6pm-8pm, Beltana Park.
Saturday 18 December	Christmas Community Markets 10am-2pm The Anglican School Googong
Saturday 5 February	Googfest – Free live music event Headline performer + five support acts TBC. Fireworks finale. 5pm-9pm, Rockley Oval.
Saturday 12 February	Defence Family Picnic. Live music, entertainment and yard games. BYO picnic. 5pm-7pm, Beltana Park
Saturday 12 March	Adam Hobill presents <i>'Nail It'</i> Free public seminar by award winning designer, Adam Hobill, about building a strong working relationship with your builder, and enjoying a stress-free build. 9.30am-10.30am, Googong Community Centre
Monday 25 April	ANZAC Day Last Post Last Post played live at dawn from Rockley Oval and broadcast across the town.
Saturday 7 May	Mother's Day Pamper Party A relaxing pamper party for the women of Googong with live music, champagne, manicures, massages and cocktail food. Subsidised event. 6pm-8pm, Googong Community Centre.
Saturday 11 June	GooGala Residents Cocktail Party Residents only event. Live music, dancing, wine, cocktail food. Subsidised event. 6pm-11pm, Googong Community Centre.

PEET

