



Report on Progress of Implementation of Doncaster Hill Strategy 1 July 2002 to 30 June 2003



**REPORT ON PROGRESS OF IMPLEMENTATION
OF DONCASTER HILL STRATEGY
1 JULY 2002 TO 30 JUNE 2003**

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Attachment 2 - List of development proposals considered – July 2002 to Jun
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Attachment 3 - Marketing Peak Graph

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Attachment 5 - Doncaster Hill Budget

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1 PURPOSE OF REPORT

This report sets out a summary of the major work that has been undertaken in the period 1 July 2002 to 30 June 2003 to further the development and implementation of the Doncaster Hill Strategy. It outlines the major achievements for the year, sets out how completion of work has been organised and outlines performance evaluation processes.

2 BACKGROUND

There is an extensive array of strategies, plans, policies and reports that either directly or indirectly provide the strategic policy basis for the Doncaster Hill Strategy, October 2002 (Refer to Part A of the Strategy). Work during the July 2002 to June 2003 period has further consolidated this work, continued consultation and provided the basis for moving from research and strategy formulation to providing the information and planning tools necessary to begin to guide implementation in line with policy objectives.

3 SUMMARY OF MAJOR ACHIEVEMENTS

3.1 Doncaster Hill Unit (refer to section 4.2.2)

In September 2002 Council endorsed a 2 year work programme and finalised the establishment of the Doncaster Hill Unit. The Unit become fully operational in November 2002. Inclusion of full time staff to the Unit was set up in response to the growing recognition of the importance of and need to give priority focus to Doncaster Hill.

3.2 Doncaster Hill Strategy, October 2002 (refer to section 5.1)

The Doncaster Hill Strategy was finalised and endorsed as Council policy in October 2002 after further consultation and revisions to earlier drafts.

3.3 Planning Scheme Amendments (refer to section 5.2)

Amendment C33 Doncaster Hill Activity Centre was placed on exhibition and submissions considered by Council. Approvals were given by Council to place the Development Contributions Plan and Parking Precinct Plan on exhibition.

3.4 Corporate Plan Items (refer to section 9.2)

Except for item 3.2.1.7 (90% complete), all items listed in Strategy 3.2.1 Doncaster Hill were completed.

3.5 Key Reports and Studies (refer section 5 and attachment 1)

Six reports directed to furthering the implementation of the Strategy were endorsed by Council. A number of other reports and studies were also completed to assist with implementation plans.

3.6 Planning Permit Approvals (refer to section 8.1 and attachment 2)

Three development applications received planning permits and a further two are currently being considered. South Point (8 Clay Drive Drive) has proceeded to construction.

3.7 Communication and Marketing Strategy (refer to section 7)

A broad range of materials have been produced, including 2 newsletters, the doncasterhill.com web site went online and extensive internal and external

consultation has taken place as part of phase 1 (Content Formation) and phase 2 (Education and Participation) of the Communication and Marketing Strategy implementation. Generally media coverage has been positive and stakeholder involvement has increased.

3.8 Awards/Grants (refer to section 6.6)

The Doncaster Hill Strategy received a certificate of commendation for the Doncaster Hill Strategy from the Planning Institute of Australia's Awards for Planning Excellence.

4 ORGANISATION OF WORK

4.1 Councillor Involvement

4.1.1 SBS/Council Meeting

Given the scope, importance and high priority of the project all major items affecting the development of Doncaster Hill are considered by SBS and/or full Council meetings. A report in September 2002 to consider the appointment of a Doncaster Hill Advisory Committee (as set out in Corporate Plan item 3.2.1.2) was rejected. Councillors continue to take an active and leading role in the project's outcomes.

4.1.2 Sustainability Design Task Force

This group was set up to assist developers with advice and constructive feedback with respect to furthering urban design and ESD objectives. It consists of Councillors, officers and external urban design and architectural professionals. The Task Force has met 14 times giving consideration to various aspects of Doncaster Hill development proposals.

4.1.3 Streetscape Committee

This Committee has provided a major role in guiding aspects of the Urban Design Master Plan related to streetscape issues, include the design and placement of flags and boulevard treatment with respect to paving, street furniture and signage.

4.2 Involvement of Officials:

4.2.1 Executive Management Team (EMT)

Updating of progress on Doncaster Hill is a regular item on the EMT agenda in addition to presentations by other officials as required to progress work plan outcomes.

4.2.2 Doncaster Hill Unit

Full time members of Doncaster Hill Unit Team consists of a Project Manager, Urban Designer, ESD Co-ordinator and Administrative Officer, and a Strategic Planner. All Unit members were in place by October 2002. A traffic planner and social planner were seconded and based full time with the Unit for a period of 4-5 months (October 2002 to March 2003). Both the Project Manager and Strategic Planner went on maternity leave in December and were replaced, in the case of the Strategic Planner for only three days a week. While the primary focus of the group is Doncaster Hill work, other responsibilities and tasks are undertaken by various members. Other part time members of the team

include 4 Statutory Planners, including the Manager, Co-ordinator and 2 Senior Planners (the later is working approximately 50% on Doncaster Hill related work). Other members include the Manager EEP and the Director Environmental Amenity. The Doncaster Hill Unit commenced regular fortnightly meetings in September 2002 with the full team attending to provide updates and obtain decisions on progressing work.

Various sub groups and workshops have operated during the year to deal with specialised issues and to assist and respond to work being commissioned by consultants (eg. Development Contributions Plan, ESD guidelines, community infrastructure needs, traffic modelling etc) and these have often drawn on staff outside the Unit as well as outside Council as necessary.

4.2.3 Marketing Meetings

In September 2001 Council approved the engagement of a specialist consultant to provide strategic input to communication and promotion of Doncaster Hill. The services of Sally Carbon have continued during the past year. Monthly meetings with the Marketing Unit and the consultant have been held since September to ensure consistency with Council's marketing approach and to maximise utilisation of internal resources. A Co-operative Marketing Group (refer to section 7.6) was established in January to assist to keep developers and real estate agents informed.

4.2.4 Other resources

Where necessary consultants have been utilised to augment internal capacity (e.g. to allow for the secondment of the Traffic engineer and the involvement of the Statutory Planners) and to undertake specialist work (eg. Traffic modelling, assessment of community infrastructure requirements, marketing input and web site design).

5 MAJOR AREAS OF WORK

5.1 Doncaster Hill Strategy

The Doncaster Hill Strategy was finalised and endorsed as Council policy in October 2002 after further consultation and revisions to earlier drafts. Approximately 500 copies have been distributed and the document has been available on the Manningham web site since October 2002. It has been available on the doncasterhill.com web site since February.

5.2 Amendments to Planning Scheme

5.2.1 Interim Controls C27

In October 2002 Council supported that a request be sent to the Minister for Planning to introduce interim controls to the Doncaster Hill Activity Area. Officials worked closely with the Department of Sustainability and Environment (DSE) in the drafting of the interim controls. Under instruction from DSE the Doncaster Hill Unit have held wide consultation with regulatory authorities to ensure that operational issues are resolved, particularly in relation to any implications for regulatory jurisdictions. Due to the lack of work by DSE on progressing an Activity zone solution the preliminary version of interim controls was expanded to ensure they provided a full solution and were consistent with the controls progressed to exhibition.

5.2.2 Amendment C33 Doncaster Hill Activity Centre

This amendment was placed on exhibition from 13 March to 14 April 2003. Recommendations from the May 2003 Council meeting including endorsing a number of changes in response to submissions received from both the public and referral authorities and referring the 40 submissions received to be heard by an independent Panel. The amendment is required to reference the Doncaster Hill Strategy (October 2002) within the Manningham Planning Scheme, and include key elements through a variety of planning tools to ensure that the environmental, social, economic, cultural, landscape and visual attributes of the Doncaster Hill Activity Centre are protected and enhanced.

5.2.3 Amendment C35 Parking Precinct Amendment

An approval to place this Amendment on exhibition was given at the January 2003 Council meeting. This amendment will set out the parking rates for developments that will reduce parking rates currently required. It is expected that the amendment will go on exhibition by the end of the year.

5.2.4 Amendment C30 Development Contribution Plan (DCP), Open Space and Public Acquisition Overlay (PAO)

An approval to place this Amendment on exhibition was given at the June 2003 Council meeting. It is expected that the amendment will go on exhibition in July 2003 for 2 months. The amendment is required to put in place mechanisms to collect development contribution levies from developers, to secure land for necessary road and open space works and to set open space contributions at 5% for all subdivision applications. All proponents of development and subdivision will be liable for infrastructure charges, however some exemptions are proposed for minor works.

5.3 Reports:

Since July 2002 a number of reports have been prepared for consideration (refer to Attachment 1).

5.3.1 Major Reports Approved by Council

As well as the consideration of a number of reports that have contributed to the finalisation of the Doncaster Hill Strategy, reports considering the work programme and budget requirements of the implementation of the Strategy were also considered by Council. Some of the key reports finalised that have contributed to implementation of the Strategy include:

Traffic Modelling and Analysis, September 2002

The Doncaster Hill Traffic Modelling and Analysis Report used modelling of projected traffic flows on Doncaster Hill to determine future infrastructure needs. It identified a need for additional traffic signals, the creation of some new link roads behind developments and the installation of traffic management devices at the interface between Doncaster Hill and surrounding residential streets.

Parking Precinct Plan, December 2002

The Doncaster Hill Parking Precinct Plan used current and projected land uses to determine appropriate parking rates for the various land uses on Doncaster Hill. It also investigated whether the installation of parking stations on Doncaster Hill would be necessary within the next 20 years.

The study found that installation of parking stations was not warranted and that parking would be controlled through the use of appropriate parking rates for developments, and the allowance of short term on street parking throughout the Hill. The report was updated in April 2003.

Preliminary Assessment of Social, Recreation and Open Space Infrastructure Requirements, October 2002

This report provides background information in relation to the infrastructure requirements for social and community services infrastructure to support the population expected to reside in Doncaster Hill. It also complements other strategic planning reports and social research undertaken as part of the Doncaster Hill Strategy. The report makes a number of recommendations about requirements for all sectors of the community including children, youth, adults and the elderly. It identifies requirements for expanded community facilities such as child care centres, library and community centres.

Urban Master Plan, June 2003

Part A of the Urban Master Plan discusses the site-specific urban design objectives that includes integrating open space with public art to form vibrant, civic spaces. Urban parks and plazas that create appeal due to their balance between natural features, recreational opportunities and other passive pursuits are strongly recommended with the integration of unique artworks and sculptures to increase the presence and atmosphere.

Part B of the Urban Master Plan addresses the more boulevard specific intentions that include the addition of street furniture, the installation of lighting and the planting of trees along main roads and local streets to contribute to tree-lined streetscapes. The incorporation of urban design will assist in the overall beautification of the area and assist in creating a safer, more inviting area for all to enjoy.

Public Art Master Plan, January 2003

The Public Art Master Plan was commissioned as part of the Urban Master Plan for Doncaster Hill. It makes recommendations for site-specific artwork and associated funding, much of which will be included in the proposed Doncaster Hill Development Contributions Plan. The report recommends that a Manningham Public Art Advisory Panel be formed to advise on all artwork commissioned for Doncaster Hill and the wider Manningham area.

Pedestrian and Cycling Plan, June 2003

The Doncaster Hill Pedestrian & Cycling Plan determines priority works to encourage walking and cycling within Doncaster Hill. The report endorses the boulevard treatments along the main roads and recommends that they be shared pedestrian/cycle paths. It also provides

a number of other recommendations for the installation of paths on the side streets, that particularly link open space with the main roads.

Development Contribution Plan, June 2003

A Development Contributions Plan (DCP) is a mechanism used to levy new development for contributions to planned infrastructure needed by the future community. A council collects development contribution levies from new development through an approved DCP. This report outlines the works that are recommended to be undertaken via a DCP.

Land Acquisition Requirements, June 2003

This report deals with the land that will need to be secured by Council in order to proceed with the recommendations contained within a number of specialist reports that deal with issues related to the implementation of the Doncaster Hill Strategy (Oct 2002). It brings all of these together in order to identify how best to proceed with securing the necessary land.

5.3.2 Reports Related to Development Applications

A number of planning proposals have been dealt with during the past 12 months (refer to Attachment 2). Oak Hill (95-99 Tram Road, Doncaster), Montage (642-654 Doncaster Road, Doncaster) and The Atrium (682 Doncaster Road, Doncaster) received planning permits and the Westfield Shoppingtown expansion and Beacon (659 Doncaster Road, Doncaster) are currently being considered. South Point (8 Clay Drive) has proceeded to construction. Other properties that have presented development proposals to the Sustainability Design Task Team include 1 Grosvenor Street, Doncaster, and 600 Doncaster Road, Doncaster.

5.4 Traffic and Transport

Understanding traffic and transport issues has been key from the earliest work undertaken for the Doncaster Hill Strategy. Traffic issues continue to be important as reflected in the production a number of key reports as listed in section 5.3.1 and the need to have had a traffic planner from within Manningham seconded to the project for a period of time. This period was especially crucial to ensuring that traffic and transport issues have been fully considered and integrated into all other aspects of the Strategy and especially the Urban Master Planning and Sustainability Management Plans, and also that there is ongoing involvement from within the Council to deal with traffic issues related to Doncaster Hill at both a strategic level and in responding to development applications.

Ensuring that traffic issues are dealt with in the context of wider regional issues (Eastern corridor study, Bus Plan) has also required the Unit being proactive in responding to Regional initiatives and ensuring ongoing liaison with Vic Roads and the Department of Infrastructure.

5.5 Community Infrastructure

Consideration of community needs has been a key component of work undertaken to support the Doncaster Hill Strategy and is reflected in the workshops held with the community. They continue to be important as reflected in the need to have had a social planner from within Manningham seconded to the project for a period of time.

The Social Planner's work program included consultation with a variety of internal and external stakeholders such as the Victoria Police, the Office of Housing, Doncaster Primary School, the Whitehorse Manningham Regional Library Corporation and Managers and the Director within the Community Services Directorate. An assessment of required community infrastructure, its impact on Council's services to meet the needs of the future predicted population, and the timing of infrastructure development and its justification in the DCP was also a key piece of strategic work undertaken during this period. Providing sufficient and required community infrastructure is an essential component of meeting Manningham's vision for a liveable city where lifestyle, recreation and creativity enrich the lives of the community and a caring Manningham where all residents have access to the range of services, facilities and activities that they need at all stages of life. A further report on the community infrastructure requirements for the Civic Precinct is currently being finalised and due to go to Council in August 2003.

5.6 Master Planning

Work to finalise the Doncaster Hill Urban Master Plan (Feb 2003) was undertaken internally and items related to development on Council owned reserves were included in the Open Space Plan. Other items were listed for inclusion in the Development Contribution Plan. Preliminary Master planning work has also been undertaken for Precinct 1 as part of the community infrastructure work. Urban design assessment and advice continue to be an important component of all development proposals and works being considered for the Hill.

5.7 Public Art

Work undertaken by Brecknock Consulting was finalised in February 2003. Items related to development on Council owned reserves were included in the Open Space Plan and other items were listed for inclusion in the Development Contribution Plan. Ahead of the DCP being put in place Council is currently including public art contributions as part of the planning permit conditions and actively encouraging consideration of public art in the design phase.

5.8 Budget Projections Revenue/Expenditure

Work to consider implementation of the Doncaster Hill Strategy has included an assessment of the capital investment requirements for the next 20 years as well as an assessment of possible sources of revenue to offset these costs. The 2 major sources of funding will be via a Development Contributions Plan (refer to section 5.3) and the Open Space Fund (consisting of developer open space contributions from subdivision applications and the sale of category 4 reserves). The following table summaries the major capital work categories and costs.

Category of infrastructure	\$ Millions
Open Space	12.6
Community and Recreation	12.7
Streetscape	6.6
Public Art	3.9
Transport Infrastructure	6.4
TOTAL	42.2

6 OTHER RELATED AREAS OF WORK

6.1 Covenants

Work has been completed which identified that 60 properties within the Doncaster Hill area are subject to restrictive covenants. Four separate restrictive types of covenants are in place and in some cases may not pose a problem to achieving the objectives of the Doncaster Hill Strategy. Legal advice has been sought in relation to the possible processes and costs that will be necessary to remove covenants that will create problems with respect to achieving the objectives of the Strategy. It is anticipated that these issues will be dealt with once Amendment C33 is approved by the Minister.

6.2 Wind Assessment

While it was decided that a wind assessment model was not required for the Doncaster Hill area, guidelines have been set in October 2002 and developers are asked to provide wind assessments for their proposals. Assessments were completed in January 2003 for 642 Doncaster Road, 632-640 Doncaster Road and 584 Doncaster Road as developments were approved prior to the guidelines being put in place.

6.3 Activity Centre Zone

An assessment of the appropriateness and suitability of using existing zones was undertaken and further highlights the need to pursue options for an activity centre zone.

The Doncaster Hill Unit hosted a workshop, in December 2002, attended by DSE and other interested Local Councils, to explore issues around Activity Centre implementation. This included testing support for identifying options and ideas for a zone solution that could be applied to Principal Activity Centres and pursuing ongoing collaboration.

6.4 Other Committees, Organisations, Processes

6.4.1 Integrated Transport Plan

This Plan was reviewed with respect to the impacts on and requirements of Doncaster Hill. Manningham's Integrated Transport Strategy (2003) now highlights integrated land use/transport planning for Doncaster Hill as the showcase for Council's sustainability policies and as its major contributor towards more sustainable travel. It also is consistent with the guidelines set out in the Doncaster Hill Strategy

6.4.2 Neighbourhood Character Study

Given that Doncaster Hill will be creating its own neighbourhood area and character and will have impacts on surrounding neighbourhoods, it continues to inform work being completed on the Neighbourhood Character Study.

6.4.3 Waste Management Plan

Inputs were made into Council's Waste Management Plan for multi-unit developments to ensure that the Plan is in line with requirements for waste minimisation and avoidance for developments within Doncaster Hill. Referrals for the assessment of waste management requirements of

applications for multi unit applications for Doncaster Hill are now being dealt with by the Doncaster Hill ESD co-ordinator.

6.5 Capital Works

6.5.1 Flags

Flags were installed in January 2003 at four sites on the perimeter of Doncaster Hill (twelve flags in total) for place identification as part of the streetscape works for Doncaster Hill.

6.5.2 Boulevard sample of streetscape

The design and approvals for construction of a 32 metre strip of boulevard treatment to be placed outside the Council offices were finalised in June. The strip will be situated on Council land, near the municipal offices, alongside Doncaster Road from the underpass to the minor drive into the Council car-park. The strip will also exhibit the new Doncaster Hill furniture made from recycled sustainable materials, including the seat, bin and low-level pedestrian lighting. It is expected construction will be completed during July 2003.

6.6 Awards/Grants

6.6.1 Awards received:

Planning Institute

The Doncaster Hill Strategy received a certificate of commendation for the Doncaster Hill Strategy from the Planning Institute of Australia's Awards for Planning Excellence in November 2002. This award was in recognition of the Strategy's visionary approach to urban consolidation and significant contribution to urban planning practice.

6.6.2 Grants applied for:

Victoria Stormwater Action program:

Both the Montage Apartments Sensitive Design Demonstration Project and Westfield Shoppingtown – Removal Reduction of Gross Pollutants in Stormwater Discharge Project were nominated for this program.

Pride of Place

The pride of Place Program seeks to assist Council's to work *'with their communities to create vital, economically sustainable, attractive and safe local activity centres'* promoting consultation with the community for strategic urban design projects. A total of three projects were submitted in February 2003 and are still awaiting the decision from the Pride of Place Panel. The major project includes the construction of a high quality urban public space in front of the Primary School that features new fencing and also integrates public art, as well as celebrating its heritage status within Doncaster Hill. The other two projects involve the first stage of tree planting and the design development of the public realm.

Melbourne 2030 Implementation – Targeted Funding

This funding is directed to supporting Councils who have demonstrated commitment to the implementation of Melbourne 2030 via the strengthening of partnerships, the ability to exhibit benefits beyond the local area and the

development of in-house skills. The application for funding to further develop Council's Virtual Reality Model of Doncaster Hill has been submitted jointly with The Urban Futures Foundation of RMIT (refer to section 7.2.7).

Celebrating Melbourne

This award promotes recognition of "genuinely innovative culture" and people who "form the basis of new collaborative relationships". Manningham has nominated the Doncaster Hill Unit and its contribution to the creation of a sustainable, contemporary and vibrant urban village that will accommodate 8,300 people by the year 2021.

7 COMMUNICATION AND MARKETING STRATEGY–

(Refer to Attachment 3 Doncaster Hill Communication And Marketing Activities)

During the past 12 months as part ongoing consultation and improved information dissemination phase 1 and 2 of the Communication and Marketing Strategy have been implemented. Materials produced to assist with creating a shared understanding and enhance promotion of Doncaster Hill include newsletters, an 80 image power point presentation, an information brochure, a series of display boards (AO and A3 boards), folders, logo and branding, media releases and flags.

7.1 Consultation and Communication

7.1.1 Internal

During October and November 2002 all units within Council were given a detailed presentation (totalling 32 presentations) of the Doncaster Hill Strategy. They were also briefed with respect to the work programme and likely impacts on Council. The recent June briefings to all Staff by the Executive Management Team included an update of the statutory processes being put in place to progress the Doncaster Hill Strategy.

Furthermore, items dealing with updates on the progress of Doncaster Hill occur regularly in the Staff newsletter. The Doncaster Hill newsletters are also distributed to staff.

7.1.2 External

Phase 3 of ongoing consultation for Doncaster Hill was held in December 2002. The fifty-four residents who attended two workshops were asked to consider questions about current services/facilities in the area and what might be required in the future, to meet the needs of the Doncaster Hill community. Participants were also asked to consider how the vision for a connected Manningham community that celebrates our heritage, diversity and character, could be realised in Doncaster Hill. The level of interest and enthusiasm generated by the workshops was very high. The feedback received continues to be considered in future planning and development of Doncaster Hill. Community consultation will remain a strong feature of the communication process and progress of the implementation of the strategy.

As part of the planning amendment process an information session on Amendment C33 was held in March with 32 residents and interested parties attending.

Articles keeping residents informed of progress on Doncaster Hill have also appeared in Manningham Matters and in the Manningham News Council Community Notices section of the Manningham Leader.

Also refer to Newsletters (section 7.2.5) and Media releases (7.3.2). Currently 1 734 people are registered on the mailing list for receiving information related to progress on Doncaster Hill.

7.2 Marketing Products

7.2.1 Doncaster Hill Presentation

The 80 image power point presentation of Doncaster story was produced in August 2002 and then updated in December and March 2003. Over 1000 people have viewed the Doncaster Hill presentation. The presentation together with a presentator is available for a fee. The revised Doncaster Hill Presentation was presented to the Victorian Governor on 7 April during his visit to the Council. Selected images from the presentation have been included in other Doncaster Hill briefing sessions.

7.2.2 Doncaster Hill Flags

Flags were installed in January 2003 at the perimeter of the site for place identification. A media release with photo was distributed. Smaller versions of the flags were used for display in the Council foyer. Additional smaller flags are available for use by developers.

7.2.3 Display/Display Boards

A display was placed in the Council Foyer on the 24 March as part of the media briefing. It featured maps, brochures and information, and remained there during the Amendment exhibition period. Many positive comments were received in response to the display in the Council Foyer during April and a large number of brochures (350) and newsletters (350) were distributed via the display. An AO presentation Board highlighting the key features of the Doncaster Hill Strategy was developed to be included as part of the display and is also available for developers to purchase.

7.2.4 Council Branding/Logo Enhancement

To make the most of the support that Manningham Council is giving to the Doncaster Hill strategy, it is proposed a new stamp be added to all Doncaster Hill material. This could include adding to the Manningham logo words such as "A Manningham City Council Major Project", or "An Initiative by the Manningham Council", or "A Major Project by Manningham City Council". Generally, there are continuing efforts to improve the use of the Doncaster Hill logo.

7.2.5 Newsletters

Two newsletters have been produced to coincide with advertising of community information sessions. The first edition produced in November

2002 provided general information on the approved Strategy and highlighted some of the development proposals being considered by Council. The second edition was distributed in March. It featured the launching of the flags, promotion of the web site, updating on reports being finalised, and a focus on Amendment C33 going on exhibition. Approximate 3 000 copies of each newsletter have been distributed.

7.2.6 Signage

A signage campaign has been developed to complement the flag display. The campaign is based on adding the words 'New' to a range of options designed to associate the Doncaster Hill site with new, vital, active elements of the Strategy. A Hero image/computer render image featuring a street level view of the proposed treatment, with respect to street furniture, trees and paving, of Doncaster Boulevard was finalised.

7.2.7 Virtual Reality Computer Model

Additional features including recent developer proposals, street furniture and trees have been incorporated into the model as part of a brief to update the Model. A general viewing was held in April 2003 with suggestions offered by those attending being considered. Opportunities and costings for producing a short video and stills from the model have also been explored and have been included as part of a joint funding submission (refer section 6.6.2) with RMIT to enhance the model and promote its broader use as a planning and communication tool.

The Doncaster Hill brochure produced in April 2002 continues to be distributed to all interested stakeholders, approximately 4,500 brochures were distributed in the last 12 months.

7.3 Media

7.3.1 Media Briefing

A media briefing was held in February 2003 including a presentation of the Doncaster Hill story. Information packages were also distributed at this briefing.

7.3.2 Media Releases and Coverage

Four media releases were distributed during the year to coincide with marketing peaks and provide support information for the ongoing building of an understanding of the development of Doncaster Hill. The February/March media peak commenced with a media release about the installation of the Doncaster Hill flags, two further media releases were also sent to a range of media contacts (the media list consists of 7 papers) promoting Sustainability and Location details. A media release focusing on the public infrastructure requirements of the Hill was released in late June to mark the beginning of the July/August marketing peak (refer to Attachment 3). A total of 17 newspaper articles appeared in various papers with the majority .

7.4 Web site

The doncasterhill.com web site went on line on 25 February 2003. This included production of website logo and a supportive promotional campaign which included an advertisement in the Manningham Leader and Newsletter 2. The logo is now available to add to all material that has a marketing bias and its use

has been encouraged by co-operative team members. Links are being added and promoted by co-operative members and encouraged by other appropriate sites. The site can be accessed via a number of search engines including google and yahoo. A number of other sites also have direct links to the doncasterhill.com sites including www.skyscrapercity.com and www.geocities.com. The www.manningham.vic.gov.au site has a direct link to the site. Figures showing the tracking of the use of the site are listed below:

February	42 (25-28 th only)
March	440
April	204

7.5 Phase 3 Communication and Marketing Strategy

Phase 3 of the Doncaster Hill Communication and Marketing Strategy is currently being finalised. It outlines key outcomes and budgetary requirements for the next financial year (refer to attachment 4).

7.6 Co-operative Marketing Group

A group of developers and real estate agents approached Council at the end of 2002 with the view to setting up a formal mechanism to be kept updated with progress in Doncaster Hill and to contribute suggestions with regards to exploring any co-operative actions with respect to marketing. This group met in January and February 2003 and have been sent monthly updates since the February meeting, as of May the updates are now being posted on the web site. The group was invited to attend the viewing of the Virtual Reality Model held in April.

7.7 Professional Profiling

As the Doncaster Hill work has moved from research and strategy formation into the development of implementation mechanisms, a broad range of professionals, students and groups have shown a keen interest in accessing information and building on the learning experience of the Doncaster Hill work. Briefing sessions have been held with groups that have a direct interest or have needed to provide inputs to the implementation of the Strategy. These include Department of Sustainability and Environment, Department of Infrastructure, Victorian Police (both Regional and Head Office), Office of Housing, Vic Roads, Building Commission, Melbourne Water, Yarra Valley Water, Plumbing Institute, Sustainable Energy Authority, National Bus Company, Doncaster Primary School, the Education Department and a number of neighbouring Councils and other Councils undertaking Activity Centre studies.

The following lists some of the other activities contributing to professional profiling:

Membership on DSE Urban Sustainability Reference Group

In recognition of the work of the Doncaster Hill Unit, the unit's ESD co-ordinator was invited to be a member of the reference group in October 2002. This involves assisting with contributing to practical guidance with respect to the implementing of sustainability for the built environment through the planning system.

The chairman of this group (Paul Jerome, Executive Director, Planning and Land Division) reiterated his support for Doncaster Hill in a letter sent to Council in February 2002.

“The Department of Sustainability and Environment acknowledges Council’s significant initiatives in seeking to promote and implement sustainable outcomes for the Doncaster Hill Activity Centre. The City of Manningham is at the leading edge of promoting sustainable development through the planning system and the proposals reflect the innovative approach and extensive research conducted by the City of Manningham”.

Planning Week October 2002

Promotion of the Doncaster Hill Strategy during this week included a presentation on the development of the Strategy and dissemination of information related to the project.

South Eastern Metro News October 2002

This journal featured an article titled “Brand New Urban Village Doncaster Hill” in its October edition.

Activity Centre Workshop

In December 2002 the Doncaster Hill Unit hosted a workshop that was attended by DSE and other interested Local Council to explore issues around Activity Centre implementation.

Eastern Region Planners

In April 2003, the Doncaster Hill Unit presented to planners from the Eastern Region as part of ongoing information sharing.

Victorian Planning and Environmental Law Association (VPELA)

Sponsorship and attendance at the annual dinner in May included Doncaster Hill promotional material being included on material disseminated at the dinner and information related to the project being placed in a subsequent publication. The event was attended by 460 people including the Minister for Planning. The June edition of the VPELA Newsletter included an article featuring Doncaster Hill titled “Doncaster Hill Leading by Example”.

Green Building and Design May 2003 Course

This course was opened with a presentation on the Ecologically Sustainable Development Guidelines of the Doncaster Hill Strategy. The course was attended by 165 people from a broad range of built environment professionals and attracted interest locally and interstate. This led to Brisbane City Council sponsoring a visit to their Council in June by two members of the Doncaster Hill Unit to present the urban design and ESD features of the Doncaster Hill Strategy.

Environmental Design Guidelines May 2003

This edition was devoted to “Doncaster Hill Urban Village: an integrated approach to sustainability” and featured Montage development as a case study. The article has been placed on the doncasterhill.com web site.

8 PLANNING APPLICATIONS

8.1 Developments with Approved Planning Permits

Currently the follow major proposals have approved planning permits:

Development	Date Lodged	Date Approved	No of Objections	Status
'South Point' 8 Clay Drive	20/07/01	09/04/02	7	Construction commenced
'Ultra 819' 584-588 Doncaster Road	22/10/01	03/05/02	2	Applicant VCAT review of conditions deferred from hearing 4 & 5 August 2003 – rep. at C33 Panel
'Pinnacle' 632-640 Doncaster Road	23/11/01	03/05/02	1	Applicant VCAT review of conditions deferred from hearing 21 & 22 August 2003
'Oak Hill Apartments' 95-99 Tram Road	20/12/01	04/10/02	1	Conditions yet to be satisfied
'Montage' 642-654 Doncaster Road	28/05/02	09/09/02	2	Conditions yet to be satisfied
'Atrium' 682 Doncaster Road	05/09/02	07/03/03	2	Mediation 14/07/03 for conditions review

The average time to process an application has been 6.5 months, with Montage the largest development taking only 3.5 months.

Other approvals granted include permits for temporary promotional advertising signs at Montage and Pinnacle.

8.2 Development applications submitted and subject to approval

'Beacon' 659 Doncaster Road & 2 Tower Street
Westfield Shoppingtown expansion, 619 Doncaster Road
18-20 Tower Street (2 different development applications, one for a 5 & 7 storey building and the second for a 3 and 4 storey building)

Other applications include to remove the Covenant and to demolish the heritage building at 18-20 Tower Street, for temporary promotional advertising signs at Ultra and to change the access arrangements to the Autobarn premises at 602 Doncaster Road.

8.3 Proposals currently being developed

Developers continue to be encouraged to approach Council at pre application stage to work with Officers to maximize demonstration of design and ESD objectives in accordance with the Doncaster Hill Strategy. Proposals where Officers have given initial pre-application comments include:
602 – 630 Doncaster Road
600 Doncaster Road

9 PERFORMANCE EVALUATION

9.1 Review Processes

9.1.1 Doncaster Hill Unit

The Doncaster Hill Unit undertook a two day Strategic Planning session in April 2003 to review progress and set the work programme for the coming financial year. Approximately 95% of work tasks identified for completion during the 2001/2002 had been undertaken. In addition considerable additional work had also been undertaken. Suggestions to improve the operations of the Unit were also put in place. Outcomes for the 2003/2004 year were also formalised in the Units work plan for 2003/2004.

9.1.2 Sustainability Design Task Force/Development Application Process

Review processes actioned from the session included a review of the operations of the Sustainability Design Task Force and a review of the process map used for the consideration of applications. Both tasks were completed with suggested improvements implemented.

9.1.3 Communication and Marketing

A review and assessment of the utilisation of internal and external capacity for communication and marketing activities was completed in February with suggested improvements implemented.

9.2 Completion of Corporate Plan items

Except for item 3.2.1.7 (90% complete), all items listed in Strategy 3.2.1 Doncaster Hill were completed.

9.3 Performance Indicators

The current year will be used as a base line around which to put in place indicators to ensure both the assessment and monitoring of progress, and the monitoring of impacts with respect to broader ESD, social, traffic and economic issues as well as site specific monitoring of developments. This will also involve ensuring that ongoing measurement and monitoring systems are in place.

10 BUDGET / WORK PROGRAMME

Attachment 5 shows the operating costs for the past 12 months, outlines the budget for the coming year and gives projected costs for the following 2 financial years. Attachment 6 sets out the work programme for the Unit for the period July 2003 to June 2004. It is largely a reflection of a consolidation and progressing of work undertaken during the July 2002 to June 2003 period.

Attachment 1

DATE	NAME OF REPORT	MEETING
27 August 2002	Doncaster Road, 642-654, Doncaster – Planning Application No 13624 – the use and development of a 13 level building, comprising serviced apartments, residential apartments, gym, retail and restaurant with liquor license	Council
3 September 2002	Doncaster Hill ESD & Urban Design Guidelines	SBS
9 September 2002	Doncaster Hill Work Program and Appointment of the Doncaster Hill Advisory Committee	SBS
17 September 2002	659 Doncaster Road – Proposed Soho Apartments – old Mobil site – corner of Doncaster Road and Tower Street	SBS
	No.1 Grosvenor Street, Doncaster - Proposed residential development within the Doncaster Hill Strategy area to be identified as the former Westfield Doncaster Shoppingtown Car Park	SBS
	No.95 – 99 Tram Road, Doncaster – Planning Permit App No 13230 for the Use and Development of the Land for a Six Storey Building comprising 35 Apartments with Associated Basement Car Parking	SBS
	Doncaster Hill ESD & Urban Design Guidelines	SBS
24 September 2002	Doncaster Road, 643-654, Doncaster – Planning Application No 13624	Council
	Tram Road, 95-99, Doncaster – Planning Application No 13230 – construct a six (6) storey building comprising 35 apartments with associated basement car parking and access to a Road Zone Category 1	Council
8 October 2002	Doncaster Hill Strategy, October 2002 – Adoption of Revised Strategy Document	SBS
	Summary of Doncaster Hill Planning Applications (Presentation only)	SBS
	Doncaster Hill Strategy – Manningham Planning Scheme Interim Controls (Policy)	SBS
	Update on Doncaster Hill Work Program – Social & Community Needs Analysis & Traffic and Transport	SBS
	600 Doncaster Road – Council's options for the future development of adjoining Council owned land	SBS
15 October 2002	Doncaster Hill ESD & Urban Design Guidelines	SBS
29 October 2002	Doncaster Hill – Traffic Modelling & Analysis	Council
	Doncaster Hill – Manningham Planning Scheme Interim Controls (Policy)	Council
	Doncaster Hill ESD U& Urban Design Guidelines	Council
	Parking Precinct Plans – Programs for Preparation within Activity Centres – Corporate Plan 8.2.1	Council
12 November 2002	Doncaster Hill Flag Options	SBS
19 November 2002	Doncaster Hill Paramics Simulation	SBS
	Doncaster Hill - Social & Community Needs Analysis	SBS
3 December 2002	Parking Precincts Plan	SBS
	Doncaster Hill Paramics Simulation	SBS
	Doncaster Hill Preliminary Assessment of Social, Recreational and Open Space Requirements for Doncaster Hill (ASR Research) and Recommendations for the Doncaster Hill Infrastructure Contributions Plan (ICP)	SBS
10 December 2002	Elgar/Doncaster/Tram Roads Peninsula – (600 Doncaster	SBS

DATE	NAME OF REPORT	MEETING
	Road)	
	Westfield Doncaster - New Development Proposal for Doncaster Shoppingtown	SBS
21 January 2003	Doncaster Hill.com	SBS
	Doncaster Hill – Preliminary Assessment of Social, Recreation 21-27 and Open Space Requirements for Doncaster Hill (ASR Research) and recommendations for the Doncaster Hill Infrastructure Contributions Plan (ICP)	SBS
	Doncaster Hill – Parking Precinct Plan (PPP)	SBS
	Doncaster Hill – Traffic Modelling & Analysis	SBS
28 January 2003	Doncaster Hill – Parking Precinct Plan (PPP)	Council
	Doncaster Hill Traffic Modelling & Analysis	Council
	Doncaster Hill – Preliminary Assessment of Social, Recreation and Open Space Requirements for Doncaster Hill (ASR Research) and Recommendations for the Doncaster Hill Infrastructure Contributions Plan (ICP) (Corporate Plan)	Council
25 February 2003	Doncaster Road, No. 682, Doncaster – Planning Permit No. 13879 – use and development of an 8 storey building comprising 41 dwellings, food & drink premise, shops, offices, alterations to access & reduction in car parking requirement	Council
	Doncaster Hill – Proposed Amendment C33 (Corporate Plan Item 3.2.1.1)	Council
	Doncaster Hill – Proposed Amendment C33 (Corporate Plan Item 3.2.1.1) Updated Version	Council
4 March 2003	Doncaster Hill - Urban Masterplan: Part A – Urban Plazas and Parks	SBS
	Doncaster Hill - Public Art Masterplan	SBS
	Doncaster Hill – Pedestrian & Cycle Plan	SBS
13 May 2003	Doncaster Shoppingtown – Permit Application No 14171	SBS
	Amendment C33 – Consideration of Submissions & Request for Panel Hearing	SBS
17 June 2003	Doncaster Hill Amendment C30 – Dev Cont Plan, Public Acq Overlay and Open Space Cont	SBS
17 June 2003	Doncaster Hill Amendment C30 – Land Acquisition	SBS

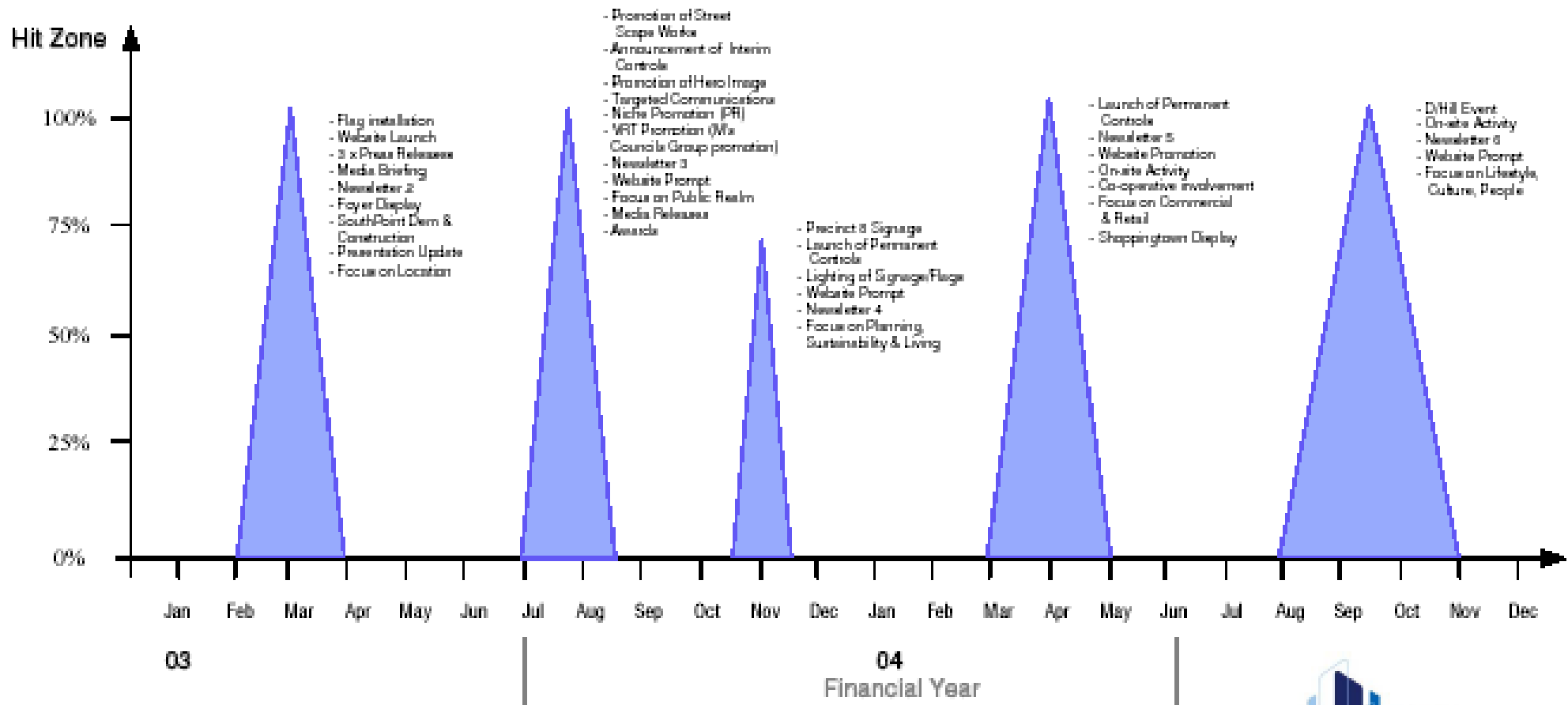
Attachment 2

DEVELOPMENT PROPOSALS CONSIDERED – JULY 2002 TO JUNE 2003

Aplicat ion No.	Status	Address	Known as	Contact Details	Proposal	Cost of D'ment	Precin ct	Land Area	Height	Date Lodged	Date Decided
13230	Permit issued 04/10/02 Conditions yet to be satisfied	95-99 Tram Road	Oak Hill Apartments	Wan Xin You Ji Real Estate C/- Paul Shaw & Associates 708A Doncaster Road Doncaster 3108	6 storey building comprising 35 apartments with associated basement care parking and access to a road zone category	\$1 million	7A	2071 m ²	25.7m	20/12/01	04/10/02
13446	VCAT Failure review – Directions hearing 23 July & notice currently being given	18-20 Tower Street	Petridis Cornetta / Matt Ryan Proposal	Petridis Cornetta Architects Level 1, 173 Upper Heidelberg Road Ivanhoe 3079 Ph: 9499 8826	Residential development (5 storey & 7 storey building)	\$5 Million	3A	1960 m ²	Being reviewed	22/03/02	
13556	Decision pending outcome of development applications	18-20 Tower Street	Petridis Cornetta / Matt Ryan Proposal	Petridis Cornetta Architects Level 1, 173 Upper Heidelberg Road Ivanhoe 3079 Ph: 9499 8826	Demolition of heritage building, landscaping and fence	N/A	3A	1960 m ²	N/a	10/05/02	
14516	Further information requested 5/5/03.	18-20 Tower Street	Petridis Cornetta / Matt Ryan Proposal	Matt Ryan Urban Planning Mediation	Removal of Covenant		3A	1960 m ²	N/a	22/04/03	
14674	Initial assessment occurring. Further information request anticipated	18-20 Tower Street	Petridis Cornetta / Matt Ryan Proposal	Petridis Cornetta Architects Level 1, 173 Upper Heidelberg Road Ivanhoe 3079 Ph: 9499 8826	Development of 36 apartments (3 storey & 4 storey building)	\$5.5 million	3A	1960 m ²	12.5 metres	10 June 2003	
13560	On hold at the applicants request. Affects Pinnacle development	602 -630 Doncaster Road	Access changes to Auto bar n site	Andrew O'Brien & Associates P/L Suite 2, 22 Gillman Street, Hawthorn East 3123 Ph: 9811 3111	Changes to access to a RDZ1	N/A	2D			13/05/02	
13624	Permit issued 06/09/02 Conditions yet to be satisfied	642-654 Doncaster Road	Montage (former Shell site / Englehart site))	Doncaster Apartments P/L C/- Environmental Resources Management Australia 151 Clarendon St Sth Melbourne 3205 Ph: 9696 8011	12 storey mix use building, including restaurant, retail, gymnasium, serviced and residential apartments	\$48 million	2C	3978 m ²	40m	28/05/02	09/09/02

Applicat ion No.	Status	Address	Known as	Contact Details	Proposal	Cost of D'ment	Precin ct	Land Area	Height	Date Lodged	Date Decided
				Fax 9696 8022							
13811	Permit issued 18/10/200 2	642 -654 Doncaster Road	Montage promotio nal signs	Doncaster Apartments P/L C/- Environmental Resources Management Australia 151 Clarendon St Sth Melbourne 3205 Ph: 9696 8011 Fax 9696 8022	Temporary display of promotion al advertising signs.	N/A	2C			13/08/02	18/10/02
13879	Permit issued 7/3/03 – Mediation 14 July 2003 for conditions review	682 Doncaster Road	The Atrium (former Westpac drive- thru office building)	Burton Ridge P/L Attn Kate Emerson C/- SKM 590 Orrong Road Armada 3143 Ph: 9248 3019	9 level building comprising food/drink premises, shops, offices and 41 dwellings	\$9 million	2B	1356.3 m ²	123.75 (RL)	05/09/02	07/03/03
13975	On hold at applicants request. Major concerns needing resolution	659 Doncaster Road	Beacon Proposal (former Mobil site)	Doncaster Commercial Pty Ltd C/- Environmental Resources Management 151 Clarendon Street, Sth Melbourne 3205 Ph: 9696 8022	13 level building 3 level basement car park, 219 apartment s, restaurant s and retail	\$48 million	3C	5335 m ²		01/10/02	
14036	Further info required. VicRoads conditions require re- design. Already displayed	584 -588 Doncaster Road	Ultra promo signs	Edgardon Properties P/L C/- SJB Planning P/L PO Box 1149 Southbank 3006 Ph: 9699 6877	Temporary display of promotion al advertising signs.	N/A	7B			21/10/02	
14098	Permit issued 15/4/03. Applicant lodged review against VicRoads condition	632 -640 Doncaster Road	Pinnacle promo signs	Darnley developments C/- SJB Planning 25 Coventry St Southbank 3006	Temporary display of promotion al advertising signs.	N/A	2D			08/11/02	16/04/03
14171	Applicatio n on hold at applicants request	619 Doncaster Road (Westfield Shoppingt own)	Shoppin g town expansi on	Westfield Developments Level 21, 100 William Street, Sydney 2100 Jeff Breen Ph: 02 9358 7714	Redevelop ment of Westfield Shoppingt own	\$200 million	4A	1.4 hectares (approx)		06/12/02	

Doncaster Hill Marketing Mix



Doncaster Hill, Draft Communications and Marketing:

Phase Three - Promotion of Doncaster Hill

May 2003

1. Background

The communications and marketing of Doncaster Hill has been occurring since early 2002 when Manningham Council considered and adopted an Interim Communications and Marketing Strategy for Doncaster Hill. The marketing of this project has been strategically developing under three headings:

Content Formation
Education and Participation
Promotion of Doncaster Hill

Although the Strategy's activities are now moving into phase 3, phases 1 and 2 will continue to be developed.

2. Objectives

The objectives for the Interim Strategy continue to guide the approach of all communication and marketing activities.

- Create a shared understanding of Doncaster Hill to enable all parties to distribute the same message.
- Encourage support for Doncaster Hill.
- Strategise to ensure involvement in the promotion of Doncaster Hill marketing strategies by various target groups and stakeholders.
- Ensure a widespread distribution of information regarding Doncaster Hill to all interested parties.

3. Situational Analysis

Content Formation and Education/Participation has been occurring for past 15 months to further the objectives of the Strategy (refer to attached annexure 1 Doncaster Hill Communication and Marketing Activities which summarise key actions). Key observations include:

- Estimated saturation of Doncaster Hill knowledge in 'local community' would be about 5-10%. An aim for the next 12 months would be an increase to 15% knowledge, understanding (acceptance usually slightly less) and to consider other target groups. Knowledge within Council staff is estimated to be over 80%.
- Council continues to promote Doncaster Hill as a priority.
- Much improved content compared to this time last year along with much improved content availability.
- The doncasterhill.com website has generated interest and provided a convenient and cost effective media for communication of information.
- Intellectual positioning is increasing across all mediums and will continue to grow now that basic understanding has been grasped.
- Increased exposure and interest from a broad range of stakeholders including statutory authorities and service delivery agencies.

- A marketing and communications budget is being allocated within the Doncaster Hill budget.
- Ongoing advice and support from Manningham Council Marketing Unit has been employed to complete tasks associated with Doncaster Hill. Monthly briefing meetings have been put in place.
- Basic support from co-operative marketing team has been established.
- Little on-site product, with only slight alterations expected for 2003/2004. More anticipated for 2005 and likely to be on periphery or smaller scale projects.
- Being a long term project, with varied economic periods within this timeframe the current economic uncertainty which is leading to on-site uncertainty is not a deterrent to long term outcomes for Doncaster Hill.

4. Strategies

A list of outcomes or strategies has been formed for the communications and marketing of Doncaster Hill. This list acts as a budget guide, job description and work plan, for the team members of Doncaster Hill. As with all communication strategies, the timing of these strategies will depend on on-site activity. Many of the strategies will be achieved in 2004 and beyond. A separate outcomes paper presents these strategies in depth. The strategies include tools such as website update and promotion, public relations, Manningham and Doncaster Hill branding, campaign details, newsletters, disclaimers, signage, events, community consultation, mobile display, imagery and content formation, research, technical profiling, awards and recognition and performance. It also outlines future tools such as prestige formation, onsite tours and education.

5. Marketing Mix and Yearly Plan

Doncaster Hill is a long term project and as such, a peak and trough marketing plan has been suggested (see attachment Annexure 2 Doncaster Hill Marketing Mix). As with all marketing plans these peaks will move according to outside forces. The five areas considered for this planning include: Positioning, Public Relations, Product Enhancement, Promotion and Place Marketing.

6. Budget

To date, only adhoc and retrospective funding has been allocated to the Doncaster Hill marketing and communications strategies. Setting budget priority areas upfront will allow for more efficient and programmed utilisation of resources. Currently, a yearly marketing and communications budget is being considered (refer to attached Annexure 3 Budget).

7. Conclusion

Doncaster Hill Marketing and Communications Strategic Plan, and its users, must be flexible with this very evolving and fledgling project. It is recommended this Phase 3 document be used as a directional document for the next five years, but be altered at 6 monthly intervals to cater for changes to on-site development.

Attachment 5

DONCASTER HILL OPERATING BUDGET July 03 to June 06

	02 to 03	03 to 04	04 to 05	05 to 06
Amendment and related statutory costs:	3,000	129,000	75,000	25,000
Specialist costs re corporate plan items (plus staff replacement)	150,000	75,000	100,000	50,000
Marketing & Promotion	65,000	50,000	50,000	50,000
Statutory Planning	42,000	50,000	25,000	25,000
Legal Advice as required	32,000	20000	20,000	20,000
General Consultants	24,000	20,000	20,000	20,000
Administration Costs	45,000	35,000	30,000	25,000
sub total	361,000	379,000	320,000	215,000
Doncaster Hill Unit Salaries	250,000	310,000	243,000	176,000
Total Operating	611,000	689,000	563,000	391,000

