



Report on Progress of Implementation of Doncaster Hill Strategy

1 July 2004 to 30 June 2005



**REPORT ON PROGRESS OF IMPLEMENTATION
OF DONCASTER HILL STRATEGY
1 JULY 2004 TO 30 JUNE 2005**

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Attachments

- Attachment 1 - List of Doncaster Hill reports – July 2004 to June 2005
- Attachment 2 - List of development applications proposals considered – July 2004 to June 2005
- Attachment 3 - Doncaster Hill Operating Budget July 2004 to June 2007
- Attachment 4 – Doncaster Hill Work Program July 2005 to June 2006

1 PURPOSE OF REPORT

This report sets out a summary of the major work that has been undertaken in the period 1 July 2004 to 30 June 2005 to further the development and implementation of the Doncaster Hill Strategy, including the further incorporation of the package of amendments into the Manningham Planning Scheme. It outlines major achievements for the year, sets out how work was completed throughout the course of the year and outlines performance evaluation processes.

2 BACKGROUND

This Report now earmarks the third implementation report. The Doncaster Hill Strategy, October 2002, is the key strategic document encapsulating the vision for the Doncaster Hill Activity Centre. Work during the July 2004 to June 2005 period has further successfully advanced the Doncaster Hill Strategy from strategy formulation to implementation of the statutory controls into the planning system to uphold the visions, objectives and principles of the Doncaster Hill Activity Centre.

There are two previous progress reports that can be located on www.doncasterhill.com

1. Doncaster Hill Annual Report 2003/04
2. Doncaster Hill Annual Report 2002/03

3 SUMMARY OF MAJOR ACHIEVEMENTS

This financial year saw the progression of the finalisation of the Manningham Planning Scheme in the current financial year (July 04-June 05).

3.1 Doncaster Hill Unit

The Doncaster Hill Unit continued to work together to implement the Doncaster Hill Strategy. The core membership of the unit was reduced to 1.9 EFT (Effective Full Time) staff. However, 7 additional staff from across the Council continued to be involved in facilitation and implementation of the Strategy.

3.2 Doncaster Hill Strategy, October 2002

The implementation of the Doncaster Hill Strategy into the Manningham Planning Scheme was further advanced and given additional statutory weight through the gazettal of the Parking Precinct Plan (Amendment C35) and the Comprehensive Development Zone (C45). The revised and new format document was distributed to interested stakeholders.

3.3 Planning Scheme Amendments

Amendment C35 (Parking Precinct Plan) was gazetted in September 2004.

Amendment C45 (Comprehensive Development Zone) was gazetted on 24 March 2005, introducing interim zoning provisions until 31 December 2007.

Amendments C30 & C37 (Development Contributions Plan, Open Space and PAO) were lodged for Ministerial approval and gazetted in June 2005.

3.4 Corporate Plan Items

Two (2) items were both completed in this year:

Item No	Description	Status
3.2.1	Continue the development and implementation of the Phase Three plan as part of the Marketing and Communications Strategy for Doncaster Hill.	Report was presented to EMT on 11 May 2005 closing this item and referred to Councillors as an Infosum item.
10.4.6	Monitor and review the financial mechanisms and procedures to ensure responsible management of Developer Contributions and Open Space Contributions towards Doncaster Hill.	Report was presented to EMT on 22 June 2005 closing this item.

3.5 Key Reports and Studies

The Doncaster Hill Unit produced four (4) key documents during the year:

- a) Doncaster Hill Sustainability Management Plan (SMP) Procedural Manual to assist officers with assessing SMP's and required now by the Manningham Planning Scheme;
- b) Doncaster Hill SMP Checklist, which is a companion to the Procedural Manual;
- c) Draft Doncaster Hill Local Law, which was prepared and presented to SBS in June 2005. It is expected that the Local Law will be implemented in the following financial year 2005-2006 after public consultation and adoption by Council.
- d) The draft Manningham Activity Centre Strategy was prepared in June 2005 to develop a strategic framework for planning and development of Manningham's Neighbourhood Activity Centres in light of Melbourne 2030, the Doncaster Hill Strategy, and the Manningham Residential Character Guidelines.
- e) Review of the operations of the Sustainable Design task force.

3.6 Planning Permit Approvals

With regard to planning permits for the Doncaster Hill Activity Centre for the year:

- One (1) application was lodged on 2/08/2004 for 537 Doncaster Road, Doncaster for a 7 storey development including 15 apartments;
- The Plans were endorsed for one (1) application at 18-20 Tower Street on 19/01/2004 for a 3 and 4 storey development including 36 apartments;
- The titles have been issued on 23/01/2004 for one (1) application as part of the subdivision of 8 Clay Drive;
- Council refused two (2) applications for stand alone car dealerships, including 588 Doncaster Road (Audi Car Dealership – PA 15197) on 28

July 2004 and 632-640 Doncaster Road (Mercedes Car Dealership – PA 15375);

- VCAT resolved to deny the Application for Review and uphold Council's Refusal on 08/12/2004 for one (1) application for a stand-alone car dealership at 632-640 Doncaster Road (Mercedes Car Dealership – PA 15375).

3.7 Construction on the Hill

Southpoint Apartments is an eight-storey residential apartment block, with views across the south from Doncaster Hill. Features of the development include two and three bedroom apartments and basement car parking. The ground floor consists of individual office suites with outdoor terrace areas, a concourse, lobby and entrance.

This development at 8 Clay Drive was completed and occupied in February 2005.

Demolition to allow for construction at 18-20 Tower Street also commenced in the last half of this financial year.

3.8 Doncaster Hill Phase 3 Strategic Marketing Plan

A continued effort to increase the awareness and acceptance of the Doncaster Hill project saw the incorporation of risk management responding to changing political and economic climates and the increase in media attention.

Key events for the year included the Launch of the Virtual Reality Model in November 2004 launched by the then Minister for Planning Mary Delahunty, and the opening of SouthPoint apartments in March 2005 by Manningham's Mayor Bill Larkin.

The year also saw a total revamp of the Doncaster Hill website, www.doncasterhill.com.

18 media releases were prepared throughout the year, with 22 articles being published in local and major media regarding Doncaster Hill.

3.9 Awards/Grants

The Premier's Business Sustainability Awards 2004

Manningham was recognised as one of four finalists in the Premier's Business Sustainability Awards 2004.

The Premier's Business Sustainability Awards were a search for both private and public sector efforts that sought to reduce environmental impact. The awards acknowledged projects that pursued innovation, rewarded leadership and demonstrated that principles of sustainability can help drive productivity.

Victorian Premier Steve Bracks announced the awards on 10 November 2004 at Federation Square. Premier Bracks and Deputy Premier John Thwaites presented winners/finalists with their awards/certificates. Whilst Manningham

did not win, Premier Bracks described our category as extremely competitive. Also, Manningham was the only metropolitan Council to feature in the top four.

No grants have been received this financial year for the Doncaster Hill project.

Council has faced an ongoing challenge for grant funding from the State Government for the Doncaster Hill project, having repeatedly applied for funding through such programs as Price of Place and the Melbourne 2030 Targeted Grants Fund over the last 3 years. A more strategic plan by Council for State Government funding will be developed and implemented in 2005/2006 as part of the next Marketing Plan phase.

4 ORGANISATION OF WORK

4.1 Councillor Involvement

4.1.1 Council Meetings

Given the scope, importance and high priority of the Doncaster Hill project, all major items affecting the development of Doncaster Hill are discussed in briefings of Councillors and when necessary for determination, at full Council meetings. Councillors continue to take an active and leading role in the project's outcomes, especially in this period having had the responsibility of making some major decisions that have assisted in shaping the future of the Doncaster Hill Activity Centre.

4.1.2 Sustainable Design Task Force

The Sustainable Design Task Force continued to meet to discuss the merits of development applications in Doncaster Hill, providing advice and constructive feedback with respect to furthering urban design and ESD objectives to developers and their architects. The Task Force, which consists of two Councillors, relevant internal officers and external urban design and architectural professionals, has commented upon all Doncaster Hill development proposals during this period.

The task force undertook a review of its operations and changes were implemented to respond to improvements.

Agreed actions implemented included:

- (a) Preparation of a SDT process map to complement the existing Major Planning Permit Applications process map.
- (b) An information/instruction brochure for applicants.
- (c) Changes/clarifications to Terms of Reference.
- (d) Responsible planner/officers to brief the SDT before the applicant enters the room.
- (e) A standard Agenda for SDT meetings.
- (f) Debriefing/summation at the end of session.
- (g) A program for regular information updates and training for members.
- (h) A marketing/profiling plan.

4.1.3 Streetscape Committee

The Streetscape Committee continued to meet bi-monthly and have held discussions with respect to trees and boulevard treatment in relation to Doncaster Hill.

4.2 Involvement of Officials:

4.2.1 Executive Management Team (EMT)

Updating EMT on the progress with regard to the Doncaster Hill project continued to occur regularly.

4.2.2 Doncaster Hill Unit

At the commencement of the 2004/2005 financial year the members of the Doncaster Hill Unit Team consisted of a full time Project Manager, part time Urban Designer (0.5) and Strategic Planner (0.4) and Administrative Officer, with consistent input provided by other relevant staff on an 'as needs' basis.

While the primary focus of the group is Doncaster Hill work, various members undertook other responsibilities and tasks, which included co-ordinator roles, and inputting into other strategic projects.

Consistent input from other internal staff continued, including both the Client Services Engineer and Social Planner. Other part time members of the team include 4 Statutory Planners, including the Manager, Co-ordinator and 2 Senior Planners. The Manager EEP and the Director Environmental Amenity are also members of the Unit.

Various sub groups and workshops have met on a more regular basis to further progress matters, specifically to hasten the process that would see the implementation of the planning controls. Doncaster Hill Unit members have liaised with external bodies, including Department of Sustainability and Environment officers and private consultants to further seek advice, particularly with regard to the development of policy work to progress the implementation of environmentally sustainable development and urban design, as well as to progress the development contributions and parking precinct plan. The Doncaster Hill Unit meets on a monthly basis.

4.2.3 Marketing Meetings

The marketing of the Doncaster Hill project has continued with the internal work of the Manningham Marketing Unit working together with the Doncaster Hill Unit on overall marketing of the Doncaster Hill project.

Meetings were held with the Doncaster Hill marketing consultant and the Manningham marketing team to further promote and increase the awareness of the project. Council's Economic Development Officer also worked a day a week on the Marketing for Doncaster Hill until April 2005.

4.2.4 Other resources

Where necessary, consultants have been utilised to augment internal capacity and to undertake specialist work.

This has included the development of the Doncaster Hill Development Contributions Plan with SGS Consultants and the Doncaster Hill SMP Procedural Manual and Checklist with DesignInc.

RMIT's Urban Futures Foundation has also worked with the Doncaster Hill Unit to finalise the updated Doncaster Hill Virtual Reality Model and the Ministerial Launch of the model in November 2004.

5 MAJOR AREAS OF WORK

5.1 Amendments to Planning Scheme

5.1.1 Amendment C35 Doncaster Hill Parking Precinct

Amendment C35 to the Manningham Planning Scheme was approved by the Minister for Planning and gazetted on 16 September 2004. The Amendment introduces the Doncaster Parking Precinct Plan into the Planning Scheme, providing parking rates specific to the Doncaster Hill Activity Centre, which ensure the provision of adequate parking rates and assist in reducing dependence on car usage.

5.1.2 Amendments C30 and C37 Development Contribution Plan (DCP), Open Space and Public Acquisition Overlay (PAO)

The Panel Report for Amendments C30 and 37 was received by Council and reported to a Council Meeting on 1 February 2005. The Report recommended that Council adopt C30 & 37 with some changes. Council supported the Panels recommendations for Amendment C30 and 37 to the Manningham Planning Scheme, with changes being made to the Amendments in accordance with the Panel Report and the Amendments were forwarded to the Minister for Planning in June 2005. Amendment C37.

Amendments C30 & C37 (Development Contributions Plan, Open Space and PAO) were lodged for Ministerial approval and gazetting in June 2005.

5.1.3 Amendment C45 Comprehensive Development Zone (CDZ)

Amendment C45 was prepared in response to the C33 Panel Report recommendations, which concluded in its report that "whilst it is not possible to rezone the land in Doncaster Hill Activity Centre as part of Amendment C33, the Panel recommends that a new amendment should be prepared as soon as possible to rezone the land in the Doncaster Hill Activity Centre so that it reflects the strategic intent set out in the MSS". The amendment was also in response to the issue of under-development of sites within the Doncaster Hill Activity Centre and was consistent with previous advice from the Minister for Planning.

The amendment rezoned approximately 8.2 hectares of land located within the Doncaster Hill Activity Centre from Business 2 Zone (B2Z) to a Comprehensive Development Zone (CDZ). It also introduced a new Schedule 1 to the Comprehensive Development Zone and incorporates the Doncaster Hill Comprehensive Development Plan, Manningham City Council (September 2004) into the Planning Scheme, through Clause 81.

The Council resolved to adopt Amendment C45 to the Manningham Planning Scheme on 28 September 2004 and forward the amendment to the Minister seeking Ministerial intervention to introduce Amendment C45 pursuant to Section 20(4) of the Planning and Environment Act 1987.

The Minister for Planning requested that the Priority Development Panel review the proposed amendment and a meeting was held with Council Officers and the Panel on 9 December 2004. The Panel resolved to support Amendment C45 and recommended that the Minister for Planning intervene to approve the Amendment into the Manningham Planning Scheme as a Ministerial Amendment.

Amendment C45 (Comprehensive Development Zone) has since been gazetted on 24 March 2005, introducing interim zoning provisions until 31 December 2007

5.2 Reports:

5.2.1 Major Reports Approved by Council

This financial year, the emphasis has been on the further implementation of the planning controls for Doncaster Hill into the Manningham Planning Scheme. Therefore, the work program of the Doncaster Hill Unit has been focused on fine tuning policy that will further the planning objectives of the Doncaster Hill Strategy.

The key reports include:

Amendment C35 to the Manningham Planning Scheme, Doncaster Hill Parking Precinct Plan, Panel Report and Adoption of the Amendment (27 July 2004)

This report outlined the recommendations received by Council from the independent Panel appointed to consider Amendment C35.

Amendment C35 proposed to incorporate the Doncaster Hill Parking Precinct Plan into the Manningham Planning Scheme in order to facilitate the particular parking requirements for the existing and future residents of the Doncaster Hill Activity Centre.

Amendment C35 was on public exhibition from 20 November-22 December 2003. A total of 10 submissions were received. On 27 January 2004, Council resolved to refer all submissions to an independent Planning Panel for consideration. The Minister for Planning adopted a Planning Panel consisting of Robin Saunders (Chair), Esther

Kay (Member) and David Brous (Member), to consider submissions. The public hearing was held on 26 February 2004.

This report detailed that the Panel Report determined that Amendment C35 has a strong strategic basis and therefore should be supported. The Panel concluded that subject to its recommendations being adopted, the rates specified in the proposed Schedule to 52.06-6 and the Doncaster Hill Parking Precinct Plan “will clearly assist in delivering appropriate car parking infrastructure within the Doncaster Hill Activity Centre, and will provide a good match between the likely demand for car parking, and its on-site supply, and will assist in ensuring that the parking provision requirements are not excessive”.

This Council report therefore recommended that Amendment C35 to be adopted by Council and forwarded to the Minister for Planning for approval, in accordance with Section 29 of the Planning and Environment Act.

Council resolved to note the Panel Report and adopt the Panel recommendations for Amendment C35 and forward the Amendment for approval by the Minister for Planning.

Amendment C35 (Parking Precinct Plan) has since been gazetted in September 2004.

Doncaster Hill – Amendment C45 to the Manningham Planning Scheme – Comprehensive Development Zone (28 September 2004)

This report outlines the proposed introduction of a Comprehensive Development Zone to replace the Business 2 Zone in the Doncaster Hill Activity Centre.

Council on the advice from the Department of Sustainability (DSE) prepared Amendment C45 to the Manningham Planning Scheme. The amendment responded to an outcome of the C33 Panel which concluded in its report that “whilst it is not possible to rezone the land in Doncaster Hill Activity Centre as part of Amendment C33, the Panel recommends that a new amendment should be prepared as soon as possible to rezone the land in the Doncaster Hill Activity Centre so that it reflects the strategic intent set out in the MSS”. The amendment was also in response to the issue of under-development of sites within the Doncaster Hill Activity Centre and was consistent with previous advice from the Minister for Planning.

The amendment rezoned approximately 8.2 hectares of land located within the Doncaster Hill Activity Centre from Business 2 Zone (B2Z) to a Comprehensive Development Zone (CDZ). It also introduced a new Schedule 1 to the Comprehensive Development Zone and incorporates the Doncaster Hill Comprehensive Development Plan, Manningham City Council (September 2004) into the Planning Scheme, through Clause 81. Amendment C45 was viewed as a technical amendment as it simply aligned zone controls to the existing policy intent as expressed in the

MSS and other scheme provisions (for the current Business 2 Zone areas in Doncaster Hill).

The report recommended that Amendment C45 be adopted by Council and forwarded to the Minister seeking Ministerial intervention to introduce Amendment C45 pursuant to Section 20(4) of the *Planning and Environment Act 1987*.

The Council resolved to adopt Amendment C45 to the Manningham Planning Scheme and forward the amendment to the Minister seeking Ministerial intervention to introduce Amendment C45 pursuant to Section 20(4) of the Planning and Environment Act 1987.

The Minister for Planning requested that the Priority Development Panel review the proposed amendment and a meeting was held with Council Officers and the Panel on 9 December 2004. The Panel resolved to support Amendment C45 and recommended that the Minister for Planning intervene to approve the Amendment into the Manningham Planning Scheme as a Ministerial Amendment.

Amendment C45 (Comprehensive Development Zone) has since been gazetted on 24 March 2005, introducing interim zoning provisions until 31 December 2007.

Doncaster Hill – Development Contributions Plan Amendments C30 & 37 – Panel Report & Adoption of the Amendments (1 February 2005)

This report outlined the recommendations of the independent Planning Panel appointed to consider Amendments C30 and C37 to the Manningham Planning Scheme. The Panel Report was made publicly available on 22 December 2004.

Amendment C30 proposes to incorporate the Doncaster Hill Development Contributions Plan into the Manningham Planning Scheme, introduce the Schedule that specifies the infrastructure items and amounts to be paid through development levies, require a mandatory public open space contribution rate of 5% for subdivision applications within Doncaster Hill, and apply the Public Acquisition Overlay (PAO1, Public Open Space) and Public Acquisition Overlay 7 (PAO7, Road) to individual parcels of land in and surrounding Doncaster Hill.

Amendment C37 corrects an error on Amendment C30, applying the PAO to 5 properties for the purpose of open space (which had incorrectly been designated PAO7, Road, in Amendment C30), and rectifies two further minor errors in the C30 documentation.

This report to Council specifies that the Panel Report concludes that Amendments C30 and 37 should be adopted by Council subject to a few minor changes outlined in this report. Council resolved to note the

Panel's report and forward the Amendments for Ministerial approval with the changes recommended by the Panel.

Amendments C30 & C37 (Development Contributions Plan, Open Space and PAO) were since lodged for Ministerial approval and gazetting in June 2005. C37 was approved and gazetted on 18 August 2004, whilst it is anticipated that Amendment C30 will be approved and gazetted by early September 2005.

6 OTHER RELATED AREAS OF WORK

6.1 Doncaster Hill Financial Management System

As part of satisfying the requirements of introducing a Development Contributions Plan into the Manningham Planning Scheme as proposed by C30 and 37, a financial management system has been prepared and implemented in July 2005. This work completes Corporate Plan Item 10.4.6 – “Monitor and Review the financial mechanisms and procedures to ensure responsible management of Developer Contributions and Open Space Contributions towards Doncaster Hill”.

The System, which was prepared by Council Officers from Economic and Environmental Planning and the Finance Unit, ensures a transparent process is followed and establishes an accounting and tracking system to capture all Doncaster Hill income and expenditure. The system constitutes one account to manage development contributions (as listed in the Development Contributions Plan, February 2005) and another account to manage expenditure and income derived from open space contributions collected from in and around the Doncaster Hill Activity Centre. The system will enable all financial activity to be captured for development and open space contributions for Doncaster Hill.

A new Council Policy has also been prepared as part of the new system, “Doncaster Hill Financial Management of Development Contributions”, to guide relevant staff in the processes and procedures involved in managing the Doncaster Hill Development and Open Space Contributions System. Further communication materials will be developed (together with the Finance Unit), including the preparation of a process map and an information session to educate staff.

6.2 Purchase of properties (Public Acquisition Overlay - PAO & others)

Following approaches by three of the owners of properties that had the PAO applied on them as part of Amendment C30, Council negotiated the purchase of 14 Roseville St (\$401,000) and 13 Hepburn Rd (\$450,000), Doncaster this financial year.

Following its decision at the final Council meeting for the 2003/2004 financial year, Council resolved to purchase the following properties: 12 Clay Drive (\$448,000) and 12A Clay Drive (\$469,000), Doncaster to complete the purchase of 3 of the 4 properties necessary to create the Hepburn Rd extension.

6.3 Activity Centre Zone

Amendment C45 has been prepared to introduce a Comprehensive Development Zone to replace the Business 2 Zone in land within Doncaster Hill as an interim measure to address the issue of promoting mixed-use at Doncaster Hill. Amendment C45 was gazetted on 24 March 2005, introducing the interim zoning provisions until 31 December 2007.

The issue of the preferred zone for activity centre planning remains unresolved and it is anticipated that DSE will provide further certainty in the near future. DSE has been approached by Council on numerous occasions to use Doncaster Hill as a model to introduce an Activity Centre Zone as part of Melbourne 2030.

6.4 Doncaster Hill Sustainability Management Plan (SMP) Procedural Manual and Checklist and Training Sessions

Critical to the Doncaster Hill Strategy and the aim to achieve Best Practice environmental design on the Hill, two documents were prepared, including the Doncaster Hill Sustainability Management Plan Procedural Manual and Checklist by Council Officers and consultants DesignInc. The Procedural Manual is an in-house document prepared to assist Council Officers, principally Statutory Planners, in assessing SMP's. It examines each of the key elements and establishes benchmarks to assist in assessing the level of compliance and also identifies key references and resources. The checklist is a companion to the Manual and is used to summarise compliance in a spreadsheet format.

Training Sessions were held by Council Officers and DesignInc in March and April 2005. More training sessions will be held in the 2005-2006 financial year.

6.5 Doncaster Hill Local Law

The preparation of a Local Law for Doncaster Hill was undertaken this financial year to ensure that the amenity of the precinct is maintained to a higher quality standard, in response to the fact that during this period of a downturn in the development market, a number of key sites on the Hill remained vacant and degraded. The Law is expected to be now introduced in the 2005/2006 financial year.

6.6 Capital Works

6.6.1 Doncaster Hill Hoarding and Flags

No significant capital works were undertaken on Doncaster Hill this financial year.

6.7 Awards/Grants

6.7.1 Award nominations:

The Doncaster Hill project was nominated for several awards including:

- Premier's Business Sustainability Awards: Manningham Council was listed as finalist;
- Planning Institute's National Awards for Local Government 2004: unsuccessful; and
- The Year of the Built Environment National Awards 2004 (Doncaster Hill Project listed in the Exemplars section).

6.7.2 Grants applied for:

Melbourne 2030 Implementation Local Government Assistance Grants 2003/2004

In February 2004, Council submitted the Doncaster Hill Activity Centre Economic Development Strategy for a local government assistance grant. The application detailed the need for a sustainable local economy and identified the challenges involved in planning for the future development of a principal activity centre. It was identified particularly significant to determine the economic impact such a centre can have on the other activity centres. The application asked for \$90,000, however, Council finally received notification that it was unsuccessful in receiving this grant in the first half of this financial year.

Challenges for External Funding

Council has faced an ongoing challenge for grant funding from the State Government for the Doncaster Hill project, having repeatedly applied for funding through such programs as Price of Place and the Melbourne 2030 Targeted Grants Fund over the last 3 years. A more strategic plan by Council for State Government funding will be developed and implements in 2005/2006 as part of the next Marketing Plan phase.

7 COMMUNICATIONS AND MARKETING STRATEGY–

Further from Phase 1 (Content Formation) and 2 (Education and Participation) of the Doncaster Hill Marketing and Communications Strategy, Phase 3 continues the promotion of Doncaster Hill.

In light of the continued economic climate and media attention, the Marketing and Communications Plan Phase 3, Action Plan (July 2004/June 2005) continued to build awareness of Doncaster Hill, it also emphasised the continued development of the Virtual Reality Model, the need to proactively address risk management, the need to proactively engage the developer sector as well as continue Council's efforts to build Doncaster Hill as a destination, and a future place for the whole community.

7.1 Consultation and Communication

7.1.1 Internal

The Doncaster Hill Marketing Coordinator in partnership with the Doncaster Hill Project Manager continued to meet on a regular fortnightly basis throughout the period.

The Marketing Co-ordinator participated in regular meetings with the Marketing Unit, ensuring all issues and media concerns were approached strategically and reflected a cross Council position.

Council's Doncaster Hill project group with representatives across Council was used as an internal forum to update key parties involved in the project on its progress including all marketing and communications actions and events.

Furthermore internal communication was regularly sought over the phone, and via e-mail to circulate documentation for comment and seek general consensus on actions.

InfoSum updates were forwarded to members of EMT and Council, and meetings were sought with the Director and CEO on specific projects.

7.1.2 External

Consultation and communication continued to occur with key stakeholders, including developers, consultants, referral authorities, the planner community as well as the Manningham and Doncaster Hill communities.

Furthermore the doncasterhill.com website was updated and improved, articles and media releases were generated to continue to generate awareness of the Doncaster Hill project overall, and its specific components both among the community and our professional peers.

7.2 Marketing

The last 12 months included considerable marketing activity for Doncaster Hill including the development and production of a range of promotional materials. These included: publications, Doncaster Hill CD-ROM, display banners and booth, new flags, hoarding, construction of a new look website and the latest VRM model itself as well as events such as the VRM launch, installation of a plaque outside Southpoint Apartments, a future *Doncaster Hill – Through the Eyes of Children* display of primary school kids artwork at Westfield Shopping Town as well as upcoming presentations to developers.

7.2.1 Doncaster Hill Events

The Official Launch of the Doncaster Hill Virtual Reality Model by the then Minister for Planning, the Hon Mary Delahunty in partnership with RMIT's Urban Futures Foundation was the feature event of the period (July 2004/June2005).

The launch was held in November 2004 and was attended by more than 200 people including the media, key government and industry stakeholders and business representatives including representative of the Westfield group.

The one-hour presentation followed by a morning tea included speeches by the Minister, Prof Robin Williams, Mayor Cr Patricia Young and CEO John Bennie. The morning included the official launch and 'fly through' the current Virtual Reality Model of Doncaster Hill, featuring the proposed Westfield expansion.

The Doncaster Hill Project was also featured during the Templestowe and Warrandyte Festivals, with footage of the Virtual Reality Model and publicity materials displayed in the Council tent at both events.

The completion of the first development on the Hill, Southpoint Apartments was marked with the installation of a commemorative plaque in Clay Drive, outside the new development. The plaque is surrounded by handprints of students from Doncaster Primary School signifying the future generation of Doncaster Hill residents. An official photo shoot featured Mayor Cr Bill Larkin, Stan De Mangos and students from the school. Students who participated in the event contributed their artwork to the development of the new colourful Doncaster Hill flags and building site hoarding.

7.2.2 New Marketing Collateral

The development of a promotional CD-ROM on Doncaster Hill featuring the Virtual Reality impression of Doncaster Hill as well as content screens with additional information on the project and links to the Doncaster Hill website began the development of a series of marketing and promotional tools for Doncaster Hill in the period July 2004/ June 2005.

Other promotional collateral produced at this time includes hoardings for construction sites, new Doncaster Hill flags, pull up promotional banners and a 'hang alone' banner, currently on display in Council's main entrance foyer.

A stand alone display system featuring the Hero Image, the new Doncaster Hill tagline *New Life New Hill* and website address was also developed.

The hoardings and flags in particular were developed in partnership with Doncaster Primary School. Students from grades 1 to 6 contributed artwork, which represents their vision of the Hill into the future. Students will participate in an Arts Program at the Victorian Gallery in St Kilda Road in recognition of their contribution to the Doncaster Hill Project. The school excursion is sponsored by Manningham Council.

Finally a Public Exhibition of the Doncaster Primary School students artwork contributed late last year, will be held at Westfield Doncaster Shopping Town in July.

This major event will also enable Council to set up an information booth on the subject of Doncaster Hill and staff the stand during lunchtimes to answer questions from the general public. An interactive play area for children is also being considered as part of the exhibition, for example a LEGO corner allowing the kids to build Doncaster Hill.

7.2.3 Doncaster Hill Publications

Publication of quality hard copies of the Sustainability Guidelines and Doncaster Hill Strategy, an update and reprint of the Doncaster Hill promotional brochure formed another component of marketing as part of this phase. Publications of the Doncaster Hill Sustainability Management

Plan Procedural Manual and Checklist were also published for internal use by relevant Council staff.

7.2.4 Doncaster Hill Developer Presentations

Consultation with prospective and current developers in order to instil confidence is crucial to the success of the Doncaster Hill Strategy.

A formal presentation on Doncaster Hill, its location, the strategy, the local planning scheme and marketing opportunities is now being prepared for presentation in the late half of the 2005/2006 financial year.

7.3 Communications/Public Relations

Communication undertaken in the last 12 -month period continued to focus on educating the Manningham Community and key stakeholders about Doncaster Hill and generating awareness of the various milestones in the 20 - year strategic approach.

This phase also focuses on promoting the opportunities on the Hill, especially as relates to future presentations to the developer community.

7.3.1 Media

Media interest continues to focus on Doncaster Hill. Council has undertaken significant effort in promoting the project's milestones, the Doncaster Hill Strategy itself as well as its key strategic elements like the Sustainability Guidelines and the Virtual Reality Model among others. Articles appeared in the local press, government and sector specific media.

The launch of the Doncaster Hill Virtual Reality Model attended by the then Minister for Planning, the Hon Mary Delahunty generated further television coverage, with two networks (channel 7 and 10) attending the event. The actual launch was featured on the Channel 10 Network's evening bulletin coverage on November 5, 2004.

Manningham Matters also profiled elements of the Doncaster Hill project including the opening of the first development on the Hill, Southpoint Apartments and the development of new colourful branding materials such as the flags and hoardings among a suite of tools.

7.3.1.1 Media Briefings

The Manningham Leader has had significant staff turnover in the last 12 months.

As a result, meetings have occurred with journalists and the editor from Manningham Leader early in the new financial year to provide the new team with the project background and profile.

The Leader newspaper has kept abreast of all the key milestones involving Doncaster Hill during this financial year (July 2004/ June 2005) reporting on Panel decisions, launch of the Virtual Reality Model and opening of Southpoint Apartments to name a few.

7.3.1.2 Media Releases

At least 10 specific Doncaster Hill media releases were generated by the Marketing Co-ordinator and Media Team for the period July 2004/ May 2005.

These were also listed on the Doncaster Hill website to maintain the currency of the site and to ensure the website continues to reflect all aspects of the project.

Here are examples of some of the key events, which generated media releases during that period:

October/ November 2004

The Minister for Planning, Hon Mary Delahunty stepped into the future when she took a virtual tour of Manningham's Doncaster Hill urban village on November 5, at the Manningham Function Centre.

The Doncaster Hill Sustainability Guidelines also were featured in a separate media release.

December 2004

A release was generated to highlight the VCAT ruling, which upheld a decision by the Manningham City Council to refuse to grant a permit for the establishment of a Mercedes Benz showroom and service centre at 632-640 Doncaster Road, Doncaster.

Another release highlighted the decision of the Independent Panel to support the Doncaster Hill Development Contributions Plan.

March 2005

In March, students from grades 1 to 6 from Doncaster Primary School helped to mark the opening of the first development on Doncaster Hill together with the Mayor Cr Bill Larkin and Stan De Mangos, the developer of Southpoint Apartments.

Other media statements included subjects such as the possible future reopening of Frederick Street, the Draft Residential Character Guidelines, the Audi and Mercedes applications and their refusal by Council, as well as Melbourne 2030.

7.3.1.3 Articles

Council was proactive in generating several feature articles in both the local and sector specific media. The following appeared over the period of the last 12 months:

Manningham Leader, special double page spread Council feature entitled *Doncaster Hill, Providing a Choice in Lifestyle* (June 2004)

- The Local Paper (Dec 2004/Feb 2005)
- Manningham Matters (Dec 2004)
- Manningham Matters (April 2005)
- Local Government Manager (Dec/Jan 2005)

- Government News (Feb 2005)
- Local Government Focus (March 2005)
- Manningham Leader, staged photo shoot with Stan De Mangos and the Mayor (March 2005)
- Planning News (April 2005)
- Outdoor Design Source News (June 2005)

It is worth noting that the Doncaster Hill Project received wide coverage in the media in this entire period, this was generated in part by Council's media releases and in part by the local media efforts. Council produced 18 media releases during this period.

During the period a total of 22 articles on or related to Doncaster Hill appeared in the media, of which 7 were informative, 12 positive and 3 negative.

7.3.1.4 doncasterhill.com – Web Communications

The doncasterhill.com web-site was thoroughly overhauled during the period July 2004-June 2005.

This major project included a brand new graphic and colour scheme, with plenty of additional images, new content and a new navigation system for the site.

Furthermore the site is regularly updated with new information uploaded including a front page *Latest News* update.

The new revamped website has the following sections:

- About Doncaster Hill
- Where is the Hill
- The Hill's Precincts
- A sustainable Hill
- Current Development
- Virtual Reality Model (includes samples of the VRM footage)
- Developing on the Hill
- Key Documents
- Media Centre
- Contact Us

Each of these sections has a further navigation menu for content within that section.

7.4 Doncaster Hill 3D Virtual Reality Model

The Doncaster Hill 3D digital Virtual Reality Model continues to be used as a major communication and marketing tool for the Doncaster Hill Project.

The 3D model was further developed during the course of the year 2004, continuing Council's partnership with RMIT's Urban Futures Foundation. The project team also included representatives from DSE, the Municipal Association of Victoria and Manningham City Council.

This latest phase of development was crucial in retaining the model's relevance to the 20-year Doncaster Hill Strategy and was funded (\$25,000) through the Melbourne 2030 Local Government Assistance Program (financial year 2003/2004) run by the State Government.

The VRM model has gone a long way in contributing to the Doncaster Hill vision and guidelines, this most recent work further updated and refined the model incorporating a representation of a proposed 100,000 m² expansion by Westfield Doncaster Shoppingtown. Further detail was also added to the public domain including plazas and appropriate scale tree and people placement.

The 3D model allows the community, planners, developers and other key stakeholders to better visualise and assess the impacts of proposals within the 58-hectare Doncaster Hill site.

The current version of the model was officially launched by the Minister for Planning, the Hon, Mary Delahunty at Manningham Council on November 5, 2005. A CD-ROM featuring the VRM model was also produced at that time, this item is outlined in another section of this report.

The development of in-house skills to use and to continue to develop a 3D- VRM model of Doncaster Hill and future terrain models/ building envelopes by Council needs to be addressed jointly by GIS and the Economic and Environmental Unit.

The current model now resides in GIS.

GIS has motivated for additional funds to specifically address the acquisition of high-end hardware to enable the model to be run and modified at Council as well as additional staff resources for the actual running of this project. An internal virtual terrain modelling capacity at Council will be crucial in the delivery of the Doncaster Hill Project especially once market forces enable new developers to approach Council with proposals for the site.

7.5 Professional Profiling

During the course of this financial year stakeholders continued to display a keen interest in learning from the Doncaster Hill Project experience. Briefing sessions/workshops occurred with the Australian Institute of Traffic, Planning and Management and the Municipal Association of Victoria.

The Doncaster Hill Strategy and the Doncaster Hill Guidelines have also been entered in a number of industry/sector awards.

Council and the Doncaster Hill Team in particular received several requests from interstate and regional Councils specifically requesting copies of the Doncaster Hill Sustainability Guidelines and CD-rom profiling the Hill's Virtual Reality Model.

Evidence suggests that the doncasterhill.com website has been visited by representatives of the media, local government and planners as well as the community. Comments relayed by telephone indicated that users have found the information useful and interesting.

The Doncaster Hill VRM was featured in an exhibition held at the Melbourne Museum in January 2005, as part of a futuristic display on future cities run by RMIT University. The Doncaster Hill model has also been profiled as part of RMIT's Urban Future Foundation profiling.

7.5.1 Awards

The Doncaster Hill project was also nominated for several awards including:

- Premier's Business Sustainability Awards (Manningham Council was listed as finalist),
- Planning Institute's National Awards for Local Government 2004; and
- The Year of the Built Environment National Awards 2004 (Doncaster Hill Project listed in the Exemplars section)

7.5.2 Presentations

Presentations on the Doncaster Hill Project and its aspects have been delivered to the following:

- **Australian Institute of Traffic, Planning and Management**, Activity Centre Planning and Transport, the Doncaster Hill Case Study – (September 2004)
- **MAV Melbourne 2030 Forum** – Planning for the Future-Doncaster Hill Project (April 2005)

8 PLANNING APPLICATIONS

8.1 Development Proposals

During this period, three proposals were progressed as follows:

Development	Date Lodged	Date Approved	No of Objections	Status
537 Doncaster Road	02/08/04	N/A	8	Advertising completed
18-20 Tower Street	22/03/02	19/01/04	0	Plans endorsed 18/05/05
8 Clay Drive (Subdivision)	2/9/03	23/01/04	0	Titles Issued 29/11/04

8.2 Applications for Review

Development	Date Lodged	Date Refused	No of Objections	Status
632-640 Doncaster Road (Mercedes) (PA 15375)	19/02/04	29/06/04	0	VCAT resolved to deny the Application for Review and uphold Council's Refusal 08/12/04

8.3 Proposals currently being developed

18-20 Tower Street has commenced construction in Doncaster Hill.

8.4 Development applications submitted and subject to approval/refused

Development	Date Lodged	No of Objections	Status
588 Doncaster Road (Audi Car Dealership) (PA 15197)	3/12/03	0	Refused at the 28 July 2004 Council Meeting
632-640 Doncaster Road (Mercedes) (PA 15375)	19/02/04	0	Refused at the 29 June 2004. VCAT hearing dates 14, 15, 18 and 19 October 2004.

Also, preliminary discussions have taken place with the developers of 537 Doncaster Road with feedback given at the Sustainable Design Taskforce on 26 February 2004.

8.5 Proposals currently being developed

8 Clay Drive was completed in March 2005.
18-20 Tower Street commenced works in June 2005.

9 PERFORMANCE EVALUATION

9.1 Review Processes

9.1.1 Doncaster Hill Unit

Approximately 95% of work tasks specified to be undertaken in 2004/2005 had been satisfactorily completed. In addition considerable additional work had also been undertaken.

The Doncaster Hill Unit reviewed the structure and work program for the unit over the previous financial year (2003/2004) and in planning for the forthcoming year, significant changes have been made. In light of the substantial progression of the project and the completion of major tasks, as well as the current downturn in the apartment market, the Urban Design post has been reduced to part time. With the resignation of the ESD Coordinator, the Doncaster Hill Unit has also been working with

the Project Management Unit's Sustainability Engineer to coordinate a shared approach to assessing the ESD component of Doncaster Hill planning applications, the monitoring/auditing process and other tasks. The Doncaster Hill Unit meetings have also been reduced from fortnightly to monthly from April 2004. Key actions for the forthcoming financial year have been included in the Manningham City Council Corporate Plan for next year.

9.1.2 Sustainable Design Task Force/Development Application Process

The Sustainable Design Taskforce was re-evaluated and improved in 2004/2005 to ensure that Best Practice ESD and Urban Design continues to be achieved. The Economic and Environmental Planning and Statutory Planning Unit's jointly managed this review process.

The development application process for Doncaster Hill was enhanced with the preparation of an in-house process manual, particularly focussing on the assessment of ESD requirements. This was rolled out to the organisation by end of December 2004. The development application process was documented in a process map as part of this process to ensure quality in service delivery.

9.1.3 Communication and Marketing

A review of the Marketing and Communications Phase 3 Plan amended the Plan to incorporate risk assessment and a number of proactive tasks in response to recent negative press and the downturn in the market.

These changes aim to increase levels of awareness and understanding about the project, subsequently raising levels of acceptance. A review of the internal management of the communications and marketing for Doncaster Hill by Marketing and the Doncaster Hill Unit has also lead to some changes, including the appointment of a Council Officer to work between 1 and 3 days per week on Doncaster Hill marketing. This allows for key tasks including regular articles in The Manningham Leader, regular Infosum and SBS updates, updates to the website, and ongoing programs of promoting Doncaster Hill to key audiences is continued successfully.

MEDIA

Council was proactive in generating several feature articles in both the local and sector specific media. The following appeared over the period of the last 12 months:

- Manningham Leader, special double page spread Council feature entitled *Doncaster Hill, Providing a Choice in Lifestyle* (June 2004)
- The Local Paper (Dec 2004/Jan 2005)
- Manningham Matters (Dec 2004)
- Manningham Matters (April 2005)
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- Government News (Feb 2005)

- Local Government Focus (March 2005)
- Manningham Leader, staged photo shoot with Stan De Mangos and the Mayor (March 2005)

It is worth noting that the Doncaster Hill Project received wide coverage in the media in this entire period, this was generated in part by Council's media releases and in part by the local media efforts.

During the period a total of 22 articles on or related to Doncaster Hill appeared in the media, of which 7 were informative, 12 positive and 3 negative.

9.2 Completion of Corporate Plan items

Both 2 Doncaster Hill Corporate Plan Items were completed on time, including:

- 3.2.1 Continue the development and implementation of the Phase Three Plan as part of the Marketing and Communications Strategy for Doncaster Hill (Q4); and
- 10.4.6 Monitor and Review the financial mechanisms and procedures to ensure responsible management of Developer Contributions towards Doncaster Hill (Q4).

9.3 Performance Indicators

With the completion of the financial system for contributions to Doncaster Hill, the forthcoming 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.

10 BUDGET / WORK PROGRAM

10.1 Operating Costs.

Attachment 3 shows the operating costs for the past 12 months, outlines the budget for the coming year and gives projected costs for the following financial year. It should be noted that the budget has been significantly reduced for the 2005/2006 financial year, as only staff costs is now funded (full-time Project Manager, part-time administration officer). Attachment 4 sets out the work program for the Doncaster Hill Unit for the period July 2005 to June 2006.

List of Doncaster Hill Reports – July 2004 to June 2005

DATE	NAME OF REPORT	MEETING
27.07.04	DONCASTER ROAD, No 584-588, DONCASTER – PLANNING PERMIT APPLICATION NO. 15197 – BUILDINGS AND WORKS AND CHANGE OF USE FOR MOTOR VEHICLE SALES AND REPAIRS, ALTERATION OF ACCESS TO ROAD ZONE CATEGORY 1 AND ASSOCIATED ADVERTISING SIGNS	COUNCIL
27.07.04	AMENDMENT C35 TO THE MANNINGHAM PLANNING SCHEME, DONCASTER HILL PARKING PRECINCT PLAN, PANEL REPORT AND ADOPTION OF THE AMENDMENT	COUNCIL
28.09.04	DONCASTER HILL – AMENDMENT C45 TO THE MANNINGHAM PLANNING SCHEME- COMPREHENSIVE DEVELOPMENT ZONE	COUNCIL
26.11.04	SALE OF LAND TO OFFSET PURCHASE OF DONCASTER HILL PROPERTIES	EMT
30.11.04	PETITION – REQUESTING COUNCIL UNDERTAKE A FEASIBILITY STUDY INTO EXTENDING THE TRAM LINE FROM NORTH BALWYN TO DONCASTER SHOPPING TOWN.	COUNCIL
1.02.05	DONCASTER HILL – DEVELOPMENT CONTRIBUTIONS PLAN AMENDMENTS C30 & C37 – PANEL REPORT & ADOPTION OF THE AMENDMENTS	COUNCIL
2.02.05	AMENDMENT C33 PART 2	EMT
2.02.05	MAJOR DEVELOPMENTS	EMT
9.2.05	DONCASTER HILL: EXECUTIVE OFFICER CORPORATE PROJECTS	EMT
11.06.05	CONTINUE THE DEVELOPMENT AND IMPLEMENTATION OF PHASE 3 OF THE MARKETING AND COMMUNICATIONS STRATEGY FOR DONCASTER HILL	EMT
20.07.05	MONITOR AND REVIEW THE FINANCIAL MECHANISMS AND PROCEDURES TO ENSURE RESPONSIBLE MANAGEMENT OF DEVELOPER CONTRIBUTIONS AND OPEN SPACE CONTRIBUTIONS TOWARDS DONCASTER HILL.	EMT

LIST OF DEVELOPMENT APPLICATIONS PROPOSALS CONSIDERED – JULY 2004 TO JUNE 2005

Development Proposals

During this period, three proposals were progressed as follows:

Development	Date Lodged	Date Approved	No of Objections	Status
537 Doncaster Road	02/08/04	N/A	8	Advertising completed
18-20 Tower Street	22/03/02	19/01/04	0	Plans endorsed 18/05/05
8 Clay Drive (Subdivision)	2/9/03	23/01/04	0	Titles Issued 29/11/04

Applications for Review

Development	Date Lodged	Date Refused	No of Objections	Status
632-640 Doncaster Road (Mercedes) (PA 15375)	19/02/04	29/06/04	0	VCAT resolved to deny the Application for Review and uphold Council's Refusal 08/12/04

Proposals currently being developed

18-20 Tower Street has commenced construction in Doncaster Hill this financial year.

Attachment 3

DONCASTER HILL OPERATING BUDGET July 04 to June 06

	Actual 04 to 05	Actual 05 to 06	Projected 06 to 07
Amendment and related statutory costs:	20,000	0	0
Specialist costs re corporate plan items (plus staff replacement)	5,000	0	0
Marketing & Promotion	48,000	0	0
Statutory Planning	0	0	0
Legal Advice as required	11,158	0	0
General Consultants	20,000	0	0
Administration Costs	5,000	0	0
sub total	109,158	0	0
Doncaster Hill Unit Salaries	186,081	109,000	84,000
Total Operating	295,239	109,000	84,000