

Community Engagement Strategy

6 The Corso
46-50 East Esplanade
MANLY



ASPIRING
PROPERTIES



About Us

Our mission is to serve our communities by building and managing high quality properties that everyone can be proud of.

Aspiring Properties' leadership and staff are committed to the common good of society and are seeking to work collaboratively to deliver excellence in all the projects that we work on.

Our over-arching goal is to inform, consult, involve and collaborate with all of our stakeholders.

We believe it's important that stakeholders' input is valued and considered and a positive experience.

Community engagement provides the opportunity for Aspiring Properties to understand varied points of view, gather information, make better decisions, to deliver better outcomes.

It improves transparency and accountability and helps build trust within the community.



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Our Project

Manly Emporium and Ilchester Terraces

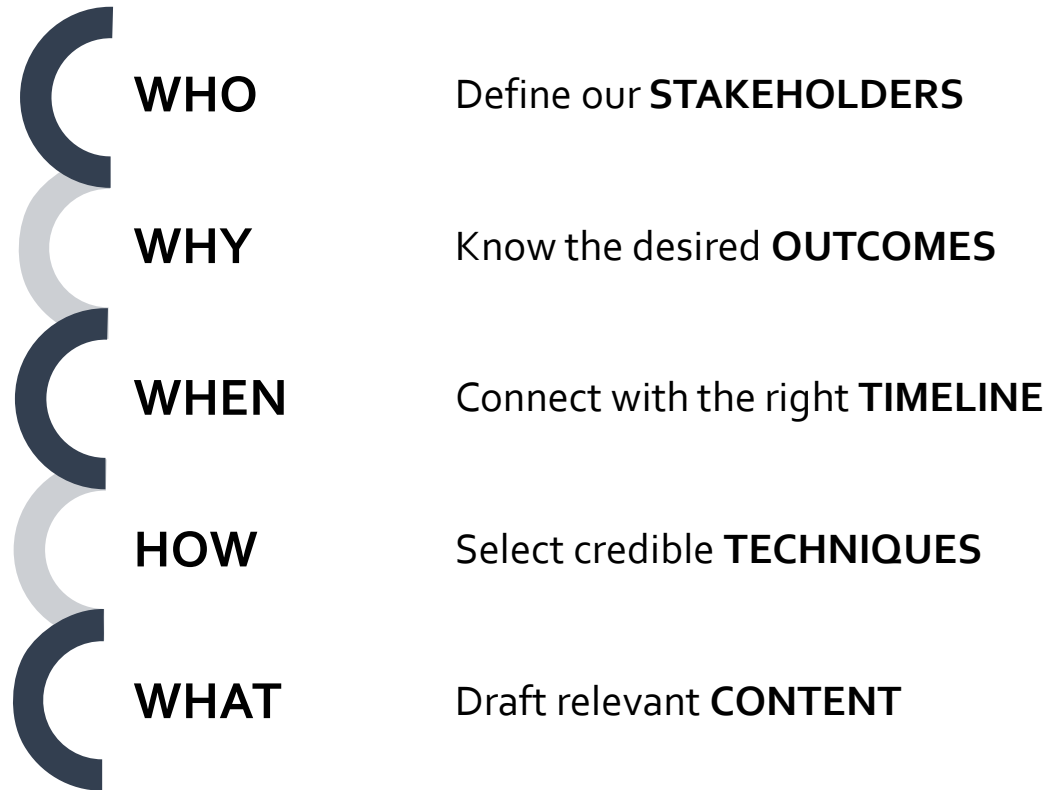
Iconic properties, in history and location

- Construction starting early 2020, with completion expected mid 2021.
- The historic facade across Manly Emporium's ground floor, levels 1 & 2 at 6 The Corso, and 50 East Esplanade will be retained and restored.
- The set-back floors above, which will not be visible from The Corso, will wrap around to the terraces at 46-48 & 50 East Esplanade, allowing free flow via connecting bridges, with some spaces offering unparallel views over Manly Cove.
- Aspirational operators are sought for the upper floors, ideally wellness operators, coworking spaces, Bluechip corporates and start-ups.
- A laneway style, enchanting café space returns at East Esplanade.
- An exciting opportunity exists for a dynamic major retailer or food and beverage operator to occupy the entire ground floor on The Corso, or as 2 smaller tenancies.

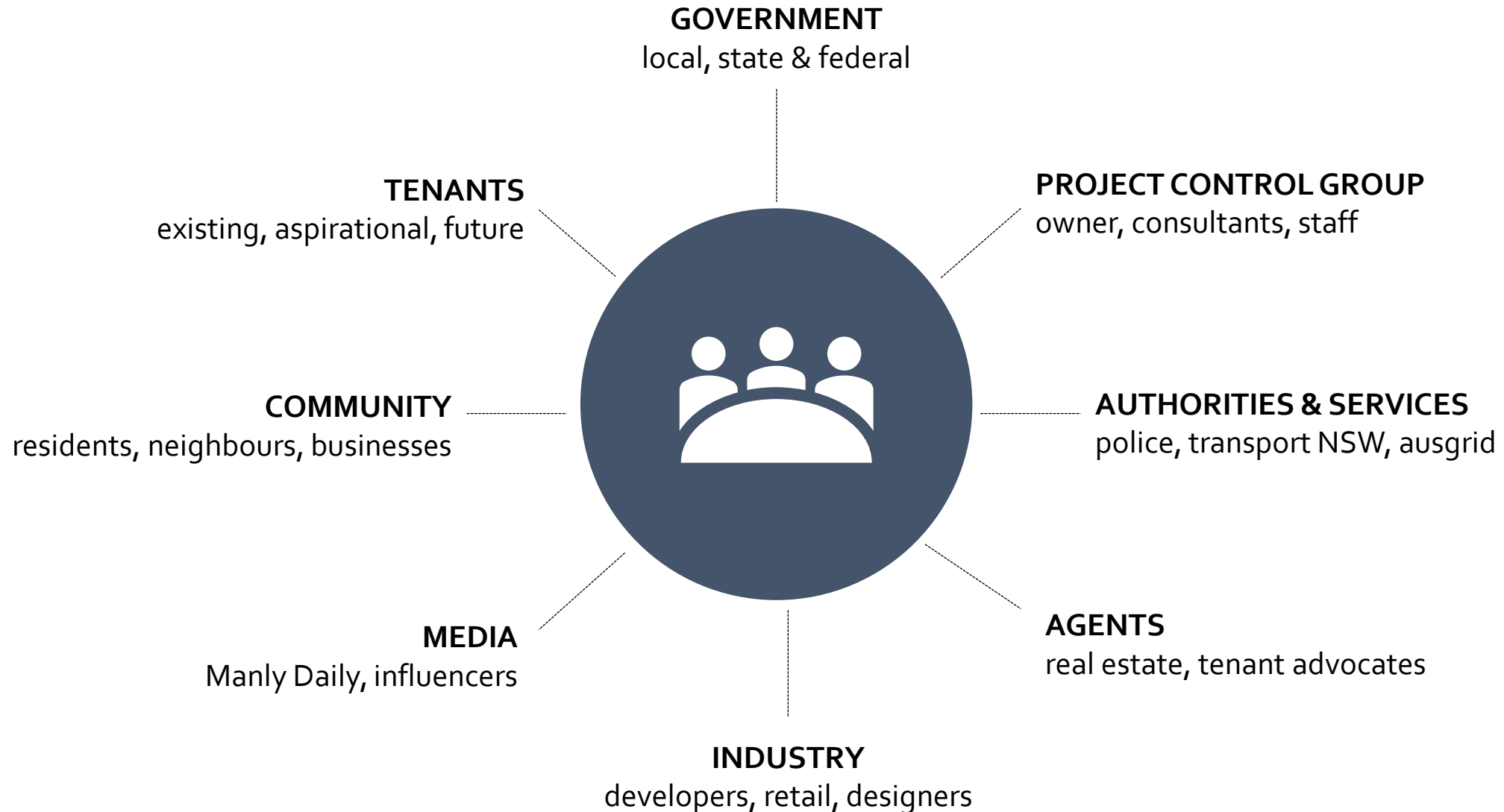


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Community Engagement Strategy



Our Stakeholders



Strategic Outcomes



Move from talk to action



Increased accountability



Enhanced democracy



Improve quality and quantities of leasing outcomes



Greater understanding of needs



Project timelines met



High team retention



Fully tenanted property



Access to new resources



Budget and income variations are minimal



Minimal complaints and disruption



Iconic and successful building refurbishment



Informed input from field experts



Community trust made



Increase conversation speed



Engage the end user



Stakeholder Outcomes

INDIVIDUALS

Feel empowered
Want to contribute
Can influence their own situation
Increase their project knowledge
Create trust
Become our spokespeople

COMMUNITY

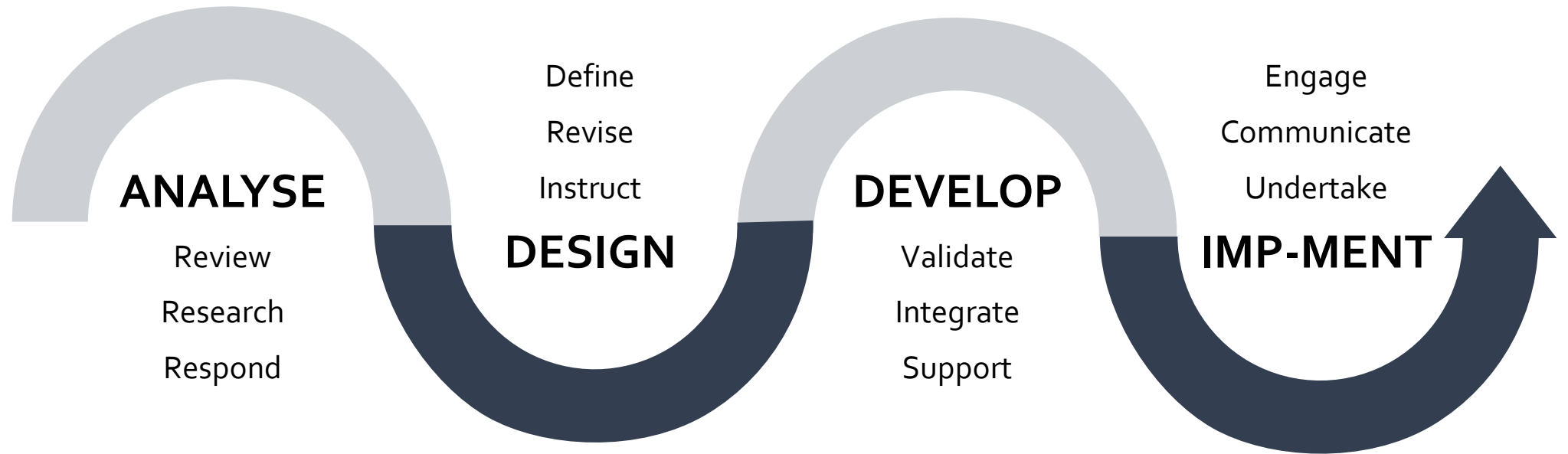
Content creators and curators
Contribute with ideas and solutions
Reduce conflict and isolation
Improve cohesion
Allows ownership
Deepens engagement

PROJECT TEAM

Relevant initiatives developed
Voices are valued
Processes customised
Feedback sought
Understand the users needs
Tailored team support



Achieving Outcomes



Techniques

Social media posts

Signage onsite

Project website

Videos

Door knocking

Letterbox drops

Electronic direct mail

Press releases

PR Media stories

Surveys

One on one meetings

Key legal agreements

24/7 Contact

Site visits and tours

Workshops & Events

Various committee attendance

Appropriate department meetings

Regular project meetings

Newsletters and notices

PR Profiling affected businesses, tenants and building workers



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Technique Objectives

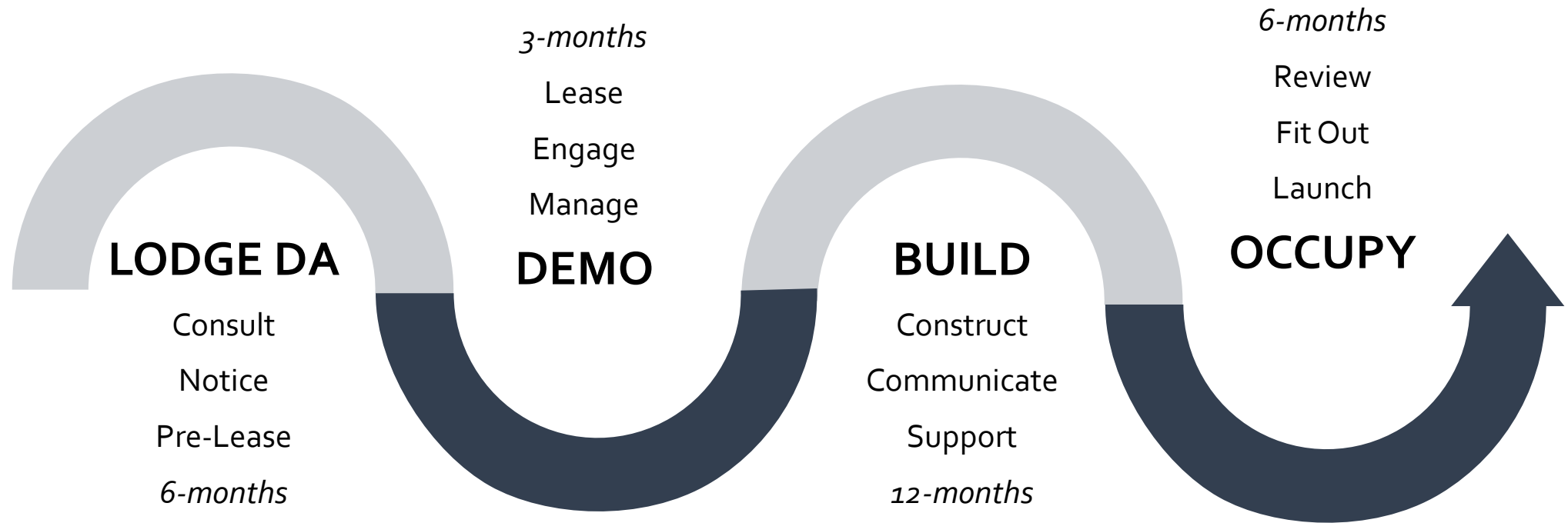
	<i>Inform</i>	<i>Consult</i>	<i>Involve</i>	<i>Collaborate</i>
<i>Purpose</i>	To share information, to build awareness and understanding.	To listen and learn, test ideas and develop solutions for the benefit of all. To identify potential issues.	To work directly with stakeholders regarding alternatives, recommendations and solutions, ensuring aspirations are understood and considered.	To partner with stakeholders, for a positive experience, whilst rejuvenating a best in class property, to be embraced by all local stakeholders.
<i>Engagement</i>	We will educate, clarify and keep all stakeholders informed.	We will listen, acknowledge concerns, and recognise the impact of works.	We will work with stakeholders, to ensure input is understood and reflected in the options developed.	We will engage with stakeholders for advice in forming solutions.
<i>Techniques</i>	Social media posts Signage onsite Project website Promotional video Door knocking Letterbox drops' newsletters and notices Electronic direct mail Press releases PR Media stories	Surveys One on one meetings Key informant agreements 24/7 Contact for immediate assistance	Site visits and tours Workshops Various committee attendance Appropriate department meetings Regular project meetings	Site visits and tours Various committee attendance Appropriate department meetings One on one meetings

Content and Timeline

	Social Media	Signage	Website	Door knock	Newsletter	Notices / EDM	Videos	PR	One on One	Site Visit	Surveys	Workshops & Events	Committee Attendance	Department Meetings	Internal Only	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20 - ONWARDS	
Content																																				
PCG confirm feasibility of project																x																				
Database creation																x																				
Existing tenants notified of project				x		x			x												x							x	x	x						
Tenants vacation from premises																											x	x	x							
Modification lodged with Council																					x															
Historical background and photos, with brief timeline	x	x	x		x		x	x					x			x																				
Legal agreements issued (cranes and neighbourhood deeds)						x											x																			
Community one on ones on lodgement												x									x															
Hoarding signage story with viewing options		x											x	x													x									
Notification for dusty / noisy works				x		x																						x	x	x	x	x	x	x	x	x
The story, and evolution	x	x	x	x	x	x		x	x					x		x					x				x											
Information sheet, concept images and timeline update	x		x	x	x	x		x	x			x	x								x					x					x					
Call to action ' what would you like to see here?'	x						x					x											x													
Retail leasing teaser concept images								x													x															
Leasing EOI full doco	x	x	x					x	x						x									x												
Property course student workshops												x																x								
Progress Photos	x		x		x			x						x								x	x	x	x	x	x	x	x	x	x	x	x	x	x	
Time-lapse video	x		x				x							x															x					x		
Facts and stats (amount of concrete, dirt, glass)	x		x		x																		x						x				x			x
People profiles (the workers, tenants and surrounding businesses)	x		x																				x		x		x		x		x	x	x	x	x	
Before and after	x		x		x			x																				x								x
Tenant announcement	x		x		x			x	x															x						x						
Launch and Thank you drinks						x		x				x													x											x
PCG meetings																x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	
Committee Attendance													x	x								x	x													
Site visit and tour	x				x							x									x				x				x					x		
Meet the builder 'happy hour'					x				x	x		x																x						x		
Construction Corner - Classroom 48 and / or Lobby Shop 3	x		x		x			x				x										x	x	x	x	x	x	x	x	x	x	x	x	x	x	



Project Timeline



Content Communication



Branded

Website
Instagram & LinkedIn
EDM

Newsletter & flyer template
Signage
Leasing EOI



Actions

Direct phone number
Databases
Events programme

Draft collateral content
Overarching communication timeline



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Content Resources

The team has several key staff members allocated across project coordination, who will deliver ongoing activity and provide accessibility to stakeholders.

Key actions such as content creation, imagery, design, print and development will utilise external resources.

An communication budget of \$17,000 is committed.

- Coordinator / Stakeholder Liaison Officer
- Project Build Representative
- Graphic Designer & Printing
- Media Buy
- Photographer / Videographer
- Concept Styling Consultant
- Event Costs
- Admin Support



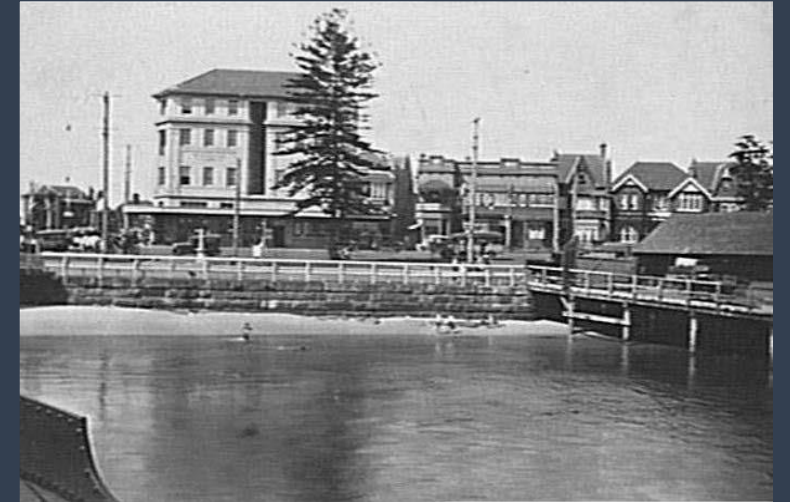
Project Risks

- Refusal to sign neighbourhood deeds
- Delay in council approval process
- Large number of objections lodged
- Council complaints
- Vacating tenants
- Request for rent reductions
- Unforeseen variations to project cost and timeline
- Project feasibility reduces property value
- Unleased new premises
- Substandard project delivery



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Site History



Thank You

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