

Unlocking METRONET’s Potential - High Wycombe Residential Precinct

Strengthening the Infrastructure & Investment Argument

ADVOCACY MESSAGING STRATEGY

1. PURPOSE

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

2. NARRATIVE

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

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

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

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

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

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

3. KEY ADVOCACY MESSAGES

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



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

4. BRANDING & ADVOCACY APPROACH

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

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

Approach:

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

1. Brand Identity & Visual Elements

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

2. Brand Messaging & Narrative

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

3. Advocacy & Engagement Tools

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

5. Partnership & Stakeholder Engagement

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

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5. COMMUNICATIONS APPROACH

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

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



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

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6. ENGAGEMENT APPROACH

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

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



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7. STAKEHOLDERS

7.1. Local Government

Engagement Purpose

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

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



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7.2. WA & Australian Parliament

Engagement Purpose

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

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

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7.3. State Government Agencies

Engagement Purpose

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

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

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7.4. Federal Government Agencies

Engagement Purpose

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

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

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7.5. Local Influencers

Purpose

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

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