

**ITEM 15. VARIATION REQUEST - GREEN SQUARE TOWN CENTRE - NORTH
- COMMUNITY RELATIONS CONTRACT**

FILE NO: S100170.003

SUMMARY

The provision of a coordinated community relations service in the Green Square Town Centre is a vital service for residents and businesses so heavily impacted by construction in this area. It has proven to be a successful model for coordinating information across developments and minimising construction impacts for the community. If endorsed, the recommendations within this report will ensure service continuity up to the end of the construction of the Green Square Library and Plaza in April 2018.

The Green Square Town Centre North Community Relations contract provides coordinated community relations services to the City in the Green Square Town Centre.

The City appointed Elton Consulting as part of a joint purchasing agreement with UrbanGrowth NSW and other developers in November 2015 via a minor services contract.

Under the approved Council delegations, any cumulative contract variations in expenditure above \$150,000 or more than 10% of the contract value must be approved by Council.

Due to the continuing construction impacts of the Green Square Library and Plaza and Green Square Streets projects (particularly upgrade work in Portman Lane and Joynton Avenue, Zetland), the extension of the contract by six months is recommended. The extension will mean a variation of the contract sum by 26.2 per cent (\$35,470.80 excluding GST) and the additional variations requested by this report require Council approval.

A new tender process is underway to manage coordinated community relations for the next phase of Green Square projects.

RECOMMENDATION

It is resolved that:

- (A) Council approve the variations of the Green Square Town Centre North Community Relations Contract to provide for an increase to the overall contract price for extension of the contract term; and
- (B) authority be delegated to the Chief Executive Officer to negotiate, execute and administer the variations of the Green Square Town Centre North Community Relations Contract to provide for an increase to the overall contract price for extension of the contract term.

ATTACHMENTS

Attachment A: Attachment A: Contract Extension Value (Confidential)

(As Attachment A is confidential, it will be circulated separately from the agenda paper and to Councillors and relevant senior staff only.)

BACKGROUND

1. Green Square is a community growing quickly, with large impacts from the significant development underway in the Town Centre.
2. The City of Sydney has applied a condition of consent to private developments in the Green Square Town Centre (GSTC) that requires a proactive approach to community relations with neighbouring residents and business. This condition requires notifications of construction works, the establishment of a Construction Liaison Group as a forum for the community to discuss project issues with the developer, as well as effective enquiry and complaint management.
3. The intent is to encourage developers to be “good neighbours” during what is already proving to be an extended period of high impact construction works for neighbouring properties. It makes it easier for the community to know what is happening in their neighbourhood.
4. In 2013, Mirvac Green Square engaged Elton Consulting to provide community relations services and meet the condition of consent. In October 2015, the City entered a joint purchasing agreement with UrbanGrowth NSW, Mirvac and Crown to appoint Elton Consulting to provide coordinated community relations.
5. This partnership approach for community relations has maximised coordination between the neighbouring projects, and most importantly, provided a single line of sight and point of contact for the community for all projects. The alternative is for each developer in the Town Centre to undertake individual notifications, Construction Liaison Groups and complaint management, which would result in an excess of notifications and meetings for the surrounding residents, as well as likely confusion about where to direct complaints and enquiries due to the proximity of the sites to each other, the number of different contractors on site and the volume of construction activity being undertaken.
6. Elton have successfully performed this role, establishing and managing the Construction Liaison Group and its meetings, issuing notifications and effectively managing enquiries and complaints from residents (noise, dust, vibration, night road works, construction traffic). Through relationship building and effective issues management, Elton’s service has assisted in managing reputational risk for the Green Square program and has minimised the risk of delays to the construction program due to negative community reactions.
7. The City has worked closely with Elton and its partners during the delivery of the service. The City has continued to perform overarching communications and community engagement for Green Square, including newsletters, events, community liaison, construction liaison, stakeholder engagement and issues management, place-making, and community development.
8. This report seeks to maintain this contract for a critical further period during the construction of the Green Square Town Centre, enabling us to continue to work in coordination with the developers and the community. This contract has provided important community relations services for key City projects such as the Green Square Library and Plaza and Green Square streets. Ensuring continuity in the provision of this service through the life span of these projects is crucial to our coordinated and proactive approach to community relations in this area.

9. A new tender process is underway to manage coordinated community relations for the next phase of Green Square projects. This includes Gunyama Park Aquatic and Recreation Centre; Drying Green Park; construction of Zetland Avenue and works for Joynton Avenue.

KEY IMPLICATIONS

Strategic Alignment - Sustainable Sydney 2030 Vision

10. *Sustainable Sydney 2030* is a vision for the sustainable development of the City to 2030 and beyond. It includes 10 strategic directions to guide the future of the City, as well as 10 targets against which to measure progress.
11. This report is aligned with the following SS2030 strategic directions and objectives:
 - a. Direction 6 - Vibrant Local Communities and Economies – This proposal recognises the Green Square community is going through an unprecedented time of change. This proposal will ensure the City is continuing to support existing residents and businesses during the construction phase of Green Square. It also ensures new residents are welcomed and integrated into the community, with clear access to information and a variety of opportunities to participate in issues affecting their community;
 - b. Direction 9 - Sustainable Development, Renewal and Design – This proposal ensures the City is continuing its participation in coordinated approach to communications and community relations with UrbanGrowth NSW and key developers working in Australia's largest urban renewal area; and
 - c. Direction 10 - Implementation through Effective Governance and Partnerships - The negotiations with Elton Consulting have been carried out with consideration to this directive, including the long-term financial sustainability of the City of Sydney.

Risks

12. If the additional price increase is not granted, Elton Consulting will not provide services beyond October 2017. This will create a significant risk for the City compromising the coordinated approach to community relations in a highly sensitive area.
13. If the additional price increase is not granted, the City will not be involved in the Green Square Construction Liaison Group, coordinated fortnightly notifications, and will not have access to a dedicated 24-hour 1-800 phone number established to manage community relations issues arising in Green Square. This will result in an excess of notifications and meetings for the surrounding residents, as well as confusion about where to direct complaints and enquiries due to the proximity of the sites to each other, the number of different contractors on site and the volume of construction activity being undertaken.
14. If endorsed, the recommendations within this report will ensure service continuity up to the end of the construction of the Green Square Library and Plaza in April 2018. It is proposed to continue regular meetings with Elton Consulting to ensure compliance with the contract over the remaining eight months of the contract term.

Social / Cultural / Community

15. This proposal benefits a community going through unprecedented growth and change by supporting existing residents and businesses through the construction phase of Green Square Town Centre – North. It ensures new residents are welcomed and integrated into the community, with clear access to information and a variety of opportunities to contribute to discussions about issues affecting their community.

Environmental

16. Elton Consulting are contracted to liaise closely with the City's Construction Regulation unit to inform the community of the construction status on all worksites. This includes important safety information such as safe handling of asbestos and other contaminants, dilapidation surveys, construction work hours, dust control, and noise and vibration limits.

Economic

17. Elton Consulting are contracted to work with existing local businesses and new businesses moving into the Town Centre on Ebsworth Street to provide timely information on construction impacts and act as an intermediary between developers and businesses to mitigate impacts on local business.

BUDGET IMPLICATIONS

18. The additional funds required in the 2017/18 budget will be funded by City Projects' Capital Projects for Green Square as part of its community liaison obligations.

RELEVANT LEGISLATION

19. Relevant legislation for the requested increase includes:
 - a. *Local Government Act 1993, Local Government (General) Regulation 2005, GIPA Government Information Public Access Act 2009, State Records Act 1998.*
20. Attachment A contains confidential commercial information which, if disclosed, would:
 - a. confer a commercial advantage on a person with whom Council is conducting (or proposes to conduct) business; and
 - b. prejudice the commercial position of the person who supplied it.
21. Discussion of the matter in an open meeting would, on balance, be contrary to the public interest because it would compromise Council's ability to negotiate fairly and commercially to achieve the best outcome for its ratepayers.

CRITICAL DATES / TIME FRAMES

22. Contract extension for Green Square Town Centre – North: 1 November 2017 – 30 April 2018

KIM WOODBURY

Chief Operating Officer

Morris Bellamy, Place Manager, Green Square
Ali Dexter, Senior Community Engagement Coordinator