

Community & Brand Kurnell, Community Working Group

Meeting Minutes - meeting 2

Thursday 4 August 2022



Project	Community & Brand Kurnell, Community Working Group (CWG)	Date	Thursday 4 August 2022
Venue	Ampol Fuel Terminal, 2 Solander Street, Kurnell Training Facility - SOB meeting room 7	Time	6.30pm-8.00pm
Purpose	Meeting 2 CWG		
Attendees	<i>Isabelle Moss, Chair (WSP)</i> <i>Brittany Fox, resident</i> <i>Reina Gaunt, resident</i> <i>Rylie Goyen, resident</i> <i>Robyn Heagney, resident</i> <i>Duncan McComb, Kurnell located business</i> <i>Rob Stanley-Jones, resident & President, Kurnell Progress and Precinct Residents' Association</i> <i>Cr Leanne Farmer, Sutherland Shire Council</i> <i>Richard Baker, Head of Corporate Affairs, Ampol</i> <i>Helen Stanley, Community Relations, Ampol</i> <i>Daniel Scully, Community Relations, Ampol</i> <i>Ella Burgess, CWG secretariat (WSP)</i>	Apologies	<i>Cynthia Jacobs, resident</i> <i>Samantha Rowe, resident</i> <i>Cr Carol Provan, Sutherland Shire Council</i> <i>Carly Maloney, resident</i>

Item	Actions/notes
Welcome to the CWG <ul style="list-style-type: none">- The meeting commenced at 6:37pm.- The Chair welcomed all, gave an Acknowledgement of Country and noted apologies from Cynthia Jacobs, Samantha Rowe, Carol Provan and Carly Maloney.- Helen Stanley from Ampol gave an overview of the site safety procedures in case of an emergency.- The Chair outlined the agenda of the meeting.- The Chair gave a recap of the inaugural meeting.- The Chair outlined the proposed pathway for the CWG:<ul style="list-style-type: none">o CWG 1: establishing the CWG (occurred)o CWG 2: understanding the Ampol parameters, pathway and demographics about Kurnell (4 August)o CWG 3: defining the Kurnell parameterso CWG 4: creating a short list of preferred community project ideas- For each meeting moving forward, the Chair requested that members go out into the community for suggestions and feedback to capture in the pool of ideas.- ACTION: ideas and feedback captured from the wider community to be emailed to ampolcwg@wsp.com.	Ideas and feedback captured from the wider community to be emailed to ampolcwg@wsp.com

Distinguishing 'community investment' and opportunities to support Kurnell 'brand and reputation'

Richard gave an overview of brand and community investment

- Overall Ampol has received feedback that has broadly been captured in two aspects:
 1. Community projects – support for local infrastructure, clubs and schools
 2. Brand and marketing – SEO campaigns, support for visitation
- Community investment:
- “Community investment constitutes activities undertaken by businesses to delivery benefits to society.” Examples of community investment include:
 - o Cash grants to community organisations or groups
 - o Sponsorship of local sports/community clubs
 - o Employees volunteering in Kurnell community
 - o In kind donations of fuel or other products
 - o Support for local business through procurement
- Brand or reputation:
- “brand is how an organisation presents itself to its customers, employees and the public. Reputation is about how the public perceives your company.”
- Richard noted that he did not think many suburbs fell inside the confines of having a “brand.”
- Ideas to improve Kurnell’s brand have included:
 - o SEO (search engine optimisation) campaigns to reduce traction towards the overflow incident
 - o Landmarks or other developments to promote visitation/tourism to areas
 - o General interest in improving the reputation of Kurnell amongst external audiences.
- A CWG member commented that it would be difficult to achieve an SEO campaign and to create content on Kurnell.
- It was also noted that Kurnellians do not want to run a tourism campaign. What they are looking for is positive association between Ampol and the local community. The good stories need to be told of Kurnell and Ampol working together so that people feel safe and realise the positive things happening following the incident. The positive contributions to the relationship with the community need to occur first before the stories can be told.
- A CWG member commented that this could be leveraged through existing relationships and sponsorships in the community.
- A CWG member noted that Ampol already does a lot of things in the community, however Kurnell is going through a transition from its past in heavy machinery and industry. There is a bigger picture in the medium to long term that needs to be considered. The CWG member commented that they thought the time for SEO campaigns and tourism had been missed. The real opportunity exists where Ampol can contribute positively to this shift for the future and play an impactful role in that position, for example long term remediation. There is an opportunity to tell the story about the future of what goes on in Kurnell and Ampol has the ability to cast influence over that.
- Richard commented that strategy for potential future uses of the site is still being developed. When Ampol is in a position to contribute to the future story there will be an opportunity, however the timing of when that can feasibly happen must be taken in account.
- A CWG member commented that Ampol should contribute to making Kurnell a clean community, particularly given its past history in the area. For Kurnell, something needs to occur that is in line with the future of Ampol and the actual community. SEO and

content stems from those good things. Creating positive content for the sake of positive content is not what the community is asking for. Ampol needs to create something that is worthy of a positive story to then drive the content.

- Richard restated the comment that the consideration is timing with planning the strategy for the Kurnell site.
 - Daniel noted that there are a number of heavy industries still in existence in Kurnell and it's also about aligning with them.
 - Richard noted there are two timelines that need to be considered, what can be achieved in the next 12 months from a community perspective alongside a separate narrative around what can be done for Kurnell in the long term.
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Ampol's parameters

Richard gave an overview of Ampol's parameter for contributing to Kurnell

- Richard noted that Ampol want to make a meaningful contribution to local projects or initiatives that improve amenity and positively impact the lives of Kurnell residents.
 - Richard noted four key aspects that must be considered in Ampol's contributions:
 - o Deliverable: can be delivered independently and owned by an established community group or organisation within the next year.
 - o Accessible: will impact and be accessible by a diverse number of Kurnell community members
 - o Long-term: have a long-term use and impact on the Kurnell community
 - o Impactful: make a difference for the residents of Kurnell.
 - Richard noted that to ensure the greatest impact Ampol believes their focus should be on 3-5 projects with diverse organisations with a total spend of approximately \$30k to \$50k each.
 - A CWG member noted that rather than focus on accessibility and impact, the focus should pertain for relieving pressure on local residents. The projects could accommodate incoming visitors, which will in turn improve the quality of life for existing residents.
 - Richard noted that if there are bigger projects the group would like to see come to fruition, this would be a consideration to determine whether support can go to a fewer number of projects.
 - A CWG member noted that in the long term Ampol needs to be a good neighbour, and associate Ampol as a positive contributor within Kurnell.
 - A CWG member mentioned the need for the provision of a public amenity, whilst another made note of wanting another lane added to Captain Cook Drive.
 - A CWG member responded that the CWG has Ampol's attention and focus should be put on feasible and practical projects that the community will enjoy for the long term.
 - Richard noted that the comments made about Ampol's long term future in Kurnell have been heard and they will undertake to engage with the community as the business moves forward. The long term focus can still be in the background as they consider what can be achieved in the short term for the community.
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Community demographics

Helen gave an overview of the census data of Kurnell:

Helen asked the members a series of questions about Kurnell regarding the Kurnell census data.

An overview of the census data is provided below:

- o 2,538 people live in Kurnell, compared to 17,899 people in Cronulla
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- Median age in Kurnell is 38. 31.6% of the population is less than 20 years old, 34.5% of the population is between 30 and 54 years old, 9.9% of the population is over 70 years old.
 - 70% of the population in Kurnell are families with children
 - 10.8% of the population in Kurnell did voluntary work through an organisation.
- CWG members commented that most voluntary work done for local organisations, the school or each other would not have been considered voluntary to people living in Kurnell.
- A CWG member commented that there is no aged care or doctor available in Kurnell, hence there is a time limit on how long you can live in Kurnell.
- A CWG member commented that the small population and location near the beach is why they decided to bring their family up in the area. The affordability of the location was also a key contributor to the decision to live in Kurnell.

The Chair asked the group to consider the demographics just presented to them and think about the projects they think would be of most benefit to Kurnell.

- A CWG member commented that Cronulla is so different to Kurnell, it reinforces the fact that projects need to suit Kurnell as its own entity.
- A CWG member asked if the piece of unused land between Milkhouse and the beach can be made into a community garden, possibly on raised garden beds.
- A CWG member commented that over the years, the demographics of people seen in the local school has transitioned into those looking for a healthy and balanced lifestyle. Strong value is placed on sustainability by both parents and students. A community garden would be positive and visibility impactful.
- Richard asked the CWG about Marton Hall.
- The CWG commented that is up to Council.
- A CWG member noted that there is need for a phone tower due to a black spot coming into Kurnell.
- A CWG member asked what Ampol's sustainability program looks like.
- Richard responded that on a high level Ampol has committed to net zero by 2040 and are investing \$150 million in future energy opportunities. There is a big focus on electric vehicle charging. Under "AmpCharge", Ampol has recently opened several EV charging stations. By the end of next year Ampol is planning to deliver 120 EV charging stations.
- A CWG member asked if Kurnell could be a test pilot town for the roll out of EV charging stations.
- CWG members debated between themselves the presence of diesel fuelled cars and the shift towards cleaner options.
- A CWG member asked for a discount petrol card.
- A CWG member commented that having a walkway alongside the Ampol fence on the way into Kurnell would be beneficial.

Actions and next meeting – date/time

- The next meeting is tentatively set for Wednesday 7 September
- Close.