

Community & Brand Kurnell, Community Working Group

Meeting Minutes - FINAL

Wednesday 14 September 2022



Project	Community & Brand Kurnell, Community Working Group (CWG)	Date	Wednesday 14 September 2022
Venue	Ampol Fuel Terminal, 2 Solander Street, Kurnell Training Facility - SOB meeting room 7	Time	6.30pm-8.00pm
Purpose	Meeting 3 CWG		
Attendees	<i>Isabelle Moss, Chair (WSP)</i> <i>Brittany Fox, resident</i> <i>Reina Gaunt, resident</i> <i>Robyn Heagney, resident</i> <i>Cynthia Jacobs, resident</i> <i>Samantha Rowe, resident</i> <i>Rob Stanley-Jones, resident & President, Kurnell Progress and Precinct Residents' Association</i> <i>Cr Leanne Farmer, Sutherland Shire Council</i> <i>Cr Carol Provan, Sutherland Shire Council</i> <i>Richard Baker, Head of Corporate Affairs, Ampol</i> <i>Daniel Scully, Community Relations, Ampol</i> <i>Oscar Langley, Secretariat (WSP)</i> Observer <i>Sarah-Jo Lobwein, resident</i>	Apologies	<i>Rylie Goyen, resident</i> <i>Carly Maloney, resident</i> <i>Duncan McComb, Kurnell located business</i> <i>Helen Stanley, Community Relations, Ampol</i> <i>Ella Burgess, CWG secretariat (WSP)</i>

Item	Actions/notes
Welcome to the CWG	
- The meeting commenced at 6:34pm.	
- The Chair welcomed all, introduced the observer for the session, gave an Acknowledgement of Country, and noted apologies from Rylie Goyen, Carly Maloney, Duncan McComb, Helen Stanley and Ella Burgess.	
- The Chair noted that Richard Baker and Rob Stanley-Jones were running late due to traffic delays caused by an incident in the area.	
- The Chair summarised the brand process and what had been discussed in the last meeting. An action from the previous meeting was for the CWG members to canvass ideas for community investment from the community. The Chair thanked those CWG members that had already done this and submitted those ideas. The Chair noted there were 43 ideas submitted.	
- The Chair outlined the agenda for the meeting and what could be expected following the meeting.	
o Provide examples of community investment that other organisations, Ampol Kurnell and Ampol Lytton are engaged in.	
o An exercise to identify local community organisations with the CWG.	
o Explain the eligibility criteria and the application process.	
o Discuss how to filter ideas (if there is time).	
- The Chair explained that there would be a handout provided at the end of the session which would include (1) submitted ideas canvassed in the community by CWG	

members (2) Ampol parameters (3) selection criteria, application process and timeframes ('Ampol Kurnell Community Fund' information sheet).

- The Chair explained the parameters that guide community investment:
 - o 3 to 5 projects valued between \$30,000 – \$50,000
 - o Is it deliverable?
 - o Is there a group that can deliver it?
 - o Can it happen within a year?
- The Chair handed over to Daniel Scully to provide background on community partnerships and the different approaches that are taken by businesses.

Understanding community partnerships

Daniel gave an overview of what community partnerships were and some common themes, in that they:

- o Enhance brand reputation.
- o Engage with the local community.
- o Build capacity for not for profits and community groups to make positive contributions. Daniel explained that there were different types of support, for example financial or in-kind.
- o Facilitate positive social, environmental and recreational outcomes.
- o Focus on opportunities within identified geographical boundaries.
- o Category areas could include education, health and wellbeing, arts, sports, safety and the environment.
- o Events, programs and activities that are meaningful to the local community.
- o Investment scale differs in amount and the timing that it is delivered to the community group.
- Daniel shared a couple of video examples of other businesses who invest in community groups:
 - o Transgrid invest in a number of different community organisations to provide funding, equipment and support.
 - o Alcoa invest in a Black Cockatoo recovery project. Daniel mentioned that he found this interesting because he had seen Black Cockatoos in the Kurnell community recently.
 - o CWG members agreed that there hadn't been many in the region since the tornado.
- Daniel explained that Alcoa are not doing the work themselves, and that they are working with an organisation who are delivering the project.
- A CWG member asked what Transgrid do.
- Daniel responded that they are an energy company.
- A CWG member asked how much spend these projects were usually for.
- Daniel responded that they were usually range from \$500 to tens of thousands of dollars.
- Daniel discussed partnerships that Ampol have supported locally in Kurnell and noted that there was an opportunity to improve how we communicate this more broadly.

- Daniel mentioned that Ampol's flagship corporate partnerships are the NRL and Supercars and said that these are different as they are more top-down investment rather than grassroots or bottom-up investment.
- Community partnership support can take three different forms:
 1. Financial
 2. Resources
 3. In-kind
- Examples of local investment include:
 - o Kurnell Stingrays: A long-time community partner with Ampol. Daniel noted that it is a success story, with the club seeing strong growth and engagement with the local community. Ampol has provided support to lower the cost of the competition, player registration, and the cost of equipment. The club has around 450 players (a large percentage of the Kurnell population) and has been able to establish a women's competition with four women's league tag teams.
- Examples of investment by Ampol Lytton include:
 - o Traditional partnerships
 - BABI Youth and Family Service: helping youth learn to drive so that they can find employment, as it was found that a key barrier to youth employment in the area was the inability to travel to work.
 - Wynnum Rugby: Working with the club to ensure that the facilities (e.g. change rooms and bathrooms) cater to women to help build female participation in the sport.
 - o Community grants
 - Community gardens: funding equipment for use in the garden. Daniel explained that this was a three-way partnership, as Ampol Lytton also worked with the local school to help run programs for the students to help maintain the gardens.
 - o In-kind support:
 - Provision of AmpolCash cards to the local community including Queensland Fire and Emergency Services
- The Chair asked if there were any questions.
- A CWG member noted that it was a wide scope.

CWG Exercise: How well do you know Kurnell?

Daniel explained that the aim of the exercise was to list as many local community groups and organisations as possible.

- Daniel noted that the key function of the CWG was to work collaboratively to seek out community initiatives.
 - Daniel explained that the objective of the exercise is to identify community organisations that could potentially benefit from the support of Ampol through this opportunity.
 - A CWG member noted that engaging with the community is difficult as there is still a lot of negative emotion. The CWG member said that a lot of people were still very angry and didn't want to be involved in the process at all, and that this wasn't limited to discussing the incident in April.
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- Daniel acknowledged this but said that Ampol wanted to work with the community to take steps to move forward. Daniel recognised that this was a journey, and not something that would happen overnight and that this was the beginning of a conversation. Daniel acknowledged the work that the CWG did in the community and noted that Ampol was appreciative of the efforts of members.
- The CWG generated a list of local organisations that they knew of:
 - o Orcca
 - o Recca’s Club: Fishing, Darts, Table Tennis
 - o “Horse People”
 - o Men’s Shed
 - o Girl Guide
 - o Pre-school
 - o Cat Club
 - o Wheelie Wednesdays
 - o Skate Park Kids
 - o Bird watching
 - A CWG member noted that this was part of the Southern Migratory Centre, and they count the numbers of migratory birds.
 - o Botany Bay Busy Bees
 - o Painting / Photography
 - o Cronulla High School
 - o “Veggie People”
 - o KPRA
 - o Kurnell Pensioners
 - A CWG member commented that there weren’t any established communities providing networking services for widows and lonely elderly community members. Another CWG member noted that there was a program in Kogarah where they link elderly and young people together.
 - o Netball club/team
 - o Adopt Kurnell Historic Drive
 - A CWG member commented that heritage was important for the community.
 - o Newsletter
 - A CWG member commented that the Kurnell newsletter had become a Reccas pamphlet, with no money being paid to produce it.
 - o SO Shire
- Daniel commented that there are a lot of opportunities to engage with the local community.

CWG Kurnell Community Fund

Daniel said that it was important to keep the criteria in mind so that only relevant projects were progressed and to keep the key objective in mind:

- o To make a meaningful contribution to local projects or initiatives that improve amenity and positively impact the lives of Kurnell residents.

- A CWG member asked whether it would be a partnership or a one-off payment.
- Daniel explained that this will be a one-off investment, however this would foster a relationship between the community organisation and Ampol and could potentially result in ongoing inclusion in Ampol's community partnerships program in the future.
- A CWG member asked if the recipients of the investment would be automatically added to the community partnerships program.
- Daniel explained that this was not the case.
- The Chair explained that it is not a recurring payment, but a one-off \$50,000 investment for 3 to 5 projects in response to the period that Ampol has just been through. The Chair explained that this is separate to the ongoing Business-As-Usual partnerships that Ampol Kurnell is engaged in.
- A CWG member asked what the level of support provided by the Business-As-Usual program was.
- Daniel said that he was unable to disclose the amount at this time, but that this could be looked at in the future.
- A CWG member asked if 2 to 3 projects were supported for a higher amount than \$50,000, would Ampol look into this?
- Richard responded that this could be possible.
- A CWG member commented that there are some things that the community would like to see Ampol do that are not related to community investment. For example, painting the fuel tanks to better blend in with the environment.
- Daniel said that these were things that could be looked at, however there were operational factors to consider such as heat retention and maintenance that had to be accounted for as well.
- A CWG member asked whether Ampol would put up Christmas lights for the holiday period.
- Daniel explained that it was important that this investment was implemented by an organisation rather than by Ampol, to help build capacity within the community. Daniel noted that the organisation must be registered and had the right insurance.
- A CWG member asked if Ampol would accept an auspice if they are registered and support a local group.
- Daniel said that this would be ok if the program was located and benefits delivered within Kurnell.
- A CWG member noted that landscaping the Kurnell site would be supported by the community, however understood that this was not in the scope of the community investment program.
- Daniel noted that Ampol would also be willing to co-fund large-scale initiatives. However, these must be sustainable.
- A CWG member noted that the biggest thing that the community would like to see was the construction of a pathway from the Milk House to the wharf. There was consensus among the CWG that this was a good idea.
- Richard explained that this process was not designed to push any ideas out, and that this initiative would be considered. Richard noted that Ampol was still looking into the viability of this action and would continue to investigate this if it was something that the CWG wanted to put forward as a strong option.
- A CWG member asked whether this could also include implementing a community garden.

- Richard explained that it is a complex issue, and that there are a lot of factors to look at such as zoning regulations, what terms the land would be provided, and who would maintain the land.
- A CWG member asked whether this was high up in the ideas already listed.
- The Chair noted that in the next session the CWG will evaluate the ideas put forward.

Application process, evaluation and timeline

- Daniel explained the proposed process and timeline for receiving applications, noting that Ampol did not want the application itself to be difficult or limit the number of ideas submitted.
- Daniel explained that CWG members continue to reach out to the community to canvass ideas, and submit these as applications to Ampol.
- The Chair explained that this process will help members of the CWG to review each idea, as they will be presented in same format.
- It was asked whether the intent was to go out to all members of the Kurnell community and if there would be public engagement to support the process.
- The Chair clarified that the intent was for the CWG to canvass ideas, as this was already the case and was the role of CWG members as per the Terms of Reference.
- A CWG member raised the concern that this put a lot of pressure on the members of the working group, with another member saying that there was a risk that some community groups would miss out.
- A CWG member suggested that it was put out at a community meeting, to allow people to have their say.
- Richard explained that the intent is for the group to identify the groups that will best fit the community and that while Ampol doesn't want to go too wide they also don't want to miss or exclude any community groups.
- The Chair explained that we can go to community, but that this may result in a many more ideas (already have 43) that will need to be shortlisted , as Ampol is looking for 3 to 5 projects.
- A CWG member noted that they are happy to make the decision but did not want to be the bearers of bad news.
- CWG members suggested either putting the information out to the Kurnellian or to reach out directly to community groups to let them know. A CWG member also asked whether Ampol could do a social media post that the CWG members could then share with their networks to ensure the messaging was consistent.
- A CWG member discussed the benefits of engaging a wide range of the community, such as youth as this generates ideas that had not been considered.
- The Chair asked the group to clarify how they wanted to engage the community.
- The CWG agreed that they were happy for Ampol to reach out directly to local organisations, with a member of the CWG to follow up and provide more information and application assistance if organisations are interested. This was agreed to be a better option than posting on Kurnellians or canvassing the whole community due to the size of the platform and that there are many non-locals who are members of the group.
- The Chair noted that the CWG could share the pack (canvassed ideas and Ampol parameters) with community organisations but the overall 'Ampol Kurnell Community Fund' information sheet would have to be updated to reflect the extended application process timeline before it is shared
- Richard noted that if there is a precinct meeting, the investment ('Ampol Kurnell Community Fund') could be discussed in the meeting by CWG members at that meeting.

AMPOL to email local community organisations to advise them of the application process for community investment and advise that CWG members can be contacted for further information.

CWG members to follow up and provide more information to interested organisations.

- The Chair noted that this process will impact timelines. Richard confirmed that Ampol is happy to do this, however also noted that assessing applications can take significant time and that Ampol wanted to finalise decisions on investment before the end of the year.
- CWG members noted that it is better to do it properly and that informing all the community groups would increase the feeling of community involvement.
- A CWG member suggested that other activities also be looked at by Ampol such as distributing State of Origin tickets or fuel cards for the local community who aren't necessarily part of community groups.
- The Chair noted that these ideas needed to be put through the application process: one idea equals one application. With many applications, there will be tension in determining which applications benefit the community most broadly, and are aligned with Ampol's parameters, eligibility and considerations. This will be discussed in the next CWG meeting.

Actions and next meeting – date/time

- The Chair noted that due to direct engagement with community organisations, the timelines in the 'Ampol Kurnell Community Fund' information sheet will need to be updated.
- The Chair commented that the objective of the next meeting will be to review applications.
- The 'Ampol Kurnell Community Fund' information sheet was withheld from distribution as this will be updated by Ampol, and then distributed to CWG attendees.
- Ampol to provide updated timelines to CWG members.
- Close (8:10pm).

Ampol to update timelines in the 'Ampol Kurnell Community Fund' information sheet and distribute to CWG members.