

Communications report

Stormwater Drainage Charge Transfer

Campaign summary

The communications campaign (31 October 2025 to 11 January 2026) for the Stormwater Drainage Charge Transfer promoted Council's proposal to move the Stormwater Drainage Charge from the water bills to a Drainage Charge on the rate notice, driving traffic to the project engagement page hosted on Council's Your Voice Our Coast platform. Messaging focused on explaining the legislative changes, the impact to rate payers and Council's commitment to maintaining funding for essential stormwater services. The campaign clarified what the charge funds, reinforcing its role in maintaining and upgrading the stormwater drainage network for community benefit. Communications also addressed potential misconceptions, including confusion about IPART processes, rate peg adjustments and eligibility for the charge. The campaign encouraged community participation by promoting opportunities to provide feedback before the submission deadline.

Key information was distributed through targeted channels, including:

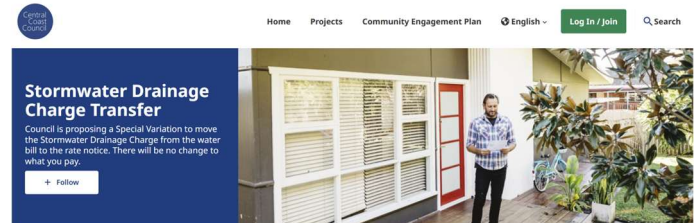
- Your Voice Our Coast (YVOC) project engagement page
- Frequently Asked Questions (FAQs) on YVOC
- Direct mail letter to ratepayers
- Web news page on Councils corporate website
- Website banner on display on Councils corporate website
- Water, sewer and stormwater drainage charges page update
- Social Media promotion (paid and organic) on Councils corporate accounts; Facebook, Instagram, LinkedIn
- Coast Connect eNews and print advertorial (Coast Community News)
- Digital screen adverts at central customer service locations across the LGA
- Internal staff news

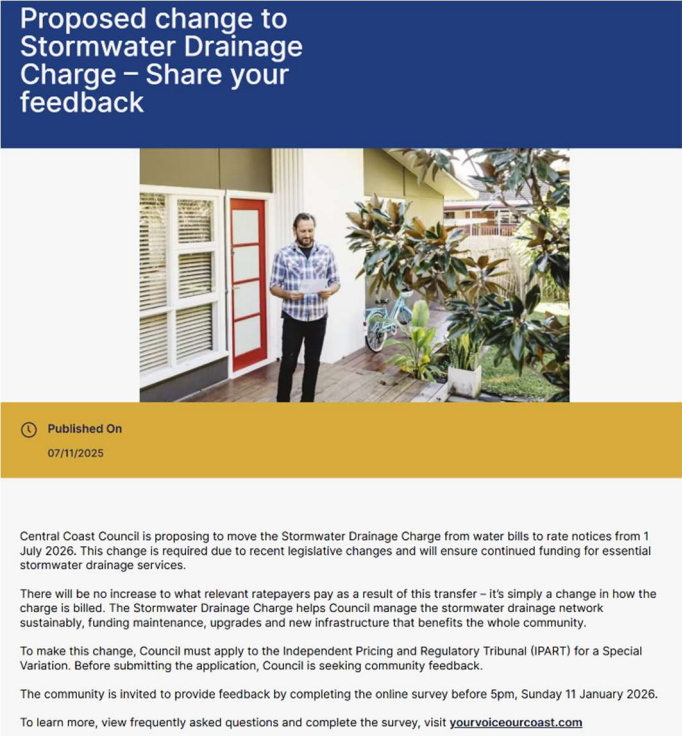
The communication campaign led to Council receiving a total of 1,313 submissions.

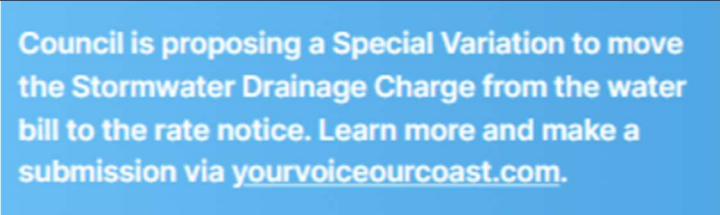
Campaign highlights

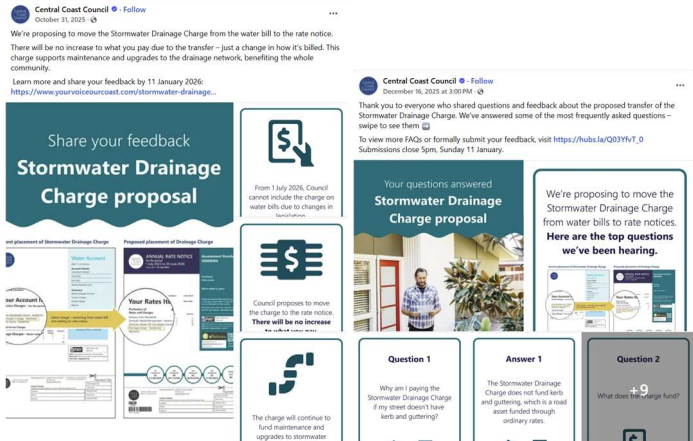
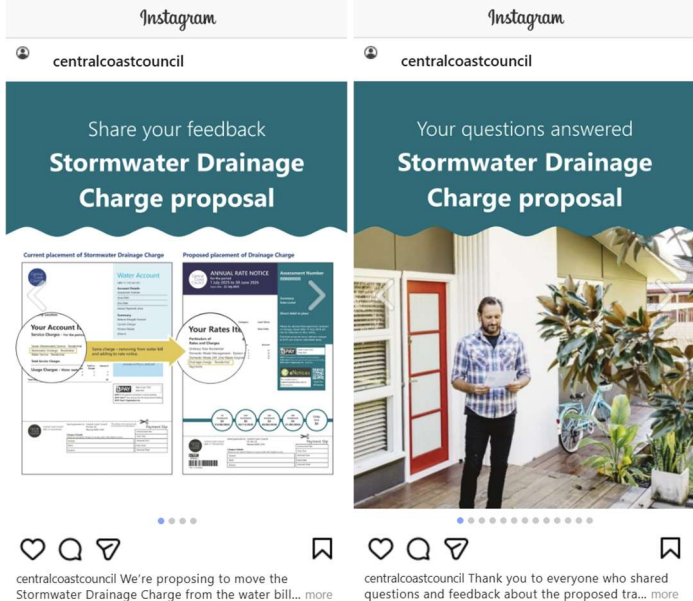
- 138, 240 letters distributed to ratepayers
- 9,160 YVOC project engagement web page views
- 29,689 people reached via organic social media posts
- 43,569 people reached via paid META campaign

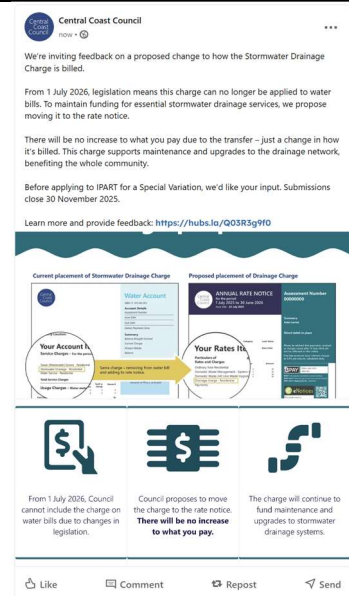
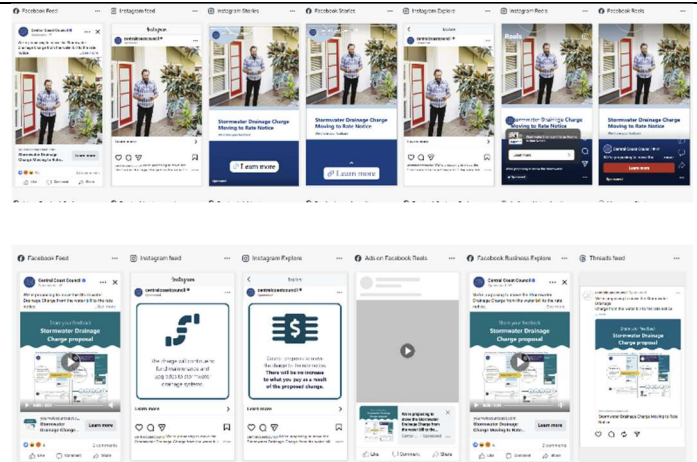
Communications summary

CHANNEL	LIVE DATE	IMPACT	SCREENSHOT
Your Voice Our Coast Project engagement page	31 October	9,160 views 1,099 online survey submissions (excluding mail and email submissions)	
FAQs on YVOC	31 October Revised 15 December	-	Frequently Asked Questions + Will this impact the total amount I pay? + What is the reason behind transferring the charge from water bills to rate notices? + What does Council use the Stormwater Drainage Charge for? + Why do I have to pay the Stormwater Drainage Charge if my street doesn't have kerb and guttering? + Can Council keep the charge within the water bill? + What is the cumulative impact of this change to Council's rates? + What would it mean if Council did not make a Special Variation application? + Could other efficiencies be found, so that the charge doesn't need to continue? + Is this change related to the recent Water and Sewer Pricing Submission? + I don't currently pay the Stormwater Drainage Charge, will this affect me? + What would the impact be to minimum rates per rate category? + What would the impact be to average rates per rate category?

CHANNEL	LIVE DATE	IMPACT	SCREENSHOT
CCC web news page	7 November 2025	122 views 83 users 50sec avg engagement time Definitions: Views: Number of times page/content was viewed, can contain multiple from one user/session. Active users: Numbers of users (in theory; people) who have views that page/content and had an “engaged” session (i.e., interacted with it in some way, stayed on the page, not bounced). Engagement time per active user: How long those users have remained on the page, provides best indication of how much content they've consumed/absorbed. These numbers indicate people have read the content rather than landing there and bailing straight away.	

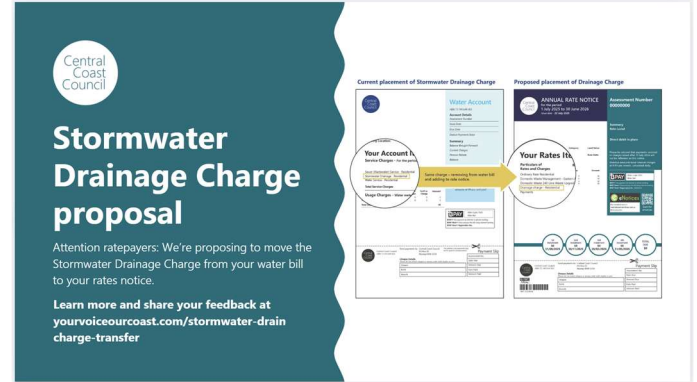
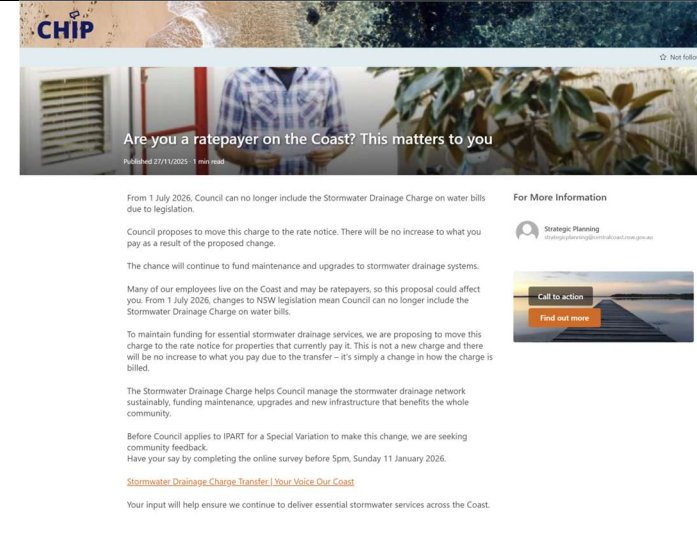
CHANNEL	LIVE DATE	IMPACT	SCREENSHOT
CCC web banner	2 December to 12 January	Below stats are for CCC website. The banner was placed on every page of the website, so stats assume every user saw banner at top of page: 879,325 web views 250,570 users	
Water, sewer and stormwater drainage charges page update	2 December – 12 January	557 views 388 users 50s average engagement time	Stormwater drainage charge The stormwater drainage charge allows Council to sustainably manage its stormwater drainage network. The charges are used to fund the maintenance and replacement of existing stormwater drainage infrastructure and for the construction of new stormwater drainage infrastructure on a priority basis. Council continues to expand the region's stormwater drainage network with the stormwater drainage network providing a regional benefit to all community members. The stormwater drainage charge for the Central Coast Council Local Government Area has been set by the Independent Pricing and Regulatory Tribunal (IPART) and will remain in place until 30 June 2026. The charges apply to all rateable properties located within Central Coast Council's Declared Drainage Areas Map. This declaration was made under the Water Management Act in former Gosford City Council in 1991 and former Wyong Shire Council in 2009. Council is proposing a Special Variation to move the Stormwater Drainage Charge from the water bill to the rate notice. Review the details and share your feedback by 11 January at yourvoiceourcoast.com

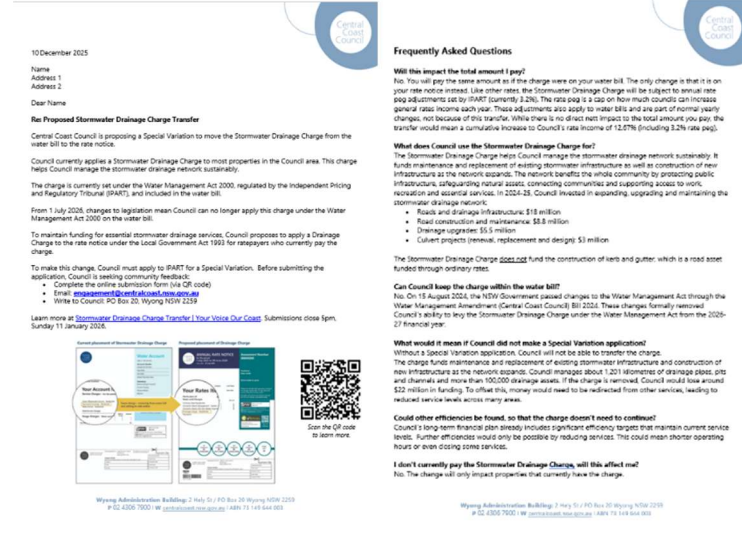
CHANNEL	LIVE DATE	IMPACT	SCREENSHOT
CCC Facebook	31 October 16 December	26,564 reach 166 reactions 82 clicks to YVOC	
CCC Instagram	31 October 16 December	2,050 reach 44 reactions	

CHANNEL	LIVE DATE	IMPACT	SCREENSHOT
CCC LinkedIn	31 October	1,075 impressions 11 reactions 16 clicks	
CCC Meta – paid campaign (\$1,000 budget)	14 November to 11 January	43,569 reach 3,186 clicks	

CHANNEL	LIVE DATE	IMPACT	SCREENSHOT
Coast Connect eNews (link or story)	20 November	20,518 delivered 13,430 opens 159 clicks	 Stormwater Drainage Charge transfer proposal We're proposing to move the Stormwater Drainage Charge from the water bill to the rate notice. This charge supports maintenance and upgrades to the drainage network, benefiting the whole community. Learn more and share your feedback. Make a submission

CHANNEL	LIVE DATE	IMPACT	SCREENSHOT
Coast Connect print advertorial (Coast Community News)	13 November	60,000 reach	PAGE 20 - EDITION #512 THURSDAY, 13 NOVEMBER 2025 Coast Connect Central Coast Council news and community information ACTING MAYOR'S MESSAGE John Moulard A Year of Progress and Achievement We've released our Annual Report for 2024/25 and I'm proud of what we've achieved working hand-in-hand with our community. This year was significant for the Central Coast, with the return of Councillors and the development of our first Councilor-led strategic plans. We worked hard on our commitment to financial management and improved our position, delivering a budget surplus. We ensured people had a strong voice in our plans and projects and delivered the actions in our Disability Inclusion Action Plan. Our community grew even stronger, with more than \$765,130 allocated through grants programs. We celebrated and welcomed visitors. Signature events saw over 236,000 attendees take part. Residents had more opportunities to lead active lifestyles thanks to the opening of the Magenta Shared Pathway, and the completion of the Peninsula Recreation and Active Lifestyle Precinct. We got to work on our roads. Crews filled more than 68,700 potholes, resurfaced 44.5km of roads and reopened 26.3km to maintain safety and usability. Councillors listened to the community and allocated an additional \$20 million for road renewals and \$800,000 for potholes over four years. We loved our libraries. Over 676,910 visitors made more than 1,411,600 loans. Our Annual Report outlines many more achievements, and I encourage you to visit Council's website and view it for yourself. I thank Councillors and Council staff for their dedication to ensuring the people of the Central Coast enjoy a great quality of life. Acting Mayor, John Moulard The next Council meeting will be held at Wyong, 6.30pm, Tuesday 18 November. Search 'council meetings' at centralcoast.nsw.gov.au How do you like to play, slide, climb and swing? We're updating our Central Coast Playspace Strategy and redesigning the playspace at Umina's Peninsula Recreation Precinct – and your ideas are key! Fill in the online survey or visit us at one of our pop-up sessions this November. Let's build playspaces that reflect our community's needs and imagination. Share your ideas, search 'playspace strategy' at yourvoicecentralcoast.com Stormwater Drainage Charge transfer proposal We're proposing to move the Stormwater Drainage Charge from the water bill to the rate notice, with no increase to what you pay as a result of the proposed change. This charge supports upgrades and maintenance to the drainage network. Learn more and share your feedback by 30 November. Search 'stormwater drainage charge transfer' at yourvoicecentralcoast.com Big news for Wisemans Ferry Road We've secured an extra \$8.99 million from the Australian and NSW governments to upgrade a 1.5km stretch at Greengrove – making it safer and more resilient for our community. Works are expected to be complete by late 2026 (weather permitting). Thank you to the local community for your patience as we restore Wisemans Ferry Road. Read more, search 'Wisemans Ferry Road' at centralcoast.nsw.gov.au Chromefest 2025 was spectacular An estimated 58,000 people attended over three vibrant days in October – marking a 5,45% increase from last year and generating \$12.6 million for the economy. Featuring 535 show cars and 20+ live bands across five outdoor stages, it was an unforgettable celebration for locals and visitors alike! Read more about the event, search 'Chromefest 2025' at centralcoast.nsw.gov.au What's on Join Make it Big Markets at Gosford Regional Gallery Date: 29 November Time: 4-6pm Discover local art and festive fun! 70+ stalls, live entertainment and food trucks, transforming the forecourt and parklands into a vibrant Christmas twilight celebration. For full event details, search 'make it big markets' at gofordregionalgallery.com Join Creative Spaces workshops at Toukley Village Green Learn trash lettering, watercolour and crafts with Susan Merchant. Date: Until 30 November Time: Mon-Fri 10am-2pm Wed until 4pm Sat 9.30am-4pm Location: Gallery Container, Toukley Village Green Book now at lovecentralcoast.com/creative-spaces Council Office 2 Hely St Wyong 8.30am - 5pm, Monday to Friday P 02 4306 7900 W centralcoast.nsw.gov.au CentralCoastCouncil @CCoastCouncil @centralcoastcouncil Don't miss out on Council news. Sign up for our weekly e-news at centralcoast.nsw.gov.au/e-news

CHANNEL	LIVE DATE	IMPACT	SCREENSHOT
Customer service digital screen advert	November to January	Displayed at Council customer service points including customer service centres, leisure centres, libraries, galleries, Visitor Information Centre, childcare centres and Laycock Street Community Theatre	
Council staff intranet article	27 November	269 views from CCC staff (90% reside on Central Coast)	

CHANNEL	LIVE DATE	IMPACT	SCREENSHOT
Letter to ratepayers	Dispatch through third-party mailing partner from 10 December 2025	Distribution to 138,249 rate payers.	 The screenshot shows a letter from Central Coast Council regarding the proposed Stormwater Drainage Charge Transfer. The letter is dated 10 December 2025 and is addressed to ratepayers. It explains that the Council is proposing a Special Variation to move the Stormwater Drainage Charge from the water bill to the rate notice. The letter also provides information on how to make a submission, including a QR code and contact details for the Council's Engagement Team.