



Dear Save Kingswood Supporter

This newsletter is being issued to keep you up to date with current developments on DV's fight to the precious land of Kingswood.

Back in November 2019, the residents of DV and broader concerned locals evidenced their wish that Kingswood not be destroyed by 800 + houses and units. You proactively contributed to the outcome by submitting an objection, jointly with 8000+ others, to Kingston Council. Council agreed with residents and the process was abandoned.

Since early 2019 Australian Super, the owner of Kingswood, have closed the site while they contemplated further plans.

In reality, nothing in Dingley Village has changed, it lacks the infrastructure to support any significant increase in population, including

- a much needed state secondary school,
- roads,
- transport etc, so why lodge another residential plan?

The Save Kingswood Group had several meetings with Australian Super during 2019 in an exercise focussed on promoting the wishes of the immediate and broader community that the site remain as open space while trying to promote dialogue around the future plans of Australian Super.

Recently, one such meeting confirmed that Australian Super have appointed a different public relations firm "Struber" (see below) whose expertise is "community engagement" with the aim of reversing Dingley Village's current view that open space is optimal and that we should accept something less. Some other combination of various community spaces and residential development.

The Save Kingswood Group will continue to communicate with Council and insist that we will not accept anything less than what the community submitted in the objections last year and have been advocating for several years, that is, that the land not be rezoned.

Kingswood is not zoned for residential use.

Council and the Planning Minister have already made statements to the effect that without a substantial, clear, community net benefit resulting from any development, zoning should not be changed.

Australian Super are promoting a consultative approach this time after failing in their previous 800 unit proposal based on deceptive advertising, misinformation and less than genuine community consultation. Dingley Village must strengthen its resolve to resist this softly softly approach, which seeks to undermine the determination of the community to keep the space in the middle of our Village. Green, non residential space.

### THEIR PLANS HAVE NO NETT VALUE

Please be prepared to again take action. Your objection letters stopped a disaster happening in Dingley Village last time now we need to be ready to act again.

YOU WERE PART OF A HISTORY MAKING OBJECTION PROCESS – WE CAN DO THIS!

We may be able to work with this new Australian Super team to achieve the best outcome for Dingley Village, however this remains to be determined.

The Save Kingswood Group request that you remain committed to the retaining of open space and no rezoning stance during any “community consultation“ and not be swayed by sweeteners which may lead to an undesirable outcome overall for our community.

Once it's gone – it's too late.

Let's not rest until our expectation of GREEN OPEN NON RESIDENTIAL SPACE is made available to the public - is achieved!

Details about Struber - from their site:

**Untamed ambition. Decisive conviction.**

We are Struber. A taskforce of talented, energetic, connected and digivated communicators that bring fresh ideas and higher thinking to major projects across Australia.

Data-full decision-making drives our thoughtful mix of communication, engagement, marketing and creative solutions, forging strong human connections one major project at a time.

With our eyes firmly on the prize, we build bold engagement programs, working hard to deliver greatness for our clients every day. And it's this greatness we're most proud of. It's what's earned us the respect of people in the Struber universe – our clients, our peers and each other.

Because we know that every major project has an impact. It's up to the people and companies behind these projects to leave a lasting, positive legacy.

The #futureofengagement starts here, with you.

## Positioning

Influence thinking. Position projects for success from the start.

Where a project, organisation or issue sits in the cultural conversation can determine success.

Positioning is no accident.

**Apply strategy to shift perceptions into new realms.**

**Refresh the way audiences think, feel and act. Use Struber to educate audiences your way in planning, tendering and delivering.**

- Positioning strategy and audience targeting
- Stakeholder influencing, mapping and mobilisation
- Change management and awareness communication
- Brand, content and multimedia
- Digital engagement, websites, social media and advertising
- Workshops, facilitation and presentations
- Content writing and case study libraries
- Community investment and legacy programs.

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Comment by Save Kingswood:

Does that sound like they specialise in influencing residents to **want** hundreds of units on Kingswood?

Greg Jones and  
Kevin Poulter  
Secretary, Save Kingswood Group inc.