

COMMUNITY UPDATE (NOVEMBER) SURVEY RESULTS



COMMUNITY ENGAGEMENT SUMMARY

Brief Summary -

We recently undertook community engagement on the November edition of Community Update. Community Update is the City's community newsletter featuring stories about the people, places, projects and events that make our region such a great place to live. The publication is produced tri-annually and delivered to residents of the Greater Geelong region via Australia Post unaddressed mail service.

We asked the community to have their say on the content, visuals and distribution of the November edition. Using this feedback, we will be guided by the community about what they are interested in reading about.



59 DAYS
of engagement



170
People provided
feedback



29 People are
following the
project



667 views
of the engagement
page



12
print ads ran
in the local
newspapers

What we heard

When asked to rate the November edition of Community Update 88.5 per cent of contributors rated it a score of four or more out of five.

58.05 per cent of contributors read the articles in the November edition in full detail. 37.36 per cent skimmed the articles, 4.02 per cent looked at the headings and 0.57 per cent didn't read the articles or headings.

91.38 per cent of contributors found the content in the November edition of Community Update very interesting or interesting. 90.75 per cent of contributors were also very satisfied or satisfied with the variety of content included in the edition. A growth in both areas since the July edition.

17.16 per cent of contributors had opted in to receive the electronic version of Community Update.

Contributors voted the below stories as their favourites:

1. Programs for our community
2. Events
3. Dell-ightful new attraction for the Bellarine
4. Bin-Quiz
5. Helping our flying foxes to stay cool

When asked what topics we should include in future editions some responses included:

'Homelessness initiatives.'

'Indented Head Woodland Nature Reserve'

'More visual & performing arts content. Geelong is a UNESCO city of design & this needs to be celebrated more! Plus there is a great creative community here.'

'Urban redevelopment. Outcome of Jan 26 discussions/opinions.'

'Community projects, events and also opportunities for community members to vote in projects in area.'

'Knowledge on recycling, bike track info, ideas of what to do with kids, what's on a wool museum.'

'More stories regarding early education in the area.'

'Section on local aboriginal place/ flora/ fauna/ perspective/ knowledge we can see and learn about.'

NEXT STEPS

The Community Update (November edition) engagement is closed for feedback. The next edition of Community Update will be distributed in late March.

The March edition includes stories about: Geelong's growing cuisine culture, our community grants program, upgrades planned for Stead Park Hockey Centre in the lead up to the Commonwealth games, a new immersive installation coming to Geelong, a feature from the Potato Shed, favourite places and more.

Following the March distribution another survey will open to seek community feedback on its content, visual and distribution.

Contributions provided by the community are used to guide content, design and distribution options for upcoming editions.