

COMMUNITY UPDATE (MAR 23) SURVEY RESULTS



COMMUNITY ENGAGEMENT SUMMARY

We undertook community engagement on the March 2023 edition of Community Update. Community Update is our community newsletter publication featuring stories about the people, places, projects and events that make our region such a great place to live. At the time of engagement, the publication is produced annually, delivered to all 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 March 2023 edition. Using this feedback, we will be guided by the community about what they are interested in reading about.



42

People following
Community Update



49 DAYS
of engagement



203

Number of
people to leave
feedback.



211

Suggestions
(comments) from the
public left online via
social map

WHAT WE HEARD

When asked to rate the March 2023 edition of Community Update, 90.04 per cent contributors rated it a score of four or more out of five.

The cover image was rated a score of 4 or more out of five by 91 percent contributors.

A total of 58.29 percent of contributors read the articles in the March 2023 edition in full.

A further 36.97 percent skimmed the articles, 3.32 per cent looked at the headings and 1.42 per cent didn't read the articles or headings.

A total of 79.62 percent of contributors found the content in the March 2023 edition of Community Update very interesting. A further 92.3 percent of contributors were also very satisfied or satisfied with the variety of content included in the edition.

Contributors voted the following stories as their top five favourites:

1. Table Set for Geelong to be a Foodie City
2. Upcoming Events
3. Reduce Your Waste by Recycling More
4. Garden Classroom Set for Learning
5. Kaleidoscope with a Local Twist

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

1. More local events
2. Community Projects
3. Climate, community and local industry development
4. Diverse culture

95.22 percent of contributors found the content length of articles was 'a good mix'.

35.47 percent of contributors have signed up to the digital edition of Community Update

NEXT STEPS

The Community Update (March edition) engagement is closed for feedback.

The next edition of Community Update will be distributed in November along with the annual Geelong Wall Calendar and the 2023 Christmas in Geelong Program.

Following the November 2023 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.