

COMMUNITY UPDATE (NOVEMBER 23) SURVEY RESULTS



COMMUNITY ENGAGEMENT SUMMARY

Feedback on the Community Update publication (November 2023 edition) has closed. Thank you to everyone who provided feedback, your contribution is valued and appreciated.

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 November 2023 edition.

Using this feedback, we will be guided by the community about what they are interested in reading about for future editions.



98 DAYS
of engagement



51
Number of survey
responses received.



121
Visitors to the
Have Your Say
page.



4 People following the
project.

WHAT WE HEARD

When asked to rate the November 2023 edition of Community Update, **94.34** 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 **83.02** percent contributors.

A total of **66.04** percent of contributors read the articles in the November 2023 edition in full.

A further **30.19** percent skimmed the articles, **3.77** per cent looked at the headings and **0.00** per cent didn't read the articles or headings.

A total of **47.17** percent of contributors found the content in the November 2023 edition of Community Update very interesting. A further **89.97** 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



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. Circular economy

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

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

NEXT STEPS

The next edition of Community Update is slated for distribution in Winter 2024.

Following the Winter 2024 distribution, another survey will open to seek community feedback on its content, visual and distribution.

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