

AMENDED DRAFT ANNUAL BUSINESS PLAN AND BUDGET 2023-24 SOCIAL MEDIA CAMPAIGN SUMMARY

Between 14 July - 7 August 2023, we promoted the Amended Draft Annual Business Plan and Budget 2023-24 community consultation on City of Prospect's social media platforms. Here's how our community responded.



19
social media posts promoting
the Amended Draft Annual
Business Plan and Budget
2023-24 community
consultation
(across Facebook, Instagram,
LinkedIn and Twitter)



5



5



4



5



12,646
times the content
was displayed



12.9%
engagement rate
(the percentage of people
who saw our content, and
engaged with it - between
1% and 5% is considered
good, 5%+ is considered
excellent)



488
link clicks
through to
Engagement Hub



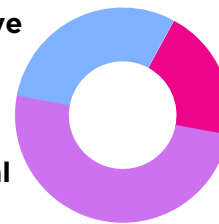
1,633
post engagements
(reactions, comments,
shares, saves, post
link clicks etc.)

comment sentiment

negative
30%

positive
20%

neutral
50%



posts with most engagement

Mayor's video (Facebook)

510

Map of the purchased land (Facebook)

495

Mayor's video (LinkedIn)

464



AMENDED DRAFT ANNUAL BUSINESS PLAN AND BUDGET 2023-24 COMMUNITY CONSULTATION - WRITTEN SUBMISSION SUMMARY

Between 14 July - 7 August 2023, we consulted our community for their thoughts on the Amended Draft Annual Business Plan and Budget. 13 people provided written submissions. This is what we heard.



13

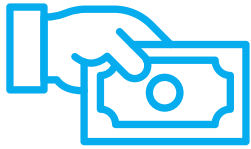
written submissions



top concerns

1. lack of transparency
2. rate increases
3. cancellation of the Heritage Incentive Scheme Program

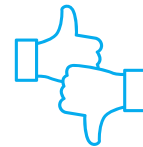
highlighted themes



opposition to the land purchase seen as unnecessary



resistance to the rate increase



community feedback from the previous consultation was ignored

comments from respondents

in line with top concerns and highlighted themes identified

"I don't agree with council spending \$8.3m to purchase a plot of land. Particularly with no plans on what the benefit will be."

"Will there be another 1% rate rise next year? We are in a period with the highest interest rates in over 10 years and inflation at all time high, it's time to consolidate not ask us, residents, to endorse the purchase of land without a concept."

"No increase should be passed onto ratepayers. I feel like the council has completely gone against the community feedback."

"The deletion of this Heritage Incentive Scheme program is causing distress to property owners in heritage areas."

"The purchase of land was unnecessary."

"A knee-jerk decision to spend more and increase rates higher after establishing a reasonably well-considered first budget draft is flawed and disappointing."

AMENDED DRAFT ANNUAL BUSINESS PLAN AND BUDGET 2023-24 COMMUNITY CONSULTATION - PUBLIC MEETING SUMMARY

On 7 August 2023, 15 local residents and ratepayers attended a public meeting as part of the Amended Draft Annual Business Plan and Budget consultation. This is what we heard.



15
attendees



attendees' profile

11 men
4 women
3 were representatives
from North Adelaide
Football Club



concerns

1. increase in rates
2. strategic land purchase functionality
3. development timeline for the strategic land site



complaints

Council spending money on investments and not on upgrades to existing infrastructure

comments from attendees

"As a pensioner...I have to pay every 3 months. I can no longer afford to pay for 12 months."

"Prospect doesn't have enough green space, and this offers a wonderful opportunity."

"While Council is standing around navel-gazing at the options, the rate payers are footing the cost."

"I'm a retired person. I can't keep paying increasing amounts of money."

"What are you going to do if you can't lease the premises to pay for it?"

"I would have expected to see a plan of what to do with the land."