

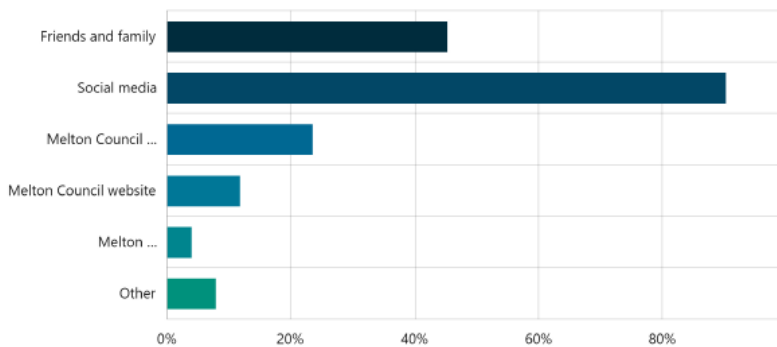
Melton Town Centre Revitalisation Project – Digital Marketing Plan Insights

Between Wednesday 12 April and Tuesday 2 May 2023 Melton City Council conducted a survey to inform the development of the Melton Town Centre Digital Marketing Plan, which will support the overall delivery of Melton Town Centre Revitalisation Project.

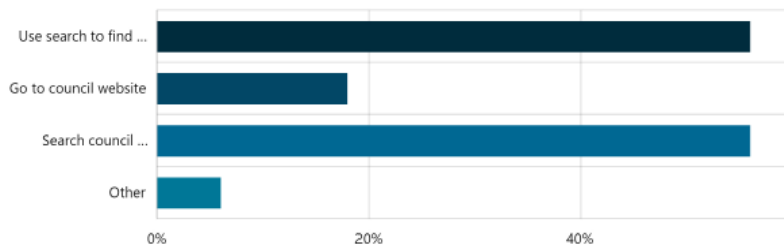
To ensure we are connecting with our community in the best way, consultation with the community assisted in understanding the most effective digital channels to utilise and helped tailor our messaging towards what is of high interest.

Feedback was collected via an online survey, shared via the Melton City Much More and City of Melton Facebook pages. Below is a summary of the feedback that was collected.

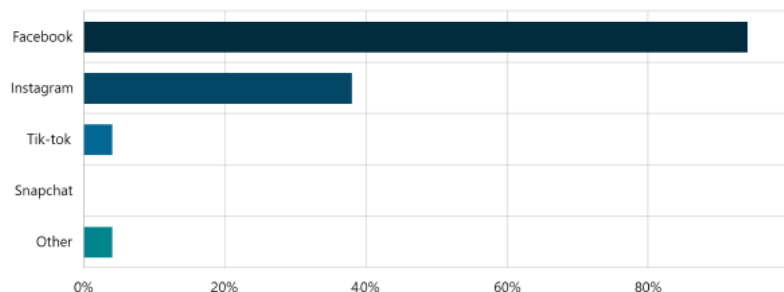
How do you stay informed of local events, news, and happenings?



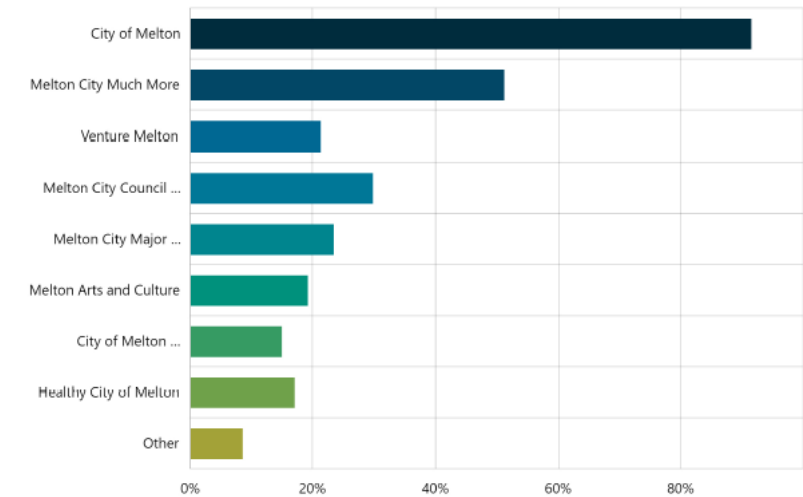
When family and friends share local information that interests you - what do you do next?



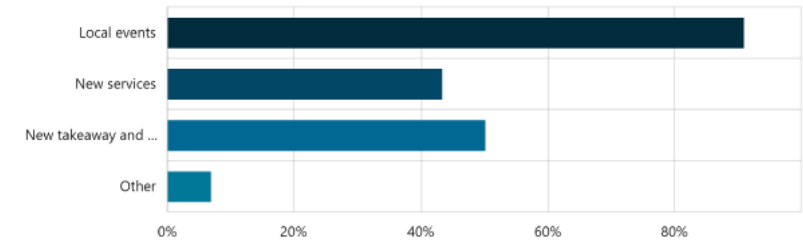
What main social platforms do you use frequently for local news, events and information?



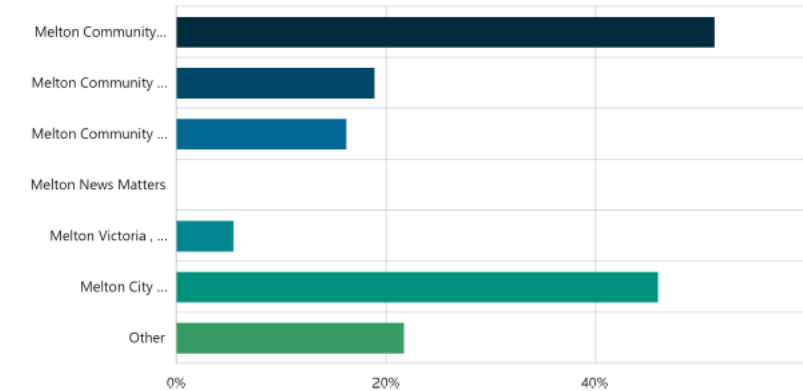
Which Council social media pages do you follow?



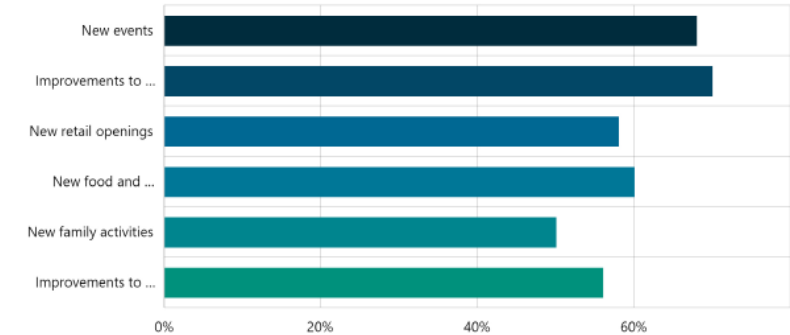
Have you used local Facebook groups to discover any of the following?



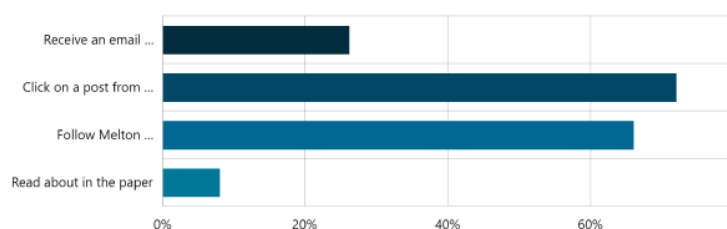
Which local Facebook groups do you follow for local events and information?



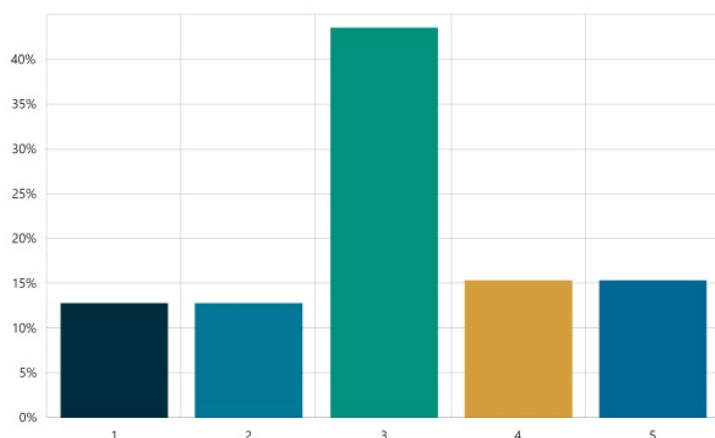
What local Melton Town Centre Revitalisation Project news would interest you?



Thinking about finding out about the Melton Town Centre revitalisation news that interests you, would you be willing to?



How likely would you be to share valuable information about the Melton Town Centre Revitalisation Project with your social media connections?



The below table is a summary of the community's feedback. Council has reviewed these responses and provided a response as it related to the project's purpose.

Subject	Community Feedback	Melton City Council Review Response
Social media - general	90.20% stay informed of local events, news, and happenings via social media (94% consume Facebook)	Cements need for a strong digital strategy via owned Facebook platforms, with the support of paid advertising.
Facebook pages	91.49% are connected with City of Melton and 51.06% with MCM Facebook pages	Supports a need for these Facebook pages to be included in marketing plan.
Friends and family influence	45.10% also stay informed of local events, news, and happenings via friends and family	Supports a need to captivate audiences to encourage word of mouth.
Key interest	Key interest of discovery on Facebook groups are local events (90.91%) and new takeaway and restaurant businesses (50%)	Supports a need to focus on events, activities & openings as key deliverables within marketing plan.
Top 3 key interest of discovery of Melton Town Centre Revitalisation Project	Top 3 key interest of discovery of Melton Town Centre Revitalisation Project news are improvements to local services (public transport, parking, library etc) (70%), new events (68%) and new food and beverage related openings (60%)	Supports a need to include big projects as a key deliverable within marketing plan.

The big take away is there is an appetite and intent to know about the programs of work within the Revitalisation Project. The Digital Marketing Plan will tell the narrative and allows all audiences to stay on message and positive.

Melton City Council acknowledges the support of the Victorian Government in the delivery of this project.