

A photograph of three men standing in a green field, looking at a document. One man is wearing a dark jacket, another a light blue shirt, and the third a dark shirt and cap. A white ute is parked to the right, with 'NSW Local Land Services' and '32' visible on its side. The background shows a line of trees under a clear sky.

# Local Strategic Plans 2021-2026

*Performance report*

July 2021



# Have Your Say platform

2.2K

**TOTAL VISITS**

across the consultation

2

**REGISTRATIONS**

to nsw.gov.au to stay in the loop

190

**VISITORS**

max per day

1.6K

**AWARE**

visitors across the  
consultation

795

**INFORMED**

visitors across the  
consultation

231

**ENGAGED**

visitors across the  
consultation

10 MAY

2021

day with the highest number  
of visitors

## DEFINITIONS

### TOTAL VISITS

- Total traffic to the page, each within a session (30 minutes, from a specific device). Not unique.

### NEW REGISTRATIONS

- People who have registered to nsw.gov to be informed of other engagements in the future (not specific to your engagement)

### AWARE PARTICIPANT

- Customer has visited an engagement page; a unique visitor.

### INFORMED PARTICIPANT

- Customer has interacted with the engagement, for example by viewing a video or downloading a document.

### ENGAGED PARTICIPANT

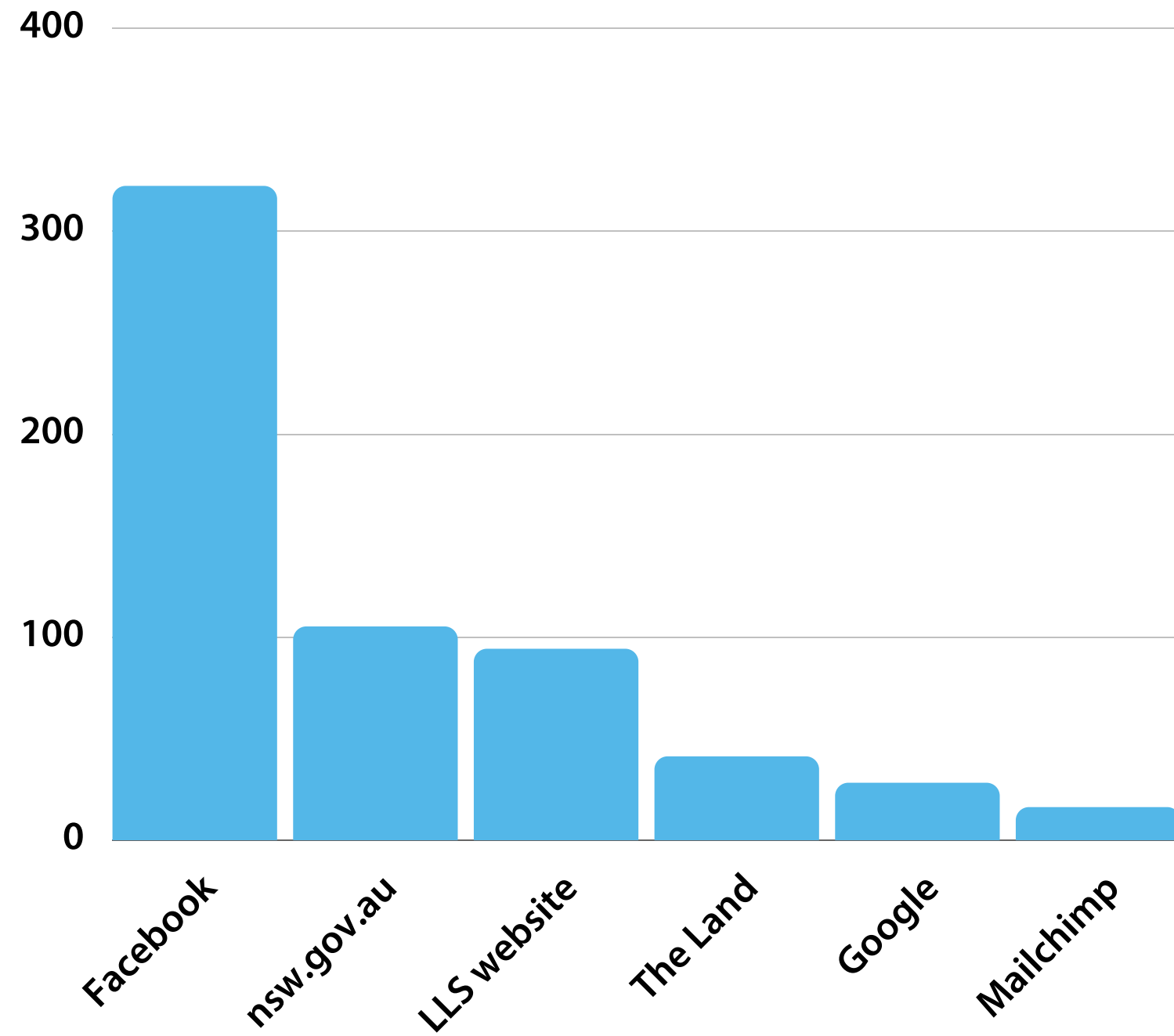
- Customer has contributed to the engagement, for example by posting an idea or commenting in a discussion or completing a quick poll.

**Public consultation period - 10 May to 6 June 2021**



# Traffic sources

## TO THE HAVE YOUR SAY PLATFORM







# The tools we used..

## SURVEYS

23 surveys

483 visitors to survey widgets

232 contributors

236 responses to q's

## SUBMISSIONS

16 submissions across the state

94 visitors to submissions widget

## IDEAS

11 idea boxes

22 visitors to ideas

9 contributors

17 contributions

## Q&A

12 Q&A boxes

52 visitors to Q&As

5 questions asked

## DOCUMENTS

35 documents total

1520 visitors to docs

2,296 docs downloaded

## PHOTOS

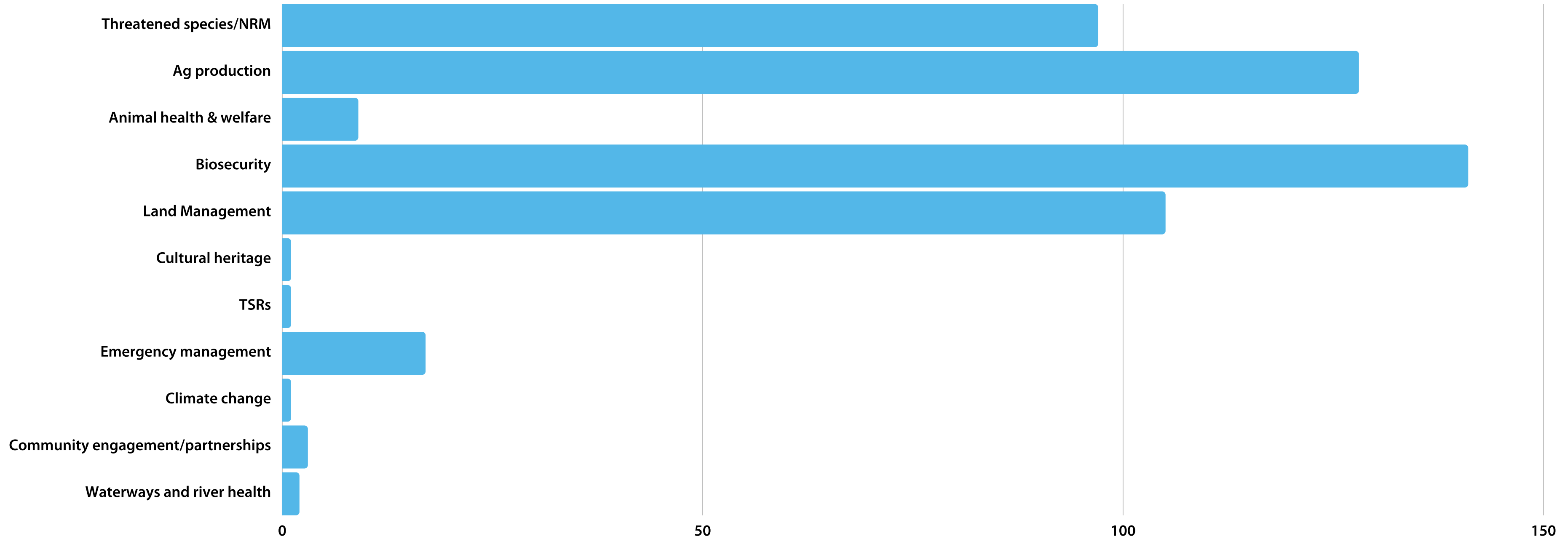
12 photos total

72 visitors to docs

86 views of photos

# What we found out..

**Across the state, customers believe these are the top priorities for their community**



**NOTE: Some regions had varying options so the above is not reflective of all regions, but rather just a trend in the core service areas.**

# Communications outcomes

## FACEBOOK ADVERTISING

3 JUNE - 6 JUNE

**20,681 IMPRESSIONS**

made on advertisement

**20,429  
3-SECOND  
PLAYS**

when ad appeared in news  
feed

**17,571  
REACH**

to targeted audience

**42  
LINK CLICKS**

from advertisement

**19,800 PLAY THRUS**

on the video advertisement

**0.14  
SECONDS**

average play time on  
video.

NOTE: this was the full  
video duration

## THE LAND DIGITAL ADVERTISING

24 MAY - 6 JUNE

**69,363  
IMPRESSIONS**

made on The Land online

**0.14%  
CLICK RATE**

to Have Your Say

**97  
TOTAL  
CLICKS**

on various ad types

## MEDIA

**SHELL  
RELEASE**

for regional distribution

**2 STATE  
MEDIA  
RELEASES**

**STATE MP  
RESOURCES**

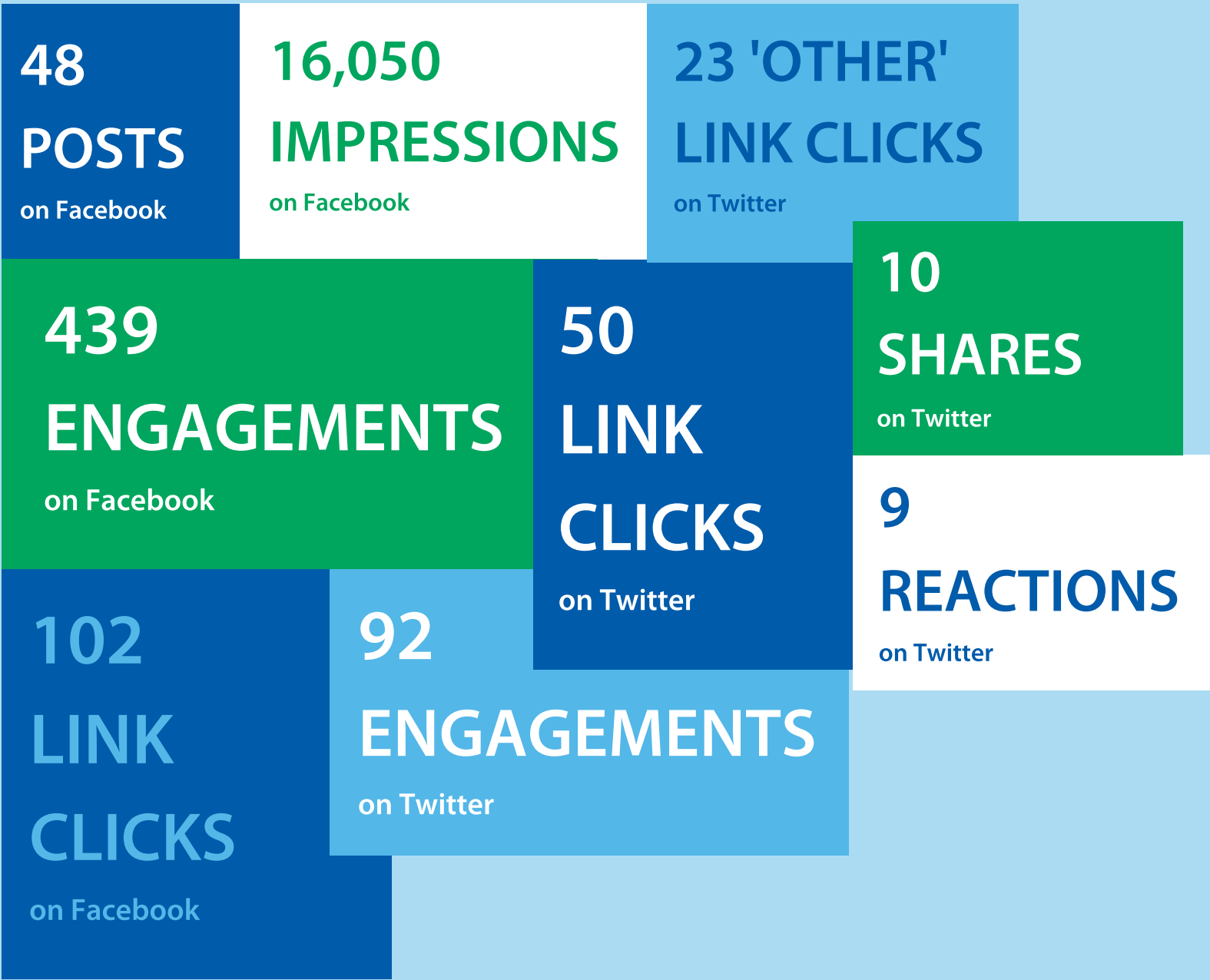
MR & email blast prepared  
for state MP's to promote



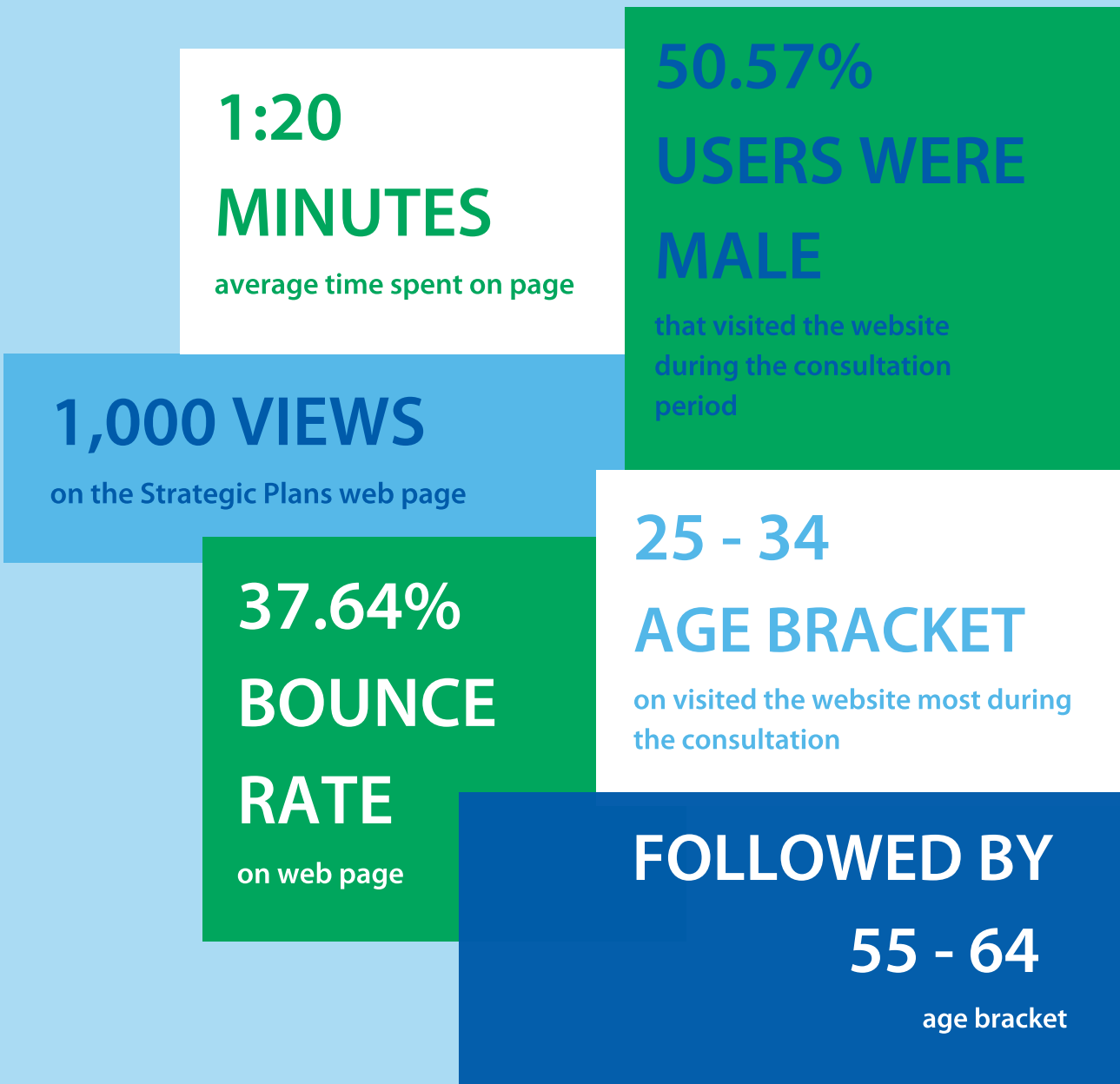
# Communications outcomes

## SOCIAL MEDIA CAMPAIGN

inc. regional posts



## LOCAL LAND SERVICES WEBSITE



# Regional communications

6

## LOCAL EVENTS

held during the consultation where staff engaged with customers about Local Strategic Plans

6

## NEWSLETTERS

to customers and stakeholders during the consultation period

## RADIO

## ADVERTISING

by 1 region to reach customers

356

## STAKEHOLDER INTERACTIONS

over the course of the consultation

30.08%

## AVERAGE OPEN RATE

across newsletters sent out by regions

511

## LINK CLICKS

from newsletter campaigns (to website and Have Your Say)

## 16 COMMUNITY GROUPS

were sent tailored Local Strategic Plan information