

Appendix 4

Activities to support and promote the consultation

The following is a snapshot of outcomes from marketing and communications activities undertaken to support the consultation. Activities reached a range of community segments through direct engagement with stakeholders, existing City communications changes and paid advertising.

Activity	Outcomes	Result
CEO email	Community and Business Sectors included:	23,475 engagements
Invitation to stakeholders and community representatives to complete the survey and email the City with industry and sector insights.	<ul style="list-style-type: none"> – Local Businesses – Chambers of Commerce – City Suppliers – Grants Participants – Liquor Accord – Retail and Tourism – Multicultural Services – Settlement Services – Cultural providers – Late Night Industry – Social Enterprise – Social Housing – People with disabilities – Seniors – Youth – Schools – Community Services providers – Mental; Health agencies – Homeless Services – Road Users – Mobile Food Supplies – Sustainability networks – Strata residents and building managers – Sporting Associations – City Venue Hirers 	Average: 35.7% open rate
City Newsletters	E-newsletters included:	21,172 subscribers
City branded communications and articles promoted to existing subscribers	<ul style="list-style-type: none"> – Sydney Your Say – Community research panel – Green Square – Business – Arts and Culture – City News 	Average: 35% open rate
Marketing & Social Media	Survey promotions included:	Reach
	<ul style="list-style-type: none"> – Paid and organic social media advertising via: – Facebook – LinkedIn – Radio ads on FBI, 2SER and Eastside. 	<ul style="list-style-type: none"> – Facebook: 283,217 – LinkedIn: 24,606
		Clicks
		<ul style="list-style-type: none"> – LinkedIn 482 – Facebook: 7,086

Figure 1. Example of City social media post

City of Sydney
28,236 followers
[View full profile](#)

City of Sydney
28,236 followers
34m •

As we plan for recovery, we're seeking feedback from residents and businesses.

The survey will help us understand how we can best support you and work together for a stronger future.

[#recovery](#) [#businesses](#) [#community](#) [#resilience](#)

Help us develop Sydney's recovery plan: share your feedback now
cityofsydney.nsw.gov.au • 2 min read

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Reactions