



Special Rate Variation Application 508(2)  
Kempsey Shire Council - Environmental Levy

**Appendix 6.2:** Specific SRV Engagement;  
Online web portal report and submissions

# Summary Report

01 November 2017 - 31 December 2017

## Your Say Macleay

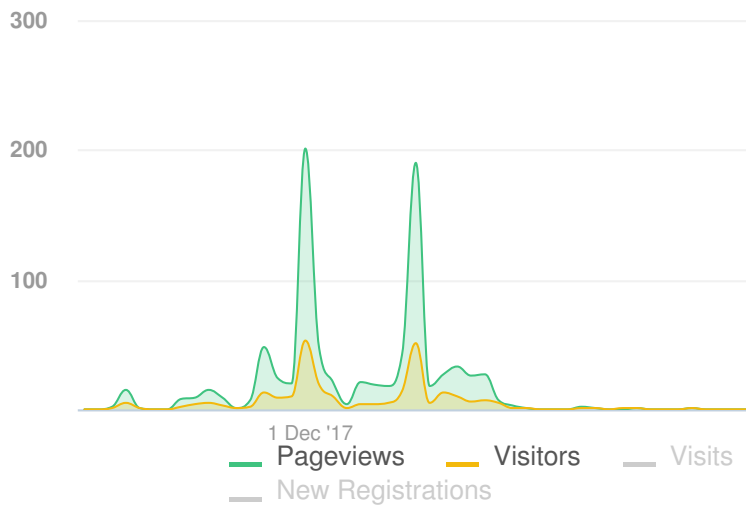
PROJECTS SELECTED: 1

Should the Environmental Levy be continued?

FULL LIST AT THE END OF THE REPORT



### Visitors Summary



### Highlights

|                   |                      |                |
|-------------------|----------------------|----------------|
| TOTAL VISITS      | MAX VISITORS PER DAY |                |
| 287               | 53                   |                |
| NEW REGISTRATIONS |                      |                |
| 28                |                      |                |
| ENGAGED VISITORS  | INFORMED VISITORS    | AWARE VISITORS |
| 73                | 173                  | 246            |

## PARTICIPANT SUMMARY

| ENGAGED   | 73 ENGAGED PARTICIPANTS     |            |            | TOP PROJECTS  |   |
|---|-----------------------------|------------|------------|---|---|
|   |                             | Registered | Unverified | Anonymous   | Participants (%)                          |
| INFORMED  | Contributed on Forums       | 0          | 0          | 0   | Should the Environmental Le... 73 (29.7%) |
|   | Participated in Surveys     | 41         | 0          | 0   |   |
|   | Contributed to Newsfeeds    | 0          | 0          | 0   |   |
|   | Participated in Quick Polls | 22         | 18         | 0   |   |
| AWARE   | Posted on Guestbooks        | 0          | 0          | 0   |   |
|   | Contributed to Stories      | 0          | 0          | 0   |   |
|   | Asked Questions             | 0          | 0          | 0   |   |
|   | Placed Pins on Maps         | 0          | 0          | 0   |   |
|   | Contributed to Ideas        | 0          | 0          | 0   |   |
| * A single engaged participant can perform multiple actions |                             |            |            | * Calculated as a percentage of total visits to the Project |   |

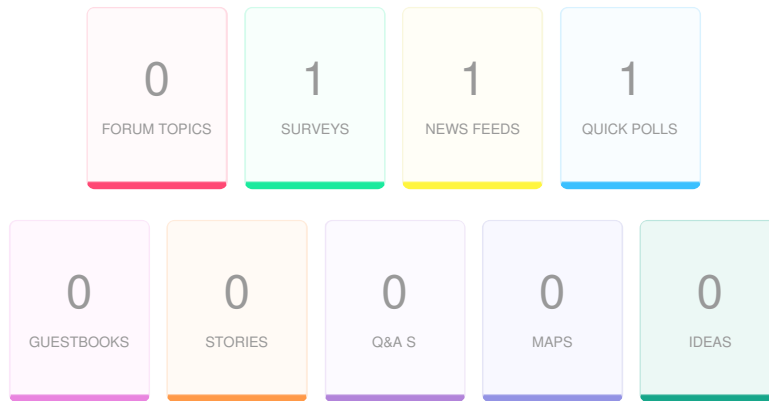
  

| ENGAGED  | 173 INFORMED PARTICIPANTS                                    |              | TOP PROJECTS                               |
|----------|--|--------------|--|
|          |  | Participants | Participants (%)                           |
| INFORMED | Viewed a video   | 0            | Should the Environmental Le... 171 (69.5%) |
|          | Viewed a photo   | 8            |  |
|          | Downloaded a document  | 29           |  |
|          | Visited the Key Dates page                                   | 0            |  |
| AWARE    | Visited an FAQ list Page                                     | 0            |  |
|          | Visited Instagram Page                                       | 0            |  |
|          | Visited Multiple Project Pages                               | 74           |  |
|          | Contributed to a tool (engaged)                              | 73           |  |
|          | * A single informed participant can perform multiple actions |              |  |

| ENGAGED  | 246 AWARE PARTICIPANTS   |              | TOP PROJECTS                                   |
|----------|--|--------------|--|
|          |  | Participants | Participants                                   |
| INFORMED | Visited at least one Page  | 246          | Should the Environmental Le... 246             |
|          |  |              |  |
| AWARE    | * Aware user could have also performed an Informed or Engaged Action |              | * Total list of unique visitors to the project |

## ENGAGEMENT TOOLS SUMMARY



| SURVEYS SUMMARY |              |
|-----------------|--------------|
| 1               | Surveys      |
| 41              | Contributors |
| 122             | Submissions  |

| TOP 3 SURVEYS BASED ON CONTRIBUTORS                               |
|---|
| <p>41</p> <p>Contributors to</p> <p>Environmental Levy Survey</p> |

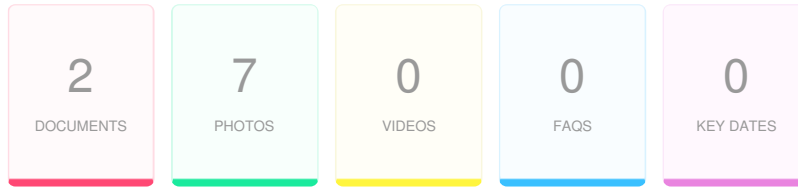
| NEWSFEEDS SUMMARY |          |
|-------------------|----------|
| 1                 | NewsFeed |
| 0                 | Visits   |
| 0                 | Visitors |

| TOP 3 NEWSFEEDS BASED ON VISITORS  |
|--|
| <p>0</p> <p>Visitors to</p> <p>Make a written submission on the environmental levy</p> |

| QUICK POLLS SUMMARY |              |
|---------------------|--------------|
| 1                   | Quick Polls  |
| 40                  | Contributors |
| 40                  | Responses    |

| TOP 3 QUICK POLLS BASED ON CONTRIBUTORS   |
|---|
| <p>40</p> <p>Contributors to</p> <p>Which of the following options do you prefer?</p> |

## INFORMATION WIDGET SUMMARY



| DOCUMENTS |           |
|-----------|-----------|
| 2         | Documents |
| 29        | Visitors  |
| 30        | Downloads |

| TOP 3 DOCUMENTS BASED ON DOWNLOADS        |  |
|---|--|
| 30<br>Downloads                           | 0<br>Downloads   |
| What has the environmental levy paid for? | What future projects will be funded with the Environmental Levy? |

| PHOTOS |          |
|--------|----------|
| 7      | Photos   |
| 8      | Visitors |
| 14     | Views    |

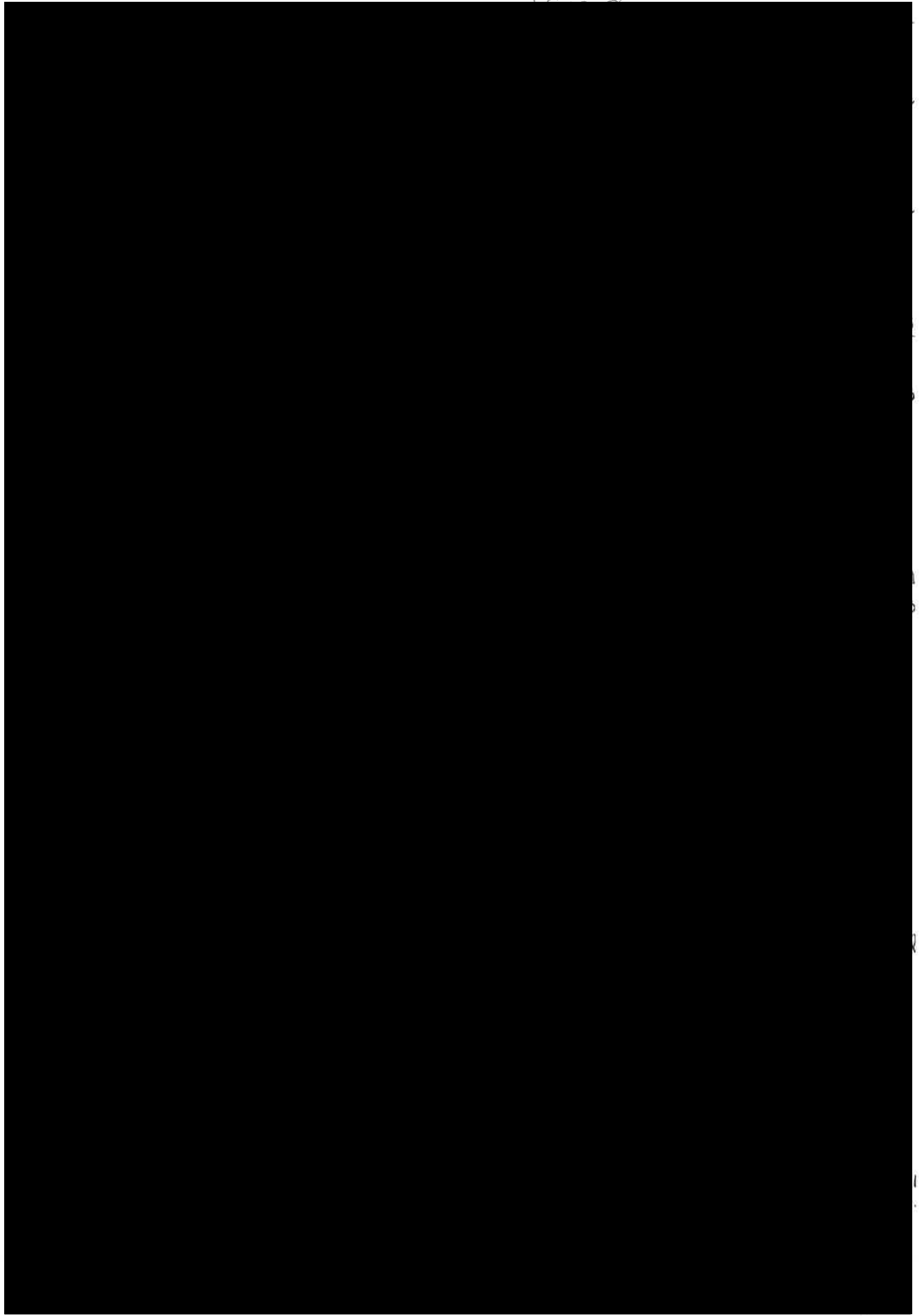
| TOP 3 PHOTOS BASED ON VIEWS |                                  |               |
|-----------------------------|----------------------------------|---------------|
| 4<br>Views                  | 3<br>Views                       | 2<br>Views    |
| Grassy Head                 | Boyers Lane LLRF project Stage 1 | Macleay River |

## TRAFFIC SOURCES OVERVIEW

| REFERRER URL            | Visits |
|-------------------------|--------|
| m.facebook.com          | 51     |
| www.kempsey.nsw.gov.au  | 23     |
| www.macleayargus.com.au | 17     |
| www.facebook.com        | 10     |
| android-app             | 5      |
| www.google.com.au       | 5      |
| emails.engagementhq.com | 3      |
| outlook.live.com        | 3      |
| l.facebook.com          | 2      |
| webmail.optusnet.com.au | 1      |
| lm.facebook.com         | 1      |
| kempsey.nsw.gov.au      | 1      |
| www.google.com          | 1      |

## SELECTED PROJECTS - FULL LIST

| PROJECT TITLE                               | AWARE | INFORMED | ENGAGED |
|---|-------|----------|---------|
| Should the Environmental Levy be continued? | 244   | 171      | 73      |



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