



Bellingen Shire Council – Special Rate Variation

ATTACHMENT A - DIGITAL MEDIA CAMPAIGN RESULTS

Overview

Bellingen Shire Council aimed to raise awareness and understanding in the community regarding the Special Rate Variation proposal through its extensive digital media strategy.

Utilising its existing Facebook, YouTube and Instagram channels, Bellingen Shire Council actively promoted a range of collateral aimed at informing community members and promoting further engagement opportunities.

Specialised 'explainer' style graphics were developed and promoted by Council on social media, with all content including links to more detailed information and resources on Council's website.

Social Media Summary

Facebook

Posts	9
Total Reach	12,800
Total Engagements	2,066
Total Likes and Reactions	185
Total Comments	120
Total Shares	52

Instagram

Posts	6
Total Reach	1,255
Total Likes and Reactions	21
Total Comments	4
Total Shares	5

YouTube

Posts	2
Views	78

Councillors were also active on social media through the consultation period, utilising their Facebook pages to assist in promoting Special Rate Variation information. In total, 16 Special Rate Variation related posts were made across four Councillor pages.



The following graphics were used as part of Bellingen Shire Council’s social media campaign:



Website

A dedicated webpage via the Have Your Say section of Council’s website was created and made available throughout the engagement period with a banner positioned on the home page to assist with easy navigation to a suite of material including detailed information on the reasoning for the SV proposal, a list of FAQs to assist the community in answering standardised questions, tools including the rates calculator and information from IPART around the review process and timeframes and opportunities for community input. The page URL IS PROVIDED <https://www.bellingen.nsw.gov.au/Have-Your-Say/Special-Rate-Variation-Application>

Page Views	401
Rates Calculator Download	66
Delivery Program and Operational Plan Download	62
SRV Fact Sheet Download	11
LTFP Download	12



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Consultation has concluded as Council considers application to IPART for a Special Rate Variation.

[Find out more](#)

WHAT DOES THIS MEAN FOR ME?

AN ADDITIONAL

\$2.09

PER WEEK

ON AVERAGE FOR RESIDENTIAL RATEPAYERS IN 2023/24



To find out how a Special Rate Variation will impact you, access the Rates Calculator on our website.



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Submissions closed on 31 January 2023, 05:00 PM



Council has a 10-year plan for the Bellingen Shire to ensure our future is secure over the long term and is providing quality services to our community. For Council to achieve this, we need to live within our means while balancing the delivery of the best possible services.

Council only has a limited amount of funding to continue delivering our services and maintain our infrastructure. Despite our best efforts to become more financially sustainable, costs continue to rise faster than our income.

We understand that our community places a high value on access to quality services, vibrant places and inclusive events that contribute to our connectedness and sense of wellbeing.

While we know that a rate rise is never welcome, we believe it is an important conversation that we need to have within our community. Council has conducted extensive community consultation to gather feedback on a proposal to apply to the Independent Pricing and Regulatory Tribunal (IPART) for a Special Rate Variation (SRV).

Timeline

- Community Information and Feedback Period
1 December 2022 - 31 January 2023
- Under Review
Contributions to this consultation will be evaluated as part of the SRV application development process. The project team will report back on key outcomes of community consultation to determine if to proceed with application at the February Ordinary Council Meeting.
- Council Meeting
Council Meeting to review outcomes of consultation and determine if proceeding with SRV application
- Submit application to IPART
Council has been successful in an extension to the original deadline to ensure meaningful consultation with our community can be conducted. If Council decides to proceed, the application must be submitted by COB Friday 3 March 2023.
- IPART conduct community consultation
March 2023: Community provide feedback on SRV application direct to IPART
- IPART decision
June 2023: IPART provide decision on SRV application and Council determines draft 2023-24 Budget
- Budget is adopted
June 2023: Council adopts 2023-24 Budget