

# Are You Ready?

## COMMUNITY ENGAGEMENT REPORT



# PROJECT BACKGROUND:

The engagement was open from 28 August - 31 October 2023.

## Are You Ready?

This campaign is a joint initiative between City of Melton, Emergency Ready Communities and Wyndham City aimed at ensuring our communities are emergency prepared. Residents and visitors need to take charge of their own safety by heeding the warnings and taking the necessary precautions because during an emergency situation assistance may not be able to reach you quickly.

## Purpose of engagement

The purpose of engagement for this project as to:

- To test community awareness of the campaign.
- To get feedback from the community about the campaign.
- To get input from the community regarding how we can engage the community more affectively with this message.
- What would make it easier for your family to complete a ready plan?

## METHODOLOGY:

The below table outlines the various methods and techniques used to engage with the community.

Community engagement activities / tools	
Method / technique	Stakeholders engaged
Project page on The Loop	<b>651</b> total visitors to the page <b>781</b> page views
Online survey	<b>19</b> surveys completed
Contact with community at drop-in session 1 (Children's Week Picnic 22/10)	<b>47</b> community spoken to at drop in session 1 (Children's Week Picnic 22/10) <b>21</b> community spoken to at drop in session 2 (Little River Community Day 28/10) <b>38</b> community spoken to at drop in session 3 (Mayor's Morning Tea 23/10)

## Communications / marketing activities

## Method / technique

## Stakeholders engaged

## AD

Engagements: 503

Reach: 22,596

Link Clicks: 435



## Online promotion (Facebook)

## ORGANIC

Engagements: 114

Reach: 2,929

Link Clicks: 18



## WEB

Sessions: 324

## SUMMARY OF FEEDBACK:

The following feedback will help inform the Are You Ready? campaign.

We Asked	You Said	We did / we're doing
Before today, have you heard of Council's "Are you ready?" campaign	26% said yes 74% said no	<ul style="list-style-type: none"> <li>- Attending community events and 'Coffee with a Cop' events to share information.</li> <li>- Copies of the brochure have been topped up at all community facing locations</li> </ul>
Do you or your family have a household emergency plan?	37% said yes 64% said no	<ul style="list-style-type: none"> <li>- An Are You Ready session with Over 60's community at Manor Lakes Community Centre will be held, assisting in writing a personalised plan.</li> <li>- Looking at extending this to other community centres/groups</li> </ul>
Did you find the information about the campaign <ul style="list-style-type: none"> <li>• Easy to understand</li> <li>• Accessible</li> <li>• Relevant to you and your family</li> <li>• Helpful</li> <li>• Important</li> <li>• Too complicated</li> <li>• I don't know where to start</li> <li>• Other</li> </ul>	Easy to understand 79% Accessible 42% Relevant to you and your family 42% Helpful 53% Important 63% Too complicated 10% I don't know where to start 5% Other 5%	<ul style="list-style-type: none"> <li>- Currently writing a proposal to receive a grant to create translation videos for the community.</li> </ul>
How important do you think it is for residents to know what to do before, during and after an emergency?	Very important 89% Important 6% Neutral 5%	<ul style="list-style-type: none"> <li>- Nothing to add – as per the above.</li> </ul>

<p><b>What do you think would be the best way for us to spread the word about the campaign and get residents to complete an emergency plan for themselves and their family?</b></p> <ul style="list-style-type: none"> <li>• Via an app on my smartphone</li> <li>• Paper brochure to fill out manually and store somewhere safe</li> <li>• An online form where I can complete my details and have them saved safely for me</li> <li>• Other (please specify)</li> </ul>	<p>Via an app on my smartphone 42%          Paper brochure to fill out manually and store somewhere safe 32%          An online form where I can complete my details and have them saved safely for me 21%            Other (please specify) 5%</p>	<ul style="list-style-type: none"> <li>- Currently writing a proposal to receive a grant to create translation videos for the community.</li> <li>- Will also be meeting with IT to see if a powerapp can be created.</li> </ul>
<p><b>Do you have any further comments relating to how Council can assist in educating the community in preparing for an emergency?</b></p>		<ul style="list-style-type: none"> <li>- Many further comments were relating to the brochure only being available in English, this is something we are looking at improving.</li> </ul>

## NEXT STEPS:

Council will use the feedback provided by this consultation to create a proposal for a grant (with Emergency Recovery Victoria), joining with community centre staff who are very involved with local communities and can speak different languages. We aim to create multiple videos that translate the importance of being emergency ready, understand what to expect during an emergency and how to contact emergency services.

## HOW CAN PARTICIPANTS STAY INVOLVED/INFORMED?

Participants can stay informed by visiting the Loop page and selecting to “Follow” the project. Updates will be posted on The Loop and the project timeline will be updated to reflect project status.