

Presentation of Reports

8.8 Events Strategy and Outdoor Events Policy 2017

What is Council's capacity to reach constituents with targeted electronic events notifications?

(Cr Pearl)

Response

At the Council Meeting on 15th November you asked a question that we took on notice, regarding targeting residents with electronic notifications about events near to them.

Council currently does this to an extent through more traditional means – mainly through letterbox drops and signage placement. We also do social media posts when events are on, and these have the ability to be targeted to particular areas.

The use of an 'opt-in' system that people could use to receive information like event notifications via SMS or email would be an effective communications tool for this, and something that has been identified as a gap through work on the Customer Experience Plan and the Events Strategy. Options to address this will be explored as part of the work for implementation of both of these projects in the year ahead.

Thanks,
Adele