

# STRATEGIC COMMUNITY PLAN - PHASE 2 CONSULTATION - FOCUS GROUP

## SOCIAL MEDIA CAMPAIGN SUMMARY

Between 30 June - 10 July 2023, we promoted the Focus Group for the Strategic Community Plan Phase 2 of community consultation on City of Prospect's social media platforms. Here's how our community responded.



**8**

social media posts promoting Focus Group for the Strategic Community Plan Phase 2 of community consultation

(across Facebook, Instagram, LinkedIn and Twitter)



**2**



**2**



**2**



**2**



**3051**

times the content was displayed



**3%**

engagement rate  
(the percentage of people who saw our content, and engaged with it - between 1% and 5% is considered good, 5%+ is considered excellent)



**33**

link clicks through to Engagement Hub



**93**

post engagements  
(reactions, comments, shares, saves, post link clicks etc.)

# STRATEGIC COMMUNITY PLAN

## PHASE 2 COMMUNITY CONSULTATION

### RESIDENTS FOCUS GROUP SUMMARY

On 18 July 2023, 7 residents from all 4 wards attended a focus group session as part of the Strategic Community Plan - Phase 2 consultation. This is what we heard.



**7**  
focus group participants

**2**  
activities

1. to assess the level of support for the proposed focus areas
2. to gather suggestions and ideas for the proposed focus areas



#### level of support - proposed focus areas



#### what is important to residents

- 1 better promote community programs
- 2 a well-maintained area
- 3 wise financial decision/transparency
- 4 waste management, recycling, and greening

## ideas and suggestions for:



a greener Prospect

- protect trees
- increase recycling, and a green waste program
- improve walking and cycling routes
- plant native SA trees



income generation

- save through efficiencies
- sell mulch from green waste
- encourage to generate less waste
- encourage businesses is also a solution



infrastructure/ areas to invest

- pause expensive infrastructure
- improve cycling routes and footpaths
- build things with quality
- maintain what has been built

# STRATEGIC COMMUNITY PLAN

## PHASE 2 COMMUNITY CONSULTATION

### YOUTH FOCUS GROUP SUMMARY

On 18 July 2023, 4 young people attended a focus group session as part of the Strategic Community Plan - Phase 2 consultation. This is what we heard.



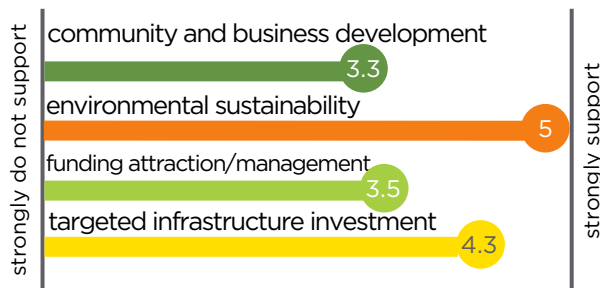
**4**  
focus group youth participants

**2**  
activities

1. to assess the level of support for the proposed focus areas
2. to gather suggestions and ideas for the proposed focus areas



#### level of support - proposed focus areas



#### what is important to youth

- 1 safe streets at night (lighting)
- 2 disability access of footpaths and parks
- 3 environmental education
- 4 indoor/outdoor recreation areas

## ideas and suggestions for:



a greener Prospect

- more trees planted, and good tree management
- library seed bank
- vertical gardens
- sustainability education and recycling programs



income generation

- collect parking fines
- run profitable events
- show and promote what rates are spent on
- encourage community fundraising for new facilities



infrastructure/ areas to invest

- provide indoor sporting venues
- improve disability access
- have more spaces to gather
- improve lightning

# STRATEGIC COMMUNITY PLAN

## PHASE 2 COMMUNITY CONSULTATION

### BUSINESS FOCUS GROUP SUMMARY

On 19 July 2023, 6 local businesses attended a focus group session as part of the Strategic Community Plan - Phase 2 consultation. This is what we heard.



**6**

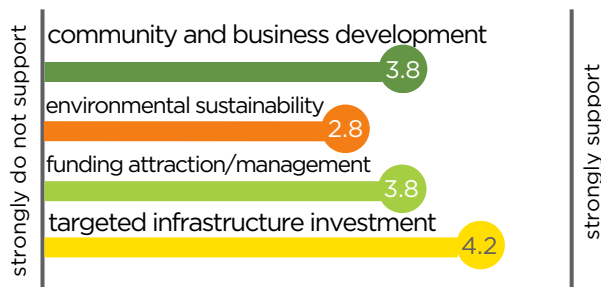
**focus group business participants**

**2**  
**activities**

1. to assess the level of support for the proposed focus areas
2. to gather suggestions and ideas for the proposed focus areas



#### level of support - proposed focus areas



#### what is important to businesses

- 1 support businesses away from Prospect Road
- 2 support networking
- 3 make it easier to establish a business
- 4 good cycling and walking routes

## ideas and suggestions for:



**a greener Prospect**

- increase canopy cover and create green tunnels
- improve waste collections
- educate people on which bin to use
- improve walking and cycling routes



**income generation**

- business sponsorship for community events
- leasing
- grant funding



**infrastructure/ areas to invest**

- core functions - roads, pedestrian and cycle routes
- lightning in parks
- indoor sport facility
- rain gardens