

2023 BULKY RUBBISH COLLECTION

January 2024

Community Engagement Summary

The Annual Bulky Rubbish Collection YourSay page was developed and launched to ensure residents had instant and live access to updates, information on the new zones and their names, missed collection processes, overall education and finally, a survey to gauge residents input following completion of the 2023 collection.

Our engagement intent was to **INFORM** and **CONSULT** the community prior to, during and following the Bulky Rubbish Collection. A YourSay project page was developed to support the delivery of the Bulky Rubbish Collection where community and stakeholders were encouraged to participate and provide feedback.

A summary of the engagement activities and community participation are highlighted below.

How we reached you



121 Days of engagement



17,555 Visits to YourSay page

- 516 Quick Poll responses
- 54 Survey Participants
- 46 page followers
- 3 responses to Q & A's



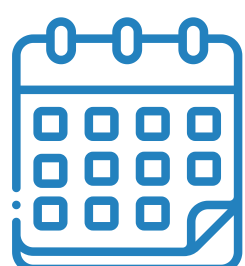
Digital engagement

- 53,657 social media impressions (the number of times a post appears)
- 6,197 social media engagements (the number of times a post was interacted with - which can be likes, shares, comments etc)



Promotions and advertising

- 2 Media Release and Public Notice on DRC website
- Radio Adverts placed across 2 stations between 2 October to 27 November 2023
- 12 print advertisement in Dubbo Photo News, Daily Liberal and Wellington District Leader



28th August 2023 - 22 December 2023



Email campaigns

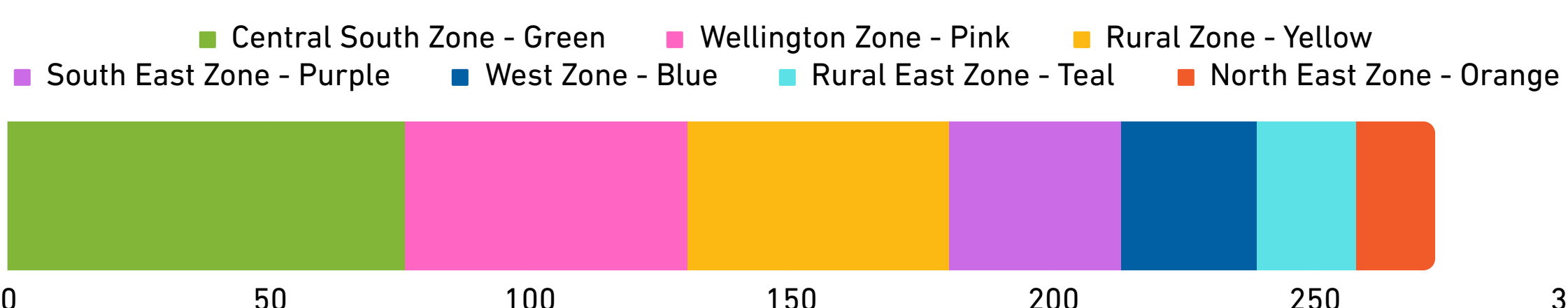
- 8 YourSay campaigns
- 308 recipients

What we heard

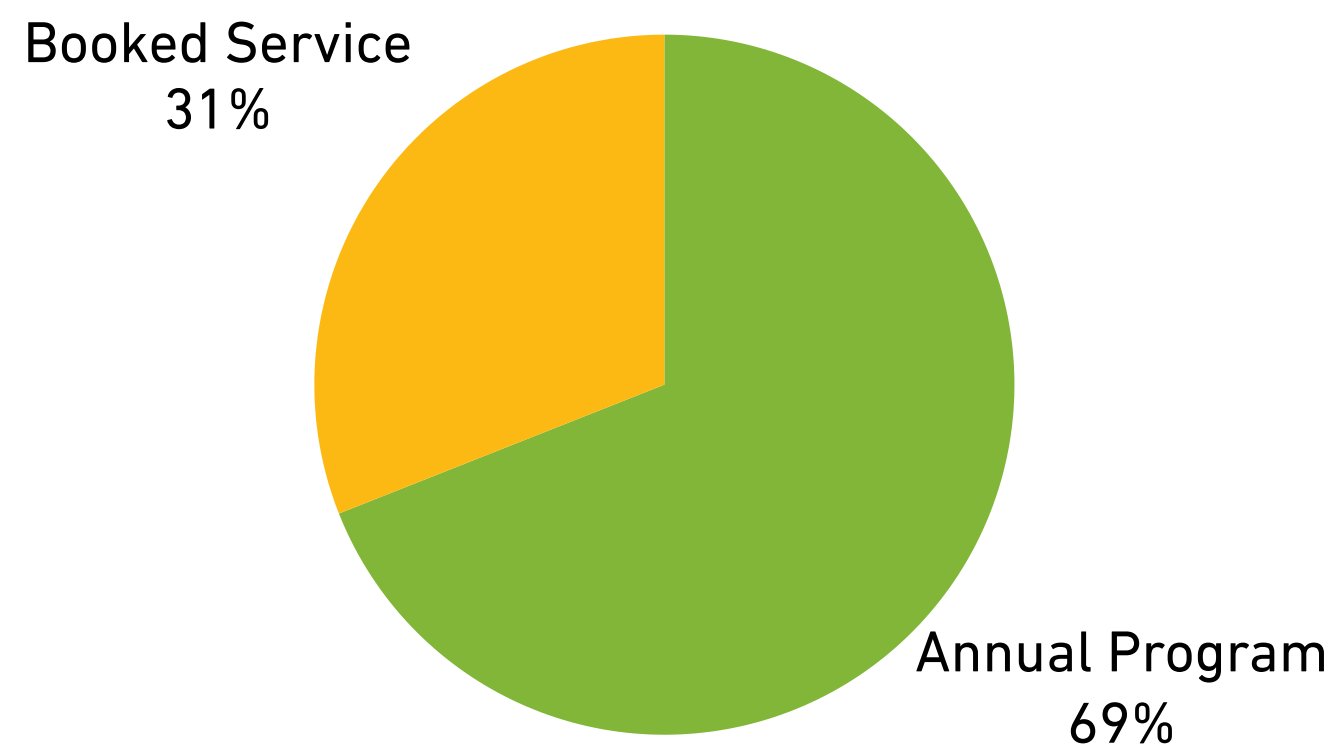
When we asked "Will you use bulky rubbish collection service this year?" we received 136 Contributions



When we asked "Which zone do you live in?" we received 273 contributions



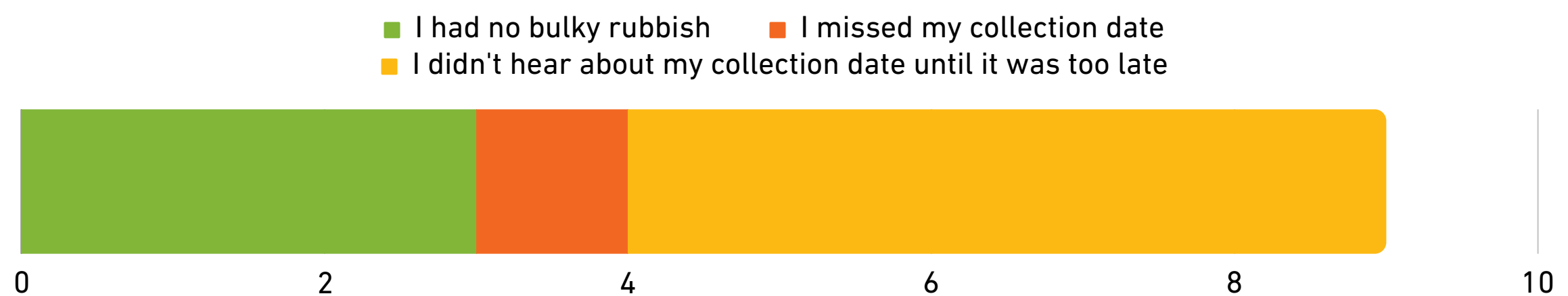
When we asked “What bulky rubbish service would you prefer?” we received 107 contributions



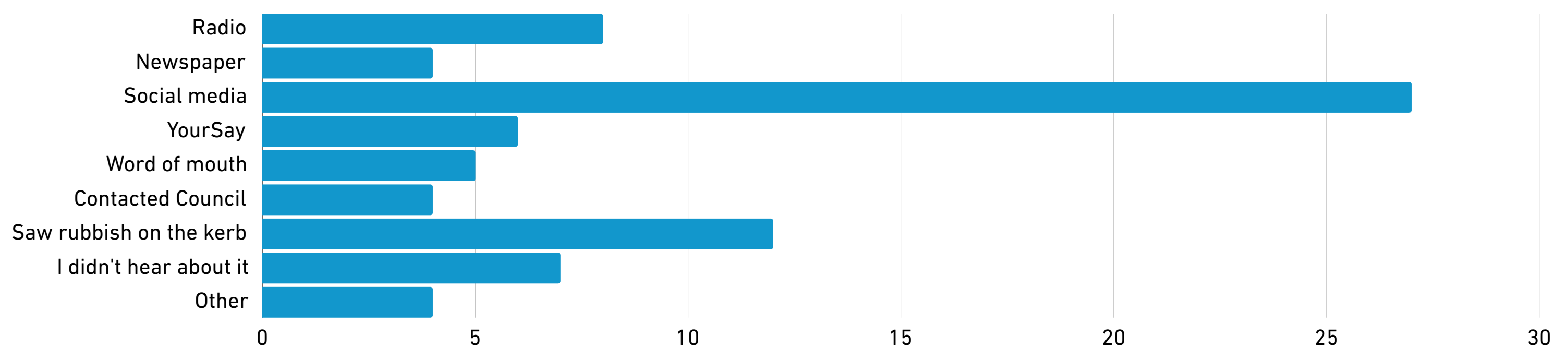
When we asked “did you participate in the 2023 Bulky Rubbish Collection?” we received 54 Contributions



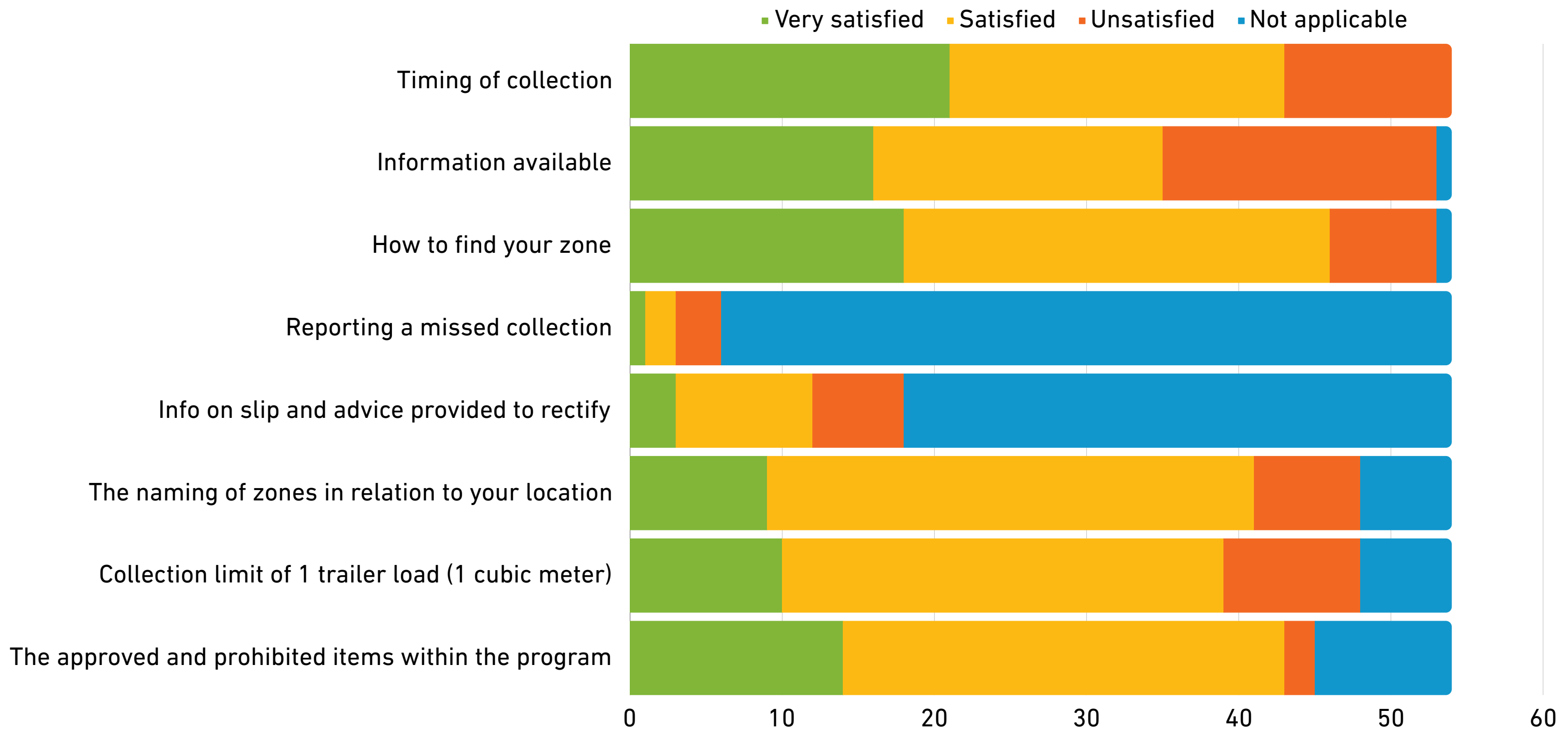
Those 9 people who said no were asked “why did you not participate in the Bulky Rubbish Collection?”



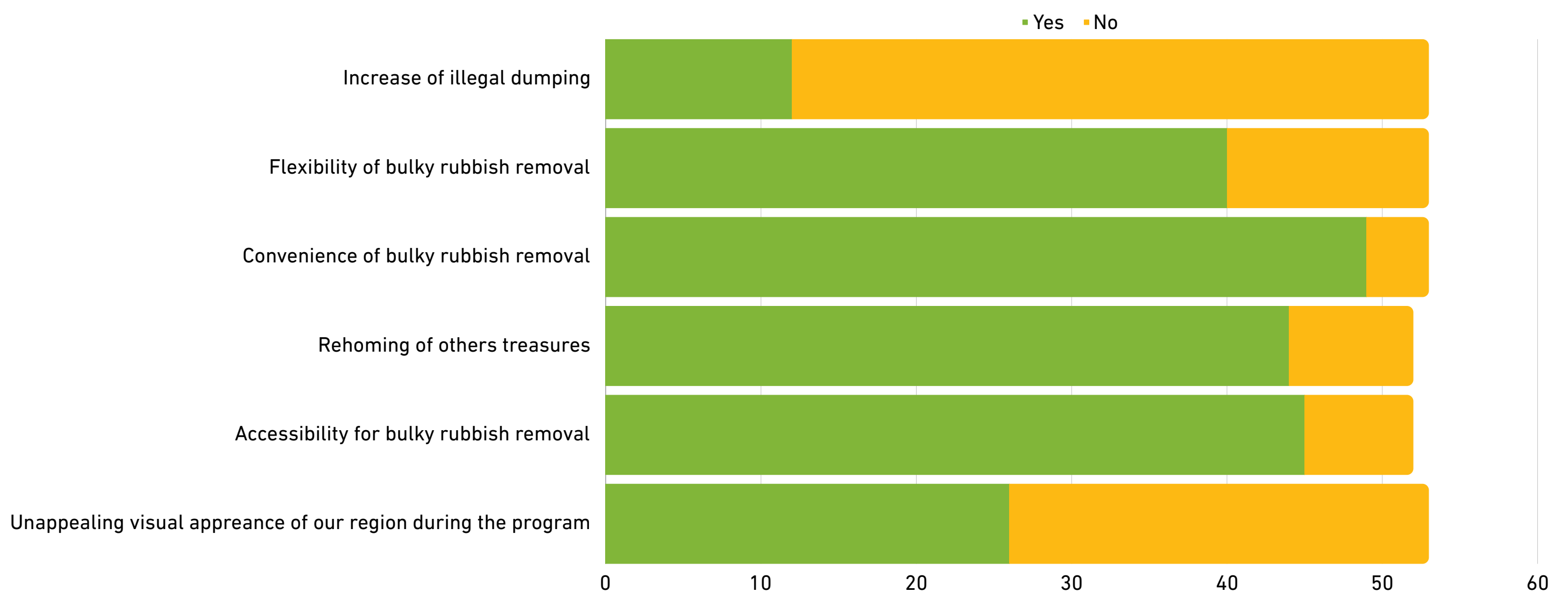
When we asked “How did you hear about this years Bulky Rubbish program?” we received 54 Contributions



When we asked “Overall, for the 2023 delivery, how satisfied are you with?” we received 54 Contributions



When we asked “please share your opinions on the Annual Bulky Rubbish program by indicating whether you believe it contributes to the following aspects” we received 53 Contributions



Sentiment

54 Open ended contributions



34.21% Positive

26.32% Mixed

36.84% Negative

2.63

The majority of contributors agreed that the program was positive for the community and well executed. There was suggestion from a large number of contributors that the program should be Bi-Annual. A smaller number of contributors had difficulty understanding the zones, could not access or weren't provided with enough information and suggested that a negative street appeal was created for the duration of the program. Overall, sentiment of the program leaned in a positive direction.

Outcomes and next steps

Results of the survey have been provided to the Manager of Resource Recovery and Efficiency to assist in the delivery of future Bulky Rubbish programs.

For members of the community who are following this project an email will be sent to advise of the outcome to close the loop on this engagement activity.

We thank you for your contribution.