

Attachment [4.8.2] - General Local Law (Amendment 1 of 2019)
Communication Tracking**General Local Law (Amendment 1 of 2019) – Communication Tracking Document**

Noticeboard			
28 October, 2019 edition	These are placed in the four local papers which includes a readership of 30,000 (The Sentinel) and 18,600 (The Star), The Foster Mirror and Mirboo North times.		
4 November, 2019 edition			
10 December, 2019 edition			
South Gippsland Shire – Website (hits)			
Documents on public exhibition	408		
Local Law Amendment on Latest News	701		
Advertising on consultation page	(can't be tracked)		
Other local law related pages	1,012		
South Gippsland Shire – Facebook (posts)			
Date: Full posts	People Reached	Shares	Comments
6 November, 2019	24,175	77	83
18 November, 2019	3,521	10	11
2 December, 2019**	21,549	70	65

**This one is still getting traction so will likely reach more people.

Another Facebook Post is scheduled for 11 December, 2019.

South Gippsland Shire – Facebook (posts)			
Date: Noticeboard	People Reached	Shares	Comments
28 October, 2019	1,732	1	0
4 November, 2019	1,799	0	0
9 December, 2019	1,880	2	0

Please note that outside of the South Gippsland Shire Council Facebook page there are number of other posts from the community – particularly on the Marriot's posts.

South Gippsland Shire – Our Say (survey platform) (linked on Local Laws page on Council's website)	
Survey Views	5,275
Completed Surveys	110

South Gippsland Shire – In the Know (e-newsletter)	
7 November, 2019	Reaching 1,505 subscribers
21 November, 2019	
5 December, 2019	
19 December, 2019	

South Gippsland Shire – Front Reception	
From 13 November, 2019	2,030 walk-ins could view the 'General Local (Amendment 1 of 2019)

This totals: We've reached a potential 114,187 people through different mediums by Communications alone.