



ONLINE ENGAGEMENT REPORT

Cudlee Creek Forest Trails Fire Recovery Strategy
10 June - 10 July 2020

About this report

Now that your engagement has closed, we have prepared this report to communicate the level of interaction with your engagement on the YourSAy website and any broader awareness generated through promotions.

We hope this information is useful in enhancing your own reporting to stakeholders. If you have any questions, please let us know.

For more information on the demographics from our website and Facebook users, please see the last page.

The YourSAy Team

Key terms

Combined reach. The sum of people or accounts reached through a group of communication channels or promotional activities.

Impressions (Twitter). The number of people or accounts who had an opportunity to see (exposed to) a post promoting your engagement.

Post clicks (Facebook). The number of clicks on links in posts promoting your engagement. This may be the image, a link in the body of the post, or both.

Engagement (Facebook). The number of interactions with your post, for example by commenting on, liking, sharing, or clicking upon particular elements of the post.

Engagement rate (Facebook) The percentage of people who actively engaged with the post out of the total people reached. This includes users' comments, shares, likes, and links clicks. According to Rival IQ, the median engagement rate is 0.09%.

Reach. The number of people or accounts who had an opportunity to see (exposed to) your engagement (per communication channel).

Reactions (Facebook). The number of reaction interactions with your post. This is one of the six animated emotions, including 'like.'

Unique views (website). Counts a page view once even if it was viewed multiple times within a single session.

Views (website). The total number of page views within your engagement.

Overview

Your consultation was promoted by YourSAY from 10 June to 10 July 2020. Your online engagement on YourSAY.sa.gov.au featured crowd sourcing, a discussion, two surveys, post and written submissions, and was promoted by email and social media.

Overall, this campaign achieved a combined reach of 21,568 and generated 6,415 visits to the website to learn more.



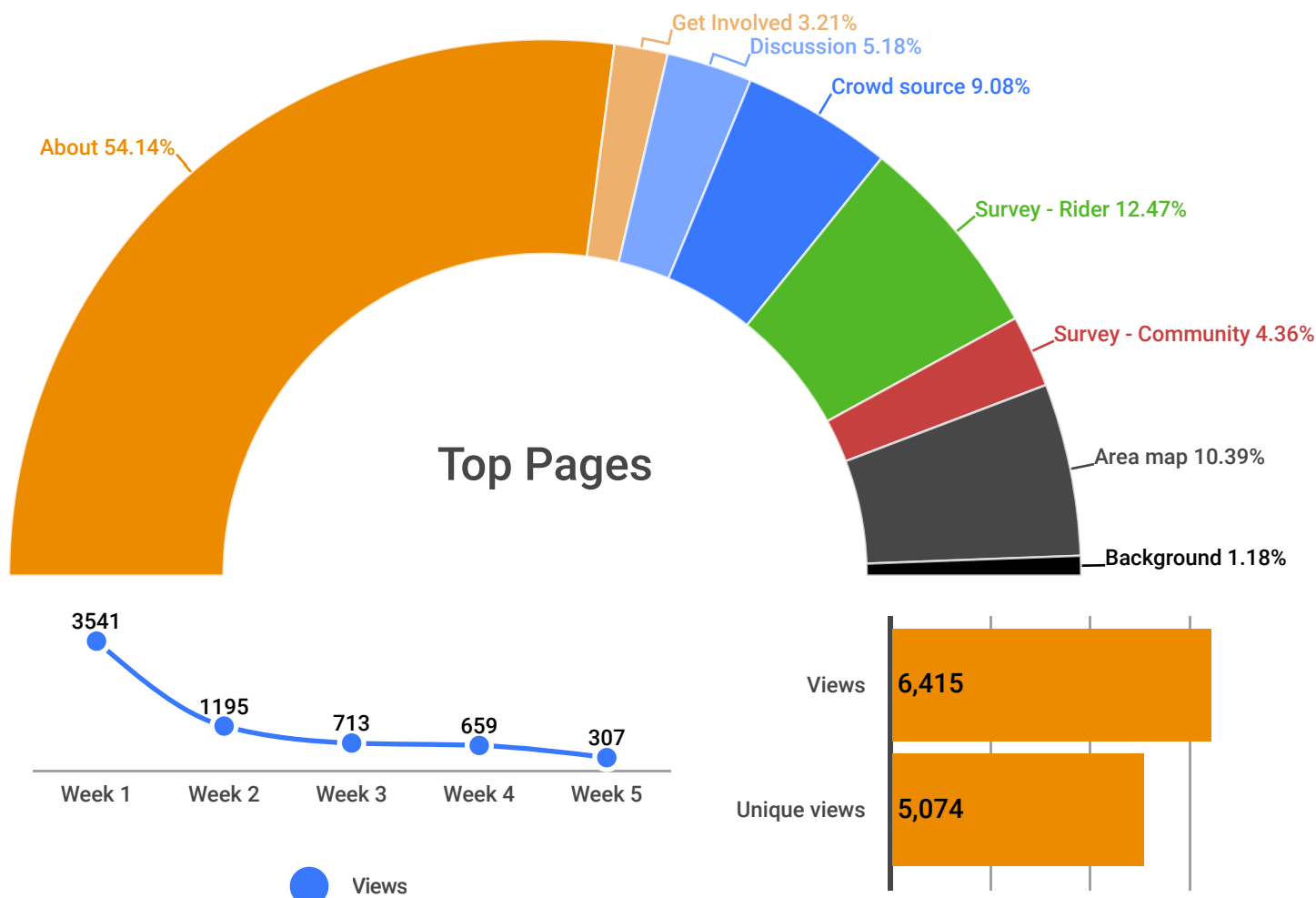
Cudlee Creek Forest Trails Fire Recovery Strategy

Ended: 10 Jul 2020

Help us identify post-fire recreation and tourism opportunities for the ForestrySA Cudlee Creek Forest Reserve and Fox Creek Mountain Bike trails

Website analytics

These charts provide an overview of the activity on the website during the open consultation period.



Engagement Tools

Your engagement featured five tools including crowdsourcing, a discussion, two surveys, email and post submissions. The get involved tab featuring these tools was visited a total of 196 times. Your Cudlee Creek and Coralinga Native Forest Reserve Management Plan 2016 PDF was downloaded 47 times.

Crowdsource



31
Ideas



45
Comments

Discussion hub



15
Comments



14
Contributors

Survey - Riders



761
Page visits



607
Link clicks

Survey - Community



266
Page visits



168
Link clicks

YourSAy Channels

We promoted your engagement on social media across 12 posts, achieving a combined reach of 15,153 on Facebook and Twitter during the open consultation period.

On Facebook



14,435

Reach



1,147

Engagements



3.75%

Engagement rate



71

Reactions



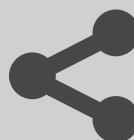
1,057

Post clicks



6

Comments



13

Post shares

On Twitter



718

Impressions



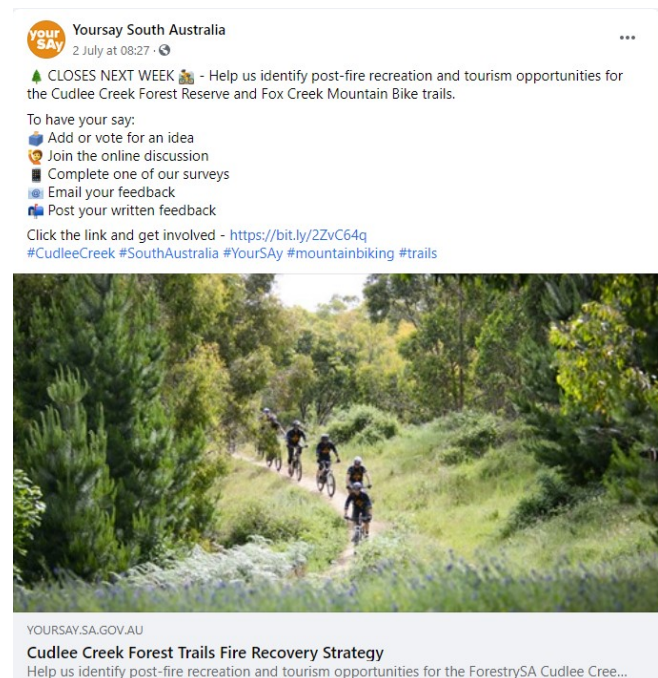
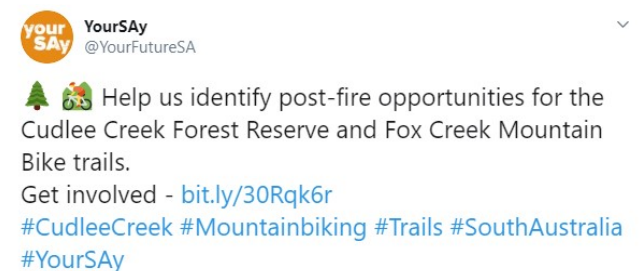
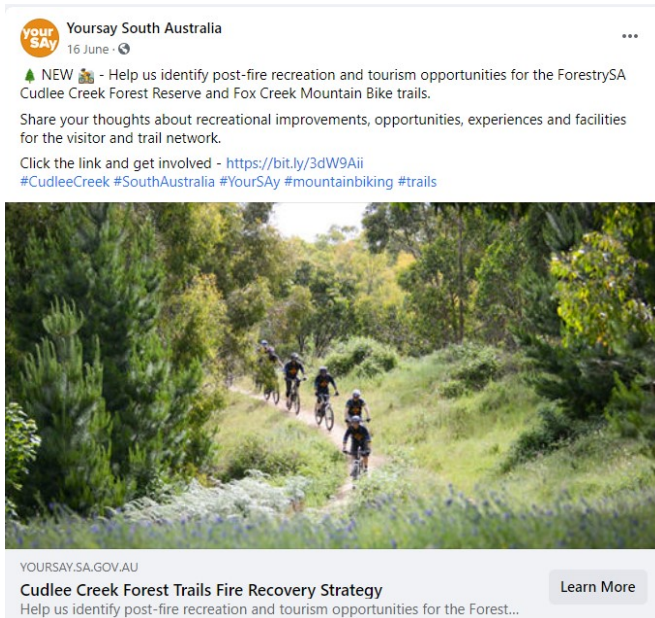
6

Tweets

#CuddleeCreek #SouthAustralia
#YourSAy

Social media posts

These are some of the posts we shared through YourSAY social media channels. You will see the message evolved over time to include references to time to encourage the public to participate before the engagement closed.



Promoted posts

Three of your Facebook posts were promoted for a total of 16 days during the consultation period. This provided 311 link clicks and reached 12,893 people.

YourSAy Channels

Your engagement was sent to 76,979 registered YourSAy users across two emails. These emails were opened a total of 34,655 times giving a large number of people the opportunity to see your engagement at least once.

By email



76,979
Recipients



34,655
Email opens



311
Your link clicks

yourSAy

yourSAy.sa.gov.au



Cudlee Creek Forest Trails Fire Recovery Strategy

Help us identify post-fire recreation and tourism opportunities for the ForestrySA Cudlee Creek Forest Reserve and Fox Creek Mountain Bike trails.

Closing: Friday 10 July

Have your say



Proposed changes to SA's marine parks

We want your feedback on proposed changes to South Australia's marine parks.

Closing: Friday 10 July

Have your say



f t i /YourFutureSA

yourSAy.sa.gov.au

yourSAy

SOUTH AUSTRALIA

Government of South Australia

Comments

These are some of the comments made in the discussion area of your online engagement.

Scroll down to see all the comments.

Date	Name	Comment
10/06/2020 17:33	Mark Gaskin	I think the best model is through grants and volunteer efforts.
10/06/2020 17:50	Sarah Bricher	Please dont change it to a comercial enterprise. Volunteers ,grants, even a voluntary contribution account, so users can pay what they can afford is much better.
10/06/2020 19:42	Coleen Schibrowski	I don't use it but it would be great for those who do if it can continue to be run at no cost. I noticed a bit of rubbish build up in the creek at the Fox Creek Road car park. Not sure if this is the right space to comment on that but if people are going to use it and not look after it , maybe someone does need to be employed to look after things and a cost involved.
10/06/2020 23:31	Barry Bradley	Making Fox Creek a pay to use venue will take away from what was a big draw card to it. Some interstate venues are quite expensive and this could just make people ride elsewhere which then wouldn't make it a viable entire system.

These are some of the ideas and comments made in the crowd source area of your online engagement.

You can view the votes per idea on [your consultation page](#).

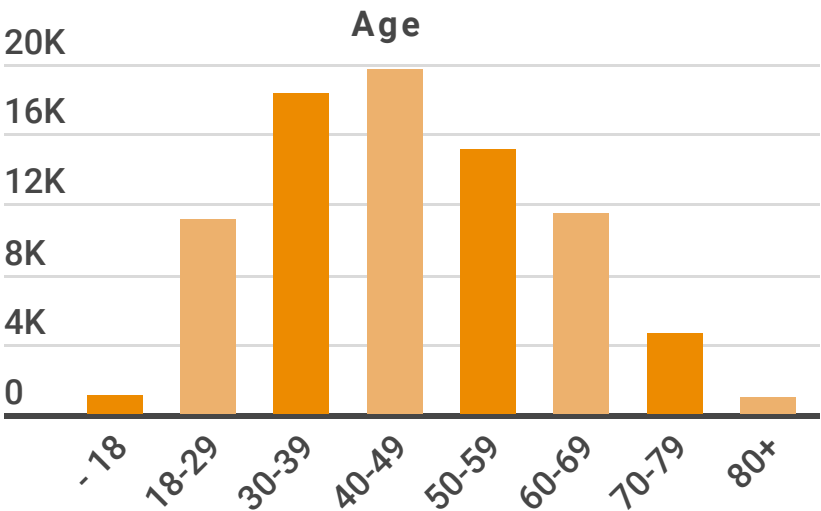
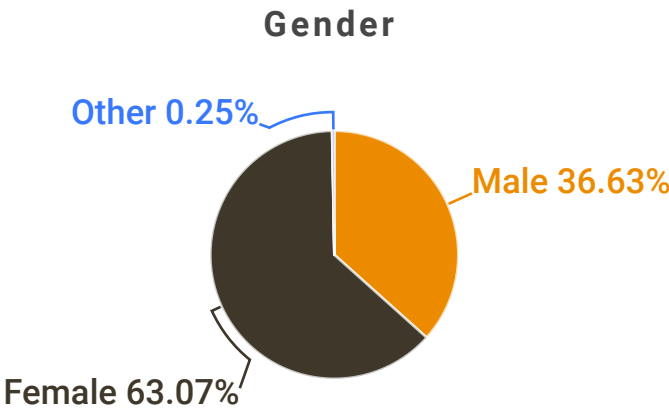
Date	Name	Comment
10+A2:C35/06/2020 4:49:13 PM	Dylan Marshall	Toilet Facilities would be good too and bottom but preferably bottom as you can get down quicker than up. Trails as they were before fires were awesome!
10/06/2020 16:50	Carey Hannaford	Would like to expand the downhill trails network and also ensure the downhill trails are not shared use for safety reasons. The current setup is really good but to maintain the tourist draw card as SAs best downhill track system we need to ensure hikers are not on the downhill specific trails. The MTB community has some great ideas for improvement. The kids at the local schools are also heavily involved in the MTB community so it also provides a safe place for young people to learn new skills and get fit. Other than toilets and a couple of bins at the top car park there really isn't too much in the way of improvements that I can think of other than ensuring the Downhill tracks remain free of hikers (for everyone's safety), and this could be done by better signage
10/06/2020 16:52	Carlo Carlo	yes toilets like the ones at Eagle MTB park and drinking water would be ace. the trails are already pretty good.
10/06/2020 17:17	Mark Gaskin	I would love to see extended XC loops that go deeper into the forest as well as basic amenities like toilets, drinking water and a few bins.
10/06/2020 17:27	Jack Tibby	Dual slalom track between pattsos and blue groove to allow for extra fun on race days and group ride

You can download all comments as a CSV file through the [YourSAy Agency Hub](#)

Our Website Demographics

YourSAy currently has more than 119,000 users across South Australia.

The below charts examine the breakdown of these users into gender and age brackets.



Our Facebook Demographics

At the time of this report, we have had an overall post reach of 53,895 in the 30 days.

This is the number of people who had any content from our YourSAy facebook page enter their screen, grouped by age and gender.

