The 2023 Referendum

October 2023

Engagement Summary

Council endorsed undertaking an education program about the referendum. The intent was to encourage our community to enrol, share information and host a community-based panel event. The event was to be conversational and led by the community.

Expressions of interest were sought from the community and the event was also livestreamed and uploaded to the page for members of our community who could not attend.

How we reached you

35 Days of engagement

12 September - 16 October 2023

32 submissions received across

- EOI for panel member
- Attendance registration
- Question submitted to panel

1462 Views to Your Say page

- 903 visitors
- 9 followers
- 32 contributors

Community Conversation Livestream

- 325 views
- 366 subscribers

Media & Advertising

- Public Notice to notify the community panel event
- Media Release about call for EOI for the referendum panel event
- 2 print advertisement in Dubbo Photo News and Daily Liberal
- Radio Adverts placed across 2 stations between 2 October to 10 October

Digital Engagement

- **12,056** social media impressions (the number of times a post appears)
- **498** social media engagements (the number of times a post was interacted with - which can be likes, shares, comments etc)

Thank you to everyone who contributed to the success of this community conversation.