shire of Ashburton
opportunity to community

Marketing and Communications Strategy

2024 – 2027

Acknowledgement of Country

The Shire of Ashburton acknowledges the first custodians of this region, the richness of their culture and the responsibility of all Australians to respect Aboriginal heritage.

Council recognises the Eastern Guruma, Thalanyji, Kurrama and Yinhawangka peoples as the original custodians of the lands now known as the Shire of Ashburton.

We respect and honour the Traditional Owners, custodians, Native Land Titles and Elders past, present and future. We acknowledge the stories, traditions and living cultures of Aboriginal peoples on this land and commit to building a brighter future together.

Contents

Message from the
Shire President

I am pleased to share with you our latest initiative aimed at enhancing our connection with the community: the 2024 – 2027 Marketing and Communications Strategy.

At the Shire of Ashburton, we recognise the importance of fostering strong ties with our communities and residents. We understand that effective communication is vital in building trust, encouraging engagement, and ultimately improving the quality of life for everyone in our region.

The Marketing and Communications Strategy document outlines our commitment to transparency, accessibility, and responsiveness in all our communications with our community. It serves as a roadmap for how we will effectively share information, gather feedback, and keep you informed about important developments, initiatives, and activities within the Shire.

By implementing this Strategy, we aim to create more meaningful and impactful interactions with each and every one of you.

Our goal is to ensure that your voices are heard, your needs are met, and information is communicated clearly and effectively across all corners of the Shire of Ashburton. Whether it's through improved community engagement events, streamlined online and offline communications, or enhanced public relations efforts, we are committed to serving our diverse communities.

I warmly invite you to participate in this journey and be an active community member that helps shape our towns and strengthen our Shire. Your input, ideas, and feedback are invaluable as we work together and create a brighter future for all.

Thank you for your continued support and participation.

Audra Smith
President, Shire of Ashburton

Message from the **CEO**

At half the size of Victoria, our Shire covers 105,647sqm across the Pilbara, which reinforces that communication is essential across our four towns.

The 2024 – 2027 Marketing and Communications Strategy marks a significant step forward in how we engage with our community, stakeholders, and partners. Our goal is to enhance the way we share information, celebrate our achievements, and foster a more connected and informed community.

The Shire of Ashburton is dedicated to transparency, inclusivity, and excellence in service delivery. This updated strategy reflects our commitment to these values, incorporating modern communication practices and innovative approaches to reach a broader audience. We aim to provide timely, accurate, and engaging content that highlights the unique character of our Shire and promotes our vision for the future.

Taking in changing technologies, evolving communication methods and publications, together, we will continue to build a vibrant and cohesive community, ensuring that the Shire of Ashburton remains a great place to live, work, and visit.

Thank you for your ongoing support and dedication to our community.

Kenn Donohoe
Chief Executive Officer,
Shire of Ashburton

Onslow Eclipse Festival 2023

visitashburton
ONSLOW, WESTERN AUSTRALIA

shire of Ashburton | Ashburton visit

500k likes

I slipped into Onslow for the unforgettable #onsloweclipse #visitashburton #shireofashburton #onslowwa

Values

We will be a welcoming, sustainable, and socially active district, offering a variety of opportunities to community. The Corporate values that guide our organisation are:

Respect
We will acknowledge and listen to the diverse opinions and cultures of our community.

....

Openness
We will be honest, accountable, and transparent in how we do things.

....

Teamwork
We will focus on coordinating the effective and efficient delivery of services and projects.

....

Leadership
We will remain positive, and find opportunities to thrive, in all situations.

....

Excellence
We will be empowered to deliver achievable excellence in everything we do.

....

Health and Wellbeing
We will champion the health and wellbeing of our fellow employees and community members.

....

Strategic Plans and Goals

The Responsibility of the Shire to the people.

The Shire of Ashburton's ten-year Strategic Plans (available online at ashburton.wa.gov.au), capture the views of the Shire's diverse community, our vision for the future, and our planning for the next decade 2022 – 2032.

The Council's Plan for the future is made up of several strategic documents including;

- **Strategic Community Plan**
- **Corporate Business Plan**
- **Long Term Financial Plan**
- **Workforce Plan**
- **Asset Management Plan**
- **Service Delivery Plans**

In the integrated planning and reporting cycle, we set our direction with our Annual Budget, track our progress with the Annual Report, conduct a strategic review at least every two years, and then set plans for the future.

The role of Marketing and Communications in the delivery of these strategic goals can be outlined on the following page:

Marketing and Communications has an important role in the delivery of these strategic goals.

People

We will support opportunities for the community to be safe, socially active, and connected.

Marketing and Communications are responsible for:

- Shire information is more accessible to the community, including in alternative formats
- Shire communication channels meet enhanced accessibility standards
- Community consultation and participation opportunities are more accessible for the wider community
- Improve communications that direct young people, parents, and community organisations to health support services
- Health and wellbeing information is available and accessed by young people and those that support them
- Develop and maintain an online directory with development opportunities for young people, with a focus on careers, study, leadership, and entrepreneurship.

Place

We will provide sustainable, purposeful, and valued built and natural environment opportunities for community.

Marketing and Communications are responsible for:

- Enhancing community engagement and community education
- Promoting sustainability initiatives and environmental stewardship
- Showcasing community value in the unique features and benefits of the built and natural environment
- Developing and maintaining key partnerships with stakeholders and the community.

Prosperity

We will advocate and drive opportunities for the community to be economically desirable, resilient, and prosperous.

Marketing and Communications are responsible for:

- Communicating Shire projects relating to clean, safe, and accessible communities
- Advocating for community safety
- The promotion of sustainable tourism and commerce opportunities
- Business attraction
- Supporting local business.

Performance

We will lead the organisation and create the culture to deliver demonstrated performance excellence to the community.

Marketing and Communications are responsible for:

- Promoting and encouraging public participation in Council meeting processes and decisions
- Ensuring heightened visibility and improved accessibility for community communications
- Undertaking statutory community engagement through various media channels
- Sharing community information through various media channels
- Promoting the Shire's services to the community.

our *community*

Scope of our Shire

Located in the spectacular and ancient Pilbara region of Western Australia (WA), the Shire of Ashburton is one of the largest Local Governments, by land area, in the country and the world.

The Shire serves communities across a vast area of 105,647sqm, and spans almost half the size of the entire state of Victoria. Our Shire plays a vital role, contributing 40% (equivalent to $37.5 billion) to WA's Gross Regional Product, and 1.9% to Australia's Gross Domestic product of $2.03 trillion, actively shaping our nation's economic future.

The history of the Pilbara dates back over 40,000 years. More than 700 historic Aboriginal archaeological sites have been found in the Pilbara, as well as over 10,000 rock engravings.

The main centres of population are also the key administrative centres of the Shire which include the towns of Tom Price, Onslow, Paraburdoo, and Pannawonica. The Shire also encompasses the Aboriginal communities of Bindi Bindi, Wakathuni, Bellary, Youngaleena, and Ngurawaana. The estimated usual resident population for 2023 was 8,076 people.

Life in WA's top town Tom Price is full of adventure, given it is the gateway to Karijini National Park and the Hamersley Ranges. Tom Price residents love the great outdoors and take part in a huge range of activities, from arts and sport to volunteering. Tom Price boasts a variety of social, sporting, and community groups offering something of interest for everyone.

Onslow is a growing resource hub and the gateway to the Mackerel Islands, supporting an active fishing and pearling industry, offshore oil works, and a solar salt mine. Chevron Australia's Wheatstone natural gas development and the Onslow Airport expansion are raising the profile of this coastal town. Onslow is fast becoming a vibrant hub, a great place to work, live and play, and a highly attractive tourist destination.

Paraburdoo is a close-knit community, housing many of the workers from the nearby Rio Tinto Iron Ore mine. Back-to-back Tidy Town Awards show how proud residents are of their community and town. The friendliness, natural beauty, and fast-improving services here are consistently attracting more families to live in Paraburdoo, and the growing number of social, sporting, and community groups reflect this expansion.

The West Pilbara Shire Council was formed in 1972 by an amalgamation of the Shires of Ashburton and Tableland. The Council's first meeting convened at Onslow on 8 June, 1972.

The name "Shire of West Pilbara" was later changed to "Shire of Ashburton" on 18 December 1987, one hundred years after the establishment of the former Ashburton Road Board. The name was changed to provide more identity to our region and to differentiate from the Karratha region, which is also referred to as the "West Pilbara".

In 2022, celebratory events were held across our region to mark 50 years of the Shire of Ashburton.

Pannawonica is a closed iron-ore mining town initially developed to house workers and contractors operating the nearby local mines and has limited visitor facilities and services. However, Pannawonica is undergoing a renaissance thanks to the recent increase in mining activity, with improved housing, services, and community facilities. It comes alive every year thanks to the Robe River Rodeo, a special event which opens up some of the area to welcome visitors, and channels funding back into the community. As a closed town, Shire funding is restricted to a minor number of services, however it's well supported by the industries operating within it.

The Aboriginal communities within the Shire of Ashburton are strong and well-versed in liaising with the Shire to ensure they can continue to thrive and develop.

Overall, our vision is to embrace our unique Pilbara environment and lifestyle by developing vibrant, active, and connected communities. Location and distance between towns and communities is to never become a barrier, to ensure we can reach and support everyone in our Shire and be stronger together with our knowledge and resource sharing.

As community members, everyone deserves to share in the vast community and cultural richness created from where we choose to live, visit, and invest – enabling us to share strong social values and community focused ethics across our Shire.

The Shire of Ashburton is dedicated to driving and delivering *'opportunity to community.'*

Partners and Stakeholders

The Shire of Ashburton works with a number of business partners to create and maintain improved town amenities, sporting facilities and community programs as well as develop new opportunities for the enrichment of our towns.

These partnerships enrich our communities through a shared vision of long-term sustainability and support.

RioTinto

inspire COMMUNITY PARTNERSHIP

Inspire Rio Tinto

In 2012 the Shire of Ashburton and Rio Tinto signed a Memorandum of Understanding to work together to revitalise existing and develop new civic, sporting and community facilities and programs in Paraburdoo, Tom Price and Pannawonica.

Known as the Community Infrastructure and Services Partnership (CISP), it focused on making the region a better place to live and work through a shared vision to improve town amenity to attract and retain current and future residents. This approach utilises the expertise of local government to maximise the investment and enhance the quality of projects delivered.

In 2022 The Shire of Ashburton and Rio Tinto, renewed their partnership with a $37.5 million 10-year partnership called the Inspire Community Partnership to build upon and further strengthen the delivery of key infrastructure projects, local services and public events for the local communities of Tom Price, Paraburdoo and Pannawonica.

The partnership will assist in providing:

- Improved town amenity and beautification to attract and retain a diverse population to live and work in the Pilbara contributing towards economic diversity of local communities;
- Delivery of efficient and rationalised projects and services;
- Upgraded and/or new civic and community infrastructure specific to community needs and future growth;
- Support for local community resilience, leadership and sense of place;
- Leveraging of additional funding and resources to support identified community needs outlined in the Community Infrastructure and Services Plan.

The following activities and events are held in each town as part of the Inspire Community Partnership Agreement.

- Welcome to Town events
- Nameless Festival
- School Holiday Program
- Australia Day celebrations
- NAIDOC Week
- ANZAC Day celebrations
- Art and culture programs and events
- Dedicated club and community support team

Former Projects through the CISP.

- Tom Price – Clem Thompson Pavilion
- Paraburdoo – Community Hub

Upcoming Projects through Inspire Community Partnership Agreement.

- Paraburdoo – Bike Park
- Tom Price – Minna Oval Development Project

![Chevron Wheatstone Project logo]

Wheatstone Project

Working Together for Onslow

Working Together for Onslow is a partnership between the Chevron-operated Wheatstone Project and the Shire of Ashburton aimed at building an engaged, connected and spirited community in Onslow.

The partnership supports key community programs such as Welcome to Onslow events, community concerts, ANZAC Day celebrations, Onslow Keepers (over 55s) and school holiday programs as well as specialist training and support for Shire staff.

Infrastructure improvements

The State Government, Shire of Ashburton and Chevron Australia have worked together to deliver new infrastructure and community facilities in Onslow.

Major works included:

- New hospital
- Aquatic Centre
- Onslow Airport
- Onslow Shire Complex
- New Power Station
- New Wastewater Management Facility
- Onslow Ring Road
- Town Centre improvements
- Watch the Chevron community video.

Events and activities

The Working Together for Onslow partnership supports a calendar of exciting events and important programs for kids through to seniors that provide the opportunity for every person to be part of the Onslow community.

Working Together for Onslow events:

- Community concerts and events
- School holiday programs
- ANZAC Day celebrations
- Arts and culture events
- Community learning opportunities
- Onslow Keepers (over 55s).

Current Stakeholders as of August 2024

COMMUNITY

Nintirri Centre

The Nintirri Centre is a not-for-profit community centre based in Tom Price that aims to create resilient places where people can live safe, healthy and empowered lives in the Pilbara.

www.nintirri.org.au

Tom Price Youth Support Association Incorporated

The Tom Price Youth Support Association Incorporated (TPYSA) is a community not-for-profit organisation that delivers services from two locations, the Tom Price Youth Centre and the Paraburdoo Youth Centre. The TPYSA actively seeks to increase opportunities for young people and delivers services in the local communities of Tom Price, Paraburdoo, Wakathuni and Bellary Springs.

www.tpysa.org.au

Sodexo

Sodexo is a global food services and facilities management company that integrates catering, facilities management, employee benefits and personal and home services. It is the world's 19th largest employer, operating in 67 countries, Sodexo manages Rio Tinto's housing portfolio in Paraburdoo, Tom Price and Pannawonica and have previously supported the Shire of Ashburton's school holiday programs, social sport programs and Christmas activities.

au.sodexo.com

Swans Onslow

Swans Onslow is the community arm of the Swan Districts Football Club which aims to provide communities, business and government with solutions for sustainable community development using V Swans Active Education and Employment Model.

swanscommunity.com.au/onslow

Karingal Neighbourhood Centre

Karingal Neighbourhood Centre is the community hub of Paraburdoo. It serves the community by running a range of activities and events for adults and children and by providing an access point for support services such as Centrelink & Medicare.

www.karingalcentre.com.au

Regional Arts WA

Established in 1994, Regional Arts WA is an independent, membership-based, not-for-profit organisation which represents the regional arts sector. Regional Arts WA manages the Australian Government's Regional Arts Fund which aims to support regional artists and arts organisations.

regionalartswa.org.au

Fortescue Metals Group

Fortescue Metals Group (FMG) have major iron ore mining operations across the Shire, including the $1.27 billion Eliwana Mine and Rail project.

Solomon Hub is located 60km north of Tom Price and comprises of FMG's Firetail and Kings Valley mines. Within the wider Pilbara region, FMG operates significant port and rail infrastructure.

fortescue.com

BHP Billiton

BHP Billiton's (BHP) Western Australia Iron Ore (WAIO) is an integrated system of four processing hubs and five mines connected by more than 1,000 kilometres of rail infrastructure and port facilities in the Pilbara region. The processing hubs are located in Newman, Yandi, Mining Area C and Jimblebar and typically exported out of the port at Port Hedland. BHP also operates the Macedon Gas Project near Onslow, 100km off shore.

www.bhp.com

Mineral Resources

Mineral Resources Limited (MRL) is a leading mining services company in Australia, known for its innovative and sustainable approach to mining and infrastructure. MRL plays a crucial role in the local Ashburton economy by providing employment opportunities, supporting local businesses and contributing to community development projects, specifically out of Onslow.

www.mineralresources.com.au

ABORIGINAL CORPORATIONS

Wintawari Guruma Aboriginal Corporation

Wintawari Guruma Aboriginal Corporation (WGAC) is the Native title body that represents the interest of the Eastern Guruma people, over traditional lands that cover around 6,500 square kilometres around Tom Price and Karijini National Park in the Eastern Pilbara region of Western Australia.

wintawariguruma.com.au

Ashburton Aboriginal Corporation

The Ashburton Aboriginal Corporation (AAC) was formed in 2000 to promote the interests of all Aboriginal and Torres Strait Islands people in the Shire of Ashburton.

ashburton.net.au

IBN

IBN is the Trustee for the Mining Area C (MAC) Agreement between BHP Billiton and the IBN Claim Group, the Yinhawangka, Banyjima and Nyiyaparli people of the Pilbara. Established in 2001, IBN is a charitable business which aims to deliver programs and services to help to improve the lives of the Yinhawangka, Banyjima and Nyiyaparli people.

ibngroup.com.au

Gumala Aboriginal Corporation

Gumala Aboriginal Corporation services the Banjima, Yinhawangka and Nyiyaparli people of the Pilbara region with a focus on poverty alleviation and delivering economic, social and community developmental solutions for Traditional Owners. GAC was created in 1996 to represent the collective interests of the Traditional Owners - the Banjima, Yinhawangka and Nyiyaparli people of the Pilbara region of Western Australia - following negotiations with Hamersley Iron Pty Ltd (a wholly-owned subsidiary of Rio Tinto).

gumala.com.au

Yinhawangka Aboriginal Corporation

The Yinhawangka people traditionally lived around an area in the Pilbara to the south-east of Onslow. Yinhawangka country includes areas of the Angelo, Ashburton and Hardey River catchments, the Kunderong Range and the Mount Vernon, Rocklea and Turee Creek stations. The role of the Yinhawangka Aboriginal Corporation is to act as an agent for the Yinhawangka People in respect of their rights and obligations under various land use agreements and undertake community activities on behalf of Yinhawangka People.

www.yinhawangka.com.au

Robe River Kuruma Aboriginal Corporation

Robe River Kuruma Aboriginal Corporation (RRKAC) is the registered native title body corporate for Robe River Kuruma (RRK) native title determined areas. The RRK people have traditional rights to an area covering nearly 16, 000 square kilometres in the Pilbara region of Western Australia. Their lands lie within the Shire of Ashburton, and around the township of Pannawonica, and comprise part of the Fortescue River and the complete river system of the Robe River, in the most westerly part of the Hamersley Range.

rrkac.org.au

BUSINESS SUPPORT PARTNERS

- Onslow Chamber of Commerce and Industry (OCCI)
- Pilbara Business Centre
- Pilbara Inland Chamber of Commerce and Industry

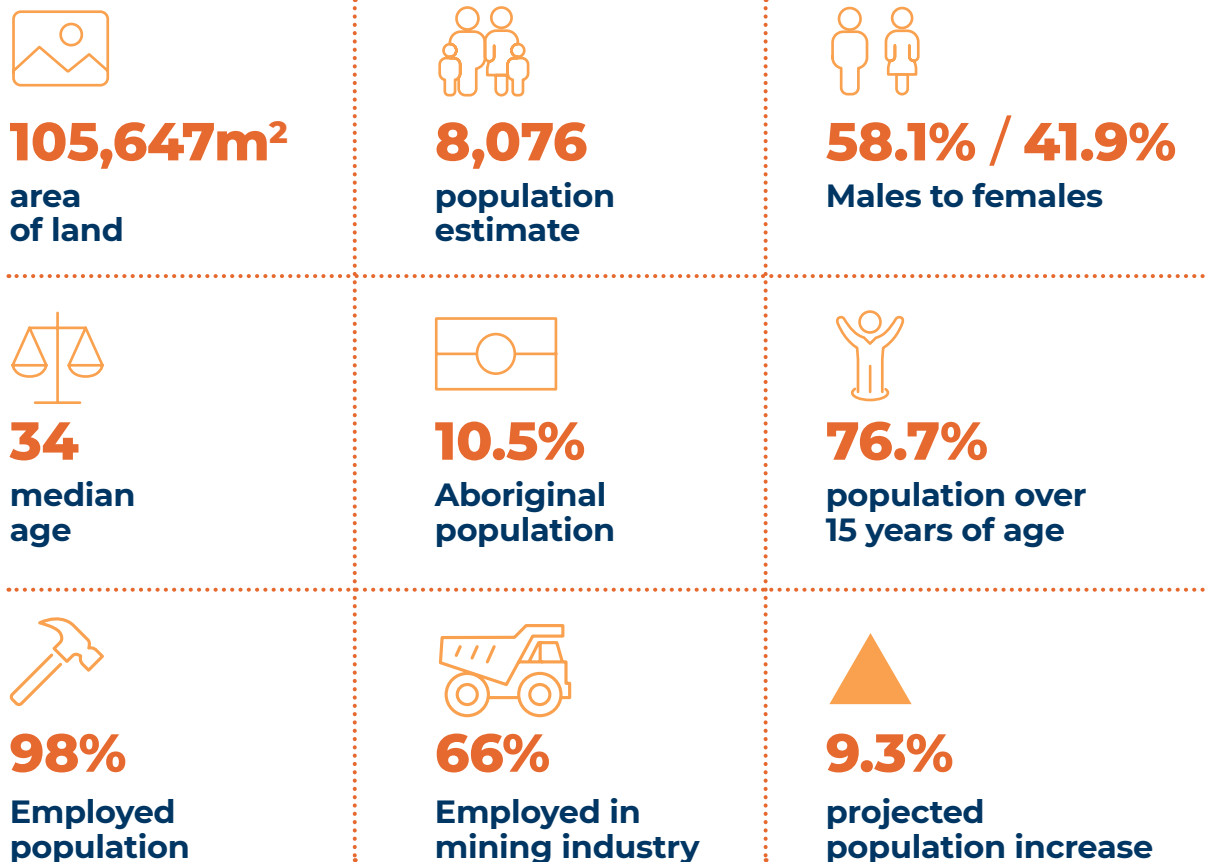### TOURISM - COOPERATIVE MARKETING PARTNERSHIPS

- Tourism Western Australia (TWA)
- Western Australian Tourism Operators Council
- Department of Biodiversity, Conservation and Attractions – Parks and Wildlife Service
- Australia's North West
- Pilbara Tourism Association
- TRC Tourism

our *people*

The usual resident population of the Shire of Ashburton in the last Australian Bureau of Statistics (ABS) Census survey in 2021 was 7,391 people, who were living in 3,732 dwellings (homes) with an average of 2.36 people per household. The estimated resident population for 2023 is 8,076 with a population density of 0.08 persons per square kilometre. This is an increase of 9.3% on the 2021 census.[1]

Demographics

The key demographic makeup[2] of the Shire of Ashburton consists of:

105,647m² area of land	**8,076** population estimate	**58.1% / 41.9%** Males to females
34 median age	**10.5%** Aboriginal population	**76.7%** population over 15 years of age
98% Employed population	**66%** Employed in mining industry	**9.3%** projected population increase

1   Profile ID, Community Profile, Population: https://profile.id.com.au/ashburton
2   Profile ID, Community Profile: https://profile.id.com.au/ashburton

Community Profiles

A closer look at our town demographics and facts:

Tom Price

1966
year of town's establishment

Main industries
Iron ore mining and tourism

3,233
residents (estimated), or 43.45 persons/km²

18.7%
born overseas

47%
work in mining, **10.3%** in education and training

32.8%
couples with children

Pannawonica

1972
year of town's establishment; considered a closed town for mining purposes

Main industries
Iron ore mining

750
residents (estimated), or 26.73 persons/km²

14.7%
born overseas

67%
work in mining, **10%** in education and training

40.3%
couples with children

Onslow

1885
year town was gazetted

Main industries
Gas extraction, salt processing and tourism

900
residents (estimated), or 4.74 persons/km²

13.7%
born overseas

27%
work in mining, **13.8%** in public administration and safety

15.6%
couples without children

Paraburdoo

1970
year of town's establishment

Main industries
Iron ore

1,450
residents (estimated), or 9.32 persons/km²

18.7%
born overseas

62.2%
work in mining, **5.9%** in education and training

26.8%
couples with children

community *communications*

"How" and "Why" We Communicate

Effective, timely, and regular communication supports stronger connections between the Shire and its diverse and widespread communities. These connections help ensure the voice of community is captured in planning and decision making, and lead to spaces, places, and processes which enable our people to feel informed, safe, and supported.

Clear communication with our community also:

- Enables improved decision making and service delivery
- Maintains healthy relationships with our diverse community
- Promotes social inclusion and community cohesion
- Increases community engagement and participation
- Builds trust and goodwill within the community
- Encourages the community to work together on issues that matter to them

- Initiates resident, visitor and stakeholder feedback
- Improves staff engagement and job satisfaction
- Attracts new business to our towns
- Builds on the community's understanding of the Shire's role, responsibilities and priorities
- Improves the community's understanding of the Shire's financial and legislative responsibilities, and
- Provides engagement opportunities that are inclusive and accessible.

Whilst Marketing tends to be consumer-centric and sales-focused, Communications is the way in which clear and concise information is provided to assist audiences in understanding key messages.

The way in which the Shire communicates is determined by a number of factors;

- The audience (community member)
- The location of the audience (closest town)

- The nature of the message (degree of complexity)
- The urgency of the message (impact).

Communications Matrix

A matrix chart with Degree of Impact (1-6) on the vertical axis and Degree of complexity (1-6) on the horizontal axis. The categories plotted are:
- Involve (orange, upper left)
- Collaborate (purple, upper right)
- Consult (green, middle left)
- Consult (green, centre)
- Involve (orange, middle right)
- Inform (blue, lower left)
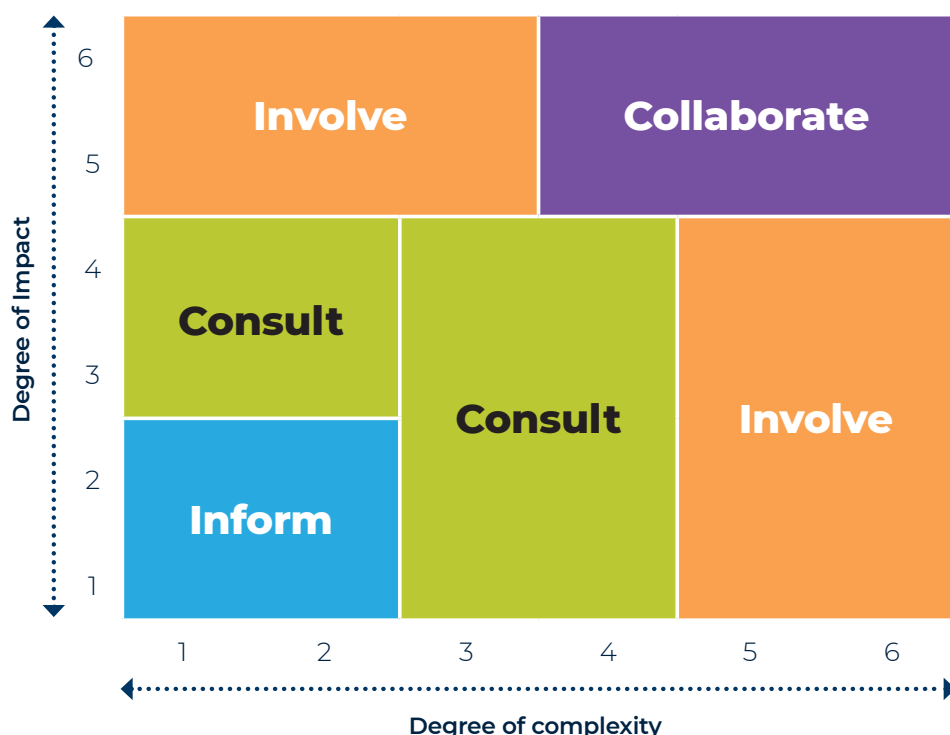
Methods of Communication

Inform

One-way communication providing balanced and objective information on topics and results.

For example the use of websites information, newsletters (print and digital), SMS/phone text notifications, noticeboards, signage, flyers, advertising, social media etc to inform the community.

Consult

One-way communication to obtain feedback or general census on issues or topics raised to enable decision making based on the available and provided information.

For example the use of surveys, focus groups, meetings, feedback etc to consult the community.

Involve

Two-way communication ensuring concerns and opinions received back are reflected in reports and feedback on how input was considered.

For example working groups that meet on a number of occasions to provide extensive insight and updates on specific issues or topics.

Collaborate

Two-way communication and working closely together as a team or partnership, in part or whole of the project at hand, to make educated decisions and identify preferred solutions.

For example being part of a team or cohort that conducts regular meetings, and officially assigns roles, responsibilities or tasks to actively participate and ensure the progress of issues and topics to enable decisions and outcomes.

Our Marketing and Communications Framework

The Shire of Ashburton consistently gathers views through a myriad of conversations and data collection points in an effort to represent a balanced cross section of our community.

The Shire communicates in several different ways – including via social media, our website, e-newsletters, local media, signage, direct mail, noticeboards, community events, radio, newspapers and information sessions.

When communicating with our community, the Shire of Ashburton commits to a number of guiding principles:

- **Honest and accurate**
  Transparent communication with factual data

- **Purposeful**
  Communicating on important community matters

- **Plain language**
  Jargon-free and easy to understand

- **Accessible and inclusive**
  Accessible formats in a variety of mediums to ensure inclusivity

- **Timely**
  Providing information in a timely manner via appropriate platforms

- **Two-way dialogue**
  Feedback is encouraged and heard

- **Evaluation**
  Reporting and evaluating to continuously improve communication methods

A snapshot of the current Marketing and Communications Framework is illustrated below:

Audiences and Stakeholders

Community and Ratepayers	Businesses	Tourists and Visitors	Remote Communities	FIFO/DIDO Workers
Shire Staff	Elected Members	Indigenous Corporations	Government Agencies	Regional Contractors

Channels

Online

- **Facebook Profiles**
  (+pages, groups, noticeboards):
  - Shire of Ashburton
  - Visit Ashburton
  - Shire of Ashburton Libraries
  - Ashburton Community COVID Info
  - Passion of the Pilbara and other signature events
- **LinkedIn Profiles**
  - Shire of Ashburton
- **Instagram Profiles**
  - Shire of Ashburton
  - Visit Ashburton
  - Passion of the Pilbara
- **Paid social media advertising**
- **Website**
- **eNewsletters**
- **Online surveys**
- **SMS (Rangers/Emergency Only)**

Offline

- **Noticeboards**
- **Mail and PO Box**
- **Signage**
- **Community meetings**
  - What's On Groups
  - Info Nights
  - Welcome
  - Working Groups
- **Radio**
- **Newspaper**
- **Recruitment print ads**
- **Brochure stands**
- **Community events**
- **Council minutes**
- **Media releases**
- **Sponsorships**
- **Advertising**
- **Visitor Centres**

Our Brands

The Shire of Ashburton's logo is a stylised design concept that depicts the symbolic connection of the Mackerel Islands and the iconic Hamersley Ranges.

As a visual representation of the 'reef to range' connection, these two powerful images are featured as the Shire of Ashburton's logo icon which highlights the diversity of the landscape and the grand distance within the shire.

The inspiration for the colour palette is drawn from the iconic landscapes of the shire's region. These colours provide a strong visual connection to the natural beauty of the Pilbara region as well as the shire's culture and community.

opportunity *to community*

This tagline that was developed as part of the Shire of Ashburton's Strategic Community Plan to work towards a brighter future, providing "opportunity to community" – aligning to the community's expressed visions and aspirations to be safe, socially active, and connected. The tagline should be included in all communications where possible.

The Shire of Ashburton Council has an official crest and is used to help highlight the distinction between the roles and decisions of the Council and the Organisation.

The original Council crest was bordered with the Sturt pea. When the Shire was renamed to Ashburton, the Council redesigned the crest, replacing the Sturt pea with the Ashburton pea, which is native to the area. The crest features several symbols, each representing key aspects of the region: the Fe symbol stands for iron, mined in Tom Price, Paraburdoo, and Pannawonica; cattle and sheep symbolise the pastoral land and stations; the railway signifies the expansion brought by the iron ore industry; the ship represents the bulk carriers transporting iron ore to international markets; and the fish, specifically the mullet, connects to the local Aboriginal dialect, where "Pilbara" translates to "mullet".

The Council is responsible for providing effective governance for residents in the district, which includes the provision of works and services to ensure the health, safety and fulfilment of the local community.

The Shire has an important role to communicate with residents regarding **key community services**, including:

- Waste management
- Ranger services
- Fire and emergency management
- Libraries
- Dog kennel services
- Community events

The Shire also owns and manages the **marketing and communications** surrounding:

- Parks and community recreation facilities
- Sport ovals and facilities
- Gardens and playgrounds
- Public swimming pools
- Halls and courts
- Bus services
- Community housing
- Onslow airport
- Caravan and campgrounds

Visit Ashburton is the Shire's tourism brand, used to encourage visitation to the spectacular Region. Unlike most towns, Visit Ashburton and the associated tourism centres are managed by the Shire.

The Reef to Range branding captures the ocean adventures in Onslow, the Ashburton River, and the iconic Karijini National Park in Tom Price. The colours of orange, blue, and red reflect the diverse Pilbara landscapes within the Shire of Ashburton and encompasses the visitation aspects.

In the Northwest there is nothing quite like the raw beauty of Mother Nature, and the Shire of Ashburton showcases both her coastal charm and rugged history on an epic scale.

Visit Ashburton marketing and communications promotes visitation to all our towns and their Visitor Centres, in addition to the key tourism attractions in the region, including but not limited to;

- **Karijini National Park**
- **Millstream Chichester National Park**
- **Mackerel Islands**

Visit Ashburton also takes the responsibility to assist and help promote local accommodation, transport, historical/ heritage attractions and operators, and special events including;

- **The Karijini Experience**
- **Nameless Jundunmunnah Festival**
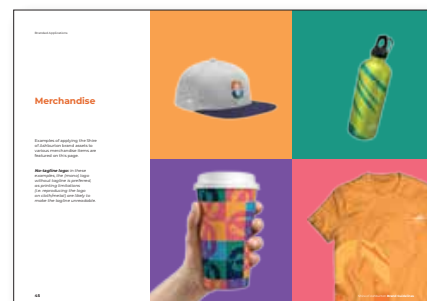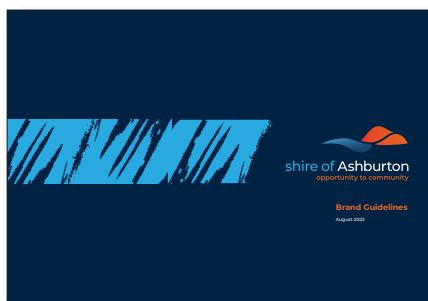- **Passion of the Pilbara**
- **Onslow Eclipse**

Our Growth

Since the release of our 2020 Marketing and Communications Strategy, several strategic items have been completed or progressed, including:

✓ An improved website user experience

✓ Development of a new brand guide

✓ Increased campaign activity to drive visitation, the visitor experience, and length of stay

✓ Improvement to signage and wayfinding in the towns

✓ Improvement to visitor centres

✓ Improved engagement with the business community

Engagement with the Shire of Ashburton website – which relaunched in March 2021 – and has been proactively managed along with social pages and the sending of e-newsletters has demonstrated a substantial increase in digital engagement over the past four years.
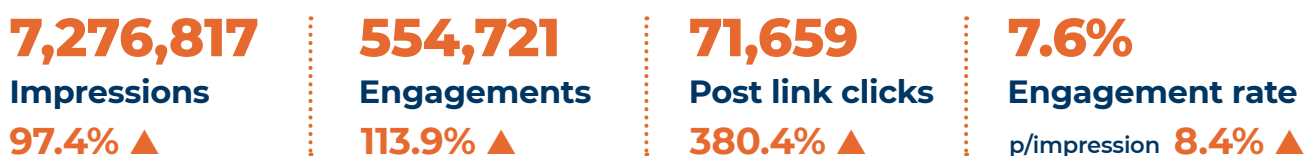
Improving digital engagement was a priority in the previous Marketing and Communications Strategy with the exponential advancement of online technology prior to 2020. Embracing digital marketing and communications was essential to gaining traction and connecting better with our communities which has been successfully achieved.

Social Media Growth Statistics

Audiences have increased substantially during the January 2020 to January 2024 period:

1,784% ▲
Facebook audience

1,309% ▲
LinkedIn audience

283% ▲
Instagram audience

Combined total across all platforms achieved:

7,276,817
Impressions
97.4% ▲

554,721
Engagements
113.9% ▲

71,659
Post link clicks
380.4% ▲

7.6%
Engagement rate
p/impression 8.4% ▲

It must also be noted that:
- Direct messages received from community members increased by **481%**.
- Total engagement across the platforms increased **114%**.

These are well above average increases and can be attributed to significantly improved social media management, consistent posting of informative content and timely response methods to community members engaging via the platforms, and has resulted in major growth across all platforms.

Website Growth Statistics

www.ashburton.wa.gov.au

Between March 2021 when the website was relaunched and January 2024, the Shire of Ashburton website achieved a total of:

202,044 Website users	**294,422** Sessions	**759,451** Page views	**2.17** Pages per session	**1**min **10**sec Average viewing duration

The above information indicates that users visited the website multiple times, and found it relatively easy to find the information they were looking for (navigating across approximately 2 pages) and spent a reasonable amount of time reading the information provided.

The substantial growth of website traffic was expected – that by providing the community with consistent content and information updates and directing users to the website as the main source of reliable and up to date information that it would achieve a considerable user growth rate.

Website use growth

TOTAL USERS

	2021	2022	2023	2024
	Unknown	1,363	80,683	33,121> to date (June)
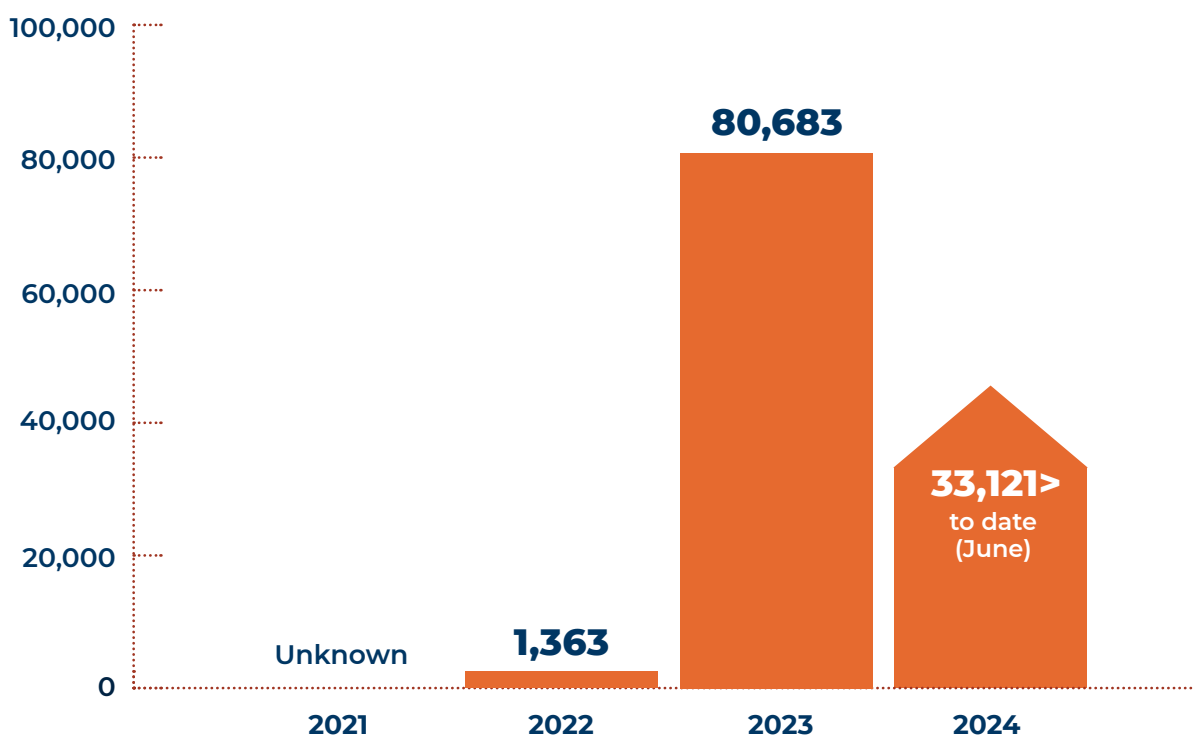
eNewsletters and Subscriber Growth Statistics

With the relaunch of the website and increase use, website users were invited to subscribe to the Shire's eNewsletters, which were developed to regularly inform and connect with the community.

Since January 2020 the database has grown to over 600 subscribers which represents approximately 7.3% of the Shire of Ashburton population that have opted in to receive Shire news and information direct to their inboxes.

During this period:

83,905
eNewsletters were sent
(sends multiplied by receivers)

21,811
eNewsletters were opened
(total opens from all sends)

2,892
Clicks for further information

Like the website, it was anticipated that substantial database growth could be achieved if the eNewsletters were produced consistently with quality content that was informative, timely, and helped make the community feel more connected to the Shire. With the increase in number of eNewsletters being sent came the organic growth of the database. A key focus will be to strategically increase subscribers and enable detailed content to be delivered direct to community members in relevant towns and of topic interests e.g. events, community news or project updates.
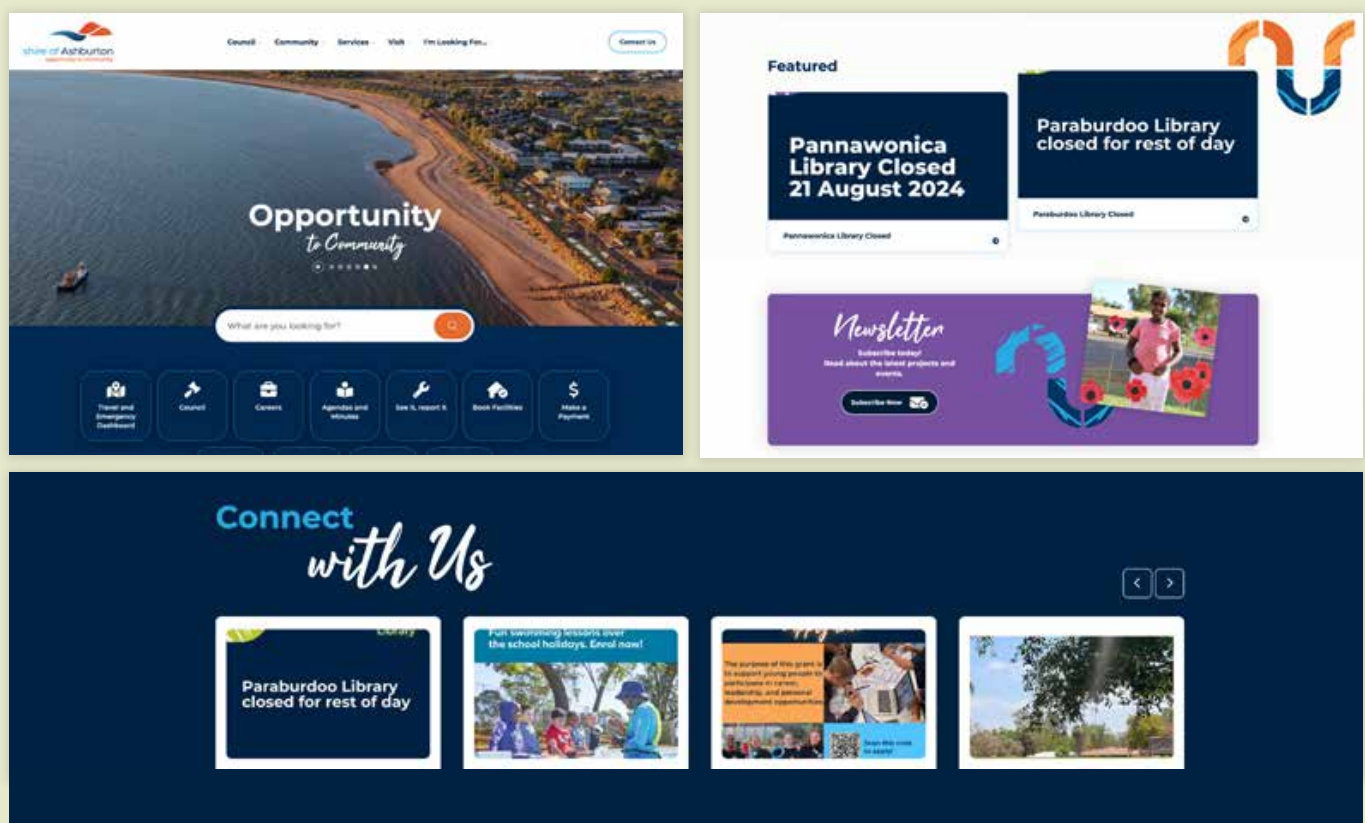
community *consultation*

Key Community Findings

Community Survey

For the first time, the Shire of Ashburton conducted a community survey regarding the types of communications our community members liked to receive and on what platforms they preferred to receive these communications. The four-week community engagement and consultation survey period was undertaken in May 2024 across all four towns and communities, ahead of any drafting stages to ensure the voices of our community were reflected in the development of this Strategy.

This consultation comprised of a survey with easy to answer questions asking the community to tell us how and where they liked to received communications. The survey was promoted online via social media (organic posts and a paid campaign), our website, and eNewsletters. There was also a flyer printed that contained a QR code directing people to respond to the online survey. The flyers were distributed at key locations and community noticeboards around the towns, and hard copies of the survey were distributed to key foot traffic areas and events.

The feedback, suggestions, and concepts identified and discussed through the community engagement has been the foundation and guiding influence in the development of this new Marketing and Communications Strategy.

What our community told us

5
Locations with responses
(Tom Price, Onslow, Paraburdoo, Pannawonica and Perth)

~75%
Want information on most/all the towns
(~25% want info on their town only)

~95%
Attend or get information at community events

~92%
Use and see information on Facebook

~92%
See outdoor signage

~85%
Find noticeboard flyers useful

~80%
Visit the website for information

~78%
Open eNewsletters

~65%
Read mail and PO Box flyers

~62%
Want SMS introduced for urgent notifications

~35%
Want electronic signage to be used

~25%
Want a quarterly magazine

Shire of Ashburton Consultation

In addition to the community survey, consultation, and sessions with Shire representatives from a diverse range of service areas and Council were held prior to document drafting. Collective key outcomes included:

Challenges on **managing marketing and communications across all areas** – for example: information to one or all towns?

Each town is unique, and very different – and needs to be accommodated accordingly.

Challenges with **diverse demographic requirements:** Online and offline marketing and communications required. Traditional and non-traditional methods.

Town-specific information – some community members are only interested in their own town news, not the Shire as a whole.

Require one source of truth that is always up to date (e.g. the website and Notifications page that is updated daily).

Destination marketing and communications (Visit Ashburton) to be separate from **community communications.**

Key events/news calendar online required with option to view by town or all towns.

Simplify and not overcomplicate marketing and communications.

Focus on excellent customer service and consumer experience – whole enquiry process.

Importance of messaging and **level of urgency** to be determined and reflected in **platform selection.**

Suitable engagement and communication into the **Aboriginal communities** is important to include, not just to the four towns.

Suitable engagement for **youth communications.**

Community access and inclusion must be included – variety of platforms and methods, include visual, audio and subtitle options where suitable.

Updating **technology and communication methods** required.

Differentiate between **emergency/urgent communications** and **general news and updates.**

Transient population, repetitive/reminder messaging required on bi-annual/annual basis.

Word of mouth and trusting sources is still a big part played by councillors & Shire staff so it's important they're informed and sharing info.

Key locations and outlets that are considered reliable including Visitors Centres to keep tourists safe.

Build **good working relations with partners and stakeholders** to help relay news and info.

More **cultural and local heart** in our communications.

Overall, the Shire staff and Council agree that marketing and communications have progressed well over the past few years, and integrated digital to an effective extent. *Now it's time to diversify and be more inclusive to ensure the Shire of Ashburton's marketing and communications are reaching and informing more community members than ever before.*

Shire Facebook is great!
They provide everything I need.

I sometimes find it difficult to distinguish which posts are for each town.

It would be good to see all events in one central location.

Word of mouth is how I find out about more things.

I'd love a flyer in my letterbox for events.

I think it is effective as it is, and I don't use social media.

Maildrops and outdoor signage are great for catching our attention.

I'd like to be able to more easily find club and community information.

Longer event lead times please.

Good amount of updates and coverage.

Sufficient promotion for small town.

No feedback. Keep it coming.

our
plan

Enhancing Our Current Marketing and Communications

Throughout the survey and consultations to date, a number of opportunities have been identified to enhance our existing marketing and communication strategy and efforts.

Using best practice principles to communicate with our community, **we aspire to increase impact and reach, create strategic marketing and communications that are timely and informative, and enabling feedback and engagement when required.**

In particular, we are striving to be more strategic and carefully considering these key areas when we decide on who our intended target audience is and how to reach them:

- Location – which towns and communities need to know
- Target markets – audience types
- Urgency and importance – necessity of message being received
- Channels – traditional (offline) and digital (online)
- Accessibility – all abilities (vision, hearing, reading, language, seniors and youth etc).

Priority Goals

Based on the information gathered and mentioned in the consultation section, we intend to achieve the following priority goals:

1. Annual Marketing Plan

Create an annual marketing and communications plan of key baseline activities, seasonal awareness information, and timelines.

2. Cross Platform Innovation

Further develop and innovate key digital and traditional assets/platforms to strategically increase reach and engagement for key information areas.

3. Strategic Delivery

Improve reach with strategic delivery and placements of marketing and communications to relevant audiences across all towns.

4. Prioritise Key Information Sources

Simplify and prioritise information flow and redirect the community to one location with all the latest and up to date information (one source of truth) – such as critical updates, council news and information, directories, events and What's On calendar – toggle by location or view all.

5. Accessibility and Inclusion

Improve accessibility of information to enable all abilities to be included and informed (visual, audio, language, youth/seniors focus).

6. Local and Cultural Heart

Integrate more local personality and cultural heart into marketing and communications.

7. Community Integrations

Connect and improve support and leverage of local community groups, stakeholders and partners.

8. Community Surveys and Data

Improve monitoring and surveys to the community on marketing and communication preferences and available statistics.

Delivering Our Goals

Priority Goal 1
Annual Marketing and Communications Plan

Create an annual marketing and communications plan of key baseline activities, seasonal awareness information and timelines that must be delivered each year.

What will this achieve?

A simple and concise Annual Marketing and Communications Plan displaying the priority communications from all Shire departments and towns for the year will help ensure essential communications are planned and delivered in a coordinated and timely manner each year.

Clearly displaying key community campaigns, important news, notifications and reminders required each year will ensure existing residents are reminded and updated on important messages and assists new residents in learning "locals knowledge" to ensure they're informed and kept up to date – raising awareness, improving safety and proactively engaging the community.

All towns communications, along with *individual town* communications will need to be clearly identifiable.

Examples are: Campaigns or reminders of mosquito fogging, rain/wet season road closures and where to get latest information, Welcome to Town events, etc.

Core Measurable Outcome

Consistent flow of relevant and timely information and announcements.

Key Initiatives		Measurable Outcomes	Leader Responsible	Time Frame
1.1	Develop an annual **Marketing and Communications Plan**.	A simple and concise approved Plan displaying priority campaigns and planned communications for the year that need to be delivered.	• Media and Comms • Organisational wide Middle Management	Q3 2024
1.2	Integrate all **Shire departments key communications** requirements.	All Shire departments liaised with and requirements integrated.	• Media and Comms • Organisational wide Middle Management	Q3 2024
1.3	Integrate **all towns key communications** requirements.	All towns considered and requirements integrated.	• Media and Comms	Q3 2024
1.4	Consistent **brand and style guide application**.	Consistent application on all marketing and communication materials.	• Media and Comms	Q3 2024

Priority Goal 2
Cross Platform Innovation
Further develop and innovate key online and offline assets/platforms to strategically increase reach and engagement for key information areas.

What will this achieve?

Prioritising the most effective marketing and communication channels, whilst continuing to trial and introduce new and emerging channels is essential to continuous improvement in communications reach, cut-through and understanding – particularly due to the size and multiple towns and communities across the Shire.

Taking a strategic and balanced approach to online and offline channels must be considered to ensure the community's diverse demographic can easily and reliably access communications, be comfortable with the methods they're receiving communications, and clearly understand information being delivered.

Examples are: Retaining a good balance (relative to the target audience demographics) between online methods such as website, social media and eNewsletters, along with offline traditional methods of newspapers, flyer delivery to PO Boxes and noticeboards, community meetings – whilst introducing SMS notifications and short fact video clips for urgent messages or trialling emerging tactics for improved engagement.

Core Measurable Outcome

Innovation trials on new and emerging marketing and communications methods driven by community and staff media consumption preferences, results and industry best practice.

Key Initiatives		Measurable Outcomes	Leader Responsible	Time Frame
2.1	Create a **Social Media Strategy** and review all current, new and emerging platforms and options of each platform (including TikTok) and consider platform options inc event listings, paid vs organic, sharing to community boards etc.	Social Media Strategy created with targeted review of main audience uses relevant to community demographics to drive higher reach and engagement.	• Media and Comms • Business and Economic Development	Q4 2024
2.2	**Investigative trials on new and innovative marketing and communications methods** requested in the most recent community surveys, that are relevant and most likely to add value to tactics: - SMS for urgent/essential notices - Outdoor/electronic signage - Bi-annual magazine (online/print).	Develop and deliver at least one trial innovative method per financial year, and report on reach and engagement outcomes and recommend uses and/or integrate into future marketing and communications plans and campaigns.	• Media and Comms	Q2 2025 Q2 2026 Q2 2027
2.3	**Enhanced website and associated functionality** to improve user experience.	Gather feedback on the current website and review usage analytics to plan and deliver a modern website with the latest functionality and automations.	• Media and Comms	Q1 2025

Priority Goal 3

Strategic Delivery

Improve reach with strategic delivery and placements of marketing and communications to relevant audiences across all Shire of Ashburton towns.

What will this achieve?

The people in the Shire of Ashburton are as diverse as the major towns and nearby communities - all requiring unique marketing and communication tactics to best reach and communicate intended messages with them irrespective of location or demographic profile.

To ensure all marketing and communications are strategically targeted and delivered in a timely and effective manner, priority channels must be clearly identified for the Shire as whole, for each town, and for key target audiences to assist with reach and effective marketing and advertising placements.

Core Measurable Outcome

Community satisfaction with the balance of marketing and communication methods utilised to distribute messaging – they're relevant to the diverse demographics of community members, their locations and the messages being delivered.

Key Initiatives		Measurable Outcomes	Leader Responsible	Time Frame
3.1	**Develop a Strategic Delivery Matrix** for priority marketing and communications to be developed that considers filter options based on: - Locations: All of Shire / Per Town - Target audience - Message type - Urgency - Online / offline priority options.	Strategic Delivery Matrix developed that can be followed to ascertain the priority marketing and communication channels to use in the roll out of almost any communication.	• Media and Comms • Organisational wide Middle Management	Q1 2025
3.2	**Provide online and offline options** for all communications.	Ensure that all marketing and communication deliveries consider online and offline options and apply as necessary.	• Media and Comms	Q2 2025
3.3	**Utilise latest Key Community Findings** statistics as cross-reference tool.	Key Community Findings one pager reference sheet made available and updated annually when new results available.	• Media and Comms	Q3 2025 Q3 2026
3.4	**Assess for pain points and gaps** in community messaging channels.	Bi-annual monitor community feedback and complaints for areas attracting higher engagement and address accordingly.	• Media and Comms	Q2+Q4 2024, 2025, 2026

Priority Goal 4

Prioritise Key Information Sources

Simplify and prioritise information flow and redirect the community to one location with all the latest and up to date information (one source of truth) – such as critical updates, council news and information, directories, events and What's On calendar – toggle by location or view all.

What will this achieve?

Consistently directly the community to the Shire website to source reliable key information and ensure the information being circulated amongst community members is accurate and up to date.

Online and offline options must be made available to empower all community members with information absorption options that can be reliably self-sourced when required – however all marketing and communication materials can refer back to the website.

Core Measurable Outcome

Community is informed and knows where to easily source reliable and accurate news and information

Key Initiatives		Measurable Outcomes	Leader Responsible	Time Frame
4.1	**Develop a Latest and Critical Information page on the website** that is easy to find and is the key source of critical updates and essential community information.	Dedicated page developed on the website (current and new websites) that is reviewed and updated daily. Page consistently used as reference tool with high use analytic results.	• Media and Comms	Q4 2024
4.2	**Regular sharing of Shire of Ashburton social media page posts** on key information and events by Shire Council and staff.	Increase in Shire social media post shares, that lead back to the website for more information.	• Media and Comms	Q4 2024
4.3	**Members of Council** promoted as information specialists.	Strategic annual campaign around profiling Members of Council and how to engage with them.	• Media and Comms • Governance	Q1 2025, 2026, 2027
4.4	**Upgrade Online Calendar of Events** on website to filter calendar display by various options including town and date etc. Calendar regularly promoted by the Shire and listings are easily self-managed by community event organisers.	Modern online Calendar of Events with search filters developed that is well utilised, maintained and promoted.	• Media and Comms • Community Development	Q1 2025
4.5	**Online Community Club and Business Directory** on website that is promoted by the Shire and listings are easily self-managed by community group organisers. Can filter directory display by various options including town and date etc.	Modern online Directory of Events with search filters developed that is well utilised, maintained and promoted.	• Media and Comms • Community Development	Q1 2025
4.6	**Upgrade website wireframe and search function** to enable improved user experience and search results.	Increased satisfaction is community use of website.	• Media and Comms	Q1 2025
4.7	**Consistent eNewsletter database subscriber growth.**	Year on year growth of subscriber database coupled with active promotion of registrations. eNewsletters refer back to website.	• Media and Comms	Q3 2025

Priority Goal 5

Accessibility and Inclusion

Improve accessibility of information to enable all abilities to be included and informed (visual, audio, language, youth/seniors focus).

What will this achieve?

Universal access and all ability considerations will help ensure everyone in our community has equal opportunity and access, to receive and understand the Shire's marketing and communications, regardless of their social class, ethnicity, ancestry or physical disabilities.

This will create a more informed community and raise awareness of different abilities within our community which ultimately builds more resilience and thoughtfulness.

Core Measurable Outcome

Improved accessibility options applied to all suitable marketing and communication options to enable a more informed community across minority demographics in the Shire.

Key Initiatives	Measurable Outcomes	Leader Responsible	Time Frame
5.1 **Best practice information and recommendations** on accessibility and inclusion tactics for marketing and communications researched and key findings to Shire staff and Council Members to upskill and raise initial awareness.	Key accessibility and inclusion tactics for marketing and communications findings delivered to Shire staff and Council Members.	• Media and Comms • Community Development	Q4 2024
5.2 **Staged integration of accessibility and inclusion tactics** to trial and monitor results and localised requirements.	Initial integration of tactics commences.	• Media and Comms • Community Development	Q1 2025
5.3 **Visual, audio and language** focus.	Important communications adapted to consistently include accessibility and inclusion tactics.	• Media and Comms • Community Development	Q2 2025
5.4 **Seniors** accessibility and inclusion tactics focus.	Marketing and communications targeted to Seniors appropriately and consistently adapted to best suit their requirements and consumption methods.	• Media and Comms • Community Development	Q3 2025
5.5 **Youth** accessibility and inclusion tactics focus.	Marketing and communications targeted to Youth appropriately and consistently adapted to best suit their requirements and consumption methods.	• Media and Comms • Community Development	Q4 2025

Priority Goal 6
Local and Cultural Heart

Integrate more local personality and cultural heart into marketing and communications.

What will this achieve?

Injecting more visual personality, and local and cultural heart into marketing and communications will further showcase the Shire of Ashburton as a wonderful place to work, live and play and build a stronger sense of community.

Providing visual cues of the types of people and activities, and sensitively integrating culture and acknowledgments will strengthen our regions personality, explore the diverse people and culture in our towns, generate new conversations and talking points, and create positive sentiment and participation.

Core Measurable Outcome

Raising local and cultural awareness and acknowledgement in our community.

Key Initiatives		Measurable Outcomes	Leader Responsible	Time Frame
6.1	**Photo library update** focused on local and cultural heart.	Photo library built upon each year showcasing the people, community and culture of the Shire.	• Media and Comms • Business and Economic Development	Q4 2024 2025 2026
6.2	**Video library update** focused on local and cultural heart.	Video library built upon each year showcasing the people, community and culture of the Shire.	• Media and Comms	Q4 2024 2025 2026
6.3	**Feature more people and community** orientated images in marketing and communications, to balance out landscape and location imagery.	Even balance of people and community orientated imagery with landscape imagery in marketing and communications.	• Media and Comms • Business and Economic Development	Q2 2025
6.4	**Highlight more cultural images, art, elements and acknowledgements** in marketing and communications, to balance out landscape and location imagery.	Include a cultural element or acknowledgment in all marketing and communications going forward.	• Media and Comms	Q2 2025

Priority Goal 7

Community Integrations

Connect and improve support and leverage of local community groups, stakeholders and partners.

What will this achieve?

A connected community is a stronger community – and helping knowledge share and connecting with one another is an essential part of a thriving community life.

Building stronger relationships with our community groups, stakeholders and partners will enable new opportunities to flourish, sharing of resources and information, and improved understanding and support of one another in organisational and community endeavours.

Core Measurable Outcome

Consistent relationship building and knowledge sharing in the Shire will create increase information flow and build respect for each others contributions and commitments to the community.

Key Initiatives	Measurable Outcomes	Leader Responsible	Time Frame
7.1 **Foster connections with community groups, stakeholders and partnerships** across the Shire to enable a stronger community network of contacts and facilitate introductions.	Updated community groups (inc sports, schools, health groups etc), stakeholders and partners database, and conduct regular formal or informal meetings.	• Media and Comms • Community Development	Q4 2024
7.2 **Negotiate with key community groups, stakeholder and partnerships on suitable levels of information and knowledge sharing** to build a more informed and aware community.	Relevant information and updates delivered to community groups, stakeholders and partnerships – who redistribute information to their networks.	• Media and Comms	Q1 2025
7.3 Collaborate **with community groups, stakeholders and partnerships** to deliver services, events and opportunities to engage the community.	Create an annual calendar of special events for the community in areas not currently offered, utilising local services/suppliers in collaboration with community groups, stakeholders and partnerships.	• Media and Comms • Community Development	Q2 2025
7.4 **Strategically connect with neighbouring Shires** to knowledge share and collaborate.	Facilitate an increase in collaboration, information and knowledge sharing opportunities on a consistent basis, and form a network of contacts across the region.	• Media and Comms	Q1 2025

Priority Goal 8
Community Surveys and Data

Improve monitoring and surveys to the community on marketing and communication preferences and available digital analytics and statistics.

What will this achieve?

Results driven outcomes that are measurable and reliable, enabling more informed decisions to be made on what the community likes and doesn't like, and the best ways to deliver effective marketing and communications to our diverse community.

Core Measurable Outcome

Regular reports that deliver reliable results and data that can be utilised to consistently monitor and improve marketing and communication tactics and effectiveness, and measure sentiment and satisfaction, along with value and return on investment.

Key Initiatives		Measurable Outcomes	Leader Responsible	Time Frame
8.1	Annual **marketing and communications satisfaction survey**.	Annual marketing and communications satisfaction survey report comparing current year to previous year and striving for consistent improvement and innovation suggestions year on year.	• Media and Comms	Q2 2025, 2026, 2027
8.2	Monthly **digital activity analytics reports** for social media and website activity.	Monthly report on the quarter prior to view trajectory and adjust accordingly.	• Media and Comms	Monthly

(Y)our
success

An informed and engaged community is a more connected community – and that's what we all want to strive towards!

When you know what's going on in your town, you know about upcoming events, changes and projects that are likely to affect you, and you know who to talk to, or how to get involved, you'll naturally become more involved with your community, create stronger relationships with the people in your community, and benefit from making more informed decisions.

Our success is your success.

It is essential to not only make sure our community members are informed about what we are doing, but to provide opportunities for us to get feedback from the community before we make our decisions.

This is why, **each Priority has a listed measure of success that is periodically monitored, recorded, and reviewed**. The **Marketing and Communications Satisfaction Survey** will also be run on an annual basis and will provide the Shire with community feedback and a baseline of community satisfaction and contentment about the marketing and communication activities being delivered. The survey also provides key insights into the communities preferred methods of marketing and communications which then helps shape future marketing and communications.

This will enable the Shire to measure base levels and strive for continuous improvement in our marketing and communications efforts.

Community Satisfaction Levels on Marketing and Communications Survey

In the first ever survey conducted in 2024 the community indicated:

+60%
Are happy with the amount of information and news they receive, and how they consume it.

40%
Suggested additional and new types of marketing and communications tactics to be included.

75%
Want to be informed and engaged on decisions that affect **the whole Shire** and not just their town or household.

The Top 3 Current
preferred marketing and communication methods to receive news and information are:
1. Social Media - Facebook
2. Website
3. Outdoor Advertising / Signage

The Top 3 New
preferred marketing and communication methods to try and improve news and information received are:
1. SMS (for urgent messages)
2. Electronic Signage
3. Quarterly Magazine (online and print)

Note: "TBA" results indicate the survey is yet to be conducted/completed for these particular questions and will be updated in this documents final phase.

Summary

This Strategy will guide the Marketing and Communications activities of Council and staff through to 2027.

It will be implemented with the Shire of Ashburton's other strategic community and business plans, as well as in consideration of other influencing policies and external social, technological, economic, environmental, political, legal and ethical factors relevant to our Shire and communities