



# TALLAWONG COMMUNITY CONSULTATION REPORT

APRIL 2020



DEICORP



# INTRODUCTION

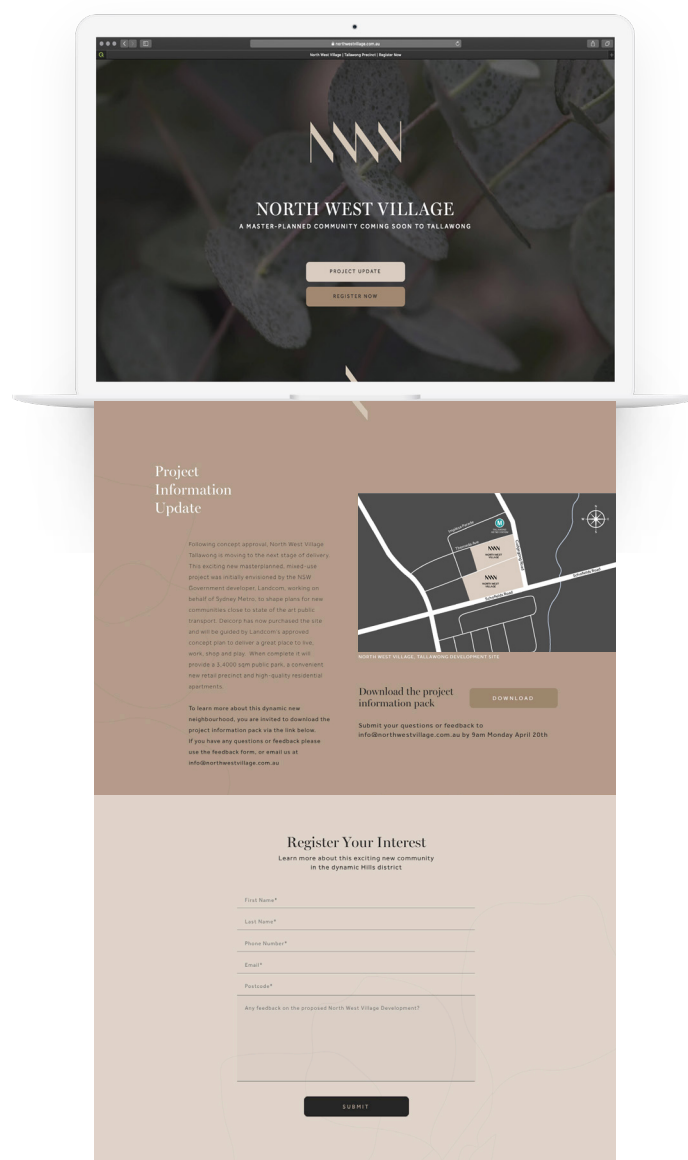
As part of the DA submission process, Deicorp conducted a Community Consultation program, which ran for three weeks from March 30th to April 20th. This involved inviting local residents to learn more about the North West Village project, and provide any feedback or comments.

Given the circumstances surrounding COVID-19 and social distancing restrictions, traditional face-to-face information sessions were not possible. As a result, the consultation took place online, and was promoted using traditional media, social media and local print advertising.



# COMMUNITY INFORMATION WEBSITE

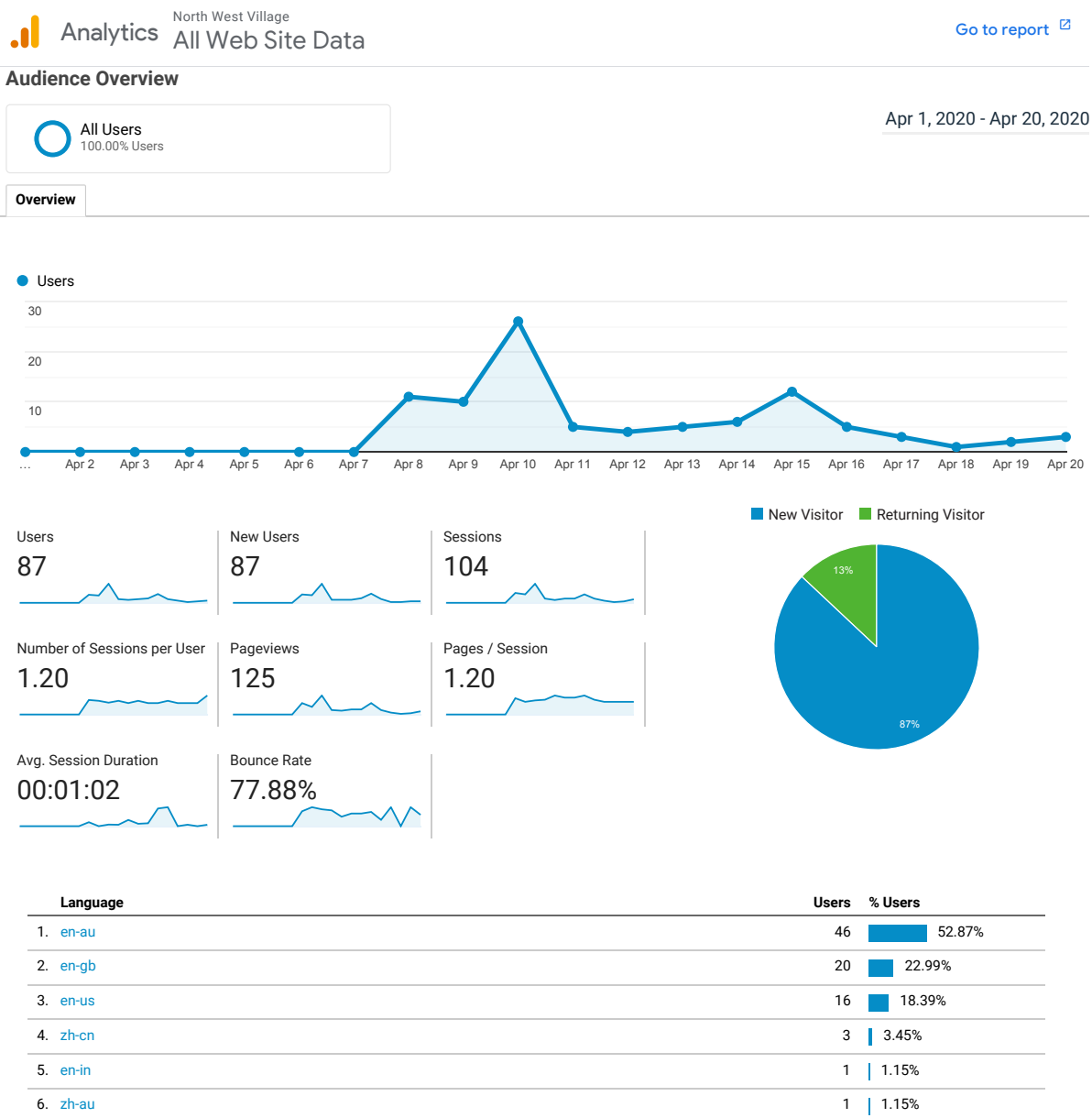
The Landing Page was used as a centralised online hub, which allowed interested parties to download an information pack, review frequently asked questions and to submit their details with any comments or feedback.





## Tallawong Website Traffic: up to 20.04.20

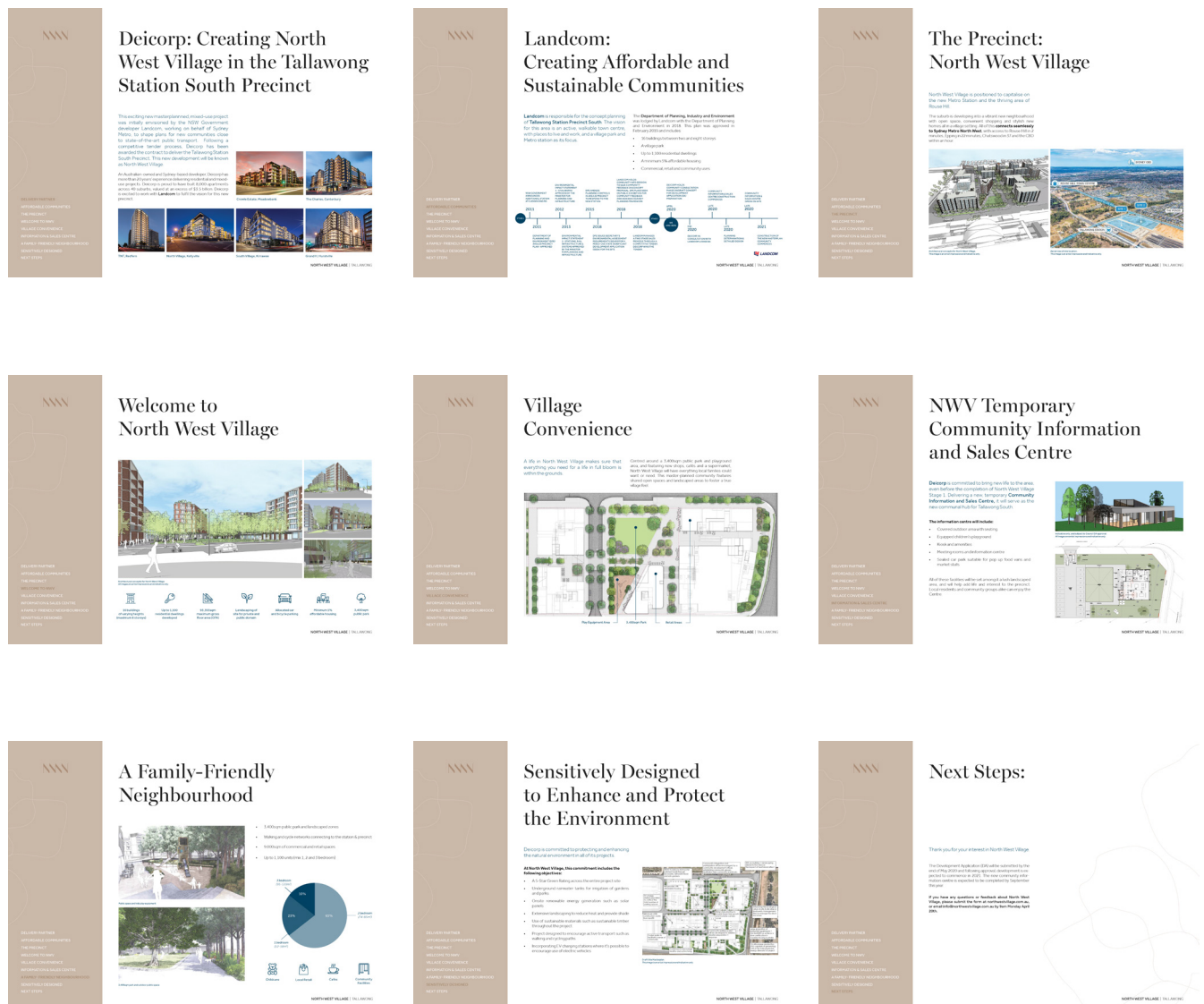
The below indicates the traffic to the Community Information Website during the consultation period. The spikes align with the press and social media advertisements that ran during the consultation period.





# INFORMATION PACK

The Information Pack was available online at [northwestvillage.com.au](http://northwestvillage.com.au), and contained more detailed information on the proposed mixed-use development, covering everything from the planning and development timeline to the details of the amenities within the project.





# MEDIA PLACEMENT

Media was used to alert local residents of the process, and encourage visits to the website to find out more information on the NWV project, as well as submit their feedback or comments.

## Press Ads



### BLACKTOWN ADVOCATE

**Publication Date:** 1st April 2020

**Location:** Early General News - page 7



### ROUSE HILL TIMES

**Publication Date:** 1st April 2020

**Location:** Early General News - page 13



### HILLS SHIRE TIMES

**Publication Date:** 1st April 2020

**Location:** Early General News - page 13



# MEDIA PLACEMENT

## DL Flyer Distribution

A DL flyer was distributed in letterboxes in the immediate surrounding area, indicated by the map and suburb list below.

**Publication Date:** 1st April 2020

**Location:** See map - green indicates distribution

SUBURB	TOTAL HOUSES
Kellyville Ridge	1,760
Riverstone	861
Rouse Hill	2,222
Schofields	1,453
The Ponds	1,148





## MEDIA PLACEMENT Cont.


### Social Media

#### FACEBOOK

PAID STATS	ORGANIC STATS
1,401 Impressions	323 Impressions
1,241 Reach	63 Engagements
13 Page Likes	48 Clicks
0.35% CTR	28 Reactions


#### Audience Profile

- The largest audience pool was males, with 717 of the people reached by the advertisement within this category
- The largest age group was 25-34, with 412 of the people reached by the advertisement being male within this age group
- The ad was geo-targeted within the surrounding area of Rouse Hill, The Ponds as well as Greater Western Sydney

 **Deicorp Properties** is at Tallawong Metro. 7 April at 17:00 · 🌐

We're inviting community members to visit [www.northwestvillage.com.au](http://www.northwestvillage.com.au) and view the latest update about this exciting collaboration with Landcom, Sydney Metro and Deicorp. Following concept approval for this master-planned and mixed-use project, North West Village is moving to the next stage of delivery.

We invite you to learn more about this dynamic new neighbourhood and submit any questions or feedback by 9am Monday April 20th via [www.northwestvillage.com.au](http://www.northwestvillage.com.au) or email [info@northwestvillage.com.au](mailto:info@northwestvillage.com.au)



13 1 comment

Like Comment Share

Facebook Advertisement





# MEDIA PLACEMENT

## Social Media Cont.

Original assets were created for both LinkedIn and Instagram, encouraging engagement with the audience interested in the development.

### LINKEDIN

PAID STATS	ORGANIC STATS
1,546 Impressions	1,148 Impressions
1,538 Reach	40 Reactions
8 Clicks	69 Clicks
0.52% CTR	9.58% CTR

#### Audience Profile

- The largest job title segments reached: Directors, Project Managers and Managing Directors
- The largest job seniority reached senior (32.79%), manager (11%) and director (10%)
- The largest geographic regions were Greater Sydney Area (26.65%), followed by Greater Melbourne Area (25.49%)
- The core Job Functions reached were Operations (15%), Business Development (13%) and Sales (10%)

### INSTAGRAM

ORGANIC STATS
424 Impressions
375 Reach
37 Likes
10.40% Engagement

**deicorproperties • Following Tallawong Metro**

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4w

Liked by [goodservice\\_forklifts](#) and 37 others

APRIL 7

Add a comment... Post

Instagram Advertisement



# COMMUNITY FEEDBACK

## Summary of Submissions and Feedback Received

During the consultation process, the only public responses received were positive social media interaction via Facebook, Instagram & LinkedIn. This included Like/Love interactions and positive comments.

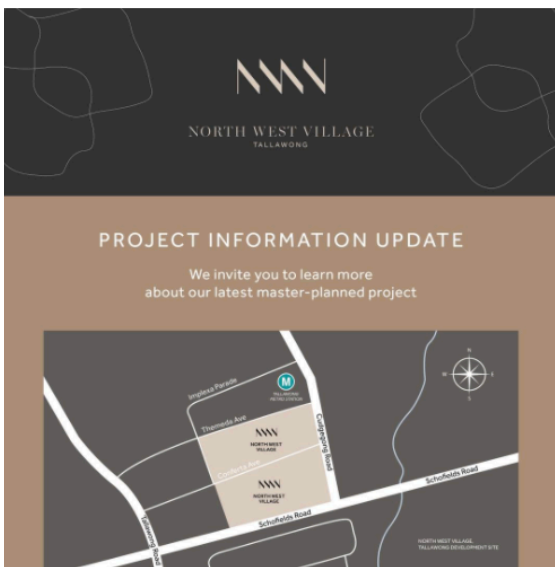


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👍 You and 13 others

1 comment



Most relevant ▾



Write a comment...



Rhys Noronha What a great looking project.

Like · Reply · 4w

Facebook Advertisement



Deicorp  
2,245 followers  
3w · 🌐

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#tallawong #deicorp #deicorpproperties #sydneyproperty #propertydevelopment #deicorpprojects #northwestvillage



👍❤️ 47



Be the first to comment on this

LinkedIn Advertisement

