

# Menzies Park Floodlighting Consultation

## Communications Activity and Reach Report (21 October–11 November 2024)

A supporting communications plan for this engagement resulted in the range of activity outlined below. From this we have estimated a minimum total 'reach' of 7,484.

1. **News item** on CoV website – 21 October – 13 reach.



Posted 21 October 2024

### Menzies Park Floodlighting

Replacement floodlights are being considered for Menzies Park in Mt Hawthorn and the City of Vincent is seeking community feedback.

[READ MORE](#)

2. **Fortnightly e-news**

Each e-newsletter is sent to over 10,000 subscribers, with a minimum of 50%+ opens. For the coverage below, we've allocated a total of 5,000 reach.

The article below was in the 31 October edition.



#### CONSULTATIONS

## Menzies Park Floodlights

New floodlights are being considered for Menzies Park in Mt Hawthorn and we're seeking community feedback.

The existing lighting is no longer sufficient to meet the growing sporting and community needs and is due for replacement. Share your thoughts on the number of poles, hours of operation, and community lighting.

This project is currently unfunded and will be considered as part of Council's 2025/26 budget deliberations.

[Have your say](#)

### 3. Socials

Total socials reach throughout the period: 2,196.

Tuesday 22 October – Reach: 564

<https://www.facebook.com/cityofvincent/posts/pfbid0FLL6gC7PPHADqGtKqtQyxAMW2Gbo9zFjXYfMqKZ8xiF7nsBgaxR3tYtGMB8paWKsI>



New floodlights are being considered for Menzies Park in Mt Hawthorn and we're seeking community feedback 📢

Located at the corner of Egina and Purslowe streets, the park is a hub for sports and community activities.

The existing lighting is no longer sufficient to meet the growing sporting and community needs and is due for replacement.

This project is currently unfunded and will be considered as part of Council's 2025/26 budget deliberations.

Share your thoughts on the number of poles, hours of operation, and community lighting.

To have your say, visit Imagine Vincent:



Thursday 7 November – Reach: 1,632

<https://www.facebook.com/cityofvincent/posts/pfbid05XtfBJiTD0HHFpVZq6X7fH7SoPMXXqF2ru8KhVbSHVM5qzMcRosRMNMptUeJNbXkl>



The existing lighting at Menzies Park in Mt Hawthorn no longer meets growing sporting and community needs and we are considering replacing it 📢

We are keen to hear from everyone, especially those who live closest to the park or who use the amenities there, about their thoughts on this proposal.

Consultation closes 4pm Monday, 11 November.

🗨️ Have your say:



#### 4. Signage/QR Code

The QR code for Menzies Park had 42 unique scans, the majority in the first week.



#### 5. Letter Drop

A letter drop to properties within 200m radius of Menzies Park.

Reach = approximately 233.