

Attachment B - Consultation Promotion and Outreach Activities Summary

Our Adelaide Website

Details and audience

A link to the project page was provided on CoA's Our Adelaide page. Our Adelaide also hosted the survey, fact sheet and concept design.

614 total views, the top three traffic sources being direct, Google search and through Facebook posts

Metrics

22 December 2025 - 25 February 2026 (pre-consultation period)

- 240 views

25 February – 25 March 2026 (consultation period)

- 1614 views

Fact Sheet

Details and audience

A fact sheet was developed to outline key information about the engagement and how to provide feedback. It was uploaded to Our Adelaide, delivered via letterbox drop to residents and businesses surrounding Melbourne Street, and posted to property owners.

Metrics

- Australia Post direct Mail: 763
- Letterbox distribution: 1325

The catchment area shown below:



A UNIQUE TEAM CREATING AN EXTRAORDINARY CITY

The City of Adelaide acknowledges the Kurna people as the Traditional Owners of the Country where the city of Adelaide is situated, and pays its respect to Elders past, present and emerging.

Social Media

Details and audience

Posts were made across CoA's social media channels (Facebook, Instagram and LinkedIn) to promote the engagement. All social media posts directed traffic to Our Adelaide webpage.











Metrics

22 December 2025 - 25 February 2026 (pre-consultation period)

- Posts on 22/12/25 and 12/2/26
- Total impression of 42,64k
- Total reach of 27,93k

25 February – 25 March 2026 (consultation period)

- Posts on 25/2/26, 12/3/26, 23/3/26 and 25/3/26
- Total impression of 47,210
- Total reach of 28,800

Content performance								
DATE ↓	POSTS		IMPRESSION	REACH	ENGAGEMENT	ENGAGEMENT	REACTIONS	COMMENTS
-	10		89,85K	56,73K	604	0,67%	477	28
23 Mar 4:36 PM	 Last chance to have your sa... @ City of Adelaide Melbourne Street Revita...		2,15K	1,48K	3	0,14%	3	0
12 Mar 3:00 PM	 Have your say on the future... @ City of Adelaide Melbourne Street Revita...		12,58K	7,39K	96	0,76%	66	2
12 Mar 3:00 PM	 Have your say on the future... @ City of Adelaide Melbourne Street Revita...		6,22K	4,47K	29	0,47%	21	5
25 Feb 12:00 PM	 Community consultation has of... @ City of Adelaide Melbourne Street Revita...		13,39K	8,02K	103	0,77%	77	6
25 Feb 12:00 PM	 Community consultation has of... @ City of Adelaide Melbourne Street Revita...		12,87K	7,44K	51	0,4%	31	7
12 Feb 3:54 PM	 Changes are coming to Mel... @ City of Adelaide Melbourne Street Revita...		17,64K	11,82K	105	0,6%	92	4
12 Feb 3:52 PM	 Melbourne Street Revitalisation... @ City of Adelaide Melbourne Street Revita...		3,97K	2,76K	44	1,11%	42	2
12 Feb 3:50 PM	 Changes are coming to Mel... @ City of Adelaide Melbourne Street Revita...		10,8K	6,51K	113	1,05%	91	0
22 Dec 2 5:19 PM	 Community consultation will st... @ City of Adelaide Melbourne Street Revita...		2,61K	1,8K	28	1,07%	28	0
22 Dec 2 5:18 PM	 Community consultation will st... @ City of Adelaide Melbourne Street Revita...		7,62K	5,05K	32	0,42%	26	2



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Street Signage

Details and audience

Posts were made across CoA's social media channels (Facebook, Instagram and LinkedIn) to promote the engagement. All social media posts directed traffic to Our Adelaide webpage.

Metrics

Promotional signs advising commuters, visitors and other passers-by of the engagement.

30 promotional signs as A2 corflute posters installed along Melbourne Street, attached to light poles on both sides with indicative locations and photos shown below:



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Stakeholder Meetings – North Adelaide Society

Meeting declined due to conflicting engagements. Members invited to attend other events
Request to meet via email on 12/02/2026, 3/03/2026, 4/03/2026.

Business Forum Invitation

Details and audience

All businesses on Melbourne Street were hand delivered an invite to the business forum.
Where possible invitations were also distributed via email.

Metrics

Distributed by hand (A4 invitation letter) to approximately 50 businesses and commercial premises on Melbourne Street.

Email invitation sent to 110 business owners in and around Melbourne Street, with 2 project reminder emails sent on and 2 CoA reminder emails sent.

Promotion from City of Adelaide Place Partner – North Adelaide

Details and audience

Emails sent with links to notify upcoming consultation, business forum, drop-in sessions, surveys and other way to participate.

Metrics

Email data base included 125 businesses mostly on Melbourne Street, east of Jerningham Street with a few at the western end and surrounding street, as well as the North Adelaide Precinct Association.

22 December 2025 - 25 February 2026 (pre-consultation period)

- 17/02/2026
 - Highlighting Facebook and Instagram posts
 - Melbourne St works overview
 - Wombat crossings progressing in the coming months
 - Revitalisation Community Consultation coming soon
 - Short term works completed

25 February – 25 March 2026 (consultation period)

- 25/02/2026
 - Forward of the above email
 - Plus Community Consultation now open
 - Business Forum date and invitation coming
- 12/03/2026
 - Business forum reminder
 - Drop-in session dates
 - Feedback links

