

INSIGHTS • IDEAS • RESULTS



Absolutely Positively
Wellington City Council
Me Heke Ki Poneke

Wellington City Council

Newtown Connection 2018 PCR

Newtown Connection 2018 Post Campaign Report

The purpose of this campaign was to create awareness that the Wellingtonians can now have their say about the Newtown bike Connections to develop safer biking conditions.

We utilised a mix between Out of Home, Press and Digital Placements for this campaign.

The Phantom Street Posters and the Cook Strait News drove reach and awareness within the Wellington area.

Within a programmatic flight we Geo-targeted Wellingtonians 18+. We ran across DBM and GDN to be able to optimize and shift budget to the better performing platform.

We also included Metservice as a premium website with a high monthly unique audience.

Neighbourly was used to encourage engagement and reach Wellingtonians in a local social media environment.

Digital



Performance Overview

Placement	Targeting	Live Date	Impressions	Clicks	Reach	CTR	CPM	CPC
Programmatic DBM	Geo-targeting Wellington	05 th June 2018	312,990	201	125,658	0.06%	\$3.22	\$5.01
Programmatic GDN	Geo-targeting Wellington	05 th June 2018	228,978	169	110,774	0.07%	\$2.43	\$3.29
Metservice	Geo-targeting Wellington	05 th June 2018	195,298	123	140,918	0.06%	\$14.84	\$23.57
Neighbourly	Geo-targeting Mt. Vic/Lyall Bay/Island Bay	5 th June/18 th June/ 2 nd July 2018	14,509	58	4,222	0.40%	\$62.03	\$15.52
Total			751,775	551	381,572	0.07%	\$7.14	\$9.74

- Overall the Newtown Connection Campaign served 751,775 impressions and drove 551 clicks through to site for an average Click-Through-Rate of 0.07%. For this campaign the average Cost-Per-Thousand-Impressions is relatively low and therefore proved cost effective. The average Cost-Per-Click is slightly higher than in previous campaigns, which is attributable to the Metservice and Neighbourly placements.
- GDN was the best performing platform regarding the cost metrics with an economic Cost-Per-Click of \$3.29 and a Cost-Per-Thousand-Impressions of \$2.43. We also reached the 2nd highest Click-Through-Rate of 0.07% through GDN.
- DBM proved as an effective awareness driver, serving 312,990 impressions with an unique individual reach of 125,658 and a low Cost-Per-Thousand-Impressions of \$3.22.
- Although the Cost-Per-Thousand-Impressions and the Cost-Per-Click for Metservice were higher than for DBM and GDN, Metservice performed well with regard to awareness, having the highest unique individual reach of 140,918.
- Neighbourly achieved the highest Click-Through-Rate with 0.40%. Alongside the sponsored posts on Neighbourly, the campaign gained additional exposure through their Daily Digests. In total, these were sent to 7,150 members with an average open rate of 27.4%. Even though we have a higher Cost-Per-Thousand-Impressions for this placement, we were running in a premium environment, reaching a very specific target audience and seeing a great engagement with the posts.



Neighbourly – Breakdown by Posts

- 5,117 Impressions
- 1,626 Unique Reach
- 33 Clicks
- CTR 0.64%
- 7 Likes
- 3 Thanks
- Daily Digest sent to 2,393 members
- Open rate of 27.5%

5th June

- 4,046 Impressions
- 1,048 Unique Reach
- 8 Clicks
- CTR 0.12%
- 1 Like
- 1 Thanks
- Daily Digest sent to 2,424 members
- Open rate of 27.3%

18th June

- 5,346 Impressions
- 1,548 Unique Reach
- 17 Clicks
- CTR 0.32%
- 2 Likes
- 1 Thanks
- Daily Digest sent to 2,333 members
- Open rate of 27.4%

2nd July

W Help make biking in Berhampore, Newtown and Mt Cook safer and easier 46 days ago
The team from Wellington City Council

We're taking a fresh look at how best to improve neighbourhood connections and develop safer links to the city. No matter how you travel, we want your thoughts. Share them online at transportprojects.org.nz by 17 July. Visit Kia Ora Newtown, 8 Constable Street, 10am–3pm, Monday–Wednesday and Fridays.

Or drop-by and talk with us:

- Saturday 16 and 30 June, 1pm–3pm, pop-up shop, 199 Riddiford Street next to the mall
- Thursday 21 June, 5.30pm–7.30pm, Newtown Community and Cultural Centre theatre, 7 Colombo Street
- Thursday 5 July, 4pm–6pm, pop-up shop, 199 Riddiford Street

To find out more – go to transportprojects.org.nz

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W Help make biking in Berhampore, Newtown and Mt Cook safer and easier 33 days ago
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W Help make biking in Berhampore, Newtown and Mt Cook safer and easier 19 days ago
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Press



Press Proof of Posting

4 Thursday June 28, 2018 Cook Strait NEWS

inbrief news

Prepare for more strokes

Although the incidence of stroke and mortality are declining due to better management strategies, stroke volumes are going up in New Zealand due to a growing and ageing population.

New research from the Department of Medicine at University of Otago, Wellington, has found that stroke volumes will grow by around 40 per cent over the next 10 years.

The research describes realistic projections of the number of people likely to require stroke treatment in New Zealand. "We knew it would go up but didn't expect the increase to be quite this high," says Associate Professor Anna Ranta.

IB pupils do their bit for native restoration

By Jamie Adams

An Island Bay conservation group's effort to restore a secluded area that has seen better days was given a big boost on Tuesday.

Year 3 and 4 pupils from Island Bay School turned up to plant 150 trees and shrubs in Paikawaka Reserve on behalf of the Island Bay Natural Heritage Charitable Trust.

The trust has owned part of the reserve since 2006 and has organised tree planting and weeding sessions by volunteer groups since 2013.

Tuesday's exercise was organised with the help of teacher Caitlin van Ballekom, who was keen to get her pupils involved in a session.

Despite it being tucked away behind residential area on Derwent St, the school is familiar with the reserve as classes had visited the area for a nature study last summer.

Co-chair Jennifer Bennett says the area was far from attractive when they took it over from the previous private owners.

"It was all weeds and this was a BMX track that previous owners allowed the tenants to put in."

It was all started by Robert Logan who went missing on the South Coast in 2010 and was never found. A side track in the reserve is named in his memory.

"While he was here with us we were collecting rubbish and weeds. Since then there's been a lot of natural regeneration."

As well as the abundance of knowledge the reserve is named after, there is a notable amount of tounwood, flax and kowhai, some of which the pupils planted on Tuesday.

"We only plant those which are native here," co-chair Max Buschmann says.

There came in all the more important due to damage done by the 2013 storm - 16 trees came down in the area. Two Norfolk pines remain, one of which still has branches missing.

It is not the first mass tree-planting conducted by a school in the reserve. Last June pupils from Berhampore and St Francis de Sales schools planted 1500 trees for Arbor Day.

Action called for Smokefree 2025

A group of tobacco control experts published an open letter last week in the New Zealand Medical Journal calling for bold new actions from the Government to achieve the Smokefree 2025 goal.

The group, which included experts from the Cancer Society and the University of Otago, Wellington, is calling for the vision of the 2010 Māori Affairs Select Committee Inquiry on the tobacco industry to be realised.

Their vision included a reduction of tobacco retail outlets, and a reduction in tobacco additives, as part of the work to reduce health inequalities between Māori and non-Māori.



Island Bay School Year 3 and 4 pupils among some of the trees they planted at Paikawaka Reserve on Tuesday. Clockwise from left: Sophie Slade, Thomas Olav Griffith-James, Holly Chapman, Lyall Beaven, Gus Taitia and Mikaela.

PHOTO: JAMIE ADAMS

State of volunteering concerns

Low recruitment rates, funding issues and decreasing time given to volunteering are the greatest issues facing volunteering, according to Volunteering New Zealand.

Their 2017 State of Volunteering 2017 report was released in Parliament last Thursday, had 1084 responses to topics covering volunteer engagement, issues within the sector, recruitment.

Results suggest New Zealand has an ageing volunteer force, with older volunteers sometimes not fit enough for the physical activities demanded.

However, 350 organisations stated that they were not experiencing any significant issues.

Hospital braces for nurses strike

Wellington Regional Hospital has put in place a contingency plan after nurses, midwives and healthcare assistants who are members of the New Zealand Nurses Organisation (NZNO) confirmed strike action in the next two weeks.

The strikes will be in the form of a complete withdrawal of labour from all DHBs around the country, for 24 hours from 7am on July 5. Notice for a second 24-hour strike from 7am on July 12 is expected next week.

"Patient safety and wellbeing remains our highest priority and focus during this time," says Hospital and Healthcare Services general manager Chris Lowry.

"However - like all DHBs - we will experience staffing gaps and will need to prioritise essential and acute services over others. We will also be assessing our inpatients to see whether it is clinically appropriate to discharge them. If not, they will remain in hospital."

Non-essential services - including outpatient appointments and elective and non-emergent surgery - will be deferred. Patients can expect to hear from CCDHB by June 27 about whether they are affected.

"The Emergency Department [ED] at Wellington Regional Hospital will remain open during the strike, and people can rest assured that anyone who requires urgent and life-saving care will receive it," Chris says.

People are, however, asked to remember that ED is for emergencies only. People with non-urgent injuries or illnesses should see their GP or after-hours service in the first instance.

Wellington Regional Hospital's delivery suite and maternity ward will remain open.

A number of midwives who are not NZNO members will work during the strike action.

Geneva Healthcare General Manager Linda van Wyk says the company will work closely with the DHBs to continue providing healthcare services to outpatients.

"We also support and assist the nursing community through placements with our Temporary and Permanent Healthcare Recruitment Services to ensure the availability of staff at the DHBs especially during critical periods," Linda says.



Help make biking in Berhampore, Newtown and Mt Cook safer and easier

We're taking a fresh look at how best to improve neighbourhood connections and develop safer links to the city.

We'll be looking at earlier work and feedback, but we've also keen to have as much local knowledge as possible. No matter how you travel, we want your thoughts.

Share them online at transportprojects.org.nz by 17 July.

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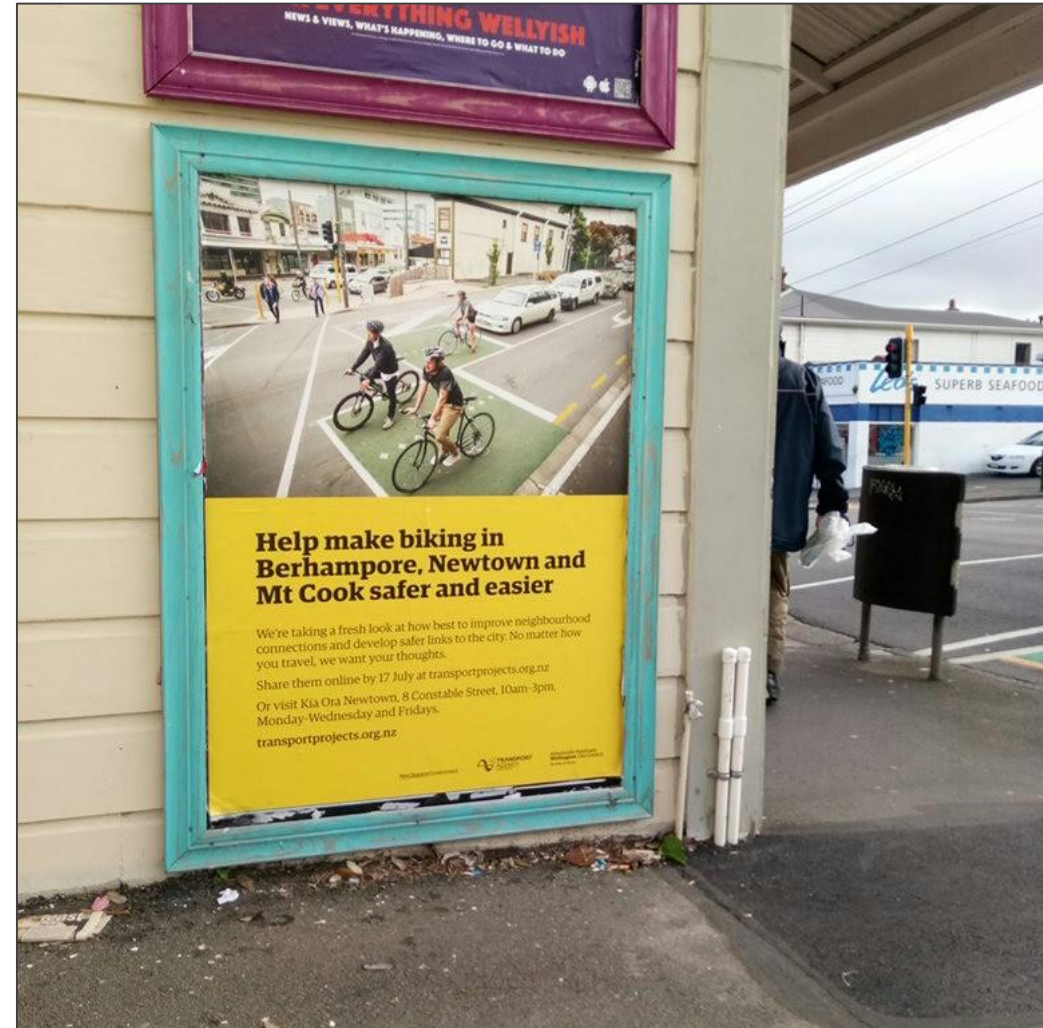
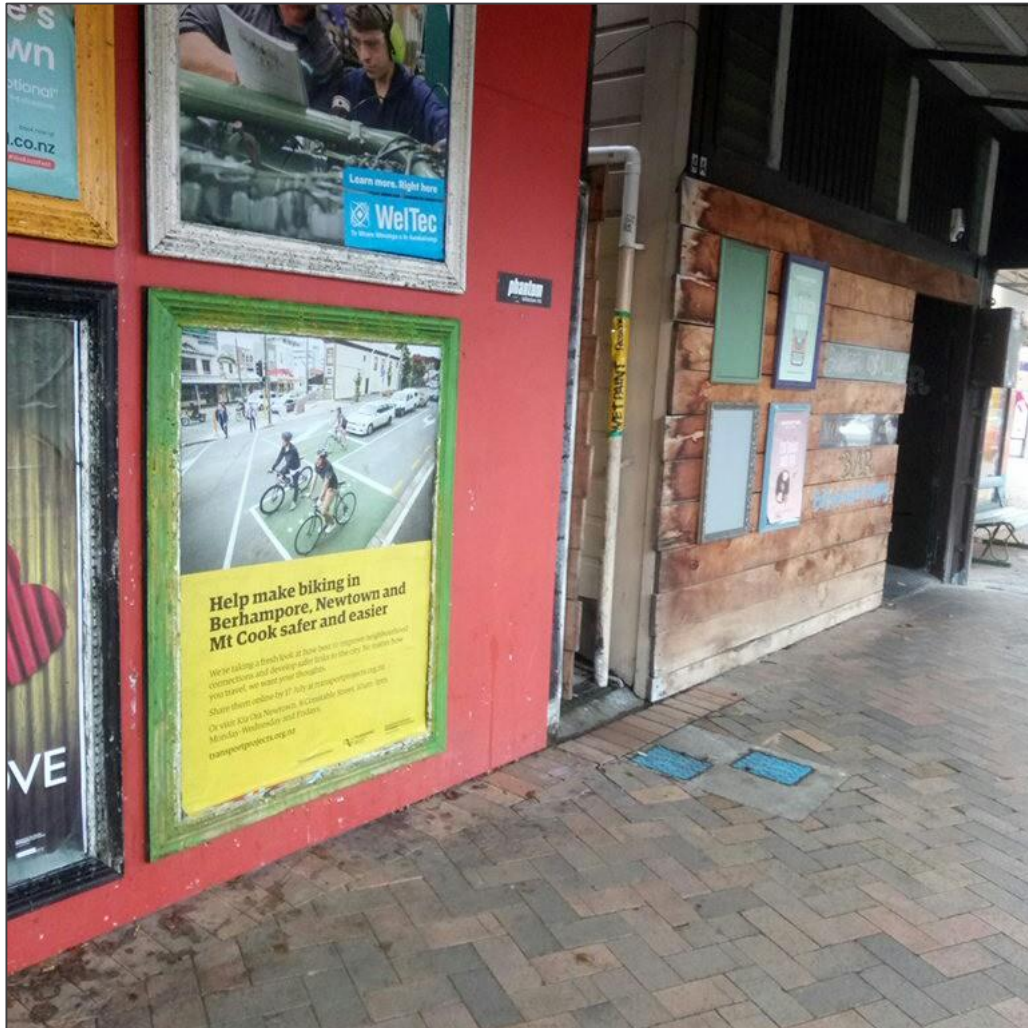
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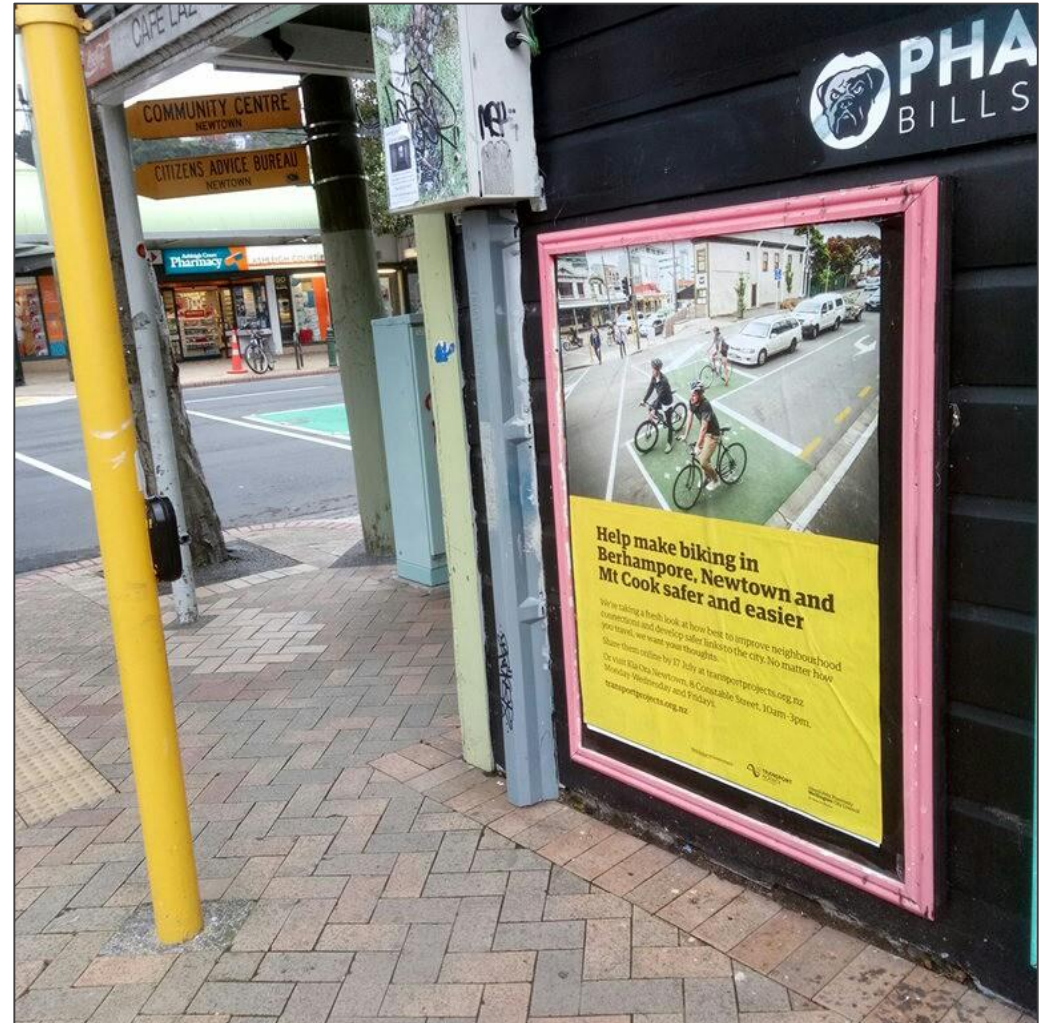
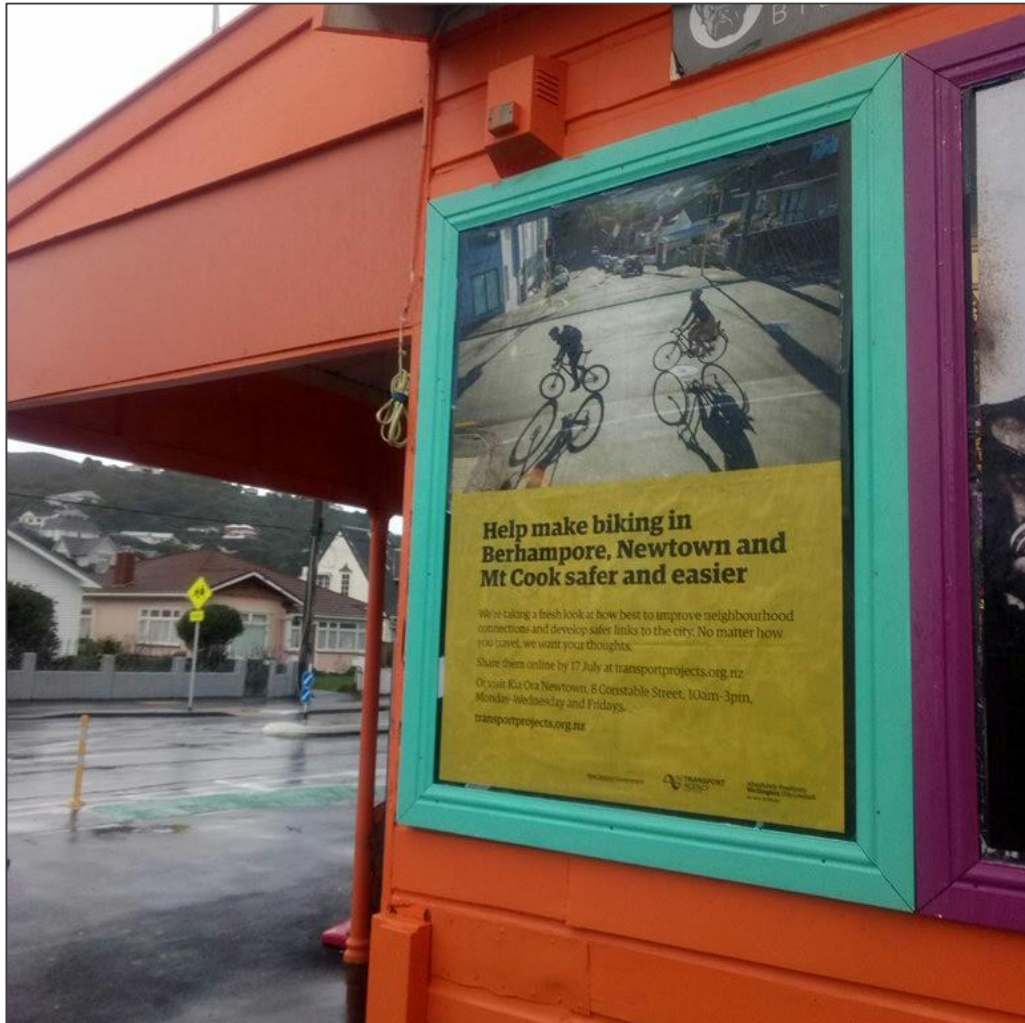
Outdoor



Street Poster Proof of Posting



Street Poster Proof of Posting





Thank you