

Appendix F  
**Social Media Report**

# Kiwi Point Quarry 2017

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## Social Media Report

Absolutely Positively  
**Wellington** City Council

Me Heke Ki Pōneke

# Summary of spend & reach

- A total of 3 Facebook posts
- A total of 2 Facebook events
- Total of 4 WCC Tweets
- Total of 1 LinkedIn post
- Total of 1 Neighbourly post
- Total Reach of 17,928
- Total Clicks of 382
- Please note there were no boosted posts for KPQ (No spend)

<b>Facebook / Neighbourly/LinkedIn</b>			
<b>Facility</b>	<b>Reach</b>	<b>Clicks</b>	<b>Spend</b>
FB Have your say event 30 Sep	5,100	114	\$0.00
FB Have your say event 4 Oct	2,000	67	\$0.00
FB General info about drop in sessions	3,948	131	\$0.00
FB Reminder of 1st drop-in session	1,107	18	\$0.00
FB Reminder of last drop-in session	1,684	21	\$0.00
Neighbourly info post	395	3	\$0.00
LinkedIn info post	3,694	28	\$0.00
<b>Totals</b>	<b>17,928</b>	<b>382</b>	<b>\$0.00</b>

# Have Your Say Events x 2



SEP  
30

**Have Your Say - Kiwi Point Quarry Con...**  
Sat 11 AM · St John's Anglican Church Hall, 18 B...  
You like Wellington City Council

★ Interested



OCT  
4

**Have Your Say - Kiwi Point Quarry Con...**  
Wed 5 PM · St John's Anglican Church Hall, 18 B...  
You like Wellington City Council

★ Interested



**Wellington City Council** added an event.

September 25 · 🌐



We're looking at expanding [Kiwi Point Quarry](#) as the existing north face has only a few years of remaining life.

Forecasts predict by 2043 there will be 50-80,000 more residents in Wellington, which will mean more construction work requiring the types of rocks extracted from Council-owned [Kiwi Point Quarry](#).

Four options were initially considered by specialists for the future of [Kiwi Point Quarry](#):

- Option 1 was to do nothing and close the quarry when the north face rocks were exhausted.
- Option 2 was to quarry the already permitted south site remaining.
- Neither of these options would provide the rock resources needed for the next 15-20 years and are not financially viable.
- Expansion to the south face of [Kiwi Point Quarry](#) is possible with two options (Options 3 and 4) being considered – medium and maximum development. Maximum development would secure rock resources for Wellington City for the next 20 years.

Come to one of our drop-in sessions at St John's Anglican Church hall let us know what you think:

- Saturday 30 September 11am – 4pm
- Wednesday 4 October 5pm – 8pm

Consultation is now live and open til 30 October. For more info and to have your say visit <http://ow.ly/FUKF30foIzL>

**Absolutely Positively  
Wellington City Council**

Me Heke Ki Pōneke

# Facebook Posts

**Wellington City Council**  
Published by H Byrne [?] · September 25 ·

We're looking at expanding **Kiwi Point Quarry** as the existing north face has only a few years of remaining life (based on the current rate of extraction).

Consultation is now live and open til 30 October. We'd like your feedback on the proposed options - let us know what you think at one of our drop in sessions at St John's Anglican Church hall, 18 Bassett Road, Johnsonville:

- Saturday 30 September 11am – 4pm <http://ow.ly/zvld30fomtF>
- Wednesday 4 October 5pm – 8pm <http://o...> See More



3948 people reached

Boost Post

**Wellington City Council** shared their event.  
Published by H Byrne [?] · September 28 ·

Just a reminder - our first Kiwi Point Quarry consultation drop-in session takes place Saturday 30 September 11am-4pm at St John's Anglican Church Hall.

Come along to learn about the expansion options and ask our staff questions.

<http://ow.ly/zvld30fomtF>



**SEP 30** **Have Your Say - Kiwi Point Quarry Co...**  
Sat 11 AM · St John's Anglican Church Hall, 18 ...  
You like Wellington City Council


★ Interested

1107 people reached

Boost Unavailable

**Wellington City Council** shared their event.  
Published by H Byrne [?] · October 2 ·

Just a reminder - our last Kiwi Point Quarry consultation drop-in session takes place Wednesday 4 October 5-8pm at St John's Anglican Church Hall. Come along to learn about the expansion options and ask our staff questions.



**OCT 4** **Have Your Say - Kiwi Point Quarry Co...**  
Wed 5 PM · St John's Anglican Church Hall, 18 ...  
You like Wellington City Council

★ Interested

1684 people reached

Boost Unavailable



# LinkedIn Post



Wellington City Council

2mo · Edited

We're looking at expanding Kiwi Point Quarry as the existing north face has only a few years of remaining life (based on the current rate of extraction). Consultation is now live and open til 30 October. We'd like your feedback ...see more



Kiwi Point Quarry expansion  
wellington.govt.nz

5 Likes

Organic Reach

Hide stats ^

Targeted to: All followers

3,694	0.89%	28
Impressions	Engagement	Clicks
5		
Social Actions		

# Neighbourly Post



## Kiwi Point Quarry Expansion - Consultation opens

50 days ago

Public

Social Media Specialist from Wellington City Council

We're looking at expanding Kiwi Point Quarry as the existing north face has only a few years of remaining life (based on the current rate of extraction).

Consultation is now live and open til 30 October. We'd like your feedback on the proposed options - let us know what you think at one of our drop in sessions at St John's Anglican Church hall, 18 Bassett Road, Johnsonville:

- Saturday 30 September 11am – 4pm
- Wednesday 4 October 5pm – 8pm

For more info and to have your say [click here](#)



Shared with 3 Other Neighbourhoods in Noticeboard

*September 26*

## Kiwi Point Quarry Expansion - Consultation opens

Shared with Broadmeadows + 3 Other Neighbourhoods in noticeboard

Impressions: 395

Unique Users: 216

Message Body Link Clicks: 3

**Absolutely Positively**  
**Wellington City Council**

Me Heke Ki Pōneke

# WCC Tweets

**Wgtn City Council** @WgtnCC · Sep 14

Proposed **Kiwi Point Quarry** expansion: consultation to start



**Proposed Kiwi Point Quarry expansion: consultatio...**  
Proposed Kiwi Point Quarry expansion: consultation to start  
[wellington.govt.nz](http://wellington.govt.nz)

🗨️ 🔄 ❤️ ✉️

**Wgtn City Council** @WgtnCC · Oct 2

Have your say on Kiwi Point Quarry expansion at the drop-in session at Johnsonville on Wed 4 October - [ow.ly/xZw330fonTx](https://ow.ly/xZw330fonTx)

🗨️ 🔄 1 ❤️ ✉️

**Wgtn City Council** @WgtnCC · Sep 25

Have your say on Kiwi Point Quarry expansion at our drop-in session on Sat 30 September - [ow.ly/Fasx30fonOR](https://ow.ly/Fasx30fonOR)



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**Wgtn City Council** @WgtnCC · Oct 28

There's just two days left to have your say on **Kiwi Point Quarry** expansion [ow.ly/H0Qp30fonwK](https://ow.ly/H0Qp30fonwK)



🗨️ 🔄 1 ❤️ 2 ✉️