

Lessons Learned

Greater Melbourne Flood Information Program

Applying engagement learnings from 2025 to 2026

Approaches that worked well

Digital engagement

1. Let's Talk platform

More than 148,000 visitors explored the draft flood maps and supporting information during the consultation. Using learnings from submissions, enquiries, feedback and user testing, the pages are being improved to assist customers to quickly understand their flood risk and what it means for them.

2. Social media

Organic and paid social media posts reached 2.85 million Facebook users. Refining target demographic groups through market research is helping to develop audience personas and create more focused messaging to test with less engaged segments during the campaign.

3. Council collaboration

More than 7,000 visitors to Let's Talk were referred through council websites and social media channels. Continuing collaboration with councils and their local networks ensures that people in targeted areas are being served the content by trusted sources.

In person engagement

1. Doorknocking

A total of 440 addresses were visited, with contact made at 154 residences in the areas of highest flood risk. While some residents expressed concerns about their flood risk, they generally valued the direct, face-to-face engagement. This approach is being further refined to focus on properties where a significant portion of the land is affected by flooding.

2. In-person events with SMEs

A total of 193 people attended community information sessions and had one-on-one discussions with Melbourne Water experts about their flood risk. Due to a number of no-shows and cancellations, we are exploring more flexible and efficient ways to offer personalised engagement experiences.

Approaches that are being refined and improved

1. Consultation timeframes

In response to stakeholder feedback and the need to reach both landlords and occupiers, the consultation period was extended. Timelines have been adjusted to reflect actual participation patterns and to enable feedback from both groups to be gathered at the same time.

2. Resource planning and rostering

In-person engagement can be quite resource intensive, with unforeseen time wasted if people do not attend their booked appointments. Appointments and resourcing are increasing in scalability and responsiveness for more efficient use of time.

3. Mailout process around data

Mailouts can require a 6–8 week production lead time, requiring quantities and addresses to be finalised before production begins. Longer lead times and more specific data requests are streamlining the process.

4. Survey questions

Previous survey questions allowed for a broad range of information and experiences to be submitted; the usefulness of some submissions was limited. The submission form is being updated to be more prescriptive in the acceptable information, with a stronger emphasis on evidence.

5. Accessibility

Translated social media posts reached 39,000 people and Let's Talk pages were translated 3,000 times into languages other than English. We're looking at enhancing overall accessibility with the production of an Easy English guide to understanding flooding and its impacts.