



Notice is given that an ordinary meeting of the Communications Subcommittee will be held on:

Date: Thursday 29 August 2013
Time: 9.30 am
Meeting Room: Tasman Council Chamber
Venue: 189 Queen Street
Richmond

Communications Subcommittee

AGENDA

MEMBERSHIP

Chairperson Cr E J Wilkins
Members Cr J L Edgar
Cr Z S Mirfin
Cr M L Bouillir

(Quorum 2 members)

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Note: The reports contained within this agenda are for consideration and should not be construed as Council policy unless and until adopted.

AGENDA

1 OPENING, WELCOME

2 APOLOGIES AND LEAVE OF ABSENCE

Recommendation

THAT apologies be accepted.

3 DECLARATIONS OF INTEREST

4 CONFIRMATION OF MINUTES

THAT the minutes of the Communications Subcommittee meeting held on Thursday, 13 June 2013, be confirmed as a true and correct record of the meeting.

5 PRESENTATIONS

Nil

6 REPORTS

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6 REPORTS

6.1 CHAIRPERSON'S REPORT

Decision Required

Report To: Communications Subcommittee
Meeting Date: 29 August 2013
Report Author: Sandra Hartley, Executive Officer - Strategic Development
Report Number: RFN13-08-11
File Reference:

1 Summary

1.1 The Chairperson will provide a verbal report at the meeting.

2 Draft Resolution

That the Communications Subcommittee receives the Chairperson's Report RFN13-08-11

Item 6.1

3 Appendices

Nil

6.2 2013 COMMUNITRAK SURVEY RESULTS REPORT

Information Only - No Decision Required

Report To: Communications Subcommittee
Meeting Date: 29 August 2013
Report Author: Sandra Hartley, Executive Officer - Strategic Development
Report Number: RFN13-08-12
File Reference:

Item 6.2

1 Summary

- 1.1 The Communitrak Survey report summarises the opinions and attitudes of Tasman District Council residents, to the services provided for them by Council and their elected representatives. This report summarises those results, focusing on the communications related matters.
- 1.2 Since 1996 Council has commissioned a survey of residents' views on a range of services delivered by the Council. The survey is undertaken by the National Research Bureau (NRB) to ensure independence and impartiality.
- 1.3 A total of 402 residents over 18 years of aged were surveyed, with the interviews conducted spread across the five wards and across various age brackets to ensure a representative sample. The survey was conducted by telephone between 17 and 26 May 2013.
- 1.4 The results contained in the report cover satisfaction with Council services. They also provide data on where people find out information about the Council and on what Council decisions they approve or disapprove of. We asked some new questions in this year's survey covering trust and confidence in Council decision-making and satisfaction with Council's public consultation processes, which may be of interest to the Subcommittee.
- 1.5 **Please remember to bring your copy of the Communitrak Survey Results to this meeting.**

2 Draft Resolution

That the Communications Subcommittee receives the 2013 Communitrak Survey Results Report RFN13-08-12;

3 Purpose of the Report

- 3.1 The purpose of this report is to advise the Communications Subcommittee that the Communitrak Residents Survey has been carried out, and to provide the opportunity for the Subcommittee to discuss the communications related matters.

4 Background and Discussion

- 4.1 Since 1996 Council has commissioned a survey of residents' views on a range of services delivered by the Council every three years. Over the last five years this survey has been carried out annually. It has been undertaken by the National Research Bureau (NRB) over recent years.
- 4.2 A total of 402 residents over 18 years of age were surveyed, with the interviews conducted spread across the five wards and across various age brackets to ensure a representative sample. The survey was conducted by telephone during the period Friday 17 May to Sunday 25 May 2013.
- 4.3 The full report has been sent out to Councillors under separate cover. Please bring your copy to the meeting. The report was also considered at the Full Council meeting on 8 August 2013.
- 4.4 The report has been put on Council's website for the public to access.
- 4.5 The results contained in the report cover satisfaction with Council services. They also provide data on where people find out information about the Council and on what Council decisions they approve or disapprove of.
- 4.6 The information on levels of satisfaction with Council services has been compared to the peer group (similar local authorities) and the national average of all local authorities. The results are also broken down across the wards.
- 4.7 Overall the results are similar to last year, noting that there is a survey margin of error of $\pm 5\%$.
- 4.8 The Council decisions most people supported were:
- the cycleway/bike trails (9%);
 - beautification/upgrades/upkeep parks, reserves and public spaces (5%);
 - do a good job/good service/good leadership (5%);
 - river/flood management/quick response/follow up (4%);
 - library facilities (3%); and
 - sports and recreational facilities (3%).
- 4.9 The Council decisions people disapproved of most were:
- planning issues/rezoning/subdivisions (6%);

- flooding/flood management/follow up (4%);
 - rates increases/rates too high/rates issues (3%);
 - environmental issues (excluding flooding) (3%);
 - Council performance/attitude/communication (3%);
 - Council spending/overspending/money wasted (3%); and
 - roading/roadworks/road safety (3%).
- 4.10 Overall 71% of residents are satisfied with the way rates are spent on services and facilities provided by Council, while 23% are not very satisfied.
- 4.11 Of the 60% of residents who have contacted the Council in the last 12 months, 86% are satisfied with the service they receive.
- 4.12 Most people are getting the main source of their information about Council from Newsline (54% compared with 58% in 2012), 30% of residents got most of their information on Council from the newspapers (up from 27% in 2012) 94% of residents, the same as in 2012, say they have seen, read or heard information from the Council through Newsline. 84% of residents say they receive enough information about Council, compared with 79% in 2012.
- 4.13 90% of Tasman residents have access to the internet (slightly up from 87% last year but within the margin of error).
- 4.14 When questioned on levels of satisfaction with the way Council consults the public in the decisions it makes 42% of residents are satisfied or very satisfied, 40% are neither satisfied nor dissatisfied, 16% are dissatisfied/very dissatisfied and 1% did not know.

<p>5 Conclusion</p>

- 5.1 The Communications Subcommittee is being asked to receive this report and the Communitrak Survey May 2013 results, and to discuss any communications matters that arise from the Survey results.

<p>6 Attachments</p>

Nil

6.3 ONLINE COMMUNICATION OFFICER'S REPORT

Information Only - No Decision Required

Report To: Communications Subcommittee
Meeting Date: 29 August 2013
Report Author: Richard Liddicoat, Online Information Officer
Report Number: RFN13-08-13

Item 6.3

1 Summary

- 1.1 This report provides information on the performance of the Council's website during June and July, and visitor analysis including page views, length of visit and popular pages and documents.
- 1.2 As is often the case, peak visits to the Council website coincided with heavy rain events, with rainfall and river flow data, rates information, cemetery searches and webcams providing the bulk of the visits to the site.
- 1.3 While a drop in visitors was recorded in July, the average visit length remained relatively static at just over three minutes.
- 1.4 Social media presence continues slow and steady growth.
- 1.5 The upgrade to Silverstripe 3 is now mostly complete. This report details some of the major challenges and solutions that were put in place.
- 1.6 The intranet upgrade process is underway.

2 Draft Resolution

That the Communications Subcommittee receives the Online Communication Officer's Report.

3 Visitor Analysis

- 3.1 Peak visits to the Council website were 4611 on Sunday 16 June. The following table shows website visits, page views and average visit duration for June and July.

	June	July
Visits	42,052	31,925
Page views	150,339	114,172
Unique (different) visitors	18,722	15,134
Hours spent online	2359.5	1676
Average visit duration	03:22	03:09

- 3.2 Popular Pages for June and July

June	July
Rates Record search	Rates Record search
St Arnaud webcam	St Arnaud Webcam
Cemetery Records	Cemetery Records search
River Flow	Rates
Golden Bay Webcam	Job Vacancies

4 Silverstripe Upgrade

- 4.1 The upgrade is now complete, and my thanks to those involved for their efforts. Particular thanks to the Website Steering Group and IS team for their support.
- 4.2 A number of unexpected issues, including loss of functionality, and issues with website behaviour in different browsers came to light during the upgrade process. Two main areas on the public facing parts of the site were affected.

Search

- 4.3 The “auto suggest” function began to produce inconsistent and unreliable results. Better results were achieved by using the full search capability, so a decision was made to disable the auto suggest for the public site.
- 4.4 Fixing the issues was a potential sinkhole of development time. While the disabling of the autosuggest is slightly less convenient for the public, the superior search results gained by pressing enter make for a better overall experience.

Links

- 4.5 A change in the way the website content management system (CMS) wrote symbolic links (using a comma instead of a space) meant internal page links and document links were failing after pages were opened in the CMS.
- 4.6 The result of this change was that “Page not found” and “file not found” errors increased. There were 737 errors, up from just seven the previous month. This equated to 0.2% of all unique visits.
- 4.7 A proportion of the errors would have been staff finding and correcting the broken links, however, there would have been some minor public impact.
- 4.8 A fix has been deployed to the site and it is expected that the number of errors will drop back to normal levels in the next report.
- 4.9 There were issues to work through regarding workflow (how pages are processed for approval) and loss of ability to duplicate pages. These issues have also been worked through and resolved post-upgrade.
- 4.10 We discovered a flaw with form submissions where attachments could not be downloaded, this has also been fixed.
- 4.11 In recognition of the difficulties we experienced, website creators and developers Silverstripe have credited half our hours for the project and provided some free development.

5 Other Items

- 5.1 Documentation for website editors has been updated. Training for web contributors will be offered on an ongoing basis.
- 5.2 Some new weather stations are being installed – one at Richmond Racecourse and three in the Nelson area.
- 5.3 Some improvements to the Jam Online website have also been rolled out.
- 5.4 Testing on connecting the new version of the Silent One Document Management System to the website has begun.

6 Social Media

- 6.1 Further incremental growth in all of our social media profiles.
- 6.2 Facebook – our page has 220 Likes up from 185.
- 6.3 Twitter – 437 followers, up from 360.
- 6.4 LinkedIn – 147 followers, up from 135.

7 Intranet

- 7.1 The first steps redeveloping the Council's intranet have been taken, communicating the upcoming change to staff.

8 Attachments

1. Popular Pages June and July 2013 15

Popular docs (Silent One) June 2013

1. Guide to Boating and Water Sports in Tasman District	286
2. Application for Building Consent for Solid Fuel Heating Appliance	174
3. TRMP Planning Maps - Area/Zone Legend (28/8/2010)	156
4. Application for Building Consent and/or Application for Project Information Memorandum (PIM)	94
5. Engineering Standards and Policies 2008	86
6. Request for Land Information Memorandum	84
7. Residential Building Consent Pre-Lodgement Checklist BC78	84
8. Freedom Camping Brochure	83
9. TRMP Planning Maps - Index (Location Map) - (26/09/2009)	79
10. Liquor Licensing - Manager's Certificate Information	76

Popular docs (Silent One) July 2013

1. TRMP Planning Maps - Area/Zone Legend (28/8/2010)	183
2. Engineering Standards and Policies 2008	120
3. Richmond Walking and Cycling map	114
4. Freedom Camping Brochure	106
5. Application for Building Consent and/or Application for Project Information Memorandum (PIM)	105
6. Guidance Notes and Building Consent Procedures Information for Applicants	101
7. Application for Building Consent for Solid Fuel Heating Appliance	98
8. Liquor Licensing - Manager's Certificate Information	98
9. Community Grants Application Form	95
10. TRMP Planning Maps - Index (Location Map) - (26/09/2009)	89

Google docs June

1. Agenda and Reports ACN13-06-27	154
2. Plan Change Text: Explanatory Statement and Schedule of Amendments	143
3. Application for Building Consent and/or Application for Project Information Memorandum (PIM)	72
4. RESC13-06-20 Engineering Agenda and Reports	52
5. Attachments ACN13-06-27	49
6. Map - Special Map 232 - Waimea WMZ - With Dam Option	45
7. Plan Change Map: Areas - Motueka West	39
8. Map - Special Map 232 - Waimea WMZ - Without Dam Option	37
9. Plan Change Map: Zones - Motueka West	36
10. Plan Change Map - Zones - Motueka Central	34

Google Docs July

1. Agenda and Reports EP13-07-04	97
2. Application for Building Consent and/or Application for Project Information Memorandum (PIM)	76
3. RESC13-08-01-Agenda and Reports	56
4. Agenda and Reports ACN13-06-27	43
5. Application for Building Consent for Solid Fuel Heating Appliance	31
6. Application for Amendment to a Building Consent - BC4	27
7. Request for Land Information Memorandum	27
8. Minutes MCN13-06-27	26
9. TRMP Planning Maps - Special Maps Legend	20
10. Commercial Building Consent Pre-Lodgement Checklist BC78A	15

6.4 FINANCE REPORT

Information Only - No Decision Required

Report To: Communications Subcommittee
Meeting Date: 29 August 2013
Report Author: Chris Choat, Communications Advisor
Report Number: RFN13-08-14
File Reference: C797

Item 6.4

1 Summary

- 1.1 The Council's communications costs have ended just over 12.5% under budget for the year 2012/2013.
- 1.2 The only notable exception is the radio advertising costs and Newline Updates, which as reported earlier, have exceeded budget with decisions and associated processes made as how to manage in the coming year.

2 Draft Resolution

That the Communications Subcommittee receives the Finance Report RFN13-08-14

3 Discussion

- 3.1 The Council's overall communications costs are continuing to trend down on an annual basis with the total spend for the 2012/2013 year 88.31% of the annual budget. This downward trend is expected to continue over the coming year as the new single supplier contract with Hothouse Communications begins to reap the benefits of a lower cost structure.
- 3.2 Over-expenditure in Newslines and radio has been noted in past reports with mitigating processes and actions being put in place for the coming year. These actions will see the number of Newslines halved, going in local newspapers on alternative weeks to the fortnightly Newslines production and the ceasing of regular weekly radio appearances.
- 3.3 The production of the regular published magazines/newspapers – Newslines, Mudcakes and Roses, Hummin' and Boredom Busters will also be controlled by fixed price production allowing for greater certainty in cost management.

4 Appendices

1. Communications Finance 19

COMMUNICATIONS COSTS

Code	Detail	June 2013		
		YTD_Balance (Excl GST)	Full Year Budget (Excl GST)	%
01152513	Resource Policy TRMP Publicity	4,140	4,124	100.38%
02132513	Environment Monitoring Water Advertising	1,423	516	275.75%
02152513	Environment Monitoring Publicity	0	1,032	0.00%
0718251350	Waste Minimisation Publicity	2,435	13,159	18.50%
07192513	Kerbside Advertising	2,606	5,926	43.97%
07222513	Waste Education Advertising	922	2,632	35.03%
07262513	Kaiteriteri Refuse Advertising	0	526	0.00%
08012513	Water Advertising	359	0	-
10202512	Port Tarakohe Publicity	252	2,105	11.95%
11012512	Motueka Aerodrome Promotion And Publicity	0	1,263	0.00%
13022512	Richmond Library - Publicity	708	2,881	24.59%
13032512	Motueka Library Publicity	576	842	68.44%
13042512	Takaka Library Publicity	1,382	1,053	131.28%
13052512	Murchison Library Publicity	0	158	0.00%
14012513	Community & Rec Promotion	14,275	12,632	113.01%
14042513	Recreation Publicity	500	0	-
1406251201	Mudcakes And Roses Magazine	41,031	56,285	72.90%
1406251202	Recreation Youth Council Adv	5,407	0	-
1406251203	Jam Magazine	3,791	8,000	47.39%
1406251204	Boredom Busters Magazine	36,778	41,054	89.59%
1406251205	Hummin In Tasman	37,799	35,000	108.00%
17002513	Parks & Reserves General Advertising	0	1,579	0.00%
24012513	Emergency Management Publicity	0	1,032	0.00%
26082512	Election Publicity	1,550	2,632	58.89%
27012512	General Publicity	131,009	152,369	85.98%
2701251202	Publicity - Newslines	104,056	164,215	63.37%
2701251203	Publicity - Radio	58,426	21,053	277.52%
2701251205	Publicity - Newspaper Updates	103,631	35,534	291.64%
27022513	Golden Bay Community Board Advertising	65	0	-
32012513	Regulatory Building Publicity	1,635	5,180	31.57%
32072512	Regulatory Maritime Publicity	0	2,062	0.00%
3612251350	Pest Publicity	507	2,578	19.68%
36212513	Ecofest Publicity	7,072	25,790	27.42%
36262512	Warm Homes Publicity	167	526	31.83%
36272512	Environmental Education Advertising	125	9,474	1.32%
41022513	Corporate Services Advertising & Publicity	10,115	7,421	136.30%
41082512	Strategic Planning Advertising	14,564	36,843	39.53%
4401251302	Community Services General Publicity	0	3,264	0.00%
4402251350	HR Recruitment Advertising	0	526	0.00%
4501251302	Environment & Planning General Publicity	245	2,578	9.51%
4601251302	Asset Management General Publicity	230	737	31.21%
49022512015	Library General Publicity & Advertising	8,844	11,053	80.02%
		596,627	675,634	88.31%

COMMUNICATIONS RECOVERIES

Code	Detail	YTD_Balance (Excl GST)	June 2013	
			Full Year Budget (Excl GST)	%
1406100101	Mudcakes And Roses Magazine	(35,738)	(32,023)	111.60%
14011002	Mudcakes And Roses Subscriptions Income	(148)	-	-
1406100102	Jam Magazine	-	(10,330)	0.00%
1406100103	Boredom Busters Magazine	(10,240)	(24,792)	41.30%
1406100105	Hummin' in Tasman Newsline	(4,100) (37,962)	(53,096)	71.50%
		(88,187)	(120,241)	73.34%

Note: Recoveries are dependent on the timing of the relevant publication.
Jam Magazine is now an online publication only.

TASMAN COLLECTION

Code	Detail	YTD_Balance (Excl GST)	June 2013	
			Full Year Budget (Excl GST)	%
<u>Income</u>				
14521001	Tasman Collection Income	(538)	(8,264)	6.51%
		(538)	(8,264)	6.51%
<u>Expenses</u>				
14522517	Tasman Collection Publication costs	978	8,392	11.65%
		978	8,392	11.65%

Note: This includes Walk and Bike Tasman publications

SELECTED COMMUNICATIONS CREDITORS

NAME	June 2013 YTD_Balance (Excl GST)
DryCrust Communications	388,719
Printhouse	216,821
Nelson Mail	35,340
Media Works	41,775
Waimea Print	51,361
Guardian Newspaper	37,355
Radio Nelson	25,340
Waimea Weekly	44,425
	<u>841,136</u>

Note: These selected communications creditors are a subset of the total communication spend.

Tasman District Council Communications Subcommittee Agenda – 29 August 2013

6.5 COMMUNICATIONS ADVISOR'S REPORT

Information Only - No Decision Required

Report To: Communications Subcommittee
Meeting Date: 29 August 2013
Report Author: Chris Choat, Communications Advisor
Report Number: RFN13-08-15
File Reference: C797

Item 6.5

1 Summary

- 1.1 The Council's single supplier contract with HotHouse Communications commenced on 1 July 2013. The transition from Dry Crust to Hothouse was aided by the good cooperation from the Dry Crust staff and the experience of the staff contracted to Hothouse for the delivery of the contract.
- 1.2 The Subcommittee will notice that there is no media monitoring report this meeting. Alternative arrangements are being explored and will be presented to the Subcommittee at the meeting.
- 1.3 At the last meeting the Subcommittee requested a calendar of major events and regular interactions with the Tasman community be developed to guide the communications function and alert Councillors. The calendar is presented in this report.
- 1.4 The communications staff continue to support the Strategic Challenges work which includes an evolution of the Council's identity discussed further within the paper.
- 1.5 Community engagement of Tasman citizens in initiatives at a settlement or District-wide level is occupying a greater level of my time.

2 Draft Resolution

That the Communications Subcommittee receives the Communications Advisor's Report RFN13-08-15

3 Discussion

Contracted Supply

- 3.1 The Council's single supplier contract with HotHouse Communications commenced on 1 July 2013. The transition from Dry Crust to Hothouse was aided by the good cooperation from the staff at Dry Crust and the experience of the staff contracted to Hothouse for the delivery of the contract.
- 3.2 Regular contact with regard to business handover began before the end of the 2012/2013 year and continues on a regular basis as opportunities for business process and cost improvements are identified.
- 3.3 The transfer of files and set up of processes and systems has been relatively smooth with little or no disruption to delivery of key publications. The transfer has in turn provided an opportunity to review and refine existing processes and activity is already delivering improved outcomes.
- 3.4 There has been an ongoing effort to introduce Hothouse to Council staff responsible for the production of communications and publicity material. This has resulted in the seamless delivery of collateral and regular publications in what has been a busy period.
- 3.5 A full list of active, and closed, jobs for July/August 2013 can be found in Attachment 1.

Events

- 3.6 Ecofest 2013 (17-18 August) has been a major catalyst for activity – Council, as a primary sponsor, had a number of stands and displays, including Pest Management, Environmental Education, Warm Tasman and Refuse and Recycling.
- 3.7 Elections 2013 – HotHouse has been active supporting Sandra Hartley. Output has included promoting the elections via local media and Newsline, creating the material required for the nomination period and designing the candidate information book.

Media Monitoring

- 3.8 The Subcommittee may notice there is no media monitoring report this meeting.
- 3.9 As a result of the changeover to Hothouse the supply of media monitoring services is being reviewed. Currently supplied by Meltwater, media monitoring is limited to regional newspapers, radio and TV. Although cost-effective, it has led to a lack of monitoring at a local level.
- 3.10 Since the contract with Meltwater was entered into 2 years ago two further suppliers have entered the market. I am working with HotHouse on reviewing the options and /or the supply of monitoring services able to be supplied by HotHouse themselves. It is hoped that a solution will be able to be discussed at the meeting.

Event Calendar

- 3.11 At the last meeting the Subcommittee requested a calendar of major events and regular interactions with the Tasman community be developed to guide the communications function and alert Councillors.
- 3.12 The calendar is attached based on known communications activities which are proposed at this point in time (refer Attachment 2). Progress against this calendar will be reported on to the Subcommittee over the coming year.

Regular publications produced:

- 4 x Newslines
- 1 x Mudcakes & Roses
- 1 x Boredom Busters magazine

- 3.13 A survey of Boredom Busters readers was undertaken during the last quarter. See Attachment 3 for a summary of feedback and full results. HotHouse is reviewing the focus, style and content of the publication with Paul McConachie to ensure it builds on this survey's results.
- 3.14 A survey of Mudcakes & Roses readers is being created and will go live on the 1 October 2013 to measure the publications effectiveness and highlight where improvements can be made. Results will be available by 1 December 2013.

Internal Communications Activities

- 3.15 The communications staff continue to support the Strategic Challenges work with the delivery of the internal channels 'On The Same Page' and the Chief Executive's Blog.
- 3.16 There has also been identity collateral developed to assist with a uniform delivery of the strategic challenges work under the name of 'Able Tasman – Changing for Good'. This is for an internal audience and supports the work driven by the Chief Executive.
- 3.17 The mainstay of this work is the development of the Intranet as mentioned in the Online Report to this meeting. The process for development, to be launched this week, will be driven by the needs of the organisation through collaborative input by staff in real time as opposed to behind the scenes process resulting in a 'big bang' launch.
- 3.18 The Intranet in its development will be a visual representation of the change going on within the organisation and will grow as the needs and awareness of the change grows, i.e. what is necessary now may well be superseded as the Able Tasman project grows.
- 3.19 It is envisaged the new Intranet will be the vehicle which enables the discussion of internal initiatives throughout the organisation as well as providing the tools required to work in a manner supporting the desired outcomes of the wider project ultimately benefiting Tasman citizens.

Community Engagement

- 3.20 The engagement of Tasman citizens in initiatives at a settlement or District wide level is occupying a greater level of the Unit's time. Whether it is online, printed material, advertisements or public meetings there is a greater strategic communications focus beyond the minimum requirements contained in legislation, particularly in the pre-engagement phase.
- 3.21 The attached calendar of milestone work clearly highlights the increased amount of work being undertaken and supported by communications staff. The majority, if not all, of this work is still being led by the staff accountable for the outcomes.

Identity evolution

- 3.22 Subcommittee members will remember a recent presentation from the Chief Executive regarding the progress of the strategic challenges under the Able Tasman project. Supporting and enabled by the challenges we have undertaken a review of the Council's identity. Partly driven by efficiency and partly by a need to identify change of attitude and delivery, the Council's identity will be evolving.

- 3.23 It is not proposed to undertake an entire revamp of the logo or the Council’s identity but to undertake a staged evolutionary change as and when needed.
- 3.24 We propose that the first items to be changed are the Council’s letterhead, removing the need to have pre-printed stock, and the Council vehicle fleet as vehicles are replaced.
- 3.25 The idea of changing the logo has been discussed for sometime as a means of signalling a change to the way we do things externally. The main reasons behind the change are:
 - The installation of the new printers across the Richmond office has resulted in increased printing capabilities.
 - There are good savings that can be achieved from printing branded stationary in house.
 - It also ties in to our BHAG (Big Hairy Audacious Goal) of ‘adding value in everything we do’ by making the printing process faster, easier and cheaper.

3.26 The expected benefits include:

Community

- Our community will see our focus on reducing costs and lean thinking.
- They will see greater consistency in logo colour which will improve brand integrity.

Council

- Reduced printing costs.
- No pre-printed stationary stock required, clears up space, etc.
- Improved staff productivity and efficiency due to a leaner printing process.

Examples of application of the new style are attached to this report

- 3.27 Instead of doing a complete overhaul all at once, we are going to phase in the new logo on an ‘as and when needed’ basis as other stationery is depleted, i.e. letterhead, Mayoral letterhead, compliment slips, calculation pads and corporate clothing.
- 3.28 Our cars will be rebranded as they are replaced and the electronic media, i.e. website, can be rebranded almost immediately.
- 3.29 There will eventually be a tipping point where the need to complete the logo change will be logical. This will be the only stage with enforced costs as all other changes will be driven by withdrawing elements as opposed to creating new ones.

4	Appendices
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1.	Current and Active Jobs	27
2.	Communications Calendar of Events	29
3.	Boredom Buster Survey Summary	31

Tasman District Council Job List - June/July 2013

as at 30.07.13

Date	Job Number	Job Description	Order Nbr	Closed
07.06.13	J003564	Publications Schedule 2013	40118	Closed
18.06.13	J003659	Communications support - June Time	40118	Closed
05.07.13	J003659	Communications support - Week ending Friday 5th July	40118	Closed
12.07.13	J003659	Communications support - Week ending Friday 12th July	40118	Closed
19.07.13	J003659	Communications support - Week ending Friday 19th July	40118	Closed
26.07.13	J003659	Communications support - Week ending Friday 26th July	40118	Closed
20.06.13	J003684	Rate card for publications	40118	Closed
01.07.13	J003709	Rates Assessment Info Material - Update 2013		Closed
01.07.13	J003741	Newsline - Updates - July 2013 (2nd July & 15th July)	40119	Closed
05.07.13	J003730	Newsline - 2nd August	40120	Closed
05.07.13	J003730	Newsline - 2nd August Copywriting	40120	Closed
08.07.13	J003788	Pre-election Report	Chris to get	Closed
09.07.13	J003792	Newsline 19 July 2013 - Additional 4 pages	40120	Closed
09.07.13	J003792	Newsline 19 July 2013 - Copywriting - additional to quote	40120	Closed
15.07.13	J003662	Mudcakes & Roses - August 1st Editorial, Design & Print Management		Closed
22.07.13	J003863	Newsline Updates 23rd July 2013	40119	Closed

Tasman District Council Job List - August 2013

as at 19.08.13

Date	Job Number	Job Description	Order Nbr	Closed
08.07.13	J003784	Print Advertising - July 2013	40121	Closed
17.07.13	J003836	Logo Tweaking	40118	Closed
18.07.13	J003849	Community Awards Certificates 2013	Tara	Closed
26.07.13	J003659	Communications support - Week ending Friday 2nd August	40118	Closed
29.07.13	J003913	Enviroschools ECE certificate	40117	Closed
30.07.13	J003919	Community Award Photography	Tara Fifield	Closed
09.08.13	J003659	Communications support - Week ending Friday 9th August	40118	Closed
01.8.13	J003878	Newsline 16 August 2013	40120	Closed
01.08.13	J003879	Copywriting for Newsline - 16 August	40120	Closed
24.07.13	J003875	Calculation Pad	40118	Closed
06.08.13	J003974	Newsline Updates 6 August 2013	40119	Closed
05.08.13	J003963	Takaka Service Centre Signs		Closed
16.08.13	J003659	Communications support - Week ending Friday 16th August	40118	Closed
23.08.13	J003659	Communications support - Week ending Friday 23rd August	40118	Closed
30.08.13	J003659	Communications support - Week ending Friday 30th August	40118	Closed
07.06.13	J003570	Environmental Awards	Rob Francis	
05.07.13	J003777	Council Forms Suite & Dev Contributions Info Bro - update 2013	40118	
09.07.13	J003794	Tas Regional Mgmt Plan-redesign	Nothing yet	
10.07.13	J003804	Ecofest 2013	to get	
12.07.13	J003813	Local Government Elections 2013 - Candidate Info Booklet & Nom Form		
16.07.13	J003830	Wood Burner rules DL		
18.07.13	J003851	Motueka Ecological District Report	Get Nbr	
24.7.13	J003888	TDC & NCC Display for Ecofest (NCC Job Number: 201492)	40112	
24.07.13	J003877	TDC Pest Display for Ecofest	To Get	
25.07.13	J003882	Takaka Squash Club Sign	40118	
25.07.13	J003889	Rural Land Use & Subdivision Review	To Get	
29.07.13	J003907	Pest Control Brochure	40238	
07.08.13	J003981	Hummin' in Tasman	MW to Get	
01.08.13	J003933	Print Advertsiting for TDC - August 2013	40121	
13.08.13	J004020	Newsline Updates 22 August 2013	40119	
14.08.13	J004037	Boredom Busters - Spring 2013	37290	
14.08.13	J004042	Controlling Aquatic & Wetland Invaders - A5 Brochure Report	40237	
14.08.13	J004043	Controlling Vine Invaders - A5 Brochure Reprint	40237	
15.08.13	J004052	UpCycle competition certificate	40142	
15.08.13	J004053	Newsline 30 August 2013	40120	
15.08.13	J004054	Copywriting for Newsline - 30 August 2013	40120	
16.08.13	J004058	Warm Tasman Ecofest poster	CC sml job	

Calendar of Events/Regulatory Dates to Assist Communication

This is a 6 monthly chart of the main events, to be updated post-elections.

	July	August	September	October	November	December
Community		Community Grants, Positive Aging Forum	Hummin', Boredom Busters	Sport NZ Travel Grants	Hummin distribution, Creative communities, Tasman's GotTalent,	Tiny Tots, Xmas parades/events, Street Ambassadors,
Environment		Waimea Water & Mot West and Central Plan changes	Richmond intensification opportunities, Flood Hazards in B'water /Wfield, Rural land use review	GB landscape protection, Rural Land use		Waimea Water
Engineering	Minor improvements (ongoing)	Champion Road culvert	Reservoir Creek dam Richmond WTP 1 st contact	Borck Creek, Takaka WWTP	Water meter renewals	Bridge renewals
Corporate	Rates Rebate	Rates	Annual Report	Corporate Change	Rates, Corporate Change	
Strategic		Communitrak ECO Fest		New Council	Annual Plan, New Council	Annual Plan

Boredom Buster Survey overview
Prepared by Paul McConachie

Winter 2013 Edition

Responses: 217 (56% Tasman, 44% Nelson)

Purpose: Every 2 years a Boredom Busters questionnaire is carried out to ascertain the perceived value of the magazine with parents and their children.

Of those surveyed:

- 77.5% of children regularly bring home copies of BB.
- 56% of parents/households regularly look at holiday program listings.
- 39% regularly use the Holiday Program listings to make decisions about attending/enrolling their kids in holiday programs.
- 96% of children enjoy the activities included in BB, such as colouring in, word finds, DIY crafts and recipes.
- 55% agreed that BB should remain as a printed magazine, 43% agreed that it should be both a printed magazine and a website.

In general feedback was overwhelmingly positive. Common themes/comments depicted:

- The magazine is used as an educational resource that parents and children complete together, in their own time, in the comfort of their own home.
- Competitions are still providing popular, especially the colouring in competition which regularly attracts 300+ entries each edition.
- Parents utilise the 'events what's on guide' to plan holiday outings/activities for their children.
- People want 'more'. Free 'stuff' (vouchers, discounts, 2 for 1's), competitions and activities where commonly referred to.
- Some people indicated they wanted more content focused towards the older children (10-13 yrs) with reference to harder competitions and activities.
- People enjoyed that the magazine had a 'local' feel to it, containing relevant info specific to the Nelson Tasman region, in reference to local events/program listings, local kids profile, local kids caught on camera, top 5 local things)

6.6 COMMUNITY ENGAGEMENT STRATEGY UPDATE

Information Only - No Decision Required

Report To: Communications Subcommittee
Meeting Date: 29 August 2013
Report Author: Chris Choat, Communications Advisor
Report Number: RFN13-08-16
File Reference: C797

Item 6.6

1 Summary

- 1.1 Since the last meeting a number of meetings have occurred taking advantage of the expertise of external resource and direction and advice from Councillor Edgar.
- 1.2 While the Strategy is still in draft form, the principles of the Strategy are being utilised and practised throughout the organisation.
- 1.3 The attached Strategy is more refined than its previous edition and is looking for further guidance and/or acceptance prior to being recommended to the Corporate Services Committee for adoption.

2 Draft Resolution

That the Communications Subcommittee:

1. receives the **Community Engagement Strategy Update RFN13-08-16**; and
2. provides further guidance and/or recommends it to the **Corporate Services Committee for acceptance.**

3 Purpose of the Report

- 3.1 The purpose of the report is to introduce the current draft of the Community Consultation Engagement Strategy to the Subcommittee for its consideration and further input.

4 Background and Discussion

- 4.1 The Community Consultation and Engagement Strategy has been in development since last year.
- 4.2 The Strategy has arisen from two areas;
- a) the need for the Council to have a Consultation Policy incorporated within its Governance Statement (section 40 h of the Local Government Act 2002), and
 - b) the Council's desire to improve its level and methods of engagement with the community.
- 4.3 The cross-departmental project has been managed by the Communications Advisor to assess the need for the Strategy, develop its content and identify the means by which the Strategy and its objectives can be utilised to assist Council's decision-making processes.
- 4.4 The cross-departmental project has looked to a number of sources for knowledge and experience including:
- a Councillor workshop;
 - International Association for Public Participation training; and
 - the output of similar strategies currently in practice in New Zealand and Australian public bodies.
- 4.5 In the development of the Strategy a number of factors have had to be taken into account including the current legislative requirements and policies that exist in the Council already. Examples include: the Local Government Act (LGA), Reserves Act and Resource Management Act (RMA), and the Council's Policy on Significance and Statement on Fostering Maori Participation in Council Decision-making.
- 4.6 The focus of the Strategy was widened from strictly a consultation policy to include community engagement, following discussion with the Subcommittee and a subsequent Councillor workshop. The outcome of the workshop clearly indicated a desire and support for the Council to have the direction and means of engaging more fully on key decisions.
- 4.7 The draft Strategy initially presented was deemed too complex and was referred to further work aided by Councillor Edgar and internal consultant Penny Bloomberg.
- 4.8 Subsequent work has a more refined Strategy with a focus on raising the awareness of the principles and actions.
- 4.9 The Strategy will be inculcated through internal training programmes and resources.
- 4.10 The Community Consultation and Engagement Strategy will be reviewed every three years as part of the Governance Statement.

5 Options

- 5.1 The Community Engagement Strategy is a commitment to the communities it represents. It goes beyond and strengthens the current legislative requirements on the Council to encourage a wider level of engagement particularly on key projects or issues.
- 5.2 The Subcommittee has the options of providing feedback on the draft Strategy or to decide not to have a Community Consultation and Engagement Strategy.
- 5.3 Current indications have been supportive of further development of the Strategy.
- 5.4 Staff recommend continuation of the Strategy's development and requests the Subcommittee's feedback on the attached draft Strategy.

6 Strategic Challenges / Risks

- 6.1 There is a slight risk that Maori within Tasman may seek a higher level of engagement including increased involvement in Council decision making. This level of relationship is outside the realm of this Strategy and has not been considered.

7 Policy / Legal Requirements / Plan

- 7.1 In developing the Community Consultation and Engagement Strategy the Council's current legislative obligations to consult under the LGA, RMA, Reserves Act and other relevant legislation have been considered.
- 7.2 The Strategy is designed to assist the Council and staff to meet these obligations and as such will be included with the Council's Governance Statement.

8 Consideration of Financial or Budgetary Implications

- 8.1 In activating the Community Engagement Strategy there is a need to take into account the costs involved. A cost benefit analysis is key to any decision being taken as to the nature of the engagement required and desirable. Any identified costs will need to be included in the budgets for the projects or matters being consulted on.
- 8.2 Initial analysis of projects or matters being consulted on will need to incorporate the significance of the project and the level of consultation and engagement the affected community/ies may have an expectation to receive.

9 Significance

- 9.1 The decision being sought today is assessed as being of low significance. It is considered low as the Subcommittee is being asked to contribute to the finalisation of a Strategy to be adopted at a later date.
- 9.2 The adoption of the Strategy once completed is considered to be of low to medium significance as it provides guidance to Council and staff delivery, as is considered as unlikely to be of public interest, it does not have major financial impacts or affect the delivery of services.

10 Consultation

10.1 The further development of the Strategy has been internal with its efficacy being monitored through its application.

11 Conclusion

11.1 The Community Engagement Strategy is a commitment to the Tasman community by the Council to meet the objective of the policy of 'Better decisions through an involved and informed community'.

11.2 This commitment will require the staff of the Council to be aware of the need to engage communities beyond consultation, particularly on key projects or issues.

11.3 The Community Engagement Strategy will need to be embedded through training and experience. This programme will put in place once the Strategy is approved.

12 Next Steps / Timeline

12.1 Once feedback has been received and incorporated the Strategy will be considered by the senior management team and finalised, taking into account the Subcommittee's views, for referral to the Corporate Service Committee for consideration and adoption.

13 Appendices

1. Community Engagement Policy

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Community Engagement Policy

Engagement is at the heart of local democracy. In the context of this policy engagement is defined as a genuine exchange of information, points of view and options for decisions between affected and interested people and decision makers before a decision has been made.

It is accepted that any community engagement planning or process does not replace the legislatively driven consultation obligations. These obligations must still be adhered to and are considered a subset of, and quite often the catalyst for, an engagement process.

Engaged communities are fully informed to enable the opportunity to contribute to any decisions affecting the District.

Community engagement enables the wider Tasman community, including the Council, to participate in meaningful ways to the decision-making process. Following which the Councillors and other elected members who have the primary relationship and responsibility with constituents can make decisions that have been shaped by those constituents.

There is an increasing expectation, driven by the recent focus on local government decision-making and the intent of the recent amendments to the Local Government Act, to move beyond regulated consultation processes to a greater level of engagement with the communities served.

The Tasman District Council has chosen to go beyond the processes enshrined in many pieces of legislation to support a collaborative and engaging partnership.

The Community Engagement policy is not a compliance/tick box approach, but is designed to guide the expectations within the relationship between the Council and the Tasman community.

Meaning of Community Engagement

It is the promise Tasman District Council makes when it engages is to keep communities, directly affected or otherwise informed, to provide reasonable time for those participating to come to a view, to listen to what they have to say with an open mind, to acknowledge what we have been told and to inform contributors how their input influenced the decision the Council made.

It does not mean that the decision will be delegated to those involved in the engagement process, but rather that the decision, when made, is likely to be improved by and supported through the involvement of the community. The engagement process should also help the community understand the decision that the Council makes and why that decision was made.

Engagement is not:

- just about providing information
- a substitute for decision making
- always about reaching an agreement or consensus
- always about negotiation
- just prompting a decision already made
- an opportunity for the community to vote for a particular decision.

Nor is engagement always appropriate when:

- the likely costs of engagement are not in proportion to the benefits
- there is a need for commercial sensitivity
- there is a threat to public health or safety and a decision is required without delay

- Council has a sound understanding of the views and preferences of people likely to be affected.

Objectives

To give life to the value of effective community engagement there are a number of objectives within the policy;

1. promote a sense of ownership and partnership within the Tasman community
2. inform people and communities about the issues that affect them
3. provide an opportunity for meaningful input prior to, and into, decisions
4. create an awareness of the diversity of opinion within the community
5. to support innovation in the approaches taken by Council staff build a common understanding and shared knowledge with the community
6. to create an environment of trust and respect in the Council's decision-making process.

Engagement Principles

Council will apply the following principles when engaging the community. The principles are common to all engagement processes, but the emphasis or weighting will reflect the needs of the issue or question.

The principles have been adapted from the Local Government Act 2002 (Sections 78 and 82). Other principles have been added to reflect the Council's commitment.

Access to information – we will provide reasonable access to relevant information in a timely manner and in a format that is appropriate to people's needs.

Encouragement to Present Views - we will encourage all those affected by, or who have an interest in, an issue or project to present their views. The views can be presented in any way that is appropriate to their needs, e.g. written submission, oral submissions.

Timeliness - we will build engagement into the planning process from the start. Sufficient time will be allowed for considered responses from all groups with an interest in, or who are affected by, the issue.

Significance as a guide – the level of engagement will be driven by the level of significance the decision-making process and outcome will have to the affected communities. The significance of a decision is a continuum and can be used to identify communities and appropriate engagement processes.

We will be open to decision-making partnerships – In engaging and making decisions the Council will work in partnership with appropriate representative interests.

Transparency - we will provide information about the purpose of engaging and the scope of the decisions, for example, why the Council is engaging, what issues are and are not up for decision-making, how the decisions will be made and who will be making them so that the participants know and understand the impact of their involvement.

Feedback - we will provide information regarding the outcome of the decision making process and the reasons for the decisions.

Openness - we will receive views with an open mind and will give those views due consideration when making a decision. The Council welcomes indications of support for, or opposition to, proposed projects or issues.

Responding to Diversity - we will endeavour to seek the views of a wide cross-section of the community using the most appropriate ways of engaging with various representative groups in the community.

Engaging with Maori - we have established processes to provide opportunities for Maori to contribute to our decision making processes.

Coordination - we will encourage planning, coordination and collaboration amongst Council departments and entities over engagement processes.

The Council will provide an opportunity for communities and encourage people to play a role and provide meaningful input into the Council's decision-making.

To support those opportunities we will:

- engage as early as possible
- choose the type of engagement most suited to each issue and form a engagement plan;
- consider the extent that the Council is already aware of views of potentially affected and interested people;
- take opportunities to consider the views of affected communities at all stages through the adoption of solutions, initiatives or policies;
- have regard for the nature and significance of the decision - its likely impact on and significance to those affected;
- engage as early as possible, and as appropriate, in a decision-making process and ensure engagement processes are an integral part of project planning in its earliest stages;
- integrate and combine engagement and decision-making processes across departments as appropriate and wherever practicable;
- be sensitive to engagement becoming a burden, and people becoming reluctant to participate (effectively losing faith in the process);
- work with members and/or associations within the community to carry out engagement where appropriate and cost-effective.

Engagement with Maori

Council will honour all processes, agreements and memorandums of understanding developed with Maori as they relate to consultation as part of its decision-making policies.

As well as Council's personal commitment to providing opportunities for Māori participation in its decision-making processes the Local Government Act 2002 also places a number of obligations and responsibilities on Council in regard to Māori. These include the need to establish and maintain processes to:

- Provide opportunities for Māori to contribute to pre-engagement process prior to the decision-making processes of Council.
- Consider ways in which we may foster the development of Māori capacity to contribute to the decision-making processes of Council.
- Provide relevant information to Māori for the above purposes.

The Council has made a commitment to honour its relationship with Maori of the Tasman District through its 'Statement on Fostering Māori Participation in Council Decision Making' within the current Long Term Plan which is attached as an appendix.

The contribution by Iwi to Tasman’s decision-making processes is provided through the relationships we share with Ngati Tama, Ngati Rarua, Te Atiawa, Ngati Koata, Ngati Kuia, Rangitane, Ngati Toa and Ngati Apa, and with Ngai Tahu for the relevant area of the District around the Lakes/Murchison locality. Where appropriate, Council will work through established agencies like Tiakina te Taiao and Manawhenua ki Mohua when dealing with iwi, and with Whakatu Incorporation and NRAIT when dealing with matters relating to the land holdings of those agencies.

For guidance and advice as to the appropriate approach when dealing with iwi or Maori, staff should contact the Strategic Development Unit.

Consultation under other Acts

Section 82(5) of the LGA 2002 says that where specific consultation is required under the LGA or any other enactment and if inconsistent with any s82 principle – the other provisions will prevail (to the extent of the inconsistency). Those other Acts include the Reserves Act 1977, the Biosecurity Act 1993, and the Resource Management Act 1991.

Special Consultative Procedure

Where any decision requires a special consultative procedure to be followed, Council will follow the procedure prescribed in the relevant Act. This will also occur when the issue is recognised as of high significance within the Council’s Policy on Significance.

Method

Decisions that have the potential to affect one or more of Tasman’s communities will be assessed at the beginning of each decision-making process. The assessment will include;

- the need to establish the level of engagement the decision in question requires in terms of the Council’s significance policy,
- affected and interested audiences,
- legal and regulatory requirements, and
- risk factors that will in turn decide the tools required this may include a cost benefit analysis.

The table below should guide staff and the Council when considering how and when to seek community input into its decisions.

Engagement Plan Template The template is designed to alert the managers of projects to the function and needs of engagement. The questions below should assist in the identification of the requirements of the engagement exercise. This is not an exhaustive list and is a prompt for a wider engagement plan.

Project:	
Project Initiator/Manager:	
Consultation/Engagement Requirement:	
Outcome sought through Engagement:	
Communities to be engaged	

Action	Responsible	Plan Attached	Date completed
Engagement plan finalised			
All legislative and regulatory demands identified			
Audiences to be engaged identified			
Relevant stakeholder groups identified			
Engagement methods identified			
Method of collecting information finalised			
Method of acknowledging information finalised			
Outcome of engagement publicised			
Decision publicised to those who contributed			

6.7 ACTION SHEET - COMMUNICATIONS SUBCOMMITTEE 13 JUNE 2013

Information Only - No Decision Required

Report To: Communications Subcommittee
Meeting Date: 29 August 2013
Report Author: Sandra Hartley, Executive Officer - Strategic Development
Report Number: RFN13-08-17
File Reference: C797

Item 6.7

1 Summary

1.1 The Action Items are attached from the previous Communications Subcommittee meetings.

2 Draft Resolution

That the Communications Subcommittee receives the Action Sheet - Communications Subcommittee 13 June 2013 RFN13-08-17

3 Appendices

- | | |
|-----------------|----|
| 1. Action Sheet | 45 |
|-----------------|----|

Item 6.7

Attachment 1

Action Items - Communications Subcommittee

Report Number	Item	Minute / Action	Accountable Officer	Status
Meeting Date: 24 April 2013				
FN13-04-09	Contract Agreement	Once ratified by Tenders Panel, contract agreement with preferred tenderer be finalised.	C Choat	Done
Meeting Date: 13 June 2013				
FN13-06-01	Newsline	Communications Advisor to prepare a programme covering regular matters that need to go into Newsline during the 2013/2014 year	C Choat	On agenda for 29 August 2013

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