

MINUTES

TITLE: Information and Publicity Subcommittee
DATE: Wednesday 15 March 2006
TIME: 8.30 am
VENUE: Corporate Services Manager's Office, 189 Queen Street, Richmond
PRESENT: Crs E E Henry (Chair), P K O'Shea, R G Kempthorne
IN ATTENDANCE: Corporate Services Manager (D G Ward), Publicity Officers (M Raffills, D Cowdrey, A Dunn), Minute Secretary (V M Gribble)

1 RECEIPT OF INFORMATION AND PUBLICITY SUBCOMMITTEE MINUTES – 18 JANUARY 2006

Moved Crs O'Shea/Kempthorne
FN06/03/01

THAT the minutes of the meeting of the Information and Publicity Subcommittee held on 18 January 2006, containing resolutions numbered FN06/01/01 and FN06/01/02 be received.

CARRIED

2 CHAIRPERSON'S REPORT

In presenting her verbal report, Cr Henry referred to:

- the need to re-establish a regular routine for compilation of Newslines – The Mag;
- a review of advertising guidelines, with a request that copies of the proposed guidelines be circulated and these be discussed as an agenda item at the next scheduled Subcommittee meeting;
- the need to have a consistent approach for signage throughout the District.

3 DRAFT NEWSLINE 128

The Subcommittee reviewed draft Newslines 128 which will be distributed to households from 23 March 2006.

4 PUBLICITY OFFICER'S REPORT

Mr Raffills tabled his report and advised that Dry Crust will be located at a desk on the Corporate Services floor daily from 10.30 am to 12 noon.

The draft Publicity Strategy has been prepared and will be discussed in detail at the next Subcommittee meeting.

Mr Raffills advised that there will be three information areas in the main (Customer Services) foyer of the Richmond Council building:

- one for promoting the District
- one for forms
- one for general Council information, plans etc

A series of events aimed at promoting the pool to the wide range of sponsors will be finalised, approved and put into operation during April 2006.

Mr Raffills tabled a copy of Newsline – The Mag procedures which were discussed by the Subcommittee.

The Library website is being redesigned and be launched to the public in late April 2006.

Cr Kempthorne asked about having rivers and lakes live and also putting groundwater levels and bores on the website.

Mr Ward advised that there is a strategy for the whole of 2006 for the website which includes rivers and water information.

Handbook to Paradise will be re-issued in May 2006.

5 CONTENT FOR FUTURE EDITIONS OF NEWSLINE – THE MAG

It was decided that stories for future Newsline – The Mag will be allocated a publishing date, after being discussed at the Subcommittee meeting.

6 CONTENT FOR NEWSLINE - THE MAG NO 129

TRMP article outlining what it is, what it does and how to read it.

Rural Futures

Representation Review update

Richmond Air Quality – brief story summarising issue, with technical stuff being in Hubbub

The meeting concluded at 9.25 am.

Chair:

Date: