

STAFF REPORT

TO: Chair & Members, Communications Subcommittee
FROM: M Raffills, Publicity Officer
DATE: 21 February 2008
SUBJECT: **Publicity Officer's Report**

1. Current Jobs

The current list showing jobs being worked on at the moment will be available for viewing at the meeting.

- Annual Plan time is on us again and that always takes priority over other work.
- We are also working on some Council re-branding ideas for the CEO.
- We are back into the regular production schedule for Newsline The Mag, Mudcakes & Roses, Boredom Busters, JAM and Hubbub.
- A new publication schedule has been produced for Newsline The Mag, Mudcakes & Roses, Boredom Busters, JAM and Hubbub. These are with the appropriate Council staff and Councillors.
- Work on the new communications strategy along with associated policy and procedures is also a priority at the moment.
- Various projects are underway across all Council departments – including the stopbank project, road safety, environmental education, waste education, bio security.

2 Tasman Collection

Total sold/gifted is 956 units from October 2007 to Feb 2008 – 729 sales and 227 Council gifts. Of the 956 total 521 were Walk Tasman, 297 were Bike Tasman and 138 were other titles.

3 Hummin' In Tasman

Have approximately 400 copies left to distribute of the 25,000 printed. Apart from four events listed with wrong information the publication has again proved very popular with residents and visitors across the District. The remaining copies will be distributed via Fresh Choice, Takaka; Warehouse, Motueka; Mall, Richmond; and Airport, Nelson.

4 The Shows

Since last meeting we have attended Richmond Market Day; Takaka A&P Show, Tapawera Boys & Girls Agricultural Show and Murchison A&P show.

5 Report on recent media coverage to 19 February 2008

Have noticed an increase in negative press coverage over the last couple of months. Issues have been Council's move to market rates and conditions and proposed targeted rate for Community Boards. Port Tarakohe development plans have also been in the news.

Positive media coverage received on:

- Richmond Town Centre upgrade
- Lee Dam
- Citizenship ceremony
- Water restrictions
- Bikewise build up

- Media release on Waitangi Tribunal claim fairly reported
- Cr Higgins release responding to McDonald's not reported

Above were all released by Council via Communications staff (Dry Crust)

Negative publicity received over:

- Community Board Targeted rate
- McDonalds, Motueka
- Staff pay dispute
- Paton's Rock housing plan

- Sensationalised report on plans for Port Tarakohe

All came from direct Council staff interaction with the media - no Communications staff involvement in any of these items.

Note: The above coverage highlights the need for media strategies to deal with potential contentious issues before they break as outlined in the existing communication strategy. It is notable that the majority of negative information relates to Golden Bay and secondly Motueka.

6 Community Survey

Awaiting timelines, draft questions and budgets from two companies, NRB and Research First. Once these are in hand questions will be finalised, the survey undertaken and the full results will be back to Council by end of June 2008.

Mark Raffills
Communication Officer