

## **STAFF REPORT**

**TO:** Communications Subcommittee

**FROM:** Paul Wylie, Chief Executive Officer

**REFERENCE:** C797

**SUBJECT:** **Realignment of Communications Responsibilities -  
RFN10-01-04**

---

### **PURPOSE**

The purpose of this report is to advise the Subcommittee that the responsibility for the Communications function has been transferred from the Corporate Services Department to the Strategic Development Department.

### **BACKGROUND**

In the past the Corporate Services Department has had responsibility for Council's strategic policy function, as well as communications. Nearly two years ago I created a separate Strategic Development Department with responsibility for strategic and cross-Council policy development. At that time the communications function was retained in Corporate Services.

### **DISCUSSION**

Through the Ten Year Plan process and other matters, it has become evident that there is strong alignment between the strategic policy and communications functions and that the two would sit well together. Therefore, as from 18 January 2010, I have transferred the function from Corporate Services to the Strategic Development Department. Susan Edwards, Strategic Development Manager, will take over responsibility for servicing the Subcommittee.

While this change is designed to recognise the new environment I do want to acknowledge the excellent past work in the area of communications by Murray Staite and Valerie Gribble.

### **SIGNIFICANCE**

The decision to transfer the communications function between Council departments is not significant in terms of Council's Significance Policy.

**RECOMMENDATIONS**

That the Communications Subcommittee notes the report on the realignment of the Communications function from the Corporate Services Department to the Strategic Development Department.

Report prepared by

Paul Wylie  
Chief Executive Office