

STAFF REPORT

TO: Chair & Members, Communications Subcommittee

FROM: Communications Advisor

DATE: 2 June 2010

SUBJECT: **Communications Report – April/May 2010 – RFN10-06-01**

The focus of the last month has been the tender for communication services. The initial phase of the process has been discussed with this Sub-Committee and the Tenders portfolio holders. A draft contract will be tabled and discussed with the Communications Sub-committee at this meeting. It is envisaged the timetable will be met and the new contract in place for 1 July 2010.

April/May were busy months in terms of media-relations activity. A number of Council generated press releases received excellent coverage across the regional news publications ranging from water restrictions to Draft Annual Plan submissions and various consultations.

High profile news stories, such as the Contaminated Sites register and Tapawera Flood, were also picked up within the Council's news channels (Newsline, radio advertising, Updates) which were utilised to clarify the facts, direct residents to further information and to communicate a more balanced view than was reported by some of the media.

There was specific communications activity around the Motueka Flood Control consultation with signage and feedback forms created to inform and encourage residents to get involved. These were supported with information in Newsline and local media. This project was seen as an improved consultation process and it is planned to use this approach for future interaction with Tasman residents.

Activity has begun to promote the one-millionth visitor to the ASB Aquatic Centre. A communications plan will create a real sense of celebration and encourage residents of all ages to come down and join in. The plan has three main elements:

- a radio campaign to promote the one-millionth visitor and an event to celebrate that 'moment in time'
- a specific evening event to thank the centres sponsors and fundraisers
- a fun family day supported with an outside broadcast by More FM to promote the centre to a wide audience.

The celebration will identify the Aquatic Centre as a valuable asset that is attracting increasing numbers of users from throughout the region. This process is now all underway with the one-millionth visitor expected some time on Thursday 17 June 2010.

A brochure audit, covering all Council produced material, is currently underway. The main aim will be to keep closer tabs on what is being produced, by whom, how that incorporates work being done in other departments and how Council offices manage new information/replace old information. Another aim of the audit is the opportunity to identify complementary information currently produced by different departments - 'if you like this then you might be interested in...' information on the back of each new brochure directing the reader to relevant additional information.

Current Work

The attached sheet outlines the jobs currently underway. As usual there is a varied mix of projects.

Chris Choat
Communications Advisor