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**MINUTES**  
of the  
**COMMUNICATIONS SUBCOMMITTEE MEETING**  
held  
at 2.20 pm, Thursday, 7 February 2013  
at  
**Tasman Council Chamber, 189 Queen Street, Richmond**

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**Present:** Councillors E J Wilkins (Chair), J L Edgar, Z S Mirfin, M L Bouillir

**In Attendance:** Strategic Development Manager (S Edwards)  
Communications Advisor (C Choat)  
Online Communications Officer (R Liddicoat)  
P Jennings (Dry Crust Communications)  
Administration Officer (G Woodgate)

**1 OPENING, WELCOME**

**2 APOLOGIES AND LEAVE OF ABSENCE**

Nil.

**3 DECLARATIONS OF INTEREST**

Nil.

**4 CONFIRMATION OF MINUTES**

Moved Cr Wilkins/Cr Edgar  
FNCO13-02-1

That the minutes of the Communications Subcommittee meeting held on Thursday, 23 August 2012, be confirmed as a true and correct record of the meeting.

**CARRIED**

**5 PRESENTATIONS**

Nil.

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## 6 REPORTS

### 6.1 Communications Single Service Provider Tender - REPORT RFN13-02-01

Communications Advisor, Chris Choat, spoke to his report which was included in the agenda.

The purpose of the report was to discuss the options available for the supply of communication services to the Council and to gain approval for the appropriate contractual relationship to be put in place due to the current contract finishing on 30 June 2013.

The Communications Advisor outlined three notable differences in the current tender process from the tender process of 2010.

The Strategic Development Manager outlined the reasons for recommending a 3+1+1 year term for the contract.

Discussion ensued on the following matters:-

- The need for a review of in-house and external components of communication services and key deliverables
- No internal work has been reported upon to the Subcommittee eg. strategy work
- No internal measures have been reported upon to the subcommittee – an enhanced reporting system on both the above is required.

The Tender documents were considered to be very sparse. More information on the scope of work, timings and deliverables needs to be included and more base information is required.

The Communications Advisor noted that 50% of the Communications costs are for Council's Newsline and that most communications work was reactionary - apart from the Long Term Plan, Annual Plan and Newsline work.

Subcommittee members asked the Strategic Development Manager and Communications Advisor to talk with Cr Edgar regarding what needs to be included in the Communications Single Service Provider Tender document.

#### **Moved Cr Wilkins/Cr Mirfin FNCO13-02-2**

**That the Communications Subcommittee:**

1. **Receives the Communications Single Service Provider Tender report RFN13-02-01; and**
2. **Approves the Request for Tender for the Communications Single Service Provider Contract (incorporating amendments suggested at the meeting) for advertisement; and**
3. **Agrees to the term of the contract with the Communications Single Service Provider being three years plus two one year renewals at Council's discretion.**

**CARRIED**

2.51 pm: Mr Paul Jennings of Dry Crust Communications arrived.

## **6.2 Community Engagement Principle – REPORT RFN13-02-02**

Communications Advisor, Chris Choat, spoke to his report which was included in the agenda.

The purpose of the report was to report back on the outcome of the Community Engagement workshop held on 30 November 2012 and to advise of the draft Community Engagement principle on which to base development of the Community Engagement Strategy.

Communications Subcommittee members agreed that as Council's role is governance and not management, the words 'and management' should be deleted from the first paragraph of the draft Community Engagement principle.

**Moved Cr Edgar/Cr Bouillir  
FNCO13-02-3**

**That the Communications Subcommittee:**

- 1. Receives the Community Engagement RFN13-02-02 report; and**
- 2. Notes the Community Engagement Principle on which to base the development of the Community Engagement Strategy.**

**CARRIED**

## **6.3 Communications Advisor Report – REPORT RFN13-02-03**

Communications Advisor, Chris Choat, spoke to his report which was included in the agenda.

The report covered the following matters:-

- Work Update
- Newsline
- Media Activity
- Radio.

Subcommittee members asked staff to ensure that the quality of the graphs provided in the Communications Advisor Report be improved in future agendas.

Discussion ensued on the following matters:-

- Meltwater's measured negative 'sentiment' of TDC's media coverage and its value to the Subcommittee
- Radio budget expenditure requires more strategic management
- The Mayor's radio comments need to be disseminated to all Councillors
- Radio is no longer considered to be a good communications medium
- Some Richmond businesses were not contacted during the recent ecoli issue
- TDC does not allow sharing on its Facebook and Twitter sites

The Online Communications Officer was asked to investigate the sharing of TDC's Facebook and Twitter sites.

The Communications Advisor was asked to widen the distribution of media stories to enable LGOL to pick them up.

**Moved Cr Edgar/Cr Mirfin  
FNCO13-02-4**

**That the Communications Subcommittee receives the Communications Advisor Report RFN13-02-03.**

**CARRIED**

#### **6.4 Online Report – REPORT RFN13-02-04**

Online Information Officer, Richard Liddicoat, spoke to his report which was included in the agenda.

The report covered the following matters:-

- Visitor Usage Data
- Daily Visits to Council Website
- Popular Content Pages
- Downloads from Google
- Requests for LIM's.

**Moved Cr Mirfin/Cr Bouillir  
FNCO13-02-5**

**That the Communications Subcommittee receives the Online Report RFN13-02-04.  
CARRIED**

#### **6.5 Finance Report – REPORT RFN13-02-05**

Communications Advisor, Chris Choat, spoke to his report which was included in the agenda.

The report covered communications costs and recoveries.

Cr Edgar asked staff why her request for the Finance Report to show 'Other Income from Advertising' had not included.

Subcommittee members asked staff to ensure that an 'Other Income' column is included in all future Finance reports.

**Moved Cr Wilkins/Cr Bouillir  
FNCO13-02-6**

**That the Communications Subcommittee receives the Finance Report RFN13-02-05.  
CARRIED**

**2.6 Action Sheet - Communications Subcommittee 7 February 2013 – REPORT RFN13-02-06**

An Action Sheet was included in the agenda.

Cr Edgar asked staff why the Action Sheet did not include her request to have Agendas and Minutes of meetings attended by Councillors made available on-line. Examples of such meetings included:-

- Positive Ageing Forum
- A4A
- Joint Shareholders.

The Strategic Development Manager advised that each of these groups would need to give their approval to have their Agendas and Minutes placed on line.

Crs Glover and Edgar raised the matter of not being able to access on line earlier reports referred to in agenda items. General discussion ensued on the system TDC uses, the linking required to access such reports, search phrases, report numbers etc.

The Strategic Development Manager advised that she would raise this matter at the next Manager's meeting to be held on Monday 11 February 2013.

Online Communications Officer was asked to investigate the difficulties in accessing on line earlier reports referred to in Agenda items and report back.

**Moved Cr Edgar/Cr Wilkins  
FNCO13-02-7**

**That the Communications Subcommittee receives the Action Sheet - Communications Subcommittee 7 February 2013 RFN13-02-06  
CARRIED**

The meeting concluded at 3.50 pm.

Date Confirmed:

Chair: