
MINUTES
of the
COMMUNICATIONS SUBCOMMITTEE MEETING
held
9.30 am, Thursday, 29 August 2013
at
Tasman District Council, 189 Queen Street, Richmond

Present: Councillor E J Wilkins (Chair), Mayor R G Kempthorne, Crs J L Edgar, Z S Mirfin and M L Bouillir.

In Attendance: Cr B F Dowler
Strategic Development Manager (S Edwards)
Communications Advisor (C Choat)
Online Communications Officer (R Liddicoat)
Mr Paul Jennings, Hothouse Communications
Administration Officer (G Woodgate)

APOLOGIES

Nil.

3 DECLARATIONS OF INTEREST

Nil.

4 CONFIRMATION OF MINUTES

Moved Cr Edgar/Cr Mirfin
FNCO13-08-1

That the minutes of the Communications Subcommittee meeting held on Thursday, 13 June 2013, be confirmed as a true and correct record of the meeting.

CARRIED

5 PRESENTATIONS

Nil.

6 REPORTS

6.1 Chairperson's Report, Report RFN13-08-11

The Communications Advisor tabled, on behalf of the Chair, a list of all the major achievements made under the governance of the Communications Subcommittee over the past three years.

It was noted that the Communications budget in 2011 was \$1.25m, that it is now \$670,000 and that ratepayers are receiving a better level of communications for this lesser budget.

The Communications Advisor advised that it was more strategic to keep communications management in house.

Discussion on putting all communications information on line ensued.

Subcommittee members noted that this will be the last Communications Subcommittee chaired by Cr Wilkins given that she is not re-standing for Council and thanked Cr Wilkins for her Chairmanship of the Subcommittee.

**Moved Cr Edgar/Mayor Kempthorne
FNCO13-08-2**

**That a vote of thanks be extended to Cr Wilkins for her Chairmanship and management of the Communications Subcommittee over the past three years.
CARRIED**

**Moved Cr Wilkins/Cr Bouillir
FNCO13-08-3**

**That the Communications Subcommittee receives the Chairperson's Report RFN13-08-11.
CARRIED**

6.2 2013 Communitrak Survey Results Report, Report RFN13-08-12

The Strategic Development Manager, Susan Edwards was in attendance to speak to the report tabled in the agenda.

The purpose of the report was to advise that the Communitrak Residents Survey had been carried out, and to provide the opportunity to discuss communications related matters.

The Strategic Development Manager highlighted the following matters from the Communitrak Residents Survey:-

- Of the 60% of residents who have contacted the Council in the last 12 months, 86% are satisfied with the service they received
- Most people are getting the main source of their information about Council from Newsline - 30% of residents got most of their information on Council from newspapers
- 90% of Tasman residents have access to the internet
- When questioned on levels of satisfaction with the way Council consults the public

in the decisions it makes 42% of residents are satisfied or very satisfied, 40% are neither satisfied nor dissatisfied.

Subcommittee members raised a number of matters including whether Council's departments are analysing the information received in the Survey and making recommendations on areas with low or reducing levels of satisfaction, the accuracy of the information provided by people being surveyed, the availability of information on why people are dissatisfied and the comments on rates, spending on roads and spending on stormwater.

9.51 am: Cr B F Dowler arrived.

The Strategic Development Manager was asked to obtain information on the ages of people surveyed from NRB and distribute it to the Subcommittee.

**Moved Cr Mirfin/Cr Bouillir
FNCO13-08-4**

**That the Communications Subcommittee receives the 2013 Communitrak Survey Results Report RFN13-08-12.
CARRIED**

6.3 Online Communication Officer's Report, Report RFN13-08-13

The Online Communications Officer, Richard Liddicoat was in attendance to speak to his report tabled in the agenda.

The report covered the following matters:-

- Visitor Analysis
- Silverstripe 3 Upgrade
The live environment highlighted some unexpected problems that have all been addressed.
- Social Media
- Intranet.

Subcommittee members raised the following matters:-

- Receipt of on-line submissions
- More formalised training of Councillors on:
 - Internet
 - Explore Tasman
 - Systems
 - Interfaces.
- Councillors access to Confidential Reports, Agendas and Reports tabled at meetings. This matter is to be added to the Action List.
- Statistics on Library, Jam on Line, Top of the South Maps and Found Sites – to be followed up by the Strategic Development Manager.

Moved Cr Edgar/Cr Wilkins

FNCO13-08-5

That the Communications Subcommittee receives the Online Communication Officer's Report RFN13-08-13.

CARRIED

10.05 am: Mayor Kempthorne departed.

6.4 Finance Report, Report RFN13-08-14

The Communications Advisor, Chris Choat was in attendance to speak to his report tabled in the agenda.

The Communications Advisor noted that Communications came in 12.5% under budget. He added that:-

- Council's presence on radio had diminished over the past three years
- Advertising in the Golden Bay Weekly was the most cost effective advertising Council undertakes.

Moved Cr Bouillir/Cr Mirfin

FNCO13-08-6

That the Communications Subcommittee receives the Finance Report, RFN13-08-14.

CARRIED

6.5 Communications Advisor's Report, RFN13-08-15

The Communications Advisor, Chris Choat was in attendance to speak to his report tabled in the agenda.

The report covered the following matters:-

- Contracted Supply
The Communications Advisor acknowledged the ease of transferral from Dry Crust Communications to Hothouse Communications.
- Events
- Media Monitoring
A new media monitoring service is being prepared.
- Events Calendar
Subcommittee members raised the following matters:-
 - The Events Calendar was expected to contain compulsory items Council undertakes each year with key events listed that occur annually such as grant deadlines, dog registrations, rates, Annual Plan and Creative Community deadlines etc.
 - The independence of the Boredom Busters Survey was questioned given that the survey was contained within the magazine itself. It was felt that the age group it covers is too big and now requires refocusing on 5 to 10 year olds. Paul Jennings advised that this had occurred and asked Subcommittee members to read the next issue and to provide feedback on it. A first principal review of Boredom Busters is to be included on the

Action Sheet.

- Regular Publications Produced
- Internal Communications Activities
- Community Engagement

10.13 am: Mayor Kempthorne returned.

- Identity Evolution
The Communications Advisor tabled documents that showed current and proposed samples of the new typographical Council logo and noted the following:-
 - Cost effectiveness of the proposed, simplified logo means there are savings to be gained
 - The existing Council logo includes a mix of six colours that are expensive to print
 - Using a typographical identity saves money.

Subcommittee members raised a number of matters, including the acceptability of the logo externally, the process for changing the logo, whether a name is a logo, the actual cost savings and when the changes will occur to print materials, signage etc.

Staff were asked to come back to the next meeting with options for print material and versions of the logo.

Mayor Kempthorne requested the process to continue with this change be stopped immediately.

**Moved Cr Edgar/Cr Bouillir
FNCO13-08-7**

**That the Communications Subcommittee receives the Communications Advisor's Report, RFN13-08-15.
CARRIED**

6.6 Community Engagement Strategy Update, Report RFN13-08-16

The Communications Advisor, Chris Choat was in attendance to speak to his report tabled in the agenda.

The purpose of the report was to introduce the current draft of the Community Engagement Strategy to the Subcommittee for its consideration and further input.

Subcommittee members are to give the Communications Advisor their comments on the Community Engagement Strategy separately.

**Moved Cr Bouillir/Cr Edgar
FNCO13-08-8**

That the Communications Subcommittee:

1. receives the Community Engagement Strategy Update RFN13-08-16; and
2. provides the Communications Advisor with further guidance on the Community Engagement Strategy.

CARRIED

6.7 Action Sheet - Communications Subcommittee 13 June 2013, Report RFN13-08-17

The Strategic Development Manager, Susan Edwards was in attendance to speak to the report.

Moved Mayor Kempthorne/Cr Edgar
FNCO13-08-9

That the Communications Subcommittee receives the Action Sheet - Communications Subcommittee 13 June 2013 RFN13-08-17.
CARRIED

7 CONFIDENTIAL SESSION

7.1 Procedural motion to exclude the public

Moved Mayor Kempthorne/Cr Edgar
FNCO13-08-10

That the public be excluded from the following part(s) of the proceedings of this meeting. The general subject of each matter to be considered while the public is excluded, the reason for passing this resolution in relation to each matter, and the specific grounds under section 48(1) of the Local Government Official Information and Meetings Act 1987 for the passing of this resolution follows.

This resolution is made in reliance on section 48(1)(a) of the Local Government Official Information and Meetings Act 1987 and the particular interest or interests protected by section 6 or section 7 of that Act which would be prejudiced by the holding of the whole or relevant part of the proceedings of the meeting in public, as follows:

7.1 Confidential Minutes of the Communications Subcommittee meeting held on Thursday 13 June 2013

Reason for passing this resolution in relation to each matter	Particular interest(s) protected (where applicable)	Ground(s) under section 48(1) for the passing of this resolution
The public conduct of the part of the meeting would be likely to result in the disclosure of information for which good reason for withholding exists under section 7.	s7(2)(h) - The withholding of the information is necessary to enable the local authority to carry out, without prejudice or disadvantage, commercial activities.	s48(1)(a) The public conduct of the part of the meeting would be likely to result in the disclosure of information for which good reason for withholding exists under section 7.
	s7(2)(i) - The withholding of the	

	information is necessary to enable the local authority to carry on, without prejudice or disadvantage, negotiations (including commercial and industrial negotiations).	
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CARRIED

RESUMPTION OF OPEN SESSION

**Moved Cr Bouillir/Cr Edgar
FNCO13-08-11**

**That the open meeting be resumed.
CARRIED**

The meeting concluded at 10.57 am.

Date Confirmed:

Chair: