

MINUTES

TITLE: Communications Subcommittee
DATE: Wednesday 18 August 2010
TIME: 10.00 am
VENUE: Council Chamber, 189 Queen Street, Richmond.

PRESENT: Crs E J Wilkins (Chair), S J Borlase, J L Edgar

IN ATTENDANCE: Strategic Development Manager (S Edwards),
Communications Adviser (C Choat), Dry Crust
Communications (P Jennings), Executive Assistant
(V M Gribble)

1 CONFIRMATION OF MINUTES – 6 JULY 2010

Moved Crs Wilkins/Edgar
FN10-08-29

THAT the minutes of the Communications Subcommittee held on 6 July 2010 containing resolutions FN10-07-01 to FN10-07-04 be confirmed as a true and complete record.

CARRIED

2 FINANCIAL REPORT – 30 JUNE 2010

Ms Edwards spoke to the financial report to 30 June 2010 which was included in the agenda. She noted the report includes the Fuji total for photocopying, Datamail total that is all the rates mail and also NZ Post for postage. A full review is needed on what costs should come under Communications.

Moved Crs Borlase/Edgar
FN10-08-30

THAT the Communications Subcommittee:

- a) receives the financial report to 30 June 2010.
- b) Request the Corporate Services Manager, in consultation with Communications Adviser, to provide a full report to the next meeting including a breakdown of what is included in the communications budget.

CARRIED

3 COMMUNICATIONS ACTIVITY REPORT - RFN10-08-09

Communications Adviser, C Choat spoke to his report which informed the Communications Subcommittee of the work and achievements of the Council's communications function.

The ability to search on the new Council website is an issue. Pdf files need to be able to be found. Minutes from previous years should also be available on the website.

Key events highlighted in Newsline should be Tasman ones. When draft Newslines are sent for proofing they should be complete issues, with no “articles to come”.

**Moved Crs Wilkins/Borlase
FN10-08-31**

**THAT the Communications Activity Report – RFN10-08-09 be received by the Communications Subcommittee.
CARRIED**

4 DRAFT MEDIA AND ADVERTISING POLICIES – RFN10-08-10

The report in the agenda informed the Communications Subcommittee of the current work with regard to the Council’s media and advertising policies.

Media Policy amendments:

- timely and balanced/objective
- proactive should be included under Content of Media Policy.
- It was noted the Mayor, because of his position, is not included in the sentence about “treating all members equally”.
- General media releases to be circulated to councillors, community boards, and staff.
- It is to be noted that staff should deal with factual issues and Council should comment on political issues.
- Councillors’ personal media releases should not be utilising the media template or letterhead.
- Mayoral/ Councillor comments should be widened to include community boards.
- Under legal considerations “silent” to be replaced with “does not cover it”
- Comment about response to letters to the editor should be covered in the policy.

Advertising Policy amendments:

- preamble should cover use of other media for non legislatively-required advertisements.
- Official advertising “...aware of, or given ...”.

**Moved Crs Edgar/Wilkins
FN10-08-32**

**THAT the Communications Subcommittee receives the Draft Media and Advertising Policies Report – RFN10-08-10 and the amendments as suggested be made to those policies.
CARRIED**

5 NEWSLINE – FIRST PRINCIPLE REVIEW OUTLINE – RFN10-08-12

The agenda contained a report from the Communications Adviser that introduced the Communications Subcommittee to the review of Newsline and welcomed discussion and debate with regard to the purpose, content and process of the review.

- Investigating options for print or online should be “print and/or online”.

- Paragraph “We will also hold discussions with *Councillors* and the Community Boards ...”
- October/November Newline Survey results will be reported back to Communications Subcommittee

Draft Survey Form amendments:

- Suggestion that a “be in the draw to win” incentive be offered
- Question 11 “do you read Newline online”
- Clarify about community newsletters as opposed to community newspapers
- Question 8 – add events, staff profiles, consultation notices, library book reviews.
- Question 12 – include a “both” option
- Newline Update to be included
- Ask for comments about believability
- Provision for general comments

**Moved Crs Wilkins/Borlase
FN10-08-33**

**THAT the Newline – First Principle Review Outline Report – RFN10-08-12 be received by the Communications Subcommittee.
CARRIED**

6 2010 COMMUNITRAK SURVEY RESULTS – RFN10-08-11

The agenda contained a report on the 2010 Communitrak Survey which advised the survey had been carried out, that the results will be tabled at this Subcommittee meeting and then be reported to full Council in September 2010. The report will be put on Council’s website for the public to access.

Ms Edwards tabled results of the Communitrak Survey and spoke to those results.

**Moved Crs Wilkins/Edgar
FN10-08-34**

**THAT the Communications Subcommittee receives the 2010 Communitrak Survey Results Report – RFN10-08-11 and the tabled 2010 Communitrak Survey Report.
CARRIED**

The meeting concluded at 11.45 am.

Date Confirmed:

Chair: