

## **Communications Programme – 2010**

### **Communications Strategy**

- To be finalised – 18<sup>th</sup> August Subcommittee

Tactics to be formalised will follow the three key themes of;

Operational (how, when)

Cultural (consultation, why)

Strategic (the way to communicate, giving life to the value proposition)

From within the Communications Strategy a number of policies and reviews will be launched.

### **Media Policy**

This will describe how the Council interacts with the media, the process and who.

- Subcommittee report 18 August

### **Advertising Policy**

This will describe where and how we advertise. There will be a number of sections covering legislative - public notices, road closures and the like, and non-legislative advertising such as events, human resources etc.

- Subcommittee report 18 August

### **Events Policy**

This policy will identify how the Council is represented at events throughout the District, how they are staffed and a clear identification of the purpose.

- Subcommittee report 29 September

### **Consultation Policy**

A policy to describe best practice and a guide for Council interactions with the residents and ratepayers of the District beyond legislative requirements.

- Subcommittee report 29 September

### **Review of Newslines**

A first principle review investigating the purpose/value, the production process and output, the desired audience, its format and delivery method.

- Proposed programme 18 August
- Report Subcommittee 29 September
- Findings introduced new electoral term

### **Departmental Partnership programme**

Concurrently the Departments, through a series of meetings, will be consulted as to their work programmes for the 2010/11 year to create a programme of communications support during the planning process to assist the delivery, resident knowledge and understanding of the individual projects. The first meeting begins today (6/7).

### **Reputation Management**

This programme is long term in focus. Through the coming year the Reputation Management programme will working with community groups, business groups, residents and staff to ascertain the current and desired reputation of the Council. From this a brand will be developed that meets the current and future needs of the District. This brand or reputation will identify principles of behaviour that form the basis of the Council's relationship with the residents and ratepayers of Tasman. It is not expected to see the results of this programme to be available before the end of the 2010/11 year.

### **Role clarity**

Within the next week and through the meetings with the departmental management teams the respective roles of the communications adviser and the supplier Dry Crust will be formalised and made known to the organisation. The aim is to provide a seamless and transparent means of managing the Council's communications needs.