

STAFF REPORT

TO: Chairman & Members Corporate Services Committee
FROM: David Ward
DATE: 7 October 2005
SUBJECT: Adoption of 2005 Publicity Strategy

PURPOSE

This report is prepared for the purposes of adopting the 2005 Publicity Strategy which was signed off by Council's Information and Publicity Subcommittee recently.

INTRODUCTION

The attached strategy document details a series of five objectives designed to inform the public on Council decisions, activities, projects, facilities and events throughout the district. The document also refers to media strategies, events management and the current topic of LTCCP statutory consultation requirements.

DISCUSSION

Council's Publicity Strategy has been successfully managed by the Information and Publicity Subcommittee for a number of years. It was that Subcommittee's belief that the strategy should be formalised on an annual review basis to give specific direction to the way in which we manage and respond to the dissemination of information to the community.

RECOMMENDATION

That the 2005 Publicity Strategy be adopted.

David Ward
Corporate Services Manager