

STAFF REPORT

TO: Chair & Members, Communications Subcommittee
FROM: Murray Staite
DATE: 20 February 2008
SUBJECT: **Draft Communications Strategy**

Purpose

To consider a proposal to review Council's existing Communications Strategy.

Background

Council's existing Communications Strategy has been around for some years and is a mixed strategic/operational plan.

I have previously indicated to the committee that I wish to review this plan and accordingly have attached to this report a proposed new draft Communications Strategy.

In preparing this, I have separated out the strategy from the operations plan and once the strategy has been finalised, the detailed operations plan with key performance indicators will be formulated. Many of the operations plans are already in existence but will require modification.

This strategy is a draft and requires input from this committee as well as the management team. The management team has received a copy but have not yet had an opportunity to respond.

The objective today is to discuss this draft strategy, obtain the views of committee members and to formulate a path ahead.

Recommendation

That the draft Communications Strategy Report dated 20 February 2008 be received.

Murray Staite
Corporate Services Manager