

Media report for Communications Subcommittee - 13 August 2008

Following from the report on 13 May 2008:

Media Releases

| | |
|---------------------------------|--------------------------------|
| Land Transport Forum | Consent holder water alert |
| GB Library Opening | Grants from rates |
| Family fun rides | Mapua cleanup |
| Motueka Aerodrome - drag racing | Mapua mercury |
| Saxton Stadium | Headingly Centre |
| Ruby Bay Bypass | Draft Annual Plan |
| Smarthome | Annual Plan adopted |
| World Environment Day | Croucher Street update |
| Funding for Ark project | Sundial Square |
| NBR Survey | Ecofest - home tours, business |
| Targeted Rate | tours, stand-holders |
| Wandering Stock | |

All releases received coverage in the media.

Targeted material prepared for:

Irrigation New Zealand - Kainui
Nelson Marlborough Farming - Lee Dam
Golden Bay News - UDAs
Waimea Water Augmentation Committee Newsletter
Ministerial briefing paper on WWAC Lee Dam project
Supplied news briefs run in Guardian and Waimea Weekly

Media General

Draft Annual Plan received wide coverage - notably on the targeted rate issue. An informal discussion has been had with the editor of the Motueka Golden Bay news regarding inaccuracies. He's happy to work with us on that. Golden Bay library opening has been well received. We are currently working with the libraries over the Motueka upgrade.

Murchison Sport, Recreation and Cultural Centre progress reports in community papers and open day. Report on Judene winning fundraising award. With the opening scheduled for September 2008, planning is underway for a community newsletter.

Dog registration

Ring route

Croucher Street upgrade - Sundial Square project all positively reported.

Library partnership

Trevor James' fish talk

Richmond West - neutral

MotFest - youth council event had positive coverage

Mayor opening Tasman Tennis Centre

Bikewise free breakfast

Reservoir Creek planting
Golden bay sewerage upgrade

Negative

Inland Highway road realignment plan received negative publicity.
Communications team were not consulted on this at all.

Kaiteriteri Road

Aquatic Centre targeted rate - ratepayer view reported.

Headingly Centre also received a lot of attention. The potential for issues around the communication on the proposal had been raised with relevant managers over a long period of time.

Targeted rate.

Aquatic Centre heating has been the subject of a flurry of letters to the editor. Notable is the recurrence of Golden Bay interests being reported giving incorrect negative information about Council. We have had some success countering this with GB Weekly over the Tata UDA.