

STAFF REPORT

TO: Chair & Members, Communications
Subcommittee

FROM: Mark Raffills

DATE: 16 September 2008

SUBJECT: **Communication Officer's Report**

1. General

Annual Report is underway with Aaron from Dry Crust working closely with Corporate Services staff on copy and lay out.

The increase in self-generated "design", which hopefully will be addressed once the new strategy is in place, is still with us. Council has spent a number of years 'lifting' the quality of its communication with the public and has been successful in setting a bench mark that has seen shoddy leaflets disappear from brochure racks. The requirement that all communication devices issued to the public must be designed and laid up by Council's contracted publicity agents has been included in the Communication Policy. Staff may need a reminder from their managers regarding this.

2. Tasman Collection

Have appointments to discuss printing sponsorship for the two new titles for this years proposed promotion. Still working on a point of sale device to use to display the books on outlet counters. Will need to make a decision on whether this gets the go ahead by mid October.

Production of 'Hummin' In Tasman' – our visitors and residents guide – is underway and will be ready for distribution early December.

3. Communication Strategy

Sitting beside this strategy is the Council Policy and the Staff Guide. Copies of these will be available at the meeting for proofing purposes.

4. Current jobs

Attached.

5. Media Report

Attached

6. A&P Shows

The first of these gets underway in the latter part of November. We will need to decide if Council is going to continue attendance at these.

Mark Raffills
Communication Officer