

STAFF REPORT

TO: Chair & Members, Corporate Services Committee
FROM: Murray Staite
DATE: 18 September 2008
SUBJECT: **Communications Strategy**

Purpose

To consider a recommendation from Council's Communications Subcommittee.

Background

At its meeting of 13 August 2008, the Communications Subcommittee passed the following recommendation:

“That the Communications Strategy, as amended, be recommended to the Corporate Services Committee for adoption.”

Discussion

The process of revising Council's existing Communications Strategy has been under way since February 2008. The process has involved close liaison with the Communications Subcommittee, Council management team and Council's communication advisors Dry Crust. The resulting strategy is the final product of that considerable work.

Council's existing Communications Strategy has been around for some years and is a mixture of strategic and operational plans. A key point of difference from the old to the new is the separation of strategy from operations and the inclusion of other communication channels, namely customer services and knowledge management. If the recommendation from the Communications Subcommittee is accepted, detailed operational plans will be formulated to support these strategies. These plans will include appropriate key performance indicators.

Outcomes

This revised Strategy supports the wellbeings identified in Council's 2006 – 2016 LTCCP.

Recommendation

That the Communications Strategy appended to this agenda be adopted.

Murray Staite
Corporate Services Manager