

STAFF REPORT

TO: Chair and Members, Communications Subcommittee
FROM: Mark Raffills
REFERENCE: C797
DATE: 19 January 2009
SUBJECT: Communications Officer's Report, January 2009

Publicity Officer Report – 28 January 2009

There is plenty of work on as we launch into 2009 after a good Christmas/New Year break. Working relationships with all Council staff are going well. Dry Crust will have a more regular presence at Council this year to compliment the targeted presence we have for specific projects, meetings and catch-ups.

Hummin' In Tasman

25,000 copies were printed in early December 2008. As of 19 January 2009 just 1,000 were still to be distributed to outlets. Excellent feedback from outlets and individuals with no major upsets due to wrong dates and omissions.

Tasman Collection

We did a sales round in December 2008 visiting all retail outlets across the District with a good uptake of stock.

Current stock level figures will be presented at the meeting along with total sales made from mid December 2008 and the number of counter display stands currently in shops.

A new book *Tall Timber* was printed with sponsorship from Nelson Pine Industries. Unfortunately, *Turning on the Power* was not printed even though we have sponsorship from Network Tasman. The source which we used to draw information from withdrew consent so we are looking at rewriting this book and launching later in the year.

The go ahead has been given to produce a Tasman Collection book marking 100 years of Council in Murchison. This will be produced in time for the celebrations in April 2009 and will then form part of our ongoing marketing.

Titles on hand:

Motueka Airport
Mapua Wharf
Port Tarakohe

Gowan
Tall Timber
Selected Towns and Villages

Selected Reserves
Walk Tasman

Bike Tasman

Out of stock

A Place To Live (last updated in 2005)

Lifestyle for All Season – Book and DVD (book updated end of 2008; DVD shot in 2004)

A&P Shows

Attended: Nelson A&P, Murchison A&P, Richmond Market Day and Golden Bay A&P. Tapawera show was on Saturday 24 January 2009.

Minimal Tasman Collection sales occurred at these events. Entries in the draw to win a Tasman Collection set averaged around 30 per show and sales at the Richmond Market Day were also disappointing.

It is suggested that we finalise plans early in 2009 for any campaigns targeting the summer of 2009/2010. Regular contact with outlets will take place throughout 2009 in the course of advertising sales for Council publications which should keep the phone orders ticking over.

It is also suggested we make a decision to attend shows in 2009/2010 early in the year and put some creativity into a more interactive-type display.

It was good to have a Council presence at the A&P shows – we won Champion Trade Display at the Motueka Show!

Newsline The Mag

Design of Newsline The Mag has been revamped for 2009. The current design has been in place since October 2005 and it is felt that it is time to freshen it up to bring it into line with our new branding. The design aspects will be discussed at this meeting.

Current Jobs

The list attached shows the work currently underway.

Larger projects include: production of the LTCCP; Regional Walking/Biking Strategy; finalising publication schedules for all Council publications in 2009; preparing operational plans to go with the six sections of the Communication strategy; preparing a Council staff guide book to the communication strategy; updating Council's Communication Policy document; preparing a new branding manual to show use of the new brand; Water for Waimea PR; new edition of Handbook to Paradise; GIS mapping project.

Council's Website

There has been little development in this area over the last 18 months as Council plans to rebuild the web site in .net. In the interim we are falling behind with the

development of on-line services and the presentation of information and access to department services. A plan will be put in place for 2009 for the ongoing upgrading of the web as a communication medium. Such a plan will ensure the website remains current in the way information and services are presented and it's look is always appealing and easy to follow.

Media Report

See separate document

Mark Raffills
Publicity Officer