

STAFF REPORT

TO: Chair and Members, Communications Subcommittee
FROM: Mark Raffills
REFERENCE: C787
DATE: 19 January 2009
SUBJECT: **Media Report**

Media Releases October 2008

Annual Report
Residents' survey
Targeted Rate for Community Boards
Top Town

November 2008

Amalgamation (Cr Norriss responding to Nick Smith's comments)
Environment Awards
Free internet at libraries
New harbourmaster
Mapua waterfront park
Movember
Seasonal worker scheme
Arts Strategy

December 2008

Aquaculture decision
Skatepark Tour
Motueka water review
Tasman Collection
Tiny Tots party

January 2009

Valuations
Urban Design
Skatepark Tour
The Prow (library historical website)

All covered, most by multiple media outlets.

Media general

The plans for the Mapua waterfront park received wide coverage and editorial comment.

The arts strategy came in for comment when it was released. It was notable that the front page Nelson Mail article quoting "Nelson arts leaders", actually quoted two people both closely associated with the Suter. Feedback from other sources did not appear to share their view, but was never reported.

Cr Edgar's bid to get Motueka on the map with Top Town was very successful, with wide media coverage.

The Takaka stop banks issue has been the subject of several stories, including two features in the Nelson Mail.

The resource consent application by Marsden House to develop facilities at Hope has attracted wide coverage and opposition.

The Skatepark Tour has been a big drawcard, with a front page story in the Nelson Mail and every other community paper.

Property valuations have been front page news. I have some concern that the distinction between Council and QV is blurred in the public mind. Hopefully the 30 January 2008 Newsline will clarify that.

Cr Norriss raised \$700 for breast cancer at a Council function.

Marahau resource consent issue - Abel Tasman Tourism and recreation fishers

The Nelson Mail published a letter from a ratepayer recently saying that the Arts Strategy wasn't on the TDC website. Unfortunately neither checked their facts. The strategy has been on the home page of the TDC website since November 2008 and includes a facility for online submissions. The ratepayer was contacted directly and informed of this.

I am getting regular calls from various media representatives, which is usual at this time of year, looking for story leads. It's a great time of year to get worthy stories covered.

We are continuing to feed specialist stories into Irrigation New Zealand and Nelson Marlborough Farming.

Mark Raffills
Communications Officer