

## REPORT

**TO:** Chair & Members, Communications Subcommittee  
**FROM:** Communications Officer  
**REFERENCE:** C797  
**DATE:** 3 March 2009  
**SUBJECT:** **Media Report**

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### **Media releases February 2009**

Motueka Urban Growth Plan  
Dry Weather Task Force  
Community Board newsbriefs  
Tasman Collection  
In Your Neighbourhood  
Ant baiting

### **News coverage January - February 2009**

The stoppage of Motueka's commuter bus trial received wide coverage in weekly papers as well as a small article in the Nelson Mail.

The threat of water rationing was recorded but as this has yet to be actioned further coverage has not followed.

The Skatepark tour received wide and very positive coverage, along with other summer events such as the Golden Bay A&P show, outdoor movies and amplified picnics received positive coverage with good photos.

The Queen Street Mile had very positive pre-event coverage along with Pix page event coverage. Sundial Summer Sounds also had good coverage and good feedback.

Tasman District Council libraries were championed for their summer reading programmes in the Leader and the Waimea Weekly. The Prow Heritage Website was also reported as a very positive initiative. The planned upgrade of the Richmond Library was covered in the Nelson Mail.

Bikewise Month and Go by Bike Day got good coverage, as did a proposal for cycle/walkways in Golden Bay.

The proposal for a targeted tourism rate was covered with a large page three article in the Nelson Mail, and the Urban Design Action Plan was covered in both the Leader and the Nelson Mail as being a positive move.

The Nelson Mail ran a large article in mid-January on the cost to ratepayers of options to guard against failure of the Monaco-Bells Island sewerage pipeline.

Motueka consultation - Motueka Golden Bay news covered the Community Board meeting where Mayor Kempthorne explained the planned consultation for Motueka. Unfortunately this appeared to be a reaction to the Community Board. In reality the consultation was already planned.

Takaka Firewells – this issue was covered by a report on the public meeting in early February to discuss the issue.

Targeted Rates were the subject of a report in the Motueka Golden Bay News covering increased rates proposed to pay for two capital projects in the area – the Motueka River stop banks and a reticulated water supply.

Other issues covered were:

Japanese Tea House being erected in Deck's Reserve

Best Island resort plan seeking consent

Mahana subdivision road closure prevented by local lobby group

Arts/heritage joint management body proposed

Campaign to reduce consent fees for budget homes.

The Nelson Mail rounds shuffle sees Alice Cowdrey now covering TDC. Sally Kidson has picked up the health round, formerly held by Tom Hunt who has left. Fifeshire has also had a change, with Samantha Carstens now replaced with Andrew Livingstone.

### **Tasman Lowdown on Fresh FM**

This has been back on track this year, after a patchy time last year due to time constraints. So far this year we have had:

Lisa Oldham on libraries; Paul McConachie on summer events, Youth Council etc; Lindsay Vaughan on ants; Krista Hobday on Bike Wise; and Peter Thompson on Takaka Firewells.

These shows are pre-recorded and play on Monday and Tuesday, either side of the midday news. As well as the news function they are a good opportunity for staff to gain radio experience.

These shows are available for download from the Fresh FM website. We have also loaded the one with Lisa onto the Library website.

Mark Raffills  
Communications Officer