

REPORT

TO: Chair and Members, Communications Subcommittee
FROM: Mark Raffills
REFERENCE: C797
DATE: 30 September 2009
SUBJECT: Communications Officer's Report

September 2009 has been a busy month for external communications. Two 12 page issues of Newslite, Jam, Boredom Busters and Mudcakes have been produced. Council has put out three 'big' press releases on Top of the South report, Richmond West and the NRB survey results, which have also been supported with information on the website and in Newslite.

The website has also seen considerable activity with the amalgamation 'guide' and supporting information receiving a steady stream of visitors throughout the month. Over 1,000 people have now viewed the guide. The website has also been used to provide detail on the Richmond West proposal, NRB survey results and the Top of the South report.

Radio activity has increased with additional slots on Radio Network stations and the re-instigation of Council Lowdown on Fresh FM each week.

JAM – FRESHEN UP

In response to a workshop with representatives from the Tasman Youth Council, Jam magazine had a freshen up recently. The style and 'feel' of the magazine was brought more in line with the target audience (11-17 year olds) and the stock used was changed to gloss to make the artwork really shine through and to differentiate it from Boredom Busters (print numbers were reduced from 4,000 to 3,500 to account for the increased paper cost). So far there has been very positive feedback on the changes. Paul Jennings and Paul McConachie have a feedback meeting planned with local school children for mid October 2009.

BRANDING MANUAL

Library branding/look is now all confirmed and signed off. This is being rolled out across all new library communications. There are still other sections to complete – signs (Paul Wylie will potentially sign this off week commencing 5 October 2009), recreation (specifically 'Hummin' events) and rates mates icons. These will be worked on over the next month.

TASMAN COLLECTION

A Lifestyle for all Seasons has been updated (sample brought to this meeting). A Place to Live is being reviewed and will be updated with new photography and layout. The other books in the collection are also being reviewed for accuracy and quality of imagery.

Advertising sales and content for Hummin in Tasman, Visitors and Resident Guide are underway and on target.

RADIO PROMOTION

New programmes have been in place for two months and are working well.

ANNUAL REPORT

The 2009 annual report is underway. There are changes to about 50% of the report, with the format following that of previous years.

A&P SHOWS

We have started work on the build up to the 2009/2010 show season. The focus of Council's stand this year will be on communicating what a great place Tasman is to live in, and that Council is pivotal in ensuring that continues. The Top of the South report and the NRB survey give us some great facts to tell residents about and also to help position the great work that Council does. This also leads nicely into the Tasman Collection that we will be displaying and retailing. Our main focus is to ensure high footfall at the stand, which then allows us to get Council messages across. Techniques like free water and sunscreen will help and we are working on ways to engage and attract families through some fun elements.

INTERNAL COMMUNICATIONS

There has been some additional activity to ensure that Council staff remain informed, engaged and up-to-date with Council news. These are:

- Newslines – distributed by e-mail to all Council staff prior to it being sent to residents
- Press releases – sent to all 1st and 2nd tier managers prior to the story being reported in the press (managers can then pass on to their staff at meetings)

A media release list is being generated at the senior managers meeting each week based on what the key topics/issues that week. This is then being sent

to Dry Crust so that we can follow up with the relevant staff member. This new process is working well and enabling Dry Crust to be more pro-active in driving news stories.

DRY CRUST STAFF

Sarah Ryder, previously marketing communications manager at NMIT, has joined Dry Crust and our editorial team is now at full strength. This has enabled us to proactively look for the news stories emerging from Council and act upon them in a timely manner, focus on improving the quality of the work that we produce through a constant evaluation process, seek feedback on Council's publications to ensure quality and relevance to the audience (feedback for Jam and Boredom Busters is scheduled for later in October 2009) and work towards ensuring that all Council external communications are on message and adhere to the brand guidelines.

Mark Raffills
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