

STAFF REPORT

TO: Chair & Members, Communications Subcommittee
FROM: Communications Adviser
REFERENCE: C797
SUBJECT: **Draft Media and Advertising Policies – RFN10-08-10**

Purpose

To inform the Communications subcommittee of the current work with regard to the Council's media and advertising policies.

Discussion

July marked the first month of Dry Crust's new contract with Tasman District Council, and this has been a catalyst for a number of communications planning and strategy projects to commence.

Two of these policies are the Council's media and advertising policies. As two of the most common avenues of informing the District's residents and ratepayers of the Council's activities it is imperative these channels are managed to achieve transparency and consistency.

These policies are currently being discussed with Council officers to ensure they meet and reflect the needs and obligations of the Council and are able to be achieved.

It is envisaged they will be finalised for acceptance at the 29 September Communications Subcommittee meeting.

Attached:

Draft media policy
Draft advertising policy

Recommendation

That the Communications Subcommittee:

- 1) notes the report,
- 2) takes the opportunity to discuss and debate the attached policies, noting that they will be brought back to a subsequent meeting for sign off.

Chris Choat
Communications Adviser