

STAFF REPORT

TO: Communications Subcommittee

FROM: Communications Adviser

DATE: 23 September 2010

REFERENCE: C797

SUBJECT: Communications Activity Report - RFN10-09-19

PURPOSE

To inform the Communications Subcommittee of the work and achievements of the Council's communications function.

PUBLICATIONS

Boredom Busters – the latest issue has been printed and distributed. One of the primary measurements for Boredom Busters is the amount of competition entries received for the colouring and CD competitions. This time last year we were averaging 70-100 entries per issue, which is reasonable return from 11,000 issues. For the March 2010 issue over 500 entries were received for the colouring competition alone and for the June 2010 issue 300 were received. This increase is attributed to an improvement in the 'look and feel' of the magazine as well as the content. The increase has also corresponded with getting the magazine into schools two weeks earlier, which also benefits the parents/holiday programme organisers. Feedback from OSCAR is that they are very happy with the process.

Jam Magazine – the latest issue has been printed and distributed. This will be the last hard copy version of Jam Magazine for the foreseeable future. It has long been accepted that the 12 – 18 year old demographic no longer read hard copy publications in their leisure time, and are not used to receiving information in this format. Focus groups of Tasman youth have indicated that the preferred method for receiving information is now web based (not email), preferably through existing social media channels, which the individuals already subscribe to (Facebook and Youtube). The Youth Council and Paul McConachie are working with Dry Crust to convert www.tyc.co.nz, the existing website of the Tasman Youth Council and Jam Magazine, into an online version of Jam Magazine with full interactivity, enabling subscribers to read and talk about the Youth Council and community recreation activities taking place across the District, and youth related activity in their own communities. One of the key elements of the Jam Magazine production process is that the individuals in the Youth Council are encouraged to take an active roll in the process, supported by training days with Dry Crust staff, will continue to be at the heart of the new Jam Online website. Jam Online will be ready for testing (carried out by Youth Council members and focus groups) by the end of September 2010 with a soft launch scheduled for mid-October 2010.

Mudcakes and Roses – the latest issue has been printed and distributed. Mudcakes and Roses continues to be a firm favourite amongst its target audience. Competition entries are up and advertising is at its maximum, with a number of would be advertisers requesting to be contacted once a space is vacated.

Council's Community Recreation publications create a lot of good will amongst residents and ratepayers and also give a 'soft' channel for communicating Council news and activity.

Work is currently being managed with Mike Tasman-Jones and Paul McConachie to ensure that residents are aware that these publications are all created, and paid for, by Tasman District Council and form a family of publications.

Newsline – The Mag. Two issues of Newsline were distributed during August. Both were 12 pages and were created and delivered on time. The process currently in place for the production of Newsline seems to be working for all parties and is resulting in more quality features/articles.

Richmond CBD Consultation

A consultation process has started, managed by Sarah Downs, around the future look of Richmond's CBD. An interview on Fresh FM with Sarah and Gary Clark started the process, along with a Newsline article. The following issue of Newsline included a consultation document with project outline, map and feedback form. Consultations took place in Richmond Mall (public) and at Council Chambers (business). The 1 October issue of Newsline will include an update from the consultation and an outline of 'what happens next?'

Council 'Facilities' Branding

Tasman District Council has helped to create some amazing facilities – The ASB Aquatic Centre, Motueka Recreation Centre, Murchison Recreation Centre, Richmond Library, Moutere Hills Centre etc. At a previous Communications Subcommittee meeting members identified that the Council has not always publicised its involvement in these facilities as having been enabled by Council, helping place Council at the heart of its Districts communities and creating a sense of pride in ratepayers and residents over the work carried out by Council.

A 'community facilities brand' has been created to be displayed outside Council's community facilities that ensured users recognised the link between the facility and Council. See Appendix 1 for a visual of the new branding. This branding has been placed at Richmond Library, the ASB Aquatic Centre and is due to roll out to all recreation facilities in September/October 2010.

Ecofest

Dry Crust worked with Rob Francis and Karen Lee (NCC) to create an interactive display for Ecofest that would encourage visitors to share their vision for Nelson/Tasman in 2020. The six metre long display was deemed a great success with over 400 people taking part in the exercise. The information gathered has

been shared with the public via Newsline and Live Nelson and will be used by Rob and Karen in the future.

Media Releases

Media releases sent out during August were:

- Amalgamation – Tasman will support the process, not the outcome sought
- Free child restraint checks
- Positive Aging expo promotion
- Warm Tasman

Please see accompanying media report for further information/analysis.

Council Forms for Website

The updating of Council's forms has been completed with over 100 forms branded, coded and standardised. These forms have now been placed on Council's website and a system for future identification put in place.

Warm Tasman – Warm Homes Initiative

Dry Crust worked with Mary-Anne Baker and Richard Kempthorne to launch and promote the Warm Tasman Scheme. Richard was interviewed on Fresh FM, marketing collateral was designed and created for the general public and a launch event, hosted by Richard Kempthorne, Nick Smith and Ben Dunbar-Smith (EEC), was staged. The event was covered in Newsline – The Mag and by the local press.

Radio

Radio advertising is now following the new format to maximise the value that Council receives from its advertising spend and to help reduce overall costs. The main thrust of this is to focus on fewer topics, but to promote them more thoroughly using 45 and 30 second adverts. This is working well with events like the Richmond CBD project and Elections 2010 being promoted through more considered and valuable messaging.

Awards

Two key awards have taken place recently – the Tasman District Council Long Service Awards and Civil Defence Long Service Awards. Dry Crust was involved in both – for the former writing the Mayor's speech, interviewing recipients, publicising the awards in Newsline and via the local media. For the Civil Defence Awards Dry Crust helped promote the event and recipients to the local media and generate awareness via Newsline.

General

Following the signing off of the Annual Plan 2010/2011 there has been an increase in general communications activity. This has been driven by a communications

planning process, which has ensured that communications remain as an important element in any project that Council is undertaking.

Current Work

The attached sheet outlines the jobs currently underway. Work has also started on the identification and prioritisation on projects that could be assisted by a strategic communications approach in support of the outcomes sought.

RECOMMENDATION

That the Communications Subcommittee receives the Communications Activity Report.

Chris Choat
Communications Advisor