

## **STAFF REPORT**

**TO:** Communications Subcommittee  
**FROM:** Communications Adviser  
**DATE:** 16 November 2010  
**REFERENCE:** C797  
**SUBJECT:** Communications Activity Report – RFN10-11-10

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## **COMMUNICATIONS REPORT – SEPTEMBER/OCTOBER2010**

Due to the 2010 elections there was no Communication Subcommittee report for September 2010 so this report covers activity in both September and October 2010.

### **GENERAL ISSUES**

The months covered by this report have been dominated by two main issues – the local Government elections and the proposed union of the Tasman District and Nelson City. The latter of the two required the development, production and distribution of Council-directed impartial information to those wishing to submit on the proposal before the close of submissions on November 8.

Of note also was the ongoing development of the Council's new website with specific attention being paid to enhancing the search capability within the site and online payment functionality. It is envisaged by the time this report is read both attributes will be fully functioning after testing.

As the development of the new site drew to a close the ongoing maintenance of material and quality is now the priority. This has been enhanced with the webmaster role being transferred into the communications function with the responsibility of ensuring the high expectations of the Council and the residents and ratepayers of Tasman are met.

Other projects driven within the Council supported by the communications function have included:

- The Hope Reserve consultation
- Various environmental planning consultation exercises
- The opening of Council facilities i.e. Learn to swim pool
- Waimea Estuary Charter
- A number of engineering projects and exercises
- Clearer identification of Council ownership of facilities and projects.

With the role clearly delineated now between communications strategy (inhouse) and tactics (DryCrust) there is a higher demand on the services of the communications function throughout the organisation. Revitalising the level of trust between the Council and the communities it serves is paramount within the strategic communications planning currently being managed on the smallest to the largest of projects. While the fruits of this industry will not become apparent for sometime progress is being made.

## **PUBLICATIONS**

### **Hummin' in Tasman 2010/11**

Hummin' in Tasman is an annual visitors and residents 'summer guide' that is produced by Council every November. It is 'free' to both residents and visitors and is distributed at A&P shows, and through various outlets across the District (Richmond Mall, I-Sites, libraries, convenience stores, Council service centres, Nelson Airport etc). Hummin' showcases the very best that our District has to offer between November and April and focuses on the very smallest local events right up to the likes of the Richmond A&P show and Golden Bay cardboard boat race. The publication also provides comprehensive information on all of Council's core visitor facing responsibilities - boating, camping, waste and recycling, picnic spots, parks, reserves, libraries, museums, dog walking and recreation facilities. A total of 25,000 copies are printed (in 2009/10 the entire print run was used by the middle of January 2010).

Since the introduction of the targeted tourism rate (TTR) it was deemed necessary to give all TTR payers the opportunity to help promote their business via the publications listings if they so wished. A letter was sent to all TTR payers in September 2010 and over 250 were returned requesting their information be included.

The 2010/11 edition of Hummin' has utilised the 'It's On' website for event listings. Traditionally Dry Crust and the Community Recreation Department at Council spent a great deal of time liaising directly with event organisers to ensure a comprehensive list. This year all event organisers were asked to input their event details into the 'It's On' website and Dry Crust then pulled the events listings direct from there. There were some small issues with this process but it helped to improve the speed at which the data was gathered. A manual 'double check' of events ensured that none were overlooked even if they had not appeared on 'It's On'.

### **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 becomes available.

## **Newsline - The Mag**

Two issues of Newsline were distributed during September and three during October. All 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 and a smoother sign-off process.

## **Boredom Busters**

The September 2010 issue of Boredom Busters was produced and distributed. Boredom Busters continues to grow in terms of its value to the audiences (children under 12 and parents/guardians). Interest in advertising supports this and Village Cycles has upped its colour competition prize to a mountain bike. We are also in the process of setting up a competition with Mondo Travel to give away a family holiday for four to the Gold Coast, Australia. The process with OSCAR is working well and there are no issues in terms of production, delivery or budgets.

## **Jam Magazine**

The last 'physical' Jam magazine has been produced. The process to look at alternative delivery mechanisms for Jam, with the Tasman Youth Council members, continues to work well and they increasingly drive the content. Dry Crust allocates roles to Youth Council members for each edition of the publication (editor, reporter, photographer, designer etc) and then manages them, with support from Paul McConachie.

Following a number of focus groups at schools and with the Youth Council members it was decided, about six months ago, to take Jam online and to turn the magazine into an online portal for all news concerning youth in the top of the south. The new site [www.jamonline.co.nz](http://www.jamonline.co.nz) is now live following a soft launch to Youth Council members only. The Youth Council meets for the last time in 2010 on Sunday 14 November where we will have a final focus group before the site is 'officially' launched. Content will continue to be generated by Youth Council members over the Christmas period, with support from Dry Crust, and uploaded on a weekly basis to keep the site fresh. A marketing campaign to promote the site to all Nelson/Tasman youth is being worked on and will be rolled out once the Youth Council returns from the summer break. A brief roll-out plan for Jam Online can be found in Appendix 1.

## **MEDIA RELEASES**

Media releases sent out during September/October were:

Boil water notice - Motueka  
Tasman Karaoke Superstars  
Graffiti / Vandalism - new mural  
Positive Aging Expo  
Spring, Stride, Ride

Please see the accompanying media report for further information/analysis.

## **COUNCIL FORMS FOR WEBSITE**

The updating of Council's forms continues with over 100 forms branded, coded and standardised so far and the next 'wave' being worked upon. Once formatted and coded the forms are placed on Council's website and a system for future identification put in place.

## **SIGNAGE**

Council's signage audit/refresh continues with work being undertaken on:

- Regional signage x 4 - 'Welcome to Tasman'
- Takaka Library - footpath and building signage
- Richmond Office - updated branding on signage
- ASB Aquatic Centre - facilities branding, filtration room signage, learners pool opening material
- Motueka service centre - signage
- Motueka Recreation Centre - internal facilities branding and signage

## **RADIO**

The Lowdown on Fresh FM is now the core piece of radio activity undertaken by Council on a regular basis. It is recorded every Friday morning and airs the following Monday and Wednesday. The show is 15 minutes long and covers any news relating to Council. It is presented by Paul Jennings and Bob Irvine. Fresh FM has the best penetration across the entire District (it has particularly strong listener figures in Golden Bay and Motueka) and is by far the most cost effective station to work with.

Radio advertising via Media Works and Radio Network is now being utilised only when a specific project has a budget allocated to fund it. This is a change to previous years where Council has purchased blocks of advertising each month with a 'use it or lose it' type agreement. This has resulted in more focused use of radio by Council. The 2010 elections and the Richmond CBD project are two recent projects that have been promoted via radio.

## **MEDIA REPORT**

Refer separate item on the agenda.

## **CURRENT WORK**

The attached sheet (Appendix 2) outlines the jobs currently underway.

## **RECOMMENDATION**

That the Communications Subcommittee receives the Communications Activity Report RFN10-11-10.

Chris Choat  
Communications Advisor

## APPENDIX 1: Launch overview for [www.jamonline.co.nz](http://www.jamonline.co.nz) - Jam Online

The aim for Jam Online is to have a 'soft' launch on the 15 November 2010 following the final Youth Council meeting (takes place 14 November). The Youth Council members (Tasman and Nelson) will be asked to promote the site to their social networks and to think about content opportunities. Editorial contacts at Council and Dry Crust will be re-communicated.

Over November/December/January Paul McConachie, supported by Dry Crust, will develop content on the site focusing on Council's Community Recreation events (Tasman Skatepark Tour, Karaoke Superstars final, Summer Sounds etc). These events will provide excellent opportunities to create site content (video, reports, reader polls etc) and also help to drive traffic to the site. Marketing activity can be undertaken at each event to drive traffic to the site, promote the sites URL, encourage the creative use of the social media channels and enable us to build user subscriptions.

During this period Dry Crust will:

Keep the site 'fresh' with a new article each week, polls, video clips, new games etc. We will liaise with 'active' Youth Council members such as Brooke and Emily-Rose and work with them to generate content.

Contact local organisations that might have an interest in utilising/sponsoring Jam Online - such as NMIT, schools, sports clubs, recreation centres and recreation providers etc. We will introduce them to the Jam Online concept, the audience, the opportunities for communication and how to submit/suggest content.

In February 2011 the Tasman Youth Council reconvenes and the new members are sworn in (includes the annual Hui). At this time a presentation will be made to all Youth Council members and roles regarding the development of Jam Online will be created. TYC members will be assigned to specific positions (editor, sports reporter, photographer etc) and all members will be asked to actively promote the site and its content to their social networks.

Also in February [www.tyc.co.nz](http://www.tyc.co.nz) (Dry Crust, TYC or Paul McConachie) will contact all schools in the District to introduce the new website and invite schools to:

- Promote their events on Jam Online
- Promote key events/successes via Jam Online
- Supply Jam Online with editorial/video/music from students to go on Jam Online
- Utilise Jam Online as the number one way to communicate with youth across Tasman and Nelson

March 2001 (and every 8 weeks following) the Youth Council JAM sessions will start again, hosted by Dry Crust, where Youth Council members come in to Dry Crust to discuss the content of the site, the style of the site, future content/articles, marketing opportunities and who form within the Youth Council will be taking responsibility for which element.

The aim of these meetings is to ensure:

- 6-8 new articles are produced from each session (to be time released on the site one week apart) by TYC members
- key events across the District are highlighted and images/video/reports generated from each by a designated TYC member
- that any key school related events (sport, drama, environment etc) are reported on and relevant images/video captured by TYC members
- that the site is actively promoted by Youth Council members and utilised by them to 'make their voice heard'.

April - stats to be supplied to Alan at Dry Crust so that he can start to work on advertising opportunities/promotions.