

Report No:	RFN11-09-02
File No:	
Date:	16 September 2011
Information Only – no decision required	

REPORT SUMMARY

Report to: Communications Subcommittee
Meeting Date: 27 September 2011
Report Author: Chris Choat – Communications Adviser
Subject: **Communications Adviser's Report**

EXECUTIVE SUMMARY

This report provides an update on the activities of the Communications team for July and August 2011.

RECOMMENDATION/S

That the Communications Subcommittee receives this report and adopts the draft resolution in the report.

DRAFT RESOLUTION

THAT the Communications Subcommittee receives the Communications Adviser's Report RFN11-09-02.

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1. July/August 2011

- 1.1 July and August have been a moderate period of communications activity for all Council departments in terms of external communication, with total work volumes approximately 25% down on previous years. This trend has been tracking consistently since June 2011.
- 1.2 This downwards trend can be attributed to a number of factors including undertaking a prudent review of communications activity, as directed by the Council. There has been a focus on reviewing discretionary activities driven by LTP discussion, the amalgamation debate and the time of the year i.e Annual plan establishment. While each of these factors alone would not necessarily be solely attributable, the combination of factors will have had an impact.

2. Work Undertaken in July 2011

- 2.1 The following was work undertaken in July 2011:

Get Moving website preliminary ideas
Native Habitats Tasman Newsletter – July 2011
Murchison BMX track sign
Controlling Aquatic and Wetland Invaders brochure
Jubilee Park Sports Ground Sign
Native Restoration Manual
Brochure Suite Rebrand - continued
Ecofest 2011 editorial and marketing
Motorbike Training Poster and Flyer
Motueka Aerodrome Schedule of charges sign
Ecofest 2011 - Signage and Material
Protected Trees in the Tasman District Brochure Update
Annual Plan 2011/2012 Document and Summary Document

Outstanding Community awards 2011
Takaka Wastewater Treatment Plant Upgrade Residents Letter
Rates Form and Brochure 2011
Tasman District Libraries - Letterhead
Richmond Festival Park n Ride Bus Tickets
Warm Tasman brochure update
Jam Online
Boating Brochure 2011 Update

3. Work Undertaken in August 2011

3.1 The following was work undertaken in August 2011:

Environment Report Cards
Ecofest 2011 - Signage and Material
Tasman Nelson Environmental Awards 2011 - Poster
Ecofest Environmental Display 2011
Pest Management Ecofest Display 2011
Jam Online
Library - New Member Reprint
Proactive August 2011
SPARC Rural Travel Fund Application form update
Community Vision Poster and Form for Ecofest Environmental Display
Motueka Flood Control Newsletter – Issue #4
Air Quality Report Card August 2011
Native Restoration Manual
Form Suite Rebrand
Tasman Karaoke Superstars Posters 2011
Tasman Youth Council Photo Competition Posters
Hummin' 2011 – prep work and tourism targeted rate letter
Get Moving Website proposal
Freedom Camping Brochure and Sign
Ecofest 2011 Editorial

4. Publications July 2011

- 4.1 **Newsline - The Mag**
Three issues published and distributed.
- 4.2 **Boredom Busters**
One issue published and distributed.

5. Publications August 2011**5.1 Newslite - The Mag**

Two issues published and distributed.

5.2 Mudcakes and Roses

One issue published and distributed.

6. RECOMMENDATION/S

- 6.1 That the Communications Subcommittee receives this report and adopts the draft resolution in the report.

7. DRAFT RESOLUTION

THAT the Communications Subcommittee receives the Communications Adviser's Report RFN11-09-02.

Chris Choat

Communications Adviser

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