

Report No:	RFN11-11-11
File No:	C797
Date:	29 November 2011
<b><i>Information Only – no decision required</i></b>	

## REPORT SUMMARY

**Report to:** Communications Subcommittee  
**Meeting Date:** 29 November 2011  
**Subject:** Communications Advisor Report  
**Report Author:** Chris Choat – Communications Advisor

### EXECUTIVE SUMMARY

The last two months have been relatively quiet following the initial media interest in the amalgamation debate with some media coverage being sought in reaction to the decisions of others in the sector. As the summer holiday period is approaching magazine and activity guides are being produced and delivered, and we are taking a more focused approach to A&P show appearances. Otherwise it is business as usual with regular media contact regarding Standing Committee and Community Board meetings.

The last two months have seen the traditional construction and related consultation period, which has seen the continued evolution of the relationship between the Council and its contractors and the community.

### RECOMMENDATION/S

**That the report be received.**

### DRAFT RESOLUTION

**THAT the Communications Subcommittee receives the Communications Advisor's Report RFN11-11-11.**

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## **1. Seasonal Production**

- 1.1 The last two months has been a relatively settled period of communications activity for Council with the majority of work falling under the category of 'business as usual'.

Production list is attached as Appendix1.

The summer holiday season has begun which marks the start of the magazine and guide production with Boredom Busters, Mudcakes and Roses and Hummin' in Tasman now out for distribution.

The production and distribution processes are continually being more streamlined and we are also integrating Hummin' as a vehicle for the tourism operators within Tasman. The latest Hummin was made available for advertising as a benefit, with those subject to the Targeted Tourism Rate supplied with free advertising as part of their investment.

The periodic perception survey of Boredom Busters has been undertaken with the response as positive as before with a number of useful suggestions to develop. The report is attached in Appendix 2.

## **2. Summer Advertising**

- 2.1 The summer period will also herald the beginning of the summer advertising aimed at the visiting holidaymaker. The advertisements and notices will focus on the services delivered by the Council such as rubbish collection days, recycling depots office, service centres and library opening hours.

Included in these will be location specific advertising and notices including Freedom camping locations, rubbish collection and waterskiing restrictions in Kaiteriteri.

These advertisements will be furnished in Newline, local papers and on selected radio stations.

### **3. Community Engagement**

- 3.1 The summer months herald the construction and related consultation period for Council. This year will see a continuation and development of the consultation processes trialed last year.

Consultation and submission processes are now following a three tier approach beginning with a conversation, followed by feedback and then submission stage. This is the model initially developed with the Mapua Plan change and has been actively engaged in the Takaka Flood Modelling Project the success or otherwise of which will monitored very closely.

Infrastructure maintenance is attracting fewer complaints as the policy of informing local residents before, during and after work is done on a weekly basis.

This policy will continue to monitored and developed over the summer period.

### **4. RECOMMENDATION/S**

That the report be received.

### **5. DRAFT RESOLUTION**

**THAT the Communications Subcommittee receives the Communications Advisor's Report RFN11-11-11.**

#### **Appendices:**

Appendix 1 Production List

Appendix 2 Boredom Busters Perception Survey

## **Appendix 1: Work produced over the last eight weeks includes:**

Heritage Building Restoration Initiatives Brochure Reprint  
Tasman District Council Business Folders  
Form Suite Rebrand  
Generic Powerpoint Template  
Draft LTP 2012-2022 - Design Concepts

Motorcycle Training News Advert  
Tiny Tots, Toys & Teddies Party Poster  
Carols by Candlelight Poster Update 2011  
Jubilee Park Sports Ground Sign  
Freedom Camping Brochure and Sign  
Venture Cove Walkway Sign Feb 2011  
Tasman Karaoke Superstars Posters 2011  
Tasman Youth Council Photo Competition Posters  
Rural Fire DL Card  
Push Not Pedal Poster Update  
Collingwood Camping Ground September 2011 reprint

Jam Online  
Get Moving Website  
Updates  
Proactive  
Native Restoration Manual  
Tasman Nelson Environmental Awards 2011

Mudcakes & Roses October 2011 #68  
Boredom Busters 23 September (Spring) 2011  
Hummin 2011/2012  
Motueka Flood Control newsletter - issue #4#5&#6

### **Publications – September 2011:**

#### **Newsline - The Mag**

Two issues published and distributed

#### **Boredom Busters:**

One issue published and distributed

### **Publications – October 2011:**

#### **Newsline - The Mag**

Two issues published and distributed

#### **Mudcakes and Roses**

One issue published and distributed

## Appendix 2 - Boredom Busters Parents Survey Results 2011

A two-page Parents Survey with a freepost logo was included in the Spring issue of Boredom Busters 2011. The prize was a \$50 Richmond Mall voucher. A total of 71 responses were received (to date, as at 4/11).

No of Respondents: 71

(Note: Percentages have been rounded up or down to nearest whole number)

- 1 **District**
  - 25 were from Nelson (35%)
  - 44 were from Tasman (64%)
  - 1 did not respond (1%)
  
2. **No of children in your household**
  - 1 household had 5 children (1%)
  - 2 households had 4 children (3%)
  - 18 households had 3 children (25%)
  - 33 households had 2 children (46%)
  - 17 households had 1 child (24%)

The age range of the children was from under 1 to 18 years.

3. **Do the children in your household regularly bring home copies of the Boredom Busters publication?**
  - 1 said 'never' (1%)
  - 2 said 'seldom' (3%)
  - 7 said 'yes, sometimes' (9%)
  - 61 said 'yes, regularly' (86%)
  
4. **Do you regularly look at the holiday programmes information in Boredom Busters?**
  - 3 did not answer (4%)
  - 0 said 'never' (0%)
  - 2 said 'seldom' (3%)
  - 14 said 'yes, sometimes' (20%)
  - 52 said 'yes, regularly' (73%)
  
5. **Do some or all of the children in your household regularly attend Holiday Programmes that feature in Boredom Busters?**
  - 23 said 'no' (they were asked to skip to Question 9) (32%)
  - 29 said 'yes, sometimes' (41%)
  - 19 said 'yes, regularly' (27%)

## 6. Holiday Programmes Attended

(Note many respondents listed more than one)

ASB Pool	2
Awesome Atawhai	1
Bridge Valley	7
Boredom Busters Richmond	5
Elim	1
Golden Bay	5
Mot Rec Centre programmes	4
PowerZone – Stoke	1
Richmond Kids Care	3
Skoolz Out	3
Swim Magic – Riverside	1
Teapot Valley Christian Camp	6
The Hub	2
Upper Moutere	1
YMCA	2
<b>Other</b>	
'Nelson & Richmond'	1

Many also listed Holiday Activities including:

- Library Programmes (9) & craft times
- Giggling Pony (4)
- Kidpower (1)
- Gymnastics (5)
- Wilsons Abel Tasman deal (2)
- Whakatu RDA (3)
- ASB Aquatic Centre swimming lessons (1)
- Aqua Pool
- Pottering About
- Natureland Zookeeper for a day (1)
- Founders Park (1)

Other comments in this section:

- “Not full time ones. One off library type ones. I’m an ‘at home’ Mum so don’t need full time care, so don’t opt for that as don’t need it and its too costly when I’m free!”
- “Usually free activities”
- “We visit grandparents in Takaka for holidays and attend activities over there.”

**7. Does the holiday programme info in BB help you make a decision about whether to enrol your children in a school holiday programme?**

- 19 did not answer as their children had not attended holiday programmes (27%)
- 4 said 'no, its irrelevant' (6%)
- 23 said 'yes, sometimes' (32%)
- 25 said 'yes, regularly' (35%)

**8. Do you use Boredom Busters as a guide to the daily activities happening during a Holiday programme?**

- 18 did not answer as their children had not attended holiday programmes (25%)
- 1 said 'no, I get my info from (programme name) (1%)
- 16 said 'yes, sometimes' (23%)
- 36 said 'yes, regularly' (51%)

**9. Do your children enjoy doing the activities in Boredom Busters (colouring, spot the difference, recipe etc)**

- 2 did not respond (3%)
- 5 said 'no' (7%)
- 64 said 'yes' (90%)

(Note: of the 'no's' 3 households had older age children aged 10 and over, while one household had a child under 5)

**10. Things my children like most about Boredom Busters**

(Note that many respondents selected more than one)

The giveaways/competitions (CDs, movie passes etc)	23
Colouring Comp	29
Recipes	16
Puzzles/activities	10
Holiday programmes/activities	12
Jokes	4
Profiles of other kids	3
Meet new people/company of other children/friendships/fun	6
Likes being given own magazine	2
Things we can do together/	2
Events	2
Caught on Camera	2
Other	3

## 11. Boredom Busters could be improved by:

- Good as it is – no change needed (21)
- No response (16)
- More puzzles & activities (7)
- More competitions and/or recipes (7)
- More photos of kids (3)
- Email entries for competitions
- Show answers to puzzles
- More space on each activity
- More trivia
- More events
- Film reviews by kids
- More library news – book reading programmes at libraries
- Make it bigger!
- More cheap/free activities
- List of child-friendly cafes and restaurants
- Being available earlier so we can book well in advance (3)
- Make the age range less ie. One group 5 – 8 years, one 9-13 years
- More discounts (3)
- Adding some different things
- Providing some fresh snacks
- More colouring competitions
- Having programmes for children 13+
- Competition to win lego!
- Competitions/gifts for the Mums and Dads!
- Publishing who is in charge of individual activities (in holiday programmes) as some tutors are better than others
- Maybe a pull-out calendar you can mark the activities you want to do
- Childrens articles to read
- You should do a feature where you get one child to write a column about one of their favourite things to do.

## 12. Format of Boredom Busters

- 47 said it should stay in its current hardcopy printed format (66%)
- 21 thought a website should be created in addition to the printed newsletter (30%)
- 1 respondent thought the magazine should be replaced by a website (1%)
- 1 respondent thought there was no need for either a publication or a website (1%)
- 1 did not respond (1%)



### 13. Under the free comments section:

Other comments were as follows:

- Nicely presented – good info
- Good wee publication – thanks
- Thank you a very useful, practical resource. Website would be handy as our copy tends to get well read, lost, cut up for craft, hidden under someone's bed...!
- Advertise the website in the hardcopy and have the website updated weekly/monthly to include interesting public activities in the community
- My kids really enjoy it – great for the holidays
- Although I haven't yet used the holiday programmes I intend to in future and find the publication helpful. Also info supplied on holiday deals is useful eg. Wilsons boat trip holiday specials
- We enjoy reading Boredom busters for ideas for things we can do during the holidays. We will take advantage of the Abel Tasman special this time and might go to WOW too, also will visit the skating rink
- Please don't make it online only – this would reduce access to it for many families
- As my children get older they really enjoy getting the BB newsletter
- I've really enjoyed this its given me lots of ideas thanks, all we need now is the time to do it all, keep it up, look forward to next issue
- Good info – always something interesting. Don't make it online only because those of us without a computer would miss out.
- Thank you – its great. Stay in its current format – something you can hold in your hand.
- The child in our household is a grandchild and my husband and I work full time so we find BB a great help to keep her entertained during holidays. She loves the instructors and the company of different kids.
- My kids really enjoy this magazine and it's a great reference for holiday ideas. Would love a kids cooking page for holiday cooking fun, making playdough, making slime etc for older kids
- Very informational for us parents – thank you
- Website probably good too. I wouldn't go to a website though. The magazine is great, I think Council should continue to fund this.
- I would just like to say my 10 year old can't wait to go to Bridge Valley every holidays – if we hadn't found the info in BB I would go crazy, thanks
- Yes its great, would be good for more businesses to back competitions with prizes – go Village Cycles! We make an effort to support Village Cycles because of their generous prizes and being a locally owned businesses
- Boredom Busters is a place kids can have fun doing things. Our family likes it very much.
- Its great, affordable – good work

- Children enjoy going through the magazine and choosing what activities to do over the holidays and the competitions are good value too – thank you
- Really like the format, no need to change. Makes it more accessible to everyone this way. Borecom Busters is a great programme but would be better if the age group catered for was extended.
- I like seeing discounts for locals for the holidays e.g Wilsons, ASB. I enjoy grabbing the book to see whats on the next day in Nelson e.g festival events. As we sometimes go over to Takaka we can see what is on over there or if we have a spare day in Nelson we can check out one-off events.
- The kids enjoy receiving and bringing home their own Boredom Busters (Mum has to get her own!)
- As a parent, I have found it a really useful tool for the school holidays. I like that it advertises other things like Nelson Gym etc. What's on is great.
- If you have a website to complement the magazine you can provide updates and additional information that is too late for publication
- Some families in GB do not have access to a website. Children look forward to bringing hard copy home from school and keeping at home to refer to and plan.
- It's fantastic, keep it up. Don't go down to just a website if at all possible – it will lose its effectiveness.
- Front cover of Spring edition looks “too busy”. White surround to slogan loses visual impact. Try some more contrasting colour tones.
- I like hard copy and easier for younger kids to access but info on web as well has benefits. I am a stay at home mum so don't need full time holiday activities for my kids which many of these activities seem to cater to, but I do like to have a few activities planned so we don't just muck about all holidays. Boredom Busters is a great catalyst to organise these.
- Very useful publication, well presented and informative (for us both). Keep up the excellent work.
- Great, love it, great its given out at school – thanks

### **General Recommendations based on survey results**

- Start accepting email entries for CD and movie competitions
- Add more puzzles/activities
- Child friendly cafes/restaurants could make a good story or advertising feature
- Consider introducing one article (per issue) from a child on activities that they have enjoyed. Maybe this could be a competition – winner could win tickets or discount vouchers?

### **Survey Winner**

To be confirmed.