



Notice is given that an ordinary meeting of the Communications Subcommittee will be held on:

Date: Thursday 27 March 2014
Time: 2.00 pm or conclusion of Community Development Committee
Meeting Room: Tasman Council Chamber
Venue: 189 Queen Street
Richmond

Communications Subcommittee

AGENDA

MEMBERSHIP

Chairperson	Cr J L Edgar
Members	Cr M L Bouillir
	Cr S G Bryant
	Cr B F Dowler
	Cr M J Greening

(Quorum 2 members)

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Note: The reports contained within this agenda are for consideration and should not be construed as Council policy unless and until adopted.

AGENDA

1 OPENING, WELCOME

2 APOLOGIES AND LEAVE OF ABSENCE

Recommendation

THAT apologies be accepted.

3 DECLARATIONS OF INTEREST

4 CONFIRMATION OF MINUTES

THAT the minutes of the Communications Subcommittee meeting held on Tuesday, 10 December 2013, be confirmed as a true and correct record of the meeting.

5 PRESENTATIONS

Nil

6 REPORTS

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6 REPORTS

6.1 COMMUNITY ENGAGEMENT POLICY REPORT

Decision Required

Report To:	Communications Subcommittee
Meeting Date:	27 March 2014
Report Author:	Chris Choat, Community Relations Manager
Report Number:	RCD14-03-10
File Reference:	

1 Summary

- 1.1 At the Communications Subcommittee meeting of August 2013 the Subcommittee resolved to receive the report 'Community Engagement update'. The Subcommittee requested that further work be done on the Community Engagement Policy prior to being returned to the Subcommittee to be ratified and referred to the Community Development Committee for adoption.
- 1.2 The further work requested has been completed with external guidance and assistance from the Chair.
- 1.3 The attached Policy is more refined than its previous edition and I am looking for acceptance prior to the Policy being recommended to the Community Development Committee for adoption.
- 1.4 It is of note that the Local Government Act 2002 Amendment Bill (No.3) has yet to be passed by the Parliament. The Bill proposes that councils have a combined Significance and Engagement Policy. The Bill is, however, not yet law and so Council cannot yet adopt such a policy. The Community Engagement Policy which is the subject of this report is, therefore, separate from the Council's Policy on Significance. It does, however, comply with the general intent of the engagement component of the changes which are proposed in the Bill.

2 Draft Resolution

That the Communications Subcommittee:

1. receives the Community Engagement Policy Report RCD14-03-10; and
2. recommends the Community Engagement Policy to the Community Development Committee for adoption.

3 Purpose of the Report

- 3.1 To present a proposed Community Engagement Policy for consideration by the Communications Subcommittee with a recommendation that the Policy is referred to the Community Development Committee for adoption.

4 Background and Discussion

- 4.1 The Community Engagement Policy has been in development over the last year.
- 4.2 The Policy has arisen for two reasons;
- 4.2.1 the need for the Council to have a Consultation Policy incorporated within its Governance Statement (section 40(1)(h) of the Local Government Act 2002), and
- 4.2.2 the Council's desire to improve its level and methods of engagement with the community.
- 4.3 A cross-departmental project team was established to assist with the preparation of the Policy. It has looked to a number of sources for knowledge and experience including:
- 4.3.1 a Councillor workshop;
- 4.3.2 International Association for Public Participation training; and
- 4.3.3 the output of similar strategies currently in practice in New Zealand and Australian public bodies.
- 4.4 The focus of the Policy was widened from strictly a consultation policy to include community engagement, following discussion with the Subcommittee and a subsequent Councillor workshop. The outcome of the workshop clearly indicated a desire and support for the Council to have the direction and means of engaging with its stakeholders and community more fully on key decisions.
- 4.5 In the development of the Policy a number of factors have had to be taken into account including the current legislative requirements and policies that exist in the Council already. Examples include: the Local Government Act (LGA), Reserves Act, Resource Management Act (RMA), the Council's Policy on Significance, the Statement on Fostering Maori Participation in Council Decision-making and the LGA Amendment Bill 2014.
- 4.6 The Local Government Act 2002 Amendment Bill (No.3) proposes that councils have a combined Significance and Engagement Policy. The Bill is, however, not yet law and so Council cannot yet adopt such a policy. The Community Engagement Policy which is the subject of this report is, therefore, separate from the Council's Policy on Significance. It does, however, comply with the general intent of the engagement component of the changes which are proposed in the Bill.

5 Options

- 5.1 The Community Engagement Policy is the Council's commitment to the communities it represents and serves on how it will engage with those communities. It goes beyond and strengthens the current legislative requirements on the Council to encourage a wider level of engagement particularly on key projects or issues.
- 5.2 The Subcommittee has the options of:
- 5.2.1 recommending the attached Policy to the Community Development Committee for adoption; or
 - 5.2.2 providing further feedback on the attached Policy and asking staff to make the amendments prior to reporting it back to the Community Development Committee for adoption; or
 - 5.2.3 deciding not to have a Community Engagement Policy.
- 5.3 The attached Policy has been through several draft iterations prior to getting to this point. A cross-Council project team has worked on the Policy with input from the Communications Subcommittee Chair and other Councillors. The Policy will provide guidance to Council staff on the levels and forms of engagement expected depending on the impacts of the projects or plans they are working on. The Policy will help ensure a more consistent approach to community engagement. The Subcommittee could decide not to develop a policy until the Local Government Act 2002 Amendment Bill (No.3) is passed by Parliament. However, it is uncertain when the Bill will be enacted. If the Subcommittee decided not to proceed with this Policy, it would leave a vacuum for staff to operate within. Staff recommend that the Community Engagement Policy is recommended to the Community Development Committee for adoption.

6 Strategic Challenges / Risks

- 6.1 There is a slight risk that Iwi within Tasman may seek a higher level of engagement including increased involvement in Council decision making. This level of relationship is outside the realm of this Policy and has not been considered.

7 Policy / Legal Requirements / Plan

- 7.1 In developing the Community Engagement policy the Council's current legislative obligations to consult under the LGA, RMA, Reserves Act and other relevant legislation have been considered.
- 7.2 The policy is designed to assist the Council and staff to meet these obligations.

8 Consideration of Financial or Budgetary Implications

- 8.1 In activating the Community Engagement Policy there is a need to take into account the costs involved. A cost/benefit analysis is key to any decision being taken as to the nature of

the engagement required and desirable. Any identified costs will need to be included in the budgets for the projects or matters being consulted on.

- 8.2 Initial analysis of projects or matters being consulted on will need to incorporate the significance of the project and the level of consultation and engagement the affected community/ies may have an expectation to receive.

9 Significance and Consultation

- 9.1 The decision being sought today regarding recommending the policy to the Community Development Committee is assessed as being of relatively low significance. This is because the Policy itself is largely designed to provide guidance to staff, it is not of particular public interest, nor will it affect any strategic assets or services. It is, however, likely to improve the level of service in terms of the manner in which Council engages and consults with its community and it may have relatively minor financial implications due to a potential increase in the costs of consultation and engagement processes.

10 Conclusion

- 10.1 The Community Engagement Policy has been prepared following consultation with Councillors and staff. It is desirable that the Policy is adopted, as it will provide guidance for staff on the matters they need to consider when embarking on a project or policy that involves the need for public consultation or engagement. The Policy will also provide information for the public on what they should expect from Council in terms of consultation and engagement on various matters. Staff recommend that the Subcommittee agrees to recommend the Policy to the Community Development Committee for approval.

11 Next Steps / Timeline

- 11.1 If recommended for adoption the writer will prepare an action plan for implementation including an internal awareness and training programme. These will be funded within existing budgets.

12 Attachments

1. Community Engagement Policy 9



Engagement Policy

ORGANISATIONAL POLICY

POLICY REFERENCES

- Sponsor:
- Effective date: 1 November 2013
- Internal review due: 1 July 2016
- Legal compliance: LGA 2002, RMA 2001
- Associated Documents/References SCP
Significance policy
- Policy Number
- Approved by Chief Executive
- Approved by Council (If Applicable) Community Development Committee

Purpose

The Tasman District Council needs to go beyond the consultation processes enshrined in many pieces of legislation to enable a collaborative and engaging partnership with the Tasman community.

The Community Engagement policy is not a compliance/tick box approach, but is designed to guide the expectations within the relationship between the Council and the Tasman community.

Definition

The Community Engagement policy is the manifestation of the promise Tasman District Council has made to engage with its communities, either directly affected or otherwise informed, to provide reasonable time for those participating to come to a view, to listen to what they have to say with an open mind, to acknowledge what has been said and to inform contributors how their input influenced the decision the Council made.

It does not mean that the decision will be delegated to those involved in the engagement process, but rather that the decision, when made, is likely to be improved by and supported through the involvement of the community. The engagement process should also help the community understand the decision that the Council makes and why that decision was made.

Engagement :

- Is about providing more than information or meeting a legal requirement
- aids decision making
- is about reaching a common understanding of issues
- is about the quality of contact not the amount
- is an opportunity for a fully informed community to contribute to decision-making.

Engagement may not always be appropriate when:

- there is a need for commercial sensitivity
- there is a threat to public health or safety and a decision is required without delay
- the Council has a sound understanding of the views and preferences of people likely to be affected.

Application

The policy is an extension of the special consultative procedure information in the Local Governance Statement and the legislative requirements the Council is obligated to deliver to the citizens it serves.

It is also a response to the local and national demand for engagement with the communities Local Government serves.

It is applied where a decision may have a significant effect on an individual or group.

Policy Contents:

1. Meaning of Community Engagement
2. Objectives
3. Engagement Principles
4. Engagement with Maori
5. Consultation under other Acts
6. Special Consultation Procedure

Policy

Engagement is at the heart of local democracy as a reflection of a genuine relationship with the people the Council serves. In the context of this policy, engagement is defined as a genuine exchange of information, points of view and options between affected and interested people and decision makers before a decision has been made or strategic initiative is undertaken.

It is accepted that any community engagement planning or process does not replace the legislatively driven consultation obligations. These obligations must still be adhered to and are considered a subset of, and quite often the catalyst for, an engagement process.

Engaged communities are fully informed to enable the opportunity to contribute to any decisions affecting the District with a real understanding of all the possible effects and impacts felt by the community or personally.

Community engagement enables the wider Tasman community, including the Council, to participate in meaningful ways in the decision-making process. Councillors and other elected members who have the primary relationship with and responsibility for constituents can then make decisions that have been shaped by those constituents.

There is an increasing expectation, driven by the recent focus on local government decision-making and the intent of the recent amendments to the Local Government Act, to move beyond regulated consultation processes to a greater level of engagement with the communities served.

The Tasman District Council has chosen to go beyond the processes enshrined in many pieces of legislation to support a collaborative and engaging partnership.

The Community Engagement policy is not a compliance/tick box approach, but is designed to guide the expectations within the relationship between the Council and the Tasman community.

Meaning of Community Engagement

The Tasman District Council has made a promise to seek out opportunities to ensure the communities and people it represents and provides services to have the opportunity to be fully informed, to provide reasonable time for those participating to come to a view, to listen to what they have to say with an open mind, to acknowledge what we have been told and to inform contributors how their input influenced the decision the Council made or is contemplating.

It does not mean that the decision will be delegated to those involved in the engagement process, but rather that the decision, when made, is likely to be improved by and supported through the involvement of the community.

The engagement process should also help the community understand the decision that the Council makes and why that decision was made.

Objectives

To give life to the value of effective community engagement there are a number of objectives within the policy;

1. To promote a sense of ownership and partnership within the Tasman community
2. To inform people and communities about the issues that affect them
3. To provide an opportunity for meaningful input prior to, and into, decisions
4. To create an awareness of the diversity of opinion within the community
5. To support innovation in the approaches taken by Council staff and build a common understanding and shared knowledge with the community
6. To create an environment of trust and respect in the Council's decision-making process.

Engagement Principles

Council will apply the following principles when engaging the community. The principles are common to all engagement processes, but the emphasis or weighting will reflect the needs of the issue or question.

The principles have been adapted from the Local Government Act 2002 (Sections 78 and 82). Other principles have been added to reflect the Council's commitment.

Significance as a guide – the level of engagement will be driven by the level of significance the decision-making process and outcome will have to the affected people or communities not just to the Council. The significance of a decision is a continuum and can be used to identify stakeholders and other interested parties and appropriate engagement processes. It is noted that while a project may have a low level of significance overall, there may be aspects that have a high level of significance to individuals.

Engaging with iwi/Maori – we have established processes to provide opportunities for iwi/Maori to contribute to our decision making processes.

Access to information – we will provide reasonable access to relevant information in a timely manner and in a format that is appropriate to people’s needs taking into account the District’s geographic and technology challenges.

Timeliness – we will build engagement into the planning process from the start. Sufficient time will be allowed for considered responses from all groups with an interest in, or who are affected by, the issue.

Partnerships – in engaging and making decisions the Council will work in partnership with appropriate representative and special interest groups.

Transparency – we will provide information about the purpose of engaging and the scope of the decisions, for example, why the Council is engaging, what issues are and are not up for decision-making, how the decisions will be made and who will be making them so that the participants know and understand the impact of their involvement.

Encouragement to Present Views – we will encourage all those affected by, or who have an interest in, an issue or project to present their views. The views can be presented in any way that is appropriate to their needs, e.g. written submission, oral submissions.

Openness – we will receive views with an open mind and will give those views due consideration when making a recommendation (reflecting the differing views) to, or making, a decision. The Council welcomes indications of support for, or opposition to, proposed projects or issues.

Responding to Diversity – we will endeavour to seek the views of a wide cross-section of the community using the most appropriate ways of engaging with various representative groups in the community.

Coordination – we will encourage planning, coordination and collaboration amongst Council departments and entities over engagement processes.

Feedback – we will provide information regarding the outcome of the decision making process and the reasons for the decisions.

The Council will provide an opportunity for communities and encourage people to play a role and provide meaningful input into the Council’s decision-making.

To support those opportunities we will:

- engage as early as possible
- choose the type of engagement most suited to each issue and form an engagement plan;
- consider the extent that the Council is already aware of views of potentially affected and interested people;

- take opportunities to consider the views of affected communities at all stages through the adoption of solutions, initiatives or policies;
- have regard for the nature and significance of the decision - its likely impact on and significance to those affected;
- engage as early as possible, and as appropriate, in a decision-making process and ensure engagement processes are an integral part of project planning in its earliest stages;
- integrate and combine engagement and decision-making processes across departments as appropriate and wherever practicable;
- be sensitive to engagement becoming a burden, and people becoming reluctant to participate (effectively losing faith in the process);
- work with members and/or associations within the community to carry out engagement where appropriate and cost-effective;
- recognise the significance or potential impact of a decision is not solely determined by the number of affected people.

Engagement with Elected Representatives

This policy recognises the role of elected representatives, both Councillors and Community Board members, as valued and recognised conduits to the communities they represent.

The Council, when engaging with affected or interested communities, will recognise the relationship elected members have with the location, specific communities and individuals affected by consultation or engagement initiatives.

It is an essential step to consider the participation of elected representatives, in light of broader community good, in the initiation of any project requiring engagement.

Engagement with iwi/ Māori

The Council will honour all processes, agreements and memorandums of understanding developed with iwi/Māori as they relate to consultation as part of its decision-making policies.

As well as Council's personal commitment to providing opportunities for iwi/Māori participation in its decision-making processes, the Local Government and Resource Management Acts also place a number of obligations and responsibilities on Council in regard to iwi/Māori. These include the need to establish and maintain processes to:

- Provide opportunities for iwi/Māori to contribute to pre-engagement process prior to the decision-making processes of Council.
- Consider ways in which we may foster the development of iwi/Māori capacity to contribute to the decision-making processes of Council.
- Provide relevant information to iwi/Māori for the above purposes.

The Council has made a commitment to honour its relationship with Maori of the Tasman District through its 'Statement on Fostering Māori Participation in Council Decision Making' within the current Long Term Plan which is attached as an appendix.

The contribution by Iwi to Tasman’s decision-making processes is provided through the relationships we share with Ngati Tama, Ngati Rarua, Te Atiawa, Ngati Koata, Ngati Kuia, Rangitane, Ngati Toa and Ngati Apa, and with Ngai Tahu for the relevant area of the District around the Lakes/Murchison locality. Where appropriate, Council will work through established agencies like Tiakina te Taiao and Manawhenua ki Mohua when dealing with iwi, and with Wakatu Incorporation and NRAIT when dealing with matters relating to the land holdings of those agencies.

For guidance and advice as to the appropriate approach when dealing with iwi or Māori, staff should contact the Strategic Policy team.

Consultation under other Acts

Section 82(5) of the LGA 2002 says that where specific consultation is required under the LGA or any other enactment and if inconsistent with any s82 principle – the other provisions will prevail (to the extent of the inconsistency). Those other Acts include, among others, the Reserves Act 1977, the Biosecurity Act 1993, and the Resource Management Act 1991.

Special Consultative Procedure

Where any decision requires a special consultative procedure to be followed, Council will follow the procedure prescribed in the relevant Act. This will also generally occur when the issue is recognised as of high significance in terms of the Council’s Policy on Significance.

The requirement or use of the Special Consultative Procedure does not preclude the need to engage with affected communities. The use of the SCP is predominantly a reflection of the significance of an issue which in turn identifies the need for appropriate community engagement.

Usually the Chief Executive

Authorised by

Date of approval:

6.2 COMMUNICATIONS ADVISOR'S REPORT

Information Only - No Decision Required

Report To:	Communications Subcommittee
Meeting Date:	27 March 2014
Report Author:	Chris Choat, Community Relations Manager
Report Number:	RCD14-03-11
File Reference:	

Item 6.2

1 Summary

- 1.1 Communications activity across all departments was traditionally low in January and increased during February as the holiday season ended and Annual Plan activity begins.
- 1.2 Four Newslines and one Mudcakes and Roses were produced in the quarter.
- 1.3 During February and March 2014 over 34 separate topics relating to Tasman District Council and its activities were covered in the news media. In that coverage there was no singular dominating topic.
- 1.4 The last Communications Finance report shows overall communications spend is currently tracking below forecast at 45.5%.

2 Draft Resolution

That the Communications Subcommittee receives the Communications Advisor's Report RCD14-03-11.

3 Purpose of the Report

3.1 The purpose of the report is to inform the Subcommittee of the communications activities within the first two months of this year.

4 Update on communications activities

4.1 The Council’s communications have maintained a traditional path for the time of year with a number of positive signs internally and externally.

4.2 As was discussed last year, engagement with directly-affected communities has risen within the District, of note have been the meetings concerning Mooring and Navigation bylaw review, Waimea Water, Richmond Water Treatment Plant, and Motueka Stopbanks. This increased volume of communications activity is expected to last through to the end of April driven by Draft Annual Plan related documents and major pre-engagement and engagement exercises with the Tasman Resource Management Plan changes.

4.3 The engagement exercises are now seen as standard practice within project plans with specific input from the Environmental planning group and Engineering project management group.

4.4 We have also been using new ways to advertise the meetings, their aims and the outcomes sought, which in turn has led to greater numbers of attendees than in the past. Options have included greater use of community papers such as Tapawera Informer, Murchison Museum Weekly Newsletter and Windows on Wakefield, as well as the use of Marine Radio.

4.5 The current communications spend across all of Council’s activities is tracking positively below budget at 45.5% versus the budgeted 58.3%. The table below summarises the expenditure across Council’s communications activities.

Year to date balance	Full Year Budget	Percent budget spent
305,918	673,002	45.46%

4.6 There is one element requiring further examination in the Newline Updates line showing 96%. Investigation has shown that the greater than predicted spend in that line is due to increased costs for Updates ads going from weekly to fortnightly and erroneous coding. This will be rectified for the rest of the year.

4.7 Another area of potential risk could be the current radio spend which may come under pressure as the current drought conditions will require a higher level of radio advertising than predicted. The increase is not expected to drive the total communications spend beyond the current full year budget.

4.8 The Council’s presence on Fresh FM is proving to be a valuable vehicle allowing for in-depth magazine style interviews. This format allows projects and engagement exercises to be discussed in detail and explained through exploring the outcomes being sought. The Fresh FM programme is proving popular in podcast form, being second only to the station’s own show for downloads for both January and February.

- 4.9 Media coverage has proven true to form for the time of the year. This will change as the Council moves into the Annual Plan round. A full media register is attached.

5 Conclusion

- 5.1 The communications function has changed dramatically over the last few years. The community has higher expectations about the level of engagement that Council will have with them. We are improving our engagement practices.
- 5.2 The communications activity is largely business as usual at the moment and work is progressing well.

6 Next Steps / Timeline

- 6.1 The Communications staff are now absorbed into the Community Relations group. This group will enjoy the experience and relationships in its three foundation units, Environmental Education, Community Recreation and Communications to provide a focused community engagement team to assist the rest of Council meet the growing expectations of the community.

7 Attachments

Nil

6.3 ONLINE COMMUNICATION OFFICER'S REPORT

Information Only - No Decision Required

Report To:	Communications Subcommittee
Meeting Date:	27 March 2014
Report Author:	Richard Liddicoat, Online Communications Officer
Report Number:	RCD14-03-12
File Reference:	

Item 6.3

1 Summary

- 1.1 This report covers high-level usage statistics for Council's website tasman.govt.nz for the period from December 1 2013 to February 28 2014. It includes social media performance and popular content.
- 1.2 The report notes that this is potentially the last Communications Subcommittee meeting and presents some statistics to celebrate how the website has grown and developed since 2010.

2 Draft Resolution

That the Communications Subcommittee receives the Online Communication Officer's Report RCD14-03-12.

3 Purpose of the Report

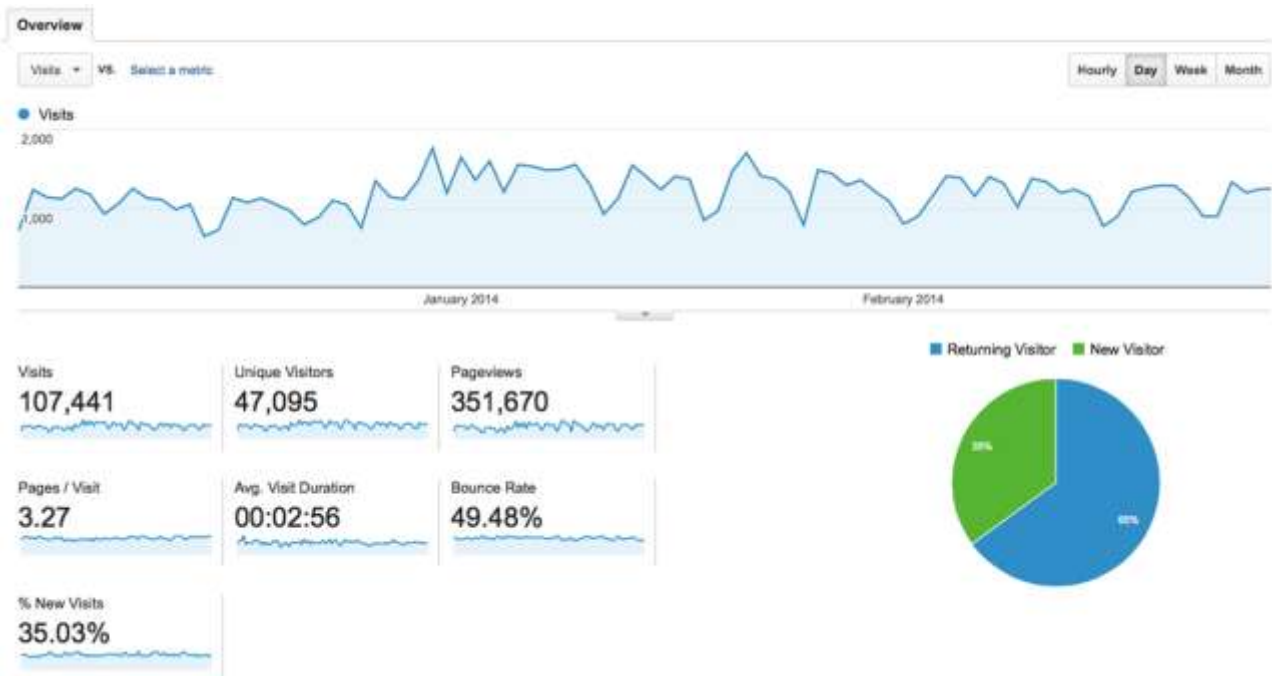
3.1 This report aims to give some context to the use of the Council’s website and online services as an engagement tool.

4 High Level Usage

4.1 For the period 1 December 2013 to 28 February 2014, tasman.govt.nz received 47,095 unique visitors, who viewed 351,670 pages (an average of 3.27 pages / visit).

4.2 The average visit duration was 02:56.

There were no huge peaks or troughs in website traffic – visits followed a relatively stable and consistent pattern as the diagram below shows:



4.3 Google Analytics reports a total of 85,094 links were clicked and 7,008 documents were downloaded for the period.

5 Popular Content

5.1 The Property section, with rates searches, remains the most visited content with 24% of total page views, followed by the Tasman section where the webcams are, with 15%. The services and environment sections follow with 12%.

- Rates Record Search 45,488
- St Arnaud webcam 17,957
- Cemetery records 15,036
- Job vacancies 2,645
- Contact Us Page 2,499

6 Library Website

- 6.1 For the period 1 December 2013 to 28 February 2014, tasmanlibraries.govt.nz received 6,333 unique visitors, who viewed 39,268 pages (an average of 2.7 pages / visit).
- 6.2 The average visit duration was 02:34.
- 6.3 There was a small spike in activity on Monday 2 December – 289 visits – coinciding with the start of the Summer Reading Programme.
- 6.4 Press Display, e-Audio and e-Books pages make up 9.2% of total page views over that period.

7 Jam Online

- 7.1 For the period 1 December 2013 to 28 February 2014, jamonline.co.nz received 255 unique visitors, who viewed 972 pages (an average of 2.8 pages / visit).
- 7.2 There was a spike on 19 January of 58 visitors as the skatepark tour material went online.

8 Social Media

- 8.1 Steady growth continues in social media. We have 261 likes on Facebook, 561 followers on Twitter and 175 followers on LinkedIn.

9 Looking Back

- 9.1 The website was relaunched in August 2010 using SilverStripe CMS and with considerable input and feedback from the community. It has become a core communications channel for the Council and is for many the first port of call when seeking information about the Council and its services.
- 9.2 Since 2010 more than 400,000 visitors have viewed nearly five million pages in 1.2 million visits.
- 9.3 We have continued to develop and improve the site incrementally to meet changing needs and this will continue into the future. We have expanded into social media and have redeveloped the library website and jamonline.co.nz to enhance our online presence for customers
- 9.4 The website has brought with it other, less visible, but very valuable benefits. For example thanks to the cross-departmental approach to managing and updating content, the website has given staff the opportunity to work more closely together and take a customer-first approach to the way information is provided.

10 Conclusion

- 10.1 This is potentially the final report to the Communications Subcommittee – my thanks to the members of the Committee for their energy and enthusiasm around the website and all

online communications. The dedication and effort put in by councillors and staff will make the website a source of pride for many years to come.

Item 6.3

11 Attachments

Nil

6.4 DISCHARGE AND DISESTABLISHMENT OF THE COMMUNICATIONS SUBCOMMITTEE REPORT

Decision Required

Report To:	Communications Subcommittee
Meeting Date:	27 March 2014
Report Author:	Susan Edwards, Community Development Manager
Report Number:	RCD14-03-13
File Reference:	

1 Summary

- 1.1 After each triennial election the Council makes a decision on establishing a number of committees, subcommittees, joint committees or other subordinate decision-making bodies in order to carry out the governance functions of the Council. The structure can, however, be amended during the triennium.
- 1.2 It has been appropriate to continue to have a subcommittee to oversee the significant changes in the Communications activity in recent years. The key changes have included the transition from external communications advisor to an internal communications advisor; bringing the website development role in-house; re-tendering the external communications service; improving the content and format of Newline; greater control of the finances and budgets; better brand control; and preparing the Community Engagement Strategy.
- 1.3 These changes are now being implemented effectively, so there is a greatly reduced need for the Communications Subcommittee to continue its role. Communications is now embedded within the wider Community Relations team, which reports to the Community Development Committee. The future of the Subcommittee has been discussed with the Chair. The view is that the Subcommittee may have fulfilled its purpose. The Subcommittee, therefore, has the option of recommending to Full Council that it is discharged and disestablished. Doing so is likely to lead to efficiencies and less duplication of reporting. If there is a need for a focus on any communications activities in the future a new subcommittee or working group could be established to oversee any specific task.

2 Draft Resolution**That the Communications Subcommittee:**

1. **receives the Discharge and Disestablishment of the Communications Subcommittee Report RCD14-03-13; and**
2. **recommends to Full Council that the Communications Subcommittee is discharged and disestablished; and**
3. **recommends that the Communications Subcommittee roles and delegations are transferred to the Community Development Committee.**

3 Purpose of the Report

- 3.1 The purpose of this report is to raise the future of the Communications Subcommittee with members and to seek agreement to recommend to Full Council that the Subcommittee is discharged and disestablished and that its roles and delegations are transferred to the Community Development Committee.

4 Background and Discussion

- 4.1 After each triennial election the Council makes a decision on establishing a number of committees, subcommittees, joint committees or other subordinate decision-making bodies in order to carry out the governance functions of the Council. The current committee structure was established on 31 October 2013. The structure can, however, be amended during the triennium. Clause 30 of Schedule 7 of the Local Government Act 2002 states:

Clause 30

(5) Unless expressly provided otherwise in an Act,—

- (a) a local authority may discharge or reconstitute a committee or subcommittee or other subordinate decision-making body; ...

- 4.2 The Communications Subcommittee has been a feature of Council's committee structure for several triennia. It was established when Council had an external communications provider. At that stage greater control was needed over the communications activities. Approximately five years ago, Council brought the Communications Advisor role in-house but maintained an external communications service for other communications activities and document design, preparation and publication.
- 4.3 There has been a lot of change in the Communications area over the last five years. It has been appropriate to have a subcommittee established to oversee the work. The key changes have included:
- the transition from external communications advisor to an internal communications advisor;
 - the website development role was brought in-house approximately three years ago and the website was completely redeveloped;
 - the external communications service was re-tendered last year and a new contractor was appointed;
 - the content and format of Newslines has been improved;
 - the finances for the communications work are now better controlled and budgets have been reduced significantly;
 - there has been development of better brand control; and
 - the Community Engagement Strategy has been prepared.
- 4.4 These changes are now being implemented effectively. The Communications Subcommittee reporting has also shifted from being under the Corporate Services Committee to the Community Development Committee. The Communications staff and the

activity are now embedded within the wider Community Relations team, which also reports to the Community Development Committee. The Subcommittee Chair has been consulted on the future of the Subcommittee and supported this report being presented to the meeting.

- 4.5 There is, therefore, less need for the Communications Subcommittee to continue its role. Discharging and disestablishing the Subcommittee will also help reduce the duplication of reporting by staff to the Community Development Committee and the Subcommittee.

5 Options

- 5.1 The Communications Subcommittee has the options of:

5.1.1 recommending to Full Council that the Subcommittee is discharged and disestablished, and that its roles and delegations are transferred to the Community Development Committee which is now its parent committee; or

5.1.2 remaining in existence.

- 5.2 The advantages with discharging and disestablishing the Subcommittee are that it has largely achieved the key work programmes it needed to review and address, any further work and ongoing implementation can be handled under the governance of the Community Development Committee, and it will reduce the duplication of reporting by staff to two committees.
- 5.3 The disadvantage with discharging and disestablishing the Subcommittee is that there may be less focus on communications activities under the Community Development Committee given the other work that Committee handles. However, if there are any communications matters of significance that arise in the future a subcommittee or working group could always be established when needed to handle any specific matter.

6 Strategic Challenges / Risks

- 6.1 The key risk is outlined in 5.3 above. The proposal to discharge and disestablish the Subcommittee aligns with Strategic Challenge 1, Theme 1 – Business process improvement, as removing the Subcommittee now that it has largely achieved the changes needed will help reduced duplication of staff and Councillor time and help eliminate waste. It should also help reduce cost which contributes to Strategic Challenge 2 – Financial sustainability.

7 Policy / Legal Requirements / Plan

- 7.1 The legal requirements around discharging and disestablishing subcommittees are covered in 4.1 above. The other policy matter to consider is that Council's Delegations Manual will need updating if Full Council accepts the recommendation to discharge and disestablish the Communications Subcommittee and to transfer its roles and delegations to the Community Development Committee.

8 Consideration of Financial or Budgetary Implications

- 8.1 There are likely to be small financial savings from the discharge and disestablishment of the Communications Subcommittee. These savings have not been quantified.

9 Significance and Consultation

- 9.1 The decision to discharge and disestablish the Communications Subcommittee is unlikely to be of public interest, as the matters dealt with by the Subcommittee will still be handled in a public forum through the Community Development Committee. Few members of the public have ever attended a Subcommittee meeting. The decision does not have any impact on levels of service or how the Communications activity will be undertaken, nor does it have much of a financial impact and any impact should have a positive effect on budgets.
- 9.2 I consider that the matter is of low significance and that Council does not need to undertake any consultation prior to making this decision. There is no requirement for councils to consult prior to establishing Council's committee structure after a triennial election. It follows, that there should be no need to consult prior to disestablishing one subcommittee.

10 Conclusion

- 10.1 The Communications Subcommittee has had an active and important role since its establishment. It has achieved a number of key outcomes in recent years. The key activities it has overseen are now well imbedded and the need for a separate subcommittee to oversee the Communications activity has greatly reduced. There are efficiencies to be gained from discharging and disestablishing the Subcommittee and transferring its roles and delegations to the Community Development Committee. If there is a need for a focus on any communications activities in the future a new subcommittee or working group could be established to oversee the specific task.

11 Next Steps / Timeline

- 11.1 If the Subcommittee agrees with the recommendations in this report, the matter will be recommended to the Full Council for a decision. If the Full Council agrees with the recommendation from the Subcommittee, the Subcommittee will be discharged and disestablished and the roles and delegations it has undertaken will be carried out by the Community Development Committee thereafter. The Council Delegations Manual and meetings calendar will need updating.

12 Attachments

Nil

6.5 ACTION SHEET - COMMUNICATIONS SUBCOMMITTEE 27 MARCH 2014

Information Only - No Decision Required

Report To: Communications Subcommittee
Meeting Date: 27 March 2014
Report Author: Shailey McLean, Executive Assistant - Community
Report Number: RCD14-03-14
File Reference:

Item 6.5

1 Summary

1.1 The Action Items are attached from the previous Communications Subcommittee meetings.

2 Draft Resolution

That the Communications Subcommittee receives the Action Sheet - Communications Subcommittee 27 March 2014 RCD14-03-14.

3 Appendices

1. Action Sheet

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Action Items - Communications Subcommittee

Report Number	Item	Minute / Action	Accountable Officer	Status
Meeting Date: 29 August 2013				
RFN13-08-13	Online Communication Officer's Report	Councillors access to Confidential Reports, Agendas and Reports tabled at meetings.	R Liddicoat	This was due in the February upgrade but due to a now resolved technical issue it has been delayed.
RFN13-08-15	Communications Advisor's Report	A first principal review of Boredom Busters	C Choat	Alternative vehicles for the information are currently being discussed. These will be tested in an upcoming issue.
Meeting Date: 10 December 2013				
RCO13-12-03	Terms of Reference for Communications Subcommittee	The revised terms of reference to be presented to the 13 February 2014 Community Development Committee meeting.	C Choat	Superseded by recommendation to dissolve Subcommittee.
RCO13-12-05	Branding Discussion	Asks Council staff to report back to the Subcommittee with further information on the following branding matters: a. options for electronic letterhead display; b. options for incorporating minimised graphics.	C Choat	Complete. The roll out is being actioned through Corporate services.

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