



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

**Date:** Thursday 7 February 2013  
**Time:** conclusion of Community Services or 1.30 pm  
**Meeting Room:** Tasman Council Chamber  
**Venue:** 189 Queen Street  
Richmond

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## Communications Subcommittee

### AGENDA

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#### MEMBERSHIP

<b>Chairperson</b>	Cr E J Wilkins
<b>Members</b>	Cr J L Edgar
	Cr Z S Mirfin
	Cr M L Bouillir

(Quorum 2 members)

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## AGENDA

### 1 PRESENTATIONS

Nil

### 2 REPORTS

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## 2 REPORTS

### 2.1 COMMUNICATIONS SINGLE SERVICE PROVIDER TENDER

Decision Required

<b>Report To:</b>	Communications Subcommittee
<b>Meeting Date:</b>	7 February 2013
<b>Report Author:</b>	Chris Choat, Communications Advisor
<b>Report Number:</b>	RFN13-02-01
<b>File Reference:</b>	C797

#### 1 Summary

- 1.1 In July 2010 the Council entered into a Single Supplier contract for Communication Services. The two year contract with a right of renewal for a year was awarded to Dry Crust Communications.
- 1.2 The right of renewal was granted last year with the full term of the contract concluding 30 June this year.
- 1.3 This report is to review the current arrangement and the process for tender and the outcomes sought from a successful tenderer. Staff recommend that the current scope of service and contract methodology largely be retained as opposed to resourcing a viable communications structure internally. This does not preclude the Council investigating the development of an internal design and layout capability to assist in the production of the Council's major planning and reporting documents.
- 1.4 The contract approach provides for a beneficial partnership to be built within a cost effective delivery model. Staff recommend that the Subcommittee considers a longer term of 3+1+1 years for the contact now that we have evidence that the performance criteria we have established work well. The renewals of 1 year would be at Council's discretion, rather than being rights of renewal. The extended term would provide the opportunity for a wider range of firms to tender for the work by providing them with more security of tenure.

#### 2 Draft Resolution

**That the Communications Subcommittee:**

- 2.1 **receives the Communications Single Service Provider Tender report RFN13-02-01; and**
- 2.2 **approves the Request for Tender for the Communications Single Service Provider Contract for advertisement; and**
- 2.3 **agrees to the term of the contract with the Communications Single Service Provider being three years plus two one year renewals at Council's discretion.**

### **3 Purpose of the Report**

- 3.1 To discuss the options available for the supply of communication services to the Council and to gain approval for the appropriate contractual relationship to be put in place prior to the current contract finishing on 30 June 2013.

### **4 Background and Discussion**

- 4.1 Dry Crust Communications has been the Council provider of communication services for the last three years supporting the Council, and more specifically, the Communications Advisor, to meet their obligations to Tasman's communities.
- 4.2 In 2010 following a workshop the Communications Subcommittee approved the formation of a contractual relationship between the Council and a provider. Since the late 1990's Dry Crust had performed this function for the Council within a less formal arrangement.
- 4.3 By 2010 the expenditure and risk management needs required the formation of a transparent contractual relationship and that the Council go to the market to ensure it was receiving the best value for money for the communications work being undertaken.
- 4.4 A request for tenders was issued in February 2010 with responses received from six companies. Dry Crust Communications was the successful tenderer and was awarded a contract with a two plus one year term which finishes on 30 June 2013.
- 4.5 The Council's obligation to communicate with the communities it serves and the community's expectations on Council communications have been growing in importance and will continue to do so.
- 4.6 Communicating with the ratepayers and residents of Tasman is a legally-directed and expected fundamental role of the Council. There are increasing expectations towards the quality, timeliness and cost effectiveness of the delivery of the communications and these expectations must be considered in the assessment of the options available to the Subcommittee.
- 4.7 Currently the Council employs a Communications Advisor and an Online Communications Officer. These roles are supported by a full service agency (currently DryCrust) that supplies and/or supports all communication services, except the Council's internet and social media needs.
- 4.8 The contracted services include graphic design, print production and management, photographic services, advertising liaison, copywriting, script writing and event management and support. The services are directed by the Council's Branding and Communication strategies.
- 4.9 The current contract expiring on 30 June 2013 has a specific disengagement schedule if the incumbent is not successful.

### **5 Options**

- 5.1 Council has two options regarding the delivery of communications to its communities. It could maintain the current single service provider contractual arrangement or resource the Council's communications needs internally. Staff recommend retaining the current arrangement for the reasons outlined in the remainder of this section of this report, and going out to tender to identify a service provider for the next few years.
- 5.2 Within the contract the single service provider enables access to communications service and disciplines close to 365 days a year and 24 hours a day. This is made possible through the provision of multiple creative staff and positive relationships with other suppliers such as printers, advertising media and product suppliers.
- 5.3 The relationship supports the internal core communications function with the provision of design and production and has the added facility of being able to assist the core functions in times of need. This approach is similar to the proposed arrangement between the Council's Engineering Department and MWH.
- 5.4 In line with the proposed engineering contractual arrangement, the Council will reserve the right to investigate the development of an internal design and layout capability to assist in the production of the Council's major reporting and planning documents.
- 5.5 This right will not preclude the need for a single service provider to partner the Council in the design and production of communications material and other services to support the achievement of the Council's Communications Strategy and Brand Policy.
- 5.6 Using a contract to provide services provides the supplier with some certainty regarding the volume of work they may receive. This certainty allows for favourable negotiation on the cost of service compared to an ad hoc arrangement. The Council has enjoyed the benefit of such negotiations, while the current provider has enjoyed some security of tenure over the last three years.
- 5.7 The current arrangement provides for cost effective and timely communication services regardless of when it is needed.
- 5.8 To internally resource the communications discipline to meet the current level of service would require the employment of at least two graphic designers, a copywriter, a production manager and another communications advisor. The technical requirements such as computers, software, print quality printers would also have to be factored in.
- 5.9 Employment of such communications and related specialists would have to take into account the ebb and flow of work that is currently smoothed by having an external agency with the ability to maintain their work flow through other work at no extra cost to the Council.
- 5.10 The internal provision of these roles and expertise would still place the Council at risk during the holiday periods. The need to maintain supporting technology would be a further cost.
- 5.11 While the current provider ensures regular support for the publication of Newsline, advertising design and placement and other regular publications, further value is delivered through the provision of expertise in times of need.
- 5.12 We are proposing three notable differences in this tender process from the last opportunity in 2010 if it is decided to maintain the current contractual relationship.
- 5.13 Firstly there will be the need to package the three magazines published by Community Services within a defined production process and associated costings identified for each individual publication. Currently Hummin', Boredom Busters and Mudcakes and Roses are produced within the contract on a time and materials basis.

- 5.14 This process is to provide a greater visibility and control of costs associated with the production of the magazines, which will be important to achieve the budget cuts Council is seeking.
- 5.15 Secondly, the youth focused website 'Jam Online' will now be hosted and managed internally via the same platform as the Council's main site, as opposed to the current off-site management and hosting arrangement. Jam Online will no longer be managed within the single service provider contract.
- 5.16 This move will bring all the Council's online platforms onto the same platform and will enable 'Jam Online' to be managed internally with current staff resources. The Council's website and social media functions are currently hosted and managed internally.
- 5.17 Thirdly, staff recommend that a 3 + 1 + 1 year term be provided for in the contract documents, as this term would provide a balance of security of tenure for the contracted company and providing Council with the ability to address any issues in a relatively timely manner. The complete term would allow any potential tenderers sufficient security to be prepared to establish a local presence and to put in good prices. We consider that the performance measures that were added into the existing contract provide sufficient opportunity for staff to manage any performance issues with the contractor that may eventuate. The plus 1 year renewals would be at Council's discretion, based on performance, and not an automatic right for the contractor.

## **6 Strategic Challenges / Risks**

- 6.1 The challenge faced by the Council is the need to meet the growing communications expectations of the Tasman communities in a cost effective manner. The current arrangement with the clear direction and service level provisions it provides for the Council within the contract has realised a number of beneficial savings.
- 6.2 Many of the savings have been bought about through working closely with the contracted provider who is more inclined to contribute to such discussions in light of the security the contact mandated exclusivity provides.
- 6.3 The current arrangement provides flexibility to meet the demands of the growing communications expectations within a finite budget. Such flexibility would be severely limited if the option to resource internally was taken.

## **7 Policy / Legal Requirements / Plan**

- 7.1 There are no relevant policy considerations directly associated with in the communications discipline to be considered. The tender and contractual process will be referred to the Tenders Panel to ensure any risk is identified and mitigated.

## **8 Consideration of Financial or Budgetary Implications**

- 8.1 The current contractual environment has enabled the Council to realise a number of savings throughout the nearly three years through direction provided by Council's Communications Advisor within the context of the Communications Strategy and Branding Policy. It also



provides security of tenure and regular Council-wide review of the options available and efficacy of channels used.

## **9 Significance**

- 9.1 Communication with the communities the Council serves is expected and, in many cases, legally obliged. The provision of this service is a key output that must be managed in a cost effective manner. The current contractual arrangement allows for close and visible management of the communication costs and delivery.
- 9.2 The decision to go back out to tender for a single communications service provider is of low significance in terms of Council's Policy on Significance given that it is not changing the mode of delivery of the activity, it does not involve major financial expenditure and it is not likely to have major public interest given the public will not see any change in the nature or level of service provided.

## **10 Consultation**

- 10.1 Staff consider that Council does not need to undertake public consultation on the decision to go back out to tender for a Communications Single Service Provider.

## **11 Conclusion**

- 11.1 The current contracting environment for communication services allows the Council to meet its communication obligations in a cost effective manner.
- 11.2 It is appropriate for Council to test the current level of service it receives through the contract and this can be achieved within a request for tender exercise as proposed.
- 11.3 The tender process should begin in late February to allow the Communications Subcommittee the ability to consider the responses received and to ratify the contract negotiations.

## **12 Next Steps / Timeline**

- 12.1 It is proposed the request for tender process commence with the initial advertisement being distributed in late February 2013 to enable the new contract to commence Monday 1 July 2013.
- 12.2 It is proposed that a 3 + 1 + 1 term be offered.

12.3 The following timeline is planned:

28 February 2013	RFT distributed
5 April 2013	Tender closes
23 April 2013	Tender consideration by Communications Subcommittee and Tenders Panel
30 April 2013	Successful tenderer notified
1 May 2013	Contract negotiations begin
13 June 2013	Contract reported to and confirmed by Communications Subcommittee
1 July 2013	Contract begins

### 13 Appendices

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|----|--|----|
| 1. | Request for Tender for the Communications Single Service Provider Contract | 11 |
|----|--|----|

## Tender

For the provision of marketing and communications services to support the delivery of Tasman District Council's role.

## Introduction

The Tasman District Council is a unitary council with its head office in Richmond serving 16 further settlements within the District. The Council is charged with the formulating and implementing strategies and plans that meet the current and future needs of Tasman's communities for good quality local infrastructure, local public services, and performance of regulatory functions in a way that is most cost-effective for households and businesses.

To support the achievement of the purpose Council has a responsibility to ensure residents and ratepayers are fully informed of the Council's decisions and are able to contribute to the decisions that will affect them and the District as a whole.

To assist Council in this aim a single full service communications supplier is retained to deliver services and products identified within the Council's communication strategy. This role is currently fulfilled by a single service supplier who works in partnership with all key personnel to deliver the marketing and communications services required to support the growth and development of the District.

The role of single full service provider is the opportunity now being tendered.

The Council's Communication Advisor is charged with ensuring the Council's communications needs and requirements are fully identified and met.

The successful tenderer will be required to manage and maintain a close working relationship with the Communications Advisor. This relationship will be the focal point for direction and performance management of the contract.

The successful tenderer will develop, manage and maintain a visible relationship with all departments within the Council.

## Term

3 years + 1 year + 1 year renewals at the discretion of the Council and/or the incumbent. The term will begin on 1 July 2013.

## Format for Responses

### Response

Please provide responses in the following format:

- a) General overview of organisation, structure, staffing and expertise
- b) Identify the main point of contact for the purposes of delivery of the contract
- c) Experience and qualifications of team delivering communications services
- d) Evidence of capability of delivering the identified service requirements
- e) Evidence of innovation within the discipline
- f) Knowledge of the Local Government sector
- g) Experience of delivery as a full service provider
- h) Contract charging regime and charges

- i) Any on-off costs such as set-up fees
- j) Evidence of knowledge of the local community
- k) How you intend to provide for a local presence in Richmond
- l) References from current clients
- m) Any other relevant information

**Sole Contact**

The sole contact for replies and feedback throughout the selection process is:

Christ Choat  
Communications Advisor  
Tasman District Council

Email: [chris.choat@tasman.govt.nz](mailto:chris.choat@tasman.govt.nz)  
Phone: +64-3-5437220

**Address**

Please address and send all responses in writing to:

Tasman District Council  
Private Bag 4  
Richmond  
Nelson 7050

Attention: Chris Choat

Or deliver to:

Tasman District Council  
189 Queen Street  
Richmond 7020

Attention: Chris Choat

**Due Date**

The due date for responses is **12.00pm on 5 April 2013**. Please note, responses received after this date and time will **not** be accepted.

**Service Requirements**

The single full service deliverer will be responsible for the management and delivery or support of:

- Brand and identity management
- The co-ordination, collation, lay-out and print management of the fortnightly newspaper, *Newsline*, to residents (approximately 19,000 issues)
- Management of fortnightly Updates advertising in local weekly papers
- Media Liaison creation and distribution of releases, monitoring and relationship management where required
- Management of radio presence
- Print advertising

- Communications management supporting specific Council projects
- Event management and assistance
- Council directed consultation exercises
- Print management, and other services as and when directed by the Communications Advisor

Note: This list is not exhaustive.

The management, design and production of the Council's regular magazines 'Boredom Busters', 'Hummin' in Tasman' and 'Mudcakes and Roses' will be managed as a distinct package within the contract.

The successful tenderer will work closely with the Council's Online Communications Officer to ensure all communications activity produced or otherwise is complemented or otherwise reflected through the Council's online presence including social media.

The successful tenderer will be a partner in the measurement and review of the Council's communications and public relations vehicles to ensure their efficacy.

### Timeline

28 February 2013	RFT distributed
5 April 2013	Tender closes
30 April 2013	Successful tenderer notified
1 May 2013	Contract negotiations begin
1 July 2013	Contract commences



## 2.2 COMMUNITY ENGAGEMENT PRINCIPLE

Information Only - No Decision Required

<b>Report To:</b>	Communications Subcommittee
<b>Meeting Date:</b>	7 February 2013
<b>Report Author:</b>	Chris Choat, Communications Advisor
<b>Report Number:</b>	RFN13-02-02
<b>File Reference:</b>	C797

Item 2.2

### Summary

- 1.1 On 30 November 2012 a workshop was held with Councillors to discuss the Community Engagement Strategy and explore the possibility of identifying a Council principle on community engagement.
- 1.2 Attended by the majority of Councillors the workshop canvassed what is community engagement, what position the Council currently occupies on the engagement spectrum, and what role does engagement have in decision-making.
- 1.3 The result of the workshop has informed the preparation of a draft Council principle designed to provide a high level position statement on which to base the development of the Tasman District Council Community Engagement Strategy. The principle is outlined in this report for discussion by the Communications Subcommittee.
- 1.4 The draft principle identifies the relationship between the Council and the community it represents and the role of staff to support that relationship.
- 1.5 In identifying the draft principle the workshop discussed the aspirations and benefits that could be accrued through the adoption of a Community Engagement Strategy.

## 2 Draft Resolution

### That the Communications Subcommittee:

- 2.1 receives the Community Engagement RFN13-02-02 report; and
- 2.2 notes the Community Engagement Principle on which to base the development of the Community Engagement Strategy.

### 3 Purpose of the Report

- 3.1 To report back on the outcome of the Community Engagement workshop held on 30 November 2012 and to advise the Communications Subcommittee of the draft Community Engagement principle on which to base development of the Community Engagement Strategy.

### 4 Background and Discussion

- 4.1 In working to identify the Tasman District Council's Community Engagement Strategy staff found a lack of a clear philosophy regarding the Council's position as to what engagement means and what role the Strategy will have in contributing to decision-making.
- 4.2 Community engagement has been the focus of many councils nationally and internationally over the last few years. This focus has resulted in a number of tools being developed to enable engagement at a local level. The majority of the tools are adaptable and applicable to Tasman's circumstances.
- 4.3 Predominantly the tools are structured depending on the perceived need for engagement driven by the importance of the subject, location of the impact and what its effect is on residents.
- 4.4 In researching the tools available, the circumstances in which they have been used and the use of the material gathered, two items became apparent:
- the need to identify the weight the information gathered had in subsequent decision-making; and
  - the need to identify the difference between engagement and the current consultation demands driven by legislation and/or regulation. Such demands manifest themselves predominantly in consenting processes, Annual and Long Term Plan processes, and bylaw creation.
- 4.5 Councillors were invited to a workshop to discuss these issues. To assist the process the workshop discussed the difference between consultation and engagement, and the following definitions were proposed.

**Consultation** – allows for the expression of support or otherwise for a proposed solution or change within a defined decision-making process. Information is provided as to how the solution/change was arrived at within the relevant legislation/regulation.

**Engagement** – allows for the inclusion of information/opinion through initial discussion of the issue or aspiration concerned with all information available to identify any possible solutions or changes. Through engagement the residents have the ability to identify the information required to be provided by staff that will inform their decisions.

The engagement process essentially canvasses the necessity for any decision or change prior to identifying and exploring the possible solutions or alternatives. It is from there any findings are tested through the consultation process.

- 4.6 From these definitions the workshop discussed the roles the Councillors and Council staff have in relation to the communities they serve.



- 4.7 Councillors have a broad reaching relationship with their communities with the staff facilitating those relationships within their discipline based and service delivery responsibilities. Essentially, staff help facilitate the opportunity for residents to contribute to beneficial, sustainable and sound decision-making through informing the wider discussions between Councillors and residents providing input into the decision-making process.
- 4.8 Councillors views and positions on consultation and engagement were further tested to inform the draft principle of Community Engagement.
- 4.9 The formation of the draft principle was based on a number of agreed positions, two of which are identified above - the difference between engagement and consultation and the respective roles of Councillors and Council staff with regard to Tasman residents.
- 4.10 Other relevant views included:
- All of Taman's communities are different
  - There will always be a contest of values
  - Talking 'to' is not talking 'with' or engaging
  - Community engagement in decision-making assists in building a greater understanding of the Council decision-making process; Good ideas can come from anywhere – the use of residents' experience and creative solutions will increase the likelihood of good policy outcomes
  - Involvement and engagement in the decision-making process builds trust.
- 4.11 A number of benefits have been identified in the formation and use of community engagement strategies by other local authorities throughout the country. These were discussed in the workshop and have been noted as aspirations for any such strategy adopted by this Council:
- Improve and better target services we deliver
  - Increase the likelihood of good policy outcomes
  - Provide a better evidence base for policy development
  - Potentially reduce implementation costs
  - The use of residents' experience and creative solutions
  - Build and strengthen trust in local government and our organisation
  - Contribute to a more informed community
  - Encourage and enable the community to contribute to decision making
  - Develop partnerships with local communities and organisations
  - Engagement does not preclude or inhibit meeting the requirements of legislation, policies and procedures, including for transparency and accountability.
- 4.12 From these positions a draft principle below has been formulated. The first paragraph (i) clarifies what is meant by the term engaged or engagement. The second paragraph (ii) clarifies how the engagement is facilitated and encouraged by staff.
- (i) An engaged community is informed, able and willing to partner Councillors in discussions directing the current and future development and management of the wider Tasman community taking into account the needs and aspirations of residents.

(ii) Assisted and informed by staff, the community and Councillors will engage in discussion that will lead to sound, sustainable and cost effective decision-making.

- 4.13 This principle is provided for discussion by Councillors. It will provide the basis for the Engagement Strategy and development of a toolbox of appropriate methods for undertaking various forms of engagement and consultation, and when it is appropriate to use each of the tools.

## **5 Conclusion**

- 5.1 As a result of the workshop the draft principle has been created for discussion by the Subcommittee.

## **6 Next Steps / Timeline**

- 6.1 Once the Community Engagement principle has been discussed, an internally resourced working group will meet to develop the Strategy and toolbox of engagement and consultation methods.
- 6.2 The Strategy and toolbox will presented to the Communications Subcommittee meeting of 24 April for ratification.

## **12 Appendices**

Nil

## 2.3 COMMUNICATIONS ADVISOR REPORT

Information Only - No Decision Required

<b>Report To:</b>	Communications Subcommittee
<b>Meeting Date:</b>	7 February 2013
<b>Report Author:</b>	Chris Choat, Communications Advisor
<b>Report Number:</b>	RFN13-02-03
<b>File Reference:</b>	C797

Item 2.3

### 1 Summary

- 1.1 Council has continued to communicate across a number of channels since the last report in August 2012. There has been an increase in the number of page views to the Newsline pages on the website which has corresponded with the reduction in size of the printed Newsline maintaining this vehicle as the major source of information for residents.
- 1.2 The frequency of Updates will reduce to go back to the original fortnightly publication and radio advertising will become more audience relevant.

### 2 Draft Resolution

**That the Communications Subcommittee receives the Communications Advisor Report RFN13-02-03.**

### 3 Work update

- 3.1 Council's external communications for the months of October 2012 through to mid-January 2013 have followed a 'business as usual' pattern consisting of what would be regarded as normal for this time of year. Volume has been normal to below normal with no major issues occurring that required increased media activity or direct communication with ratepayers. Council's existing communications channels (website, Newsline, Updates, Hummin' in Tasman and radio) have all been utilised over this period to transmit seasonal information to ratepayers and residents, including a number of bylaw changes, public consultations and holiday season changes like Service Centre opening times and refuse collection dates.
- 3.2 A number of TRMP guides (12 to date) have been updated to bring their branding in-line with Council's overall branding policy and to ensure that they are coded/catalogued in the same way as all of Council's public documents. All TRMP guides will be updated as they are due for re-print.
- 3.3 Hummin' in Tasman 2012/13 has been produced and 20,000 copies printed. Hummin' serves two main purposes. The first is to ensure that Tasman's residents and any visitors to our District have all the information they need to utilise the services that Council manages over the summer period safely and in accordance to the rules and regulations. These include boating, camping, dog exercise, waste and refuse, parks and reserves, swimming and libraries. The second is to promote the many and varied events and activities taking place throughout the District between the months of November and April. These smaller community events are what gives Tasman District its unique summer feel, for visitors and residents alike, and all feedback indicates that the communities recognise and appreciate Council's support in promoting them to a wider audience. 10,000 copies of Hummin' were distributed directly to business operators around the District, 7000 copies have been distributed direct to the public through various outlets (Service Centres, Libraries, Richmond Mall, etc) with the majority of the final 3000 distributed prior to the end of 2012. Demand for Hummin' (as in the speed that the 20,000 copies are taken) increases every year.

### 4 Newsline

- 4.1 Six issues of Newsline were published during October - January 2013. All followed the new eight page format - down from 12-16 page editions in the past - which has reduced the associated costs significantly with little relative impact to advertising.
- 4.2 The reduced publication size has not impacted the number of stories as the link to the website has been utilised as a source for further information allowing for shorter, more concise stories evidenced by the 20% increase in unique page views to the Newsline page.
- 4.3 The Updates advertising that appears in local newspapers, Waimea Weekly, Motueka Guardian and GB weekly, has been reduced in frequency from the start of this calendar year. These advertisements will now appear on the week alternate to Newsline being produced.

### 5 Media Activity

- 5.1 Media releases sent out during October 2012 were:
- Landslide changes face of Wangapeka River in the Kahurangi National Park

- Tasman continues to manage well during challenging times.

Media releases sent out during November 2012 were:

- Tasman District Council to bring engineering expertise in-house
- New legislation is going to hamper growth, not promote it
- Courtesy crossings will remain a feature in Richmond
- Golden Bay Service Centre shifting on Friday 9 November
- Development on old library site short term.

Media releases sent out during December 2012 were:

- Tasman Dry Weather Task Force Update: Water Restrictions Lifted
- Tasman Skatepark Tour Expands
- Aranui Road Master Plan Out for Comment
- Carols by Candlelight a Firm Favourite
- Debris Flow Report Released
- Cynobacteria Signage for Waimea River.

Media releases sent out in January 2013 (up to 17 January)

- Toxic Algae Warnings Lifted Throughout Tasman Think Before You Swim
- Navigation Safety Warning.

5.2 The media monitoring for the periods above are attached as appendices.

## **6 Radio**

- 6.1 The Council has maintained its regular presence on regional radio with regular Mayoral comments on commercial radio and with regular magazine style programming on Fresh FM.
- 6.2 Advertising on commercial radio is now maintained at minimum level, however, there was slight increase over the holiday period to ensure residents and visitors to the region were aware of rubbish and other matters of immediate concern such water restrictions.
- 6.3 There will be a sharper focus on the current radio spend over the next six months to further monitor efficacy and cost effectiveness.

## **7 Appendices**

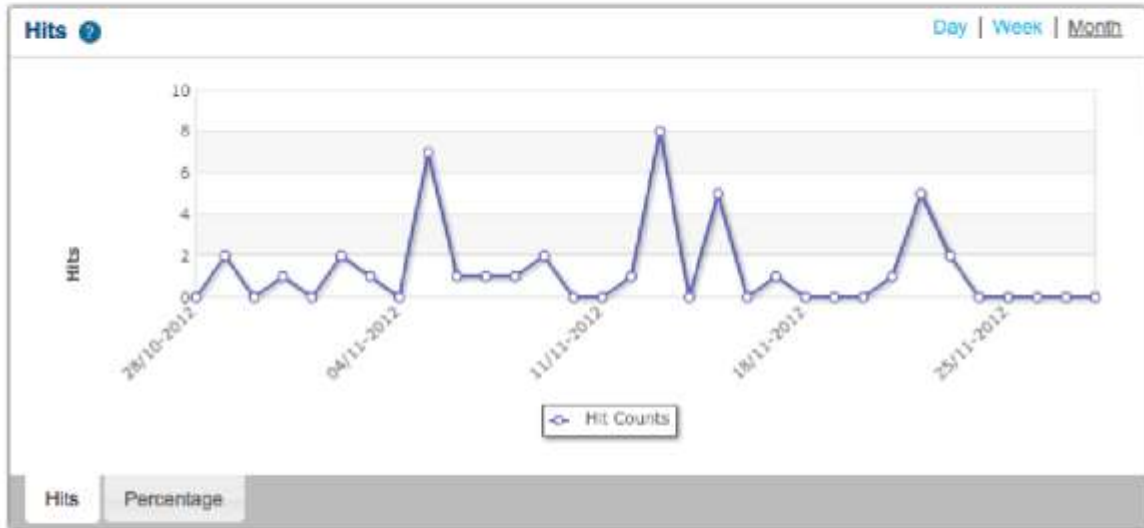
1. Media Reports

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**Item 2.3**

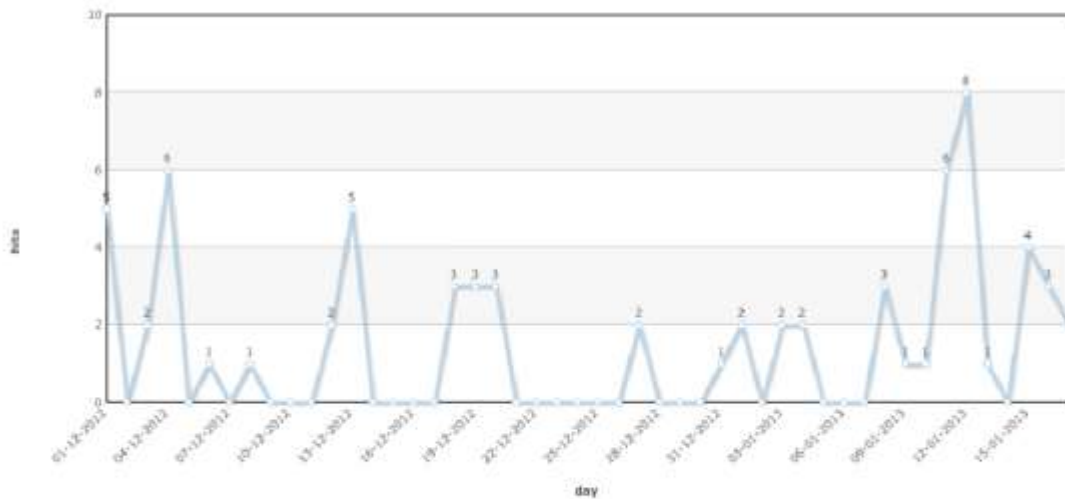
### Media summary as at 17 January 2013

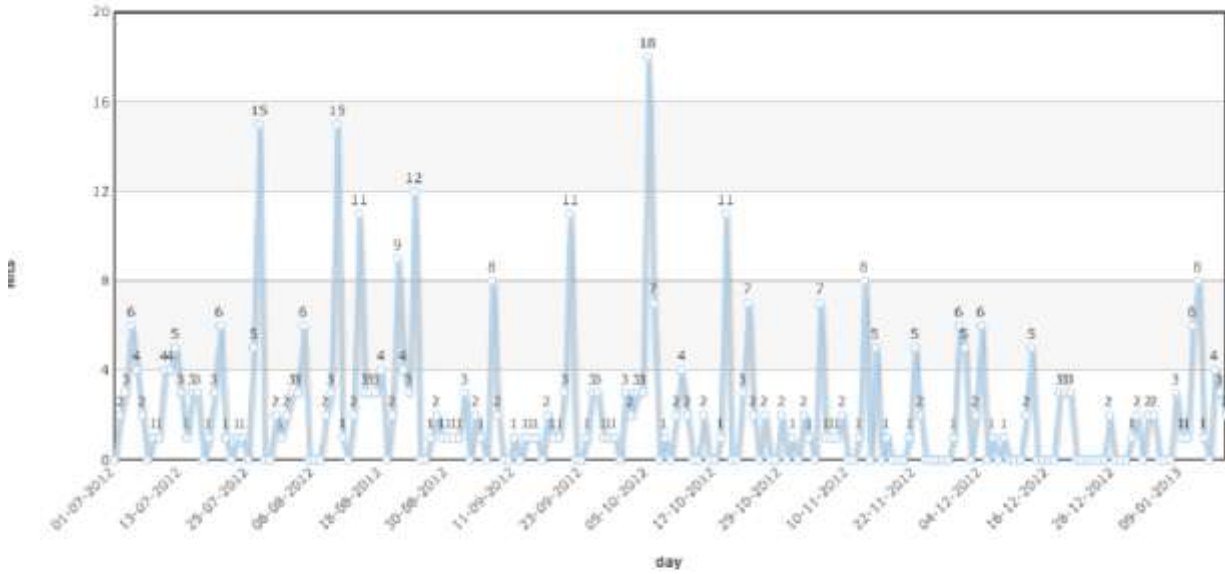
The Council’s media monitoring service is provided by Meltwater, the leading global online media monitor accessing over 162,000 online publications as they are published.



Over the month of November 2012 the phrase ‘Tasman District Council’ was mentioned 41 times, across 20 media outlets (October saw 76 mentions over 21 media outlets and September saw 51 mentions over 8 media outlets). October’s higher values were partly driven by annual report coverage.

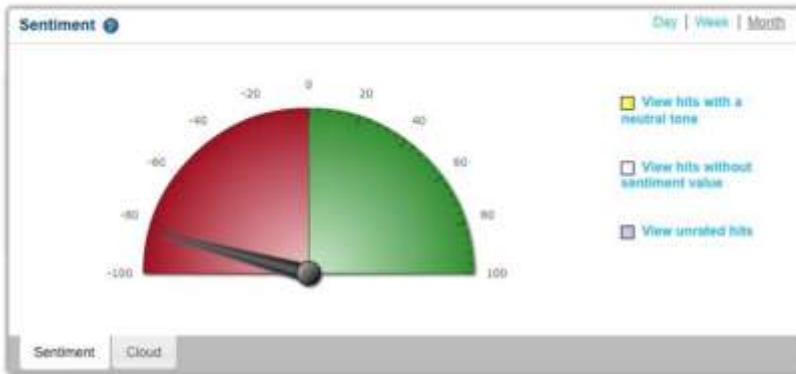
From the 1 December 2012 – 17 January 2013 the phrase ‘Tasman District Council’ was mentioned 69 times. The spikes towards the end of January were associated with the Great White butterfly story and the various weather events.





The graph above shows a breakdown of 'hits per day' (the amount of times 'Tasman District Council' has been mentioned) over the last six months to 17 January 2013. The spike on the 5 October was partly driven by the release of an independent report on the assumed finances of an amalgamated Wairarapa district council, which mentioned Tasman District Council.

Meltwater measured the current 'sentiment' of Tasman District Council's coverage as being negative (on average). This is based on the last four weeks coverage.



The key words picked up over the past month that drove this sentiment were (size denotes frequency)

accident adelaide tam brightwater cairns chute dickinson expedition locator beacon mapua ms na  
 na nagara nagara rescue helicopter richmond tam **tasman** tramper tramper death waimea  
 wakefield

-ends-



## 2.4 ONLINE REPORT

Information Only - No Decision Required

<b>Report To:</b>	Communications Subcommittee
<b>Meeting Date:</b>	7 February 2013
<b>Report Author:</b>	Richard Liddicoat, Online Information Officer
<b>Report Number:</b>	RFN13-02-04
<b>File Reference:</b>	C797

Item 2.4

### 1 Summary

- 1.1 The website had slightly higher numbers of visitors in October followed by a slight fall in November, before picking up again in December. The overall result remains within normal patterns.
- 1.2 The increase in traffic is driven by the nature of the information on the site. Sites visited the most were driven by weather events, start of holidays and seasonal changes. For example web traffic has seen spikes in searches for rain and river monitoring pages, boating information, and walking and biking guides.
- 1.3 The Council's social media presence is growing slowly not only providing regular followers but also an increased audience in the event of an emergency.

### 2 Draft Resolution

**That the Communications Subcommittee receives the Online Report RFN13-02-04.**

### 3 Visitor/Usage Data

Peak visits to Council's website of 1590 were recorded on Monday 8 October for a total of 6423 page views. River and rainfall traffic was also up. No single page stands out, just high overall usage.

A total of 1049 unique document downloads were recorded in October, the first time we have hit 1000 downloads in a month.

Boating Guide 255 downloads in December and Freedom Camping Brochure 226 times.

High Level Visitor Analysis – The following table shows that the website can consistently attract visitors and maintain its audience and relevance.

	October	November	December
<b>Visits</b>	32,101	27,410	29,489
<b>Page views</b>	121,010	102,802	101,103
<b>Unique (different) visitors</b>	14,734	13,298	14,670
<b>Hours spent online</b>	1765.5	1,385.7	1,458
<b>Average visit duration</b>	03:18	03:02	02:58

Social Media - Small but steady growth also seems to be the scenario here, with gradual increases in numbers of followers/likes between October and December.

- 244 followers on Twitter, up from 199
- 135 likes on Facebook, up from 114.

The website continues to deliver good results. We serve in excess 3000 pages a day and an increasing number of documents.

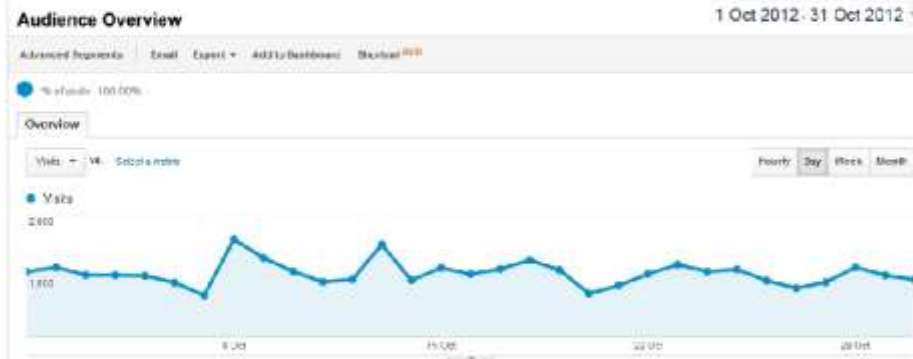
### 4 Appendices

1. Appendix 1 Website Traffic

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**Appendix 1: Daily Visits to Council Website  
Popular Content and Search Terms  
Downloads**

**Daily Visits to Council Website October 2012**



**Daily Visits to Council Website November 2012**



**Daily Visits to Council Website December 2012**



**Popular Content Pages – October to December 2012**

	<b>October</b>	<b>November</b>	<b>December</b>
1	Rates Record search	Rates Record search	Rates Record Search
2	Cemetery Records search	Cemetery Records search	Cemetery Records search
3	St Arnaud Web Cam	St Arnaud Web Cam	St Arnaud Web Cam
4	River Flow	Rates	Golden Bay Web Cam
5	Rates	Golden Bay Web Cam	River Flow
6	Golden Bay Web Cam	Property info	Rainfall
7	Woodstock River Flow	River Flow	Richmond Web Cam
8	Richmond Web Cam	Richmond Web Cam	Woodstock River Flow
9	Woodstock Web Cam	Woodstock River Flow	Buller River Flow
10	Property Information	Contact Us	Property Information

**Popular Search Terms – October and November 2012**

Searches were conducted by 4.75% of users in October, 5.68% of users in November, and 4.34% in December.

	<b>October 2012</b>	<b>November</b>	<b>December</b>
1	Rates	Rates	Rates
2	Tenders	Wriggle report	District plan
3	Noise	Maps	Tenders
4	District Plan	Tenders	Composting toilet
5	Map(s)	Zoning	Lim
6	Dog	Jobs	Rainfall
7	LIM	LIM	Water
8	Recycling	Annual Report	Recycling
9	Tenders	Chickens	Water meter readings
10	Zoning	District plan	algae

**Downloads reported from Google Analytics October 2012**

A total of 1049 unique document downloads were recorded, the first time we have hit 1000 downloads in a month.

Application for Building Consent and/or Application for Project Information Memorandum (PIM)	93
RESC12-10-11 Agenda and Reports	85
Agenda and Reports CN12-10-18	78
Late Items CN-12-10-18	35
Request for Land Information Memorandum	35
Application for Amendment to a Building Consent	32
Agenda ACS12-10-04	31
C37 - Richmond West & South Greenway - Area Map	30
C37 - Richmond West & South Greenway - Zone Map	27
Coastal Risk Monitoring Report August 2012	27

**Downloads reported from Google Analytics November 2012**

A total of 919 document downloads were recorded in November.

Agenda and Reports 29 November 2012	72
Application for Building Consent and/or Application for Project Information Memorandum (PIM)	61
RESC12-11-22 Agenda and Reports	46
Agenda ACN12-11-16	43
Agenda ACS12-11-15	33
Agenda EP12-11-01	24
Application for Amendment to a Building Consent	24
Minutes MESC12-10-11	23
Agenda AFN12-11-08	22
Agenda and Reports CN12-10-18	20

**Downloads reported from Google Analytics December 2012**

A total of 1206 document downloads were recorded in December.

Agenda and Reports 29 November 2012	47
Application for Building Consent and/or Application for Project Information Memorandum (PIM)	38
RESC12-11-22 Agenda and Reports	21
C40 - Review of FRRA and SIRA Provisions	18
Agenda and Reports EP12-12-13	17
Application for Amendment to a Building Consent	17
Minutes MESC12-11-22	14
Building Consents Fee Schedule BC 12	12

Request for Land Information Memorandum	12
C41 - Update of Heritage Schedule	11

**Downloads report from SilentOne October 2012**

## Top Documents from Silent One

1. Community Grants Application Form	194
2. TRMP Planning Maps - Area/Zone Legend (28/8/2010)	150
3. Richmond Walking and Cycling Map	119
4. Connecting Tasman - the Regional Land Transport Strategy	119
5. TRMP Planning Maps - Index (Location Map) - (26/09/2009)	101
6. Application for Building Consent and/or Application for Project Information Memorandum (PIM)	99
7. Rates Direct Debit Application Form	86
8. Request for Land Information Memorandum	84
9. Form for Submission on Resource Consent Application	82
10. Section 17.1: Residential Zone Rules	74

**Downloads report from SilentOne November 2012**

## Top Documents from Silent One

1. TRMP Planning Maps - Area/Zone Legend (28/8/2010)	147
2. Guidance Notes and Building Consent Procedures Information	121
3. Application for Building Consent and/or Application for Project Information Memorandum (PIM)	110
4. Richmond Walking and Cycling Map	108
5. TRMP Planning Maps - Index (Location Map) - (26/09/2009)	92
6. Connecting Tasman - the Regional Land Transport Strategy	87
7. Guide to Boating and Water Sports in Tasman	86
8. Freedom Camping Brochure	84
9. Section 17.1: Residential Zone Rules	82
10. Section 16.3 Subdivision	80

**Downloads report from SilentOne December 2012**

## Top Documents from Silent One

1. Guide to Boating and Water Sports in Tasman	255
2. Freedom Camping Brochure	226
3. McKee Recreation Reserve Brochure	162
4. TRMP Planning Maps - Area/Zone Legend (28/8/2010)	143
5. Richmond Walking and Cycling Map	123
6. TRMP Chapter 17 – Zone Rules	91
7. Motueka Walking and Cycling Map	82
8. Exercising your Dog in Tasman	81
9. Guidance Notes and Building Consent Procedures Information	80
10. TRMP Planning Maps - Index (Location Map) - (26/09/2009)	76

## 2.5 FINANCE REPORT

Information Only - No Decision Required

<b>Report To:</b>	Communications Subcommittee
<b>Meeting Date:</b>	7 February 2013
<b>Report Author:</b>	Chris Choat, Communications Advisor
<b>Report Number:</b>	RFN13-02-05
<b>File Reference:</b>	C797

Item 2.5

### 1 Summary

- 1.1 The communications budget is currently at 35% expenditure against four month budget of 41%. Some budget areas, like radio advertising and Newline Updates budgets, are nearly fully expended and action is being taken to reduce expenditure prior to year-end. Other budget areas, like Hummin in Tasman, are also nearly fully expended due to the publication having been printed for the full year, therefore, no remedial action is needed in areas like this.

### 2 Draft Resolution

**That the Communications Subcommittee receives the Finance Report RFN13-02-05.**

**3 Discussion**

- 3.1 While the finance budget is favourable overall (35% spent against 41% budgeted) there are some line items that need attention and have had action taken to bring into line to be on-target by year-end.
- 3.2 The radio budget is nearly fully expended, which has led to a more focused advertising placement. The spend so far has been largely driven by the requested weekly presence on most stations. This will have to cease before year-end in light of election rules. A greater focus on the appropriate audience for any radio advertising has been the subject of discussion with the local radio providers who have been understanding and receptive to our needs.
- 3.3 Newspaper Updates will see a reduction in frequency as a result of the decision to only advertise in Updates in weeks when Newsline is not published. The Newspaper updates that have recently become weekly will now return to a fortnightly publication schedule. Designed to catch the legislatively driven public notices missed by the Newsline publishing cycle, the Updates evolved into a weekly notice board. Returning to a fortnightly cycle will provide savings in both production and publication.

**4 Appendices**

- 1. Communications Costs 30 November 2012 33



**COMMUNICATIONS COSTS**  
**FOR THE PERIOD ENDED 30 NOVEMBER 2012**

<b>Code</b>	<b>Detail</b>	<b>YTD_Balance (Excl GST)</b>	<b>Full Year Budget (Excl GST)</b>	<b>%</b>
01152513	Resource Policy TRMP Publicity	2,439	4,004	60.92%
02132513	Environment Monitoring Water Advertising	0	501	0.00%
02152513	Environment Monitoring Publicity	0	1,002	0.00%
0718251350	Waste Minimisation Publicity	1,380	12,775	10.80%
07192513	Kerbside Advertising	10	5,754	0.18%
07222513	Waste Education Advertising	564	2,555	22.09%
07262513	Kaiterteri Refuse Advertising	0	511	0.00%
10202512	Port Tarakohe Publicity	0	2,044	0.00%
11012512	Motueka Aerodrome Promotion And Publicity	0	1,226	0.00%
13022512	Richmond Library - Publicity	153	2,797	5.48%
13032512	Motueka Library Publicity	0	818	0.00%
13042512	Takaka Library Publicity	937	1,022	91.66%
13052512	Murchison Library Publicity	0	153	0.00%
14012513	Community & Rec Promotion	5,567	12,264	45.40%
14042513	Recreation Publicity	500	0	-
1406251201	Mudcakes And Roses Magazine	7,522	54,645	13.77%
1406251202	Recreation Youth Council Adv	5,407	0	-
1406251203	Jam Magazine	2,770	20,440	13.55%
1406251204	Boredom Busters Magazine	13,716	39,858	34.41%
1406251205	Hummis In Tasman	33,569	40,500	82.89%
17002513	Parks & Reserves General Advertising	0	1,533	0.00%
24012513	Emergency Management Publicity	0	1,002	0.00%
27012512	General Publicity	67,395	173,173	38.92%
2701251202	Publicity - Newsline	46,846	159,432	29.38%
2701251203	Publicity - Radio	18,879	20,440	92.36%
2701251205	Publicity - Newspaper Updates	42,580	49,062	86.79%
27022513	Golden Bay Community Board Advertising	25	0	-
32012513	Regulatory Building Publicity	1,109	5,030	22.05%
32072512	Regulatory Maritime Publicity	0	2,002	0.00%
3612251350	Pest Publicity	507	7,509	6.76%
36212513	Ecofest Publicity	5,987	25,039	23.91%
36262512	Warm Homes Publicity	0	511	0.00%
36272512	Environmental Education Advertising	0	9,198	0.00%
41022513	Corporate Services Advertising & Publicity	3,818	7,461	51.17%
41082512	Strategic Planning Advertising	1,800	35,770	5.03%
4401251302	Community Services General Publicity	0	5,111	0.00%
4402251350	HR Recruitment Advertising	0	511	0.00%
4501251302	Environment & Planning General Publicity	126	2,503	5.02%
4601251302	Asset Management General Publicity	0	715	0.00%
49022512015	Library General Publicity & Advertising	5,975	13,286	44.97%
		<b>349,292</b>	<b>939,636</b>	<b>37.17%</b>

Note: While costs to budget may vary at a detailed level, some of which is due to timing patterns, the overall communication spend is 37.33% which is below the four month budget of 41.67%.

**COMMUNICATIONS RECOVERIES  
FOR THE PERIOD ENDED 30 NOVEMBER 2012**

<b>Code</b>	<b>Detail</b>	<b>YTD_Balance (Excl GST)</b>	<b>Full Year Budget (Excl GST)</b>	<b>%</b>
1406100101	Mudcakes And Roses Magazine	(17,696)	(32,023)	55.26%
1406100102	Jam Magazine	-	(10,330)	0.00%
1406100103	Boredom Busters Magazine	(10,150)	(24,792)	40.94%
	Newsline	(12,980)	(53,096)	24.45%
		<u>(53,806)</u>	<u>(173,337)</u>	31.04%

Note: Recoveries are dependent on the timing of the relevant publication

**TASMAN COLLECTION  
FOR THE PERIOD ENDED 30 NOVEMBER 2012**

<b>Code</b>	<b>Detail</b>	<b>YTD_Balance (Excl GST)</b>	<b>Full Year Budget (Excl GST)</b>	<b>%</b>
<b>Income</b>				
14521001	Tasman Collection Income	(208)	(8,264)	2.52%
		<u>(208)</u>	<u>(8,264)</u>	2.52%
<b>Expenses</b>				
14522517	Tasman Collection Publication costs	0	8,392	0.00%
		<u>0</u>	<u>8,392</u>	0.00%

Note: This includes Walk and Bike Tasman publications

**2.6 ACTION SHEET - COMMUNICATIONS SUBCOMMITTEE 7 FEBRUARY 2013**

**Information Only - No Decision Required**

**Report To:** Communications Subcommittee  
**Meeting Date:** 7 February 2013  
**Report Author:** Sandra Hartley, Executive Officer - Strategic Development  
**Report Number:** RFN13-02-06  
**File Reference:** C797

**Item 2.6**

**Summary**

1.1 The Action Items are attached from the 23 August 2012 Communications Subcommittee.

**2 Draft Resolution**

**That the Communications Subcommittee receives the Action Sheet - Communications Subcommittee 7 February 2013 RFN13-02-06**

**3 Appendices**

1. Communications Subcommittee Action List February 2013 37



Action Items - Communications Subcommittee

Report Number	Item	Minute / Action	Accountable Officer	Status
<b>Meeting Date: 26 June 2012</b>				
FN12-06-04	Communications Contract for Services Upgrade	Communications Adviser to roll over the Communication Contract with Dry Crust for a one year period.	C Choat	Done
FN 12-06-08	Community Engagement Proposal	Communications Advisor to work with The Communications Subcommittee as Project Sponsor for the development of the Community Engagement Policy.	C Choat	Paper for consideration at 7 February meeting.
<b>Meeting Date: 23 August 2012</b>				
	Nil			
<b>Meeting Date:</b>				

G:\Sandra\COMMUNICATIONS SUBCOMMITTEE\AGENDA\Action List from Communications Subcommittee meetings.xlsx