
MINUTES
of the
COMMUNICATIONS SUBCOMMITTEE MEETING
held
11.45 am Thursday, 27 March 2014
at
Tasman Council Chamber, 189 Queen Street, Richmond

Present: Councillors J L Edgar (Chair), M L Bouillir, B F Dowler and M J Greening

In Attendance: Councillors P L Canton, M J Higgins, J L Inglis, Z S Mirfin and P F Sangster
Community Development Manager (S Edwards)
Communications Advisor (C Choat)
Online Communications Officer (R Liddicoat)
Administration Officer (G Woodgate)

1 OPENING, WELCOME

2 APOLOGIES AND LEAVE OF ABSENCE

Moved Cr Dowler/Cr Greening
FNCO14-03-1

That apologies from Mayor Kempthorne and Cr S G Bryant for absence be accepted.
CARRIED

3 DECLARATIONS OF INTEREST

Nil.

4 CONFIRMATION OF MINUTES

Moved Cr Greening/Cr Dowler
FNCO14-03-2

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.
CARRIED

5 PRESENTATIONS

Nil.

6 REPORTS

11.48 am: Cr M J Higgins departed.

6.1 Action Sheet - Communications Subcommittee 27 March 2014

**Moved Cr Bouillir/Cr Greening
FNCO14-03-3**

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

CARRIED

11.50 am: Communications Advisor, Chris Choat and Online Communications Officer, Richard Liddicoat arrived.

6.2 Community Engagement Policy Report RCD14-03-10

Community Relations Manager, Chris Choat was in attendance to speak to his report contained within the agenda.

The purpose of the report was 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.

Discussion ensued on:-

- The cost of implementing the Community Engagement Policy, noting that costs would fall under specific departmental project budgets.
- Council's legal obligations to undertake consultation and how the proposed policy relates to those obligations. The Community Relations Manager added that the Policy provides a philosophical viewpoint, guidelines and principles for community engagement. He advised that the Engagement Policy applied internally as well as externally.

11.56 am: Cr Sangster arrived.

- Whether additional resources or staff time would be spent on implementing the Policy.

**Moved Cr Bouillir/Cr Dowler
FNCO14-03-4**

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.**

CARRIED

6.3 Online Communication Officer's Report RCD14-03-14

Online Communications Officer, Richard Liddicoat was in attendance to speak to his report contained within the agenda.

The purpose of the report was to give some context to the use of the Council's website and online services as an engagement tool.

The Online Communications Officer highlighted the fact that the Library website's Press Display, e-Audio and e-Books pages made up 9.2% of total page views over the period 1 December 2013 to 28 February 2014.

Subcommittee members raised the following matters:-

- The geographical areas from where Council website downloads were coming from.
- The ways or methods to highlight the visibility of the public consultation.
- When consultation on a particular matter had closed, it was felt more information on the 'next steps' should be provided. The Online Communications Officer said that he was currently working on that request.

Cr Canton thanked the Online Communications Officer for his involvement in the recent Youth Council hui.

**Moved Cr Dowler/Cr Bouillir
FNCO14-03-5**

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

12.20 – 12.45 pm: Crs Canton, Dowler, Inglis and Sangster did not return after lunch.

6.4 Communications Advisor's Report RCD14-03-11

Community Relations Manager, Chris Choat was in attendance to speak to his report contained within the agenda.

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

The Community Relations Manager advised:

- That the Fresh FM programme 'Lowdown' was proving popular in podcast form, being second only to the station's own show for downloads for both January and February.
- A simplified redesign of the Council logo had been selected which is derived from the existing logo and that it was just one colour. The change will achieve cost savings.
- The total cost of the logo redesign was \$430.00.

**Moved Cr Edgar/Cr Bouillir
FNCO14-03-6**

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

6.5 Discharge and Disestablishment of the Communications Subcommittee Report RCD14-03-14

Community Development Manager, Susan Edwards was in attendance to speak to her report contained within the agenda.

The purpose of the report was 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 be transferred to the Community Development Committee.

The Community Development Manager advised:

- The Subcommittee had fulfilled its purpose.
- There was a lot of repetition and dual reporting regarding communications between the Community Development Committee and this Subcommittee.
- Disestablishing the Communications Subcommittee would lower Council costs.

The Chair advised that Mayor Kempthorne, the Deputy Chair and Councillors Bryant and Dowler had been consulted and were all in support of the resolution.

**Moved Cr Edgar/Cr Greening
FNCO14-03-7**

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.**

CARRIED

The meeting concluded at 12.57 pm.

Date Confirmed:

Chair: