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## **Report 02.114**

8 March 2002

File: E/6/19/3

[02.114\_djw]

Report to the Passenger Transport Committee  
From Dr D J Watson, Division Manager Transport

### **Transport Division – Marketing/Communication Strategy**

#### **1. Purpose**

To receive, discuss and adopt a marketing/communications strategy for the Transport Division.

#### **2. Background**

Attached is a proposed marketing and communications strategy for the Transport Division prepared by Andrew Cutler and Margaret McLachlan (**attachment 1**) in discussion with staff of the Transport Division. The Corporate Communications Department of the Council is progressively preparing communication strategies for each division of the Council. This strategy for Transport is a forerunner.

#### **3. Comment**

The proposed strategy will be a living document. In its current form it provides a starting point for a considered step into marketing and communications for the Division. As marketing of passenger transport is a major focus of the Committee, the development of this strategy is seen as a first step towards the Committee achieving its overall goal of greater use of passenger transport.

#### **4. Communications**

Implementation of the marketing/communication strategy will itself lead to a broad range of communication initiatives.

#### **5. Recommendation**

*That the Marketing/Communication Strategy for the Transport Division be adopted.*

DAVE WATSON  
Divisional Manager, Transport

**Attachment 1: Proposed Marketing/Communication Strategy**