



Report 03.341
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Committee Policy, Finance and Strategy Committee
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Communication Strategy

1. Purpose

To seek confirmation of the Communication Strategy 2003 - 2006 for the Greater Wellington Regional Council.

2. Overview

The Greater Wellington Regional Council has for several years been working toward an agreed communication strategy. In April 2001 (report 01.246) Council agreed to:

- Formally review the name and logo in 2002 as part of the LTFS (now LTCCP) process, and;
- Develop a detailed long-term communication programme around the LTCCP, the core objectives to be to shape and influence attitudes and therefore decisions and behaviour of key groups and the general population in support of the LTCCP sustainability outcomes.

In line with the first recommendation, a review of the Council's brand identity resulted in the approval of a promotional name and identity in July 2002. Development of a detailed strategy (recommendation two) began in late 2001 in parallel with development of the LTCCP. The linkage between the LTCCP and communication strategy was made explicit in November 2002 with presentation of a communication framework to the Solway Park workshop. The Council subsequently approved this framework on 18th April 2003 (report 03.130) and directed officers to develop a communication strategy document for consideration by the Committee before the end of June.

3. Content of strategy

The content of the strategy follows the direction agreed in Council decisions taken in April 2001 and April 2003. The strategy expands upon these decisions, and provides more context, research and detail in the determination of outcomes and communication tools. This is not an operational plan. It does

not describe activities for individual programmes at a strategic or divisional level. Rather, it is the framework within which operational plans are developed and monitored through the first three years of the 2003 – 2013 LTCCP.

The strategy reviews the strategic context within which the organisation operates, the available research information, and then recommends five outcome areas on which the organisation's communications will focus over the next three years. Sets of communication tools, based on the agreed framework, are then described.

The five outcome areas – i.e. what we are intending to achieve – are:

- A high degree of awareness and understanding in the regional community of the social, cultural, economic and environmental benefits of achieving a sustainable region, and Greater Wellington's role in achieving this outcome.
- Individuals, communities and organisations in the regional community have made long term behaviour and attitude changes that support achieving a sustainable region.
- The organisation has partnerships and collaborations with communities and organisations in support of the goal of a sustainable region.
- There is a positive and consistent profile of the organisation and its key functions.
- Communications supports the programmes that make up the Take Ten.

The strategy does not provide a detailed project by project description of how communications will be undertaken in divisions. Operational communication plans for each division will follow from the overall strategy.

4. Recommendations

That the committee recommend to Council that it:

(1) Receive the report and note its contents.

(2) Confirm the proposed Communication Strategy for the period 1 July 2003 – 30 June 2006.

Attachment:

1. Communication Strategy, 2003 – 2006.

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