



Report 05.7
Date 27 January 2005
File CM/16/05/02

Committee Planning and Monitoring Sub-Committee
Author Helen Wood and Andrew Cutler, Communications

Proposed Communications Research Strategy

1. Purpose

To recommend a research strategy that will assist with monitoring Greater Wellington's communication strategy and provide information for the development of the next LTTCF.

2. Significance of Decision

The matters in this report do not trigger the significance policy of the Council or otherwise trigger section 76(3)(b) of the Local Government Act 2002.

3. Background

The Council last undertook comprehensive communications research in 2003. Since then the new Greater Wellington brand has been implemented and a communications strategy has been adopted including a social marketing programme. It is therefore timely to monitor the impact of these changes. In addition, research undertaken during 2005 will be able to feed into the development of the 2006 LTCCF.

3.1 Communications Outcomes

The communication strategy approved by the Council on 30 June 2003 (report 03.341), was designed to support Greater Wellington's goal of a sustainable region. The strategy has five outcome areas:

- Outcome One – 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.
- Outcome Two – Individuals, communities and organisations in the regional community have made long-term behaviour and attitude changes that support achieving a sustainable region.

- Outcome Three – The organisation has partnerships and collaborations with communities and organisations in support of the goal of a sustainable region.
- Outcome Four – There is a positive and consistent profile of the organisation and its key functions
- Outcome Five – Communications supports the programmes that make up the Take Ten.

A social marketing programme, *Be the Difference* is a core part of the communications strategy and directly supports outcomes two, three and five.

4. Proposed Research

Two strands of communications research are proposed to be undertaken between June and September 2005:

- Communications research to monitor the outcomes in the strategy and specific communications tools such as Elements and the website. Quantitative research with the general public is proposed.
- *Be the Difference* research to measure the impact of the programme after 18 months. A mix of quantitative and qualitative research with members is proposed.

Details of the proposed research plan are in **Attachment One**.

5. Budget

The Communications department budget includes provision for \$20k communications research per annum. The communications strategy quantitative research will be funded from the allocation for both 2004/05 and 2005/06 years.

Be the Difference has an ongoing research plan to assist both with the development of different campaigns and to evaluate the overall success of the programme. Around \$60 to \$70k has been allocated from the *Be the Difference* budget for 2005/06 for the proposed research.

6. Communications

There is nothing in this report that requires external communication at this time.

7. Recommendation

It is recommended that the Committee:

Note the contents of the report.

Agree the appropriateness of the proposed research (including any changes that may be suggested).

Report prepared by:

:

Report approved by

Helen Wood
Communications

Andrew Cutler
Strategic Communications
Manager

John Allard
Corporate Policy Manager