



**Report** 06.696  
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**File** CM/12/04/01

**Committee** Planning and Monitoring Subcommittee  
**Author** Jane Bradbury Divisional Manager, Corporate and Strategy

## Community Engagement Strategy

### 1. Purpose

To present the draft community engagement strategy to the subcommittee.

### 2. Significance of the decision

The matters for decision 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 community engagement review, initiated in December 2005, was triggered by the need to revisit Greater Wellington's Communication Strategy 2003-2006, especially in view of budgetary implications for the Long-Term Council Community Plan 2006-16 (LTCCP). The scope of the review was then expanded to include, in the first instance, the environment education activities, and thereafter a greater range of our community engagement work.

The Planning and Monitoring Subcommittee met several times on the review, developing the terms of reference, objectives for our community engagement activities and criteria to evaluate our existing work programmes. Following the evaluations, Councillors made a number of suggestions about the future direction of Greater Wellington's communications. Staff brought these together in a report that was discussed by the subcommittee in September 2006. There was general support for the direction of the report, although the need for Greater Wellington to consult better with the community was identified.

### 4. Comment

The new strategy is not wholesale change from our existing strategy. It builds on our past work and experience, recognising that we need a range of tools to

meet our communications' objectives. It increases our effort in some areas and refocuses it in others. The Strategy is provided in **Attachment 1**.

The specific changes that Councillors requested and that are now incorporated into the new strategy are outlined below:

- More emphasis on media activities, with increasing use of local media. Media support to be provided for Council committees with emphasis on making messages relevant to individual communities.
- The web-site to be enhanced to meet existing and future demands for online information and services – recognising that this is the “way of the future”.
- More resources to be put into *Take Charge*, Greater Wellington’s environmental education programme for businesses and closer connection with the recently launched EnviroSmart programme to be made. It was considered that this area had previously been under-resourced and is where we can get “the biggest bang for the buck”.
- *Be the Difference*, Greater Wellington’s social marketing programme to be down-sized and re-focused. The brand *Be the Difference* to be maintained because of its high brand association and valuable database. The direct mail component of *Be the Difference* to cease and households transferred onto an email/web based programme. A *Be the Difference* website to be created offering customer focused incentives, solutions and information. *Be the Difference* campaigns to be focused on key leadership issues and RPS issues.
- *Take Action*, our environment education programme for schools, to be compatible with the EnviroSchools programme.
- Better circulation of our publications, for example, leaflets, to maximise their effectiveness.
- Our communications services and programmes to be better co-ordinated across the council.
- *Elements*, Greater Wellington’s newspaper to be more strategic in approach and content.

## **5. Communication**

If the Subcommittee supports the draft strategy, the Chair of the Subcommittee will submit the strategy to the Policy, Finance and Strategy Committee for Council’s approval.

## 6. Recommendations

*That the Subcommittee*

1. **Receives** the report.
2. **Notes** the content of the report.
3. **Recommends** that Council endorses the community engagement strategy

Report prepared by:

Report approved by:

**Jane Bradbury**  
Divisional Manager,  
Corporate and Strategy

**David Benham**  
Chief Executive

**Attachment 1: Draft Community Engagement Strategy**