

Report to the Policy and Finance Committee
From Mike Bodnar, Section Leader, Communications

Communications Strategy

1. Purpose

To inform the Committee of the next stages of the WRC's communications strategy development and to adopt a formal purpose statement for communications.

2. Introduction

At the Policy and Finance Sub-committee meeting of 15 June 2000, it was agreed that there was a need for a WRC communications strategy. It was noted that there were three stages to the process: 1. Identification of where we are now; 2. Identification of where we want to be; 3. Development of the strategy.

Stage 1 is underway with the commissioning of a region-wide communications survey by the National Research Bureau.

Stage 2 began with a Communications Workshop on 11 October 2000 at which councillors were presented with background information and discussed strategic directions for the Council's communications.

Stage 3 will be able to start once the desired direction is clear. Meanwhile, existing communications projects are continuing.

3. What's Required Now?

This report crystallises the opinions and comments from the Councillors' communications workshop on 11 October and presents them as a **purpose**

statement for the development of the strategy based on where we want to be. Endorsement of these principles will enable progress on Stages 2 and 3.

<p>PURPOSE STATEMENT</p> <ul style="list-style-type: none"> • Communications is not an end in itself, rather the key purpose of the WRC’s communications is to help achieve the goals of the 2000-2010 LTFS: <ul style="list-style-type: none"> - A high quality environment; - A prosperous and viable region; - Healthy people in a safe region; - A strong and inclusive regional community together making a positive and measurable difference to the greater Wellington region. • WRC communications should be used to influence the behaviours of the regional community in the direction of the LTFS’s visionary goals.

Suggestions for tactical approaches to WRC communications made during the October workshop will be considered during the development of the detail of the strategy during November and December (see critical path below).

4. Next Steps

The NRB’s regional telephone and face-to-face questionnaires will incorporate Councillors’ comments where possible. They are being piloted this week and will become operational next week.

The critical path for the communications strategy development is as follows:

2000 October	NRB develops regional surveys. Councillors’ communications workshop. Surveys piloted, implemented.
November	Regional surveys completed. NRB prepares and presents data for analysis. Internal focus groups interviewed. Draft strategy framework developed using combined data and based on purpose statement.
December	Report back to P&F on survey findings and draft strategy. Refine strategy in association with appropriate external marketing/branding consultants.
2001 January	Strategy development continues.
February	Report back to P&F with recommendations for adoption of new communications strategy.
March	Communications strategy underway.

5. Recommendations

That the report be received and that the purpose statement for communications be confirmed.

Report prepared by:

Approved for submission:

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