

# **Communications Plan**

**2006**

**Stratford District Council**

Appendix D of LTCCP

# Communications Activity Management Plan

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## 1. Introduction

Communications works as part of the Community Services team, to assist in implementing and administering Council's public relations and community consultation responsibilities as required under the provisions of the Local Government Act 2002. This includes assisting community groups and organisations to have an input into Council's activities, and identification and monitoring of community outcomes.

No major assets are included in this activity as an overhead, costs are distributed to other activities.

There are no significant effects for this activity.

### **How We Check Our Progress**

- (a) At least four Council Comments annually in the Stratford Press.
- (b) Community Outcomes monitoring reported as required by law.

## 2. Key Tasks And Actions

### 2.1 Key Task

Assist the Mayor, Council staff and elected representatives where necessary with researching and preparing media releases and writing other material for publication.

#### **Action 1:**

Continue to Liaise with Mayor, Council staff and elected representatives to identify issues and develop media activities

#### **Activities:**

- Write and distribute media releases, advertising features and other material in collaboration with Mayor, Council staff and elected representatives as required.
- Assist with researching background material for the Mayor, Council staff and elected representatives as required.

### 2.2 Key Task

Co-ordinate media releases and briefings.

#### (a) **Action 1:**

Promote Council's Activities.

#### **Activities:**

- Assist with media and promotional plans.
- Write and distribute media releases.
- Co-ordinate advertising.
- Assist with the creation of promotional material.

#### (b) **Action 2:**

Promote Council's Decisions and Requirements.

#### **Activities:**

- Write and distribute media releases.
- Assist with promotional plans.
- Co-ordinate advertising.
- Assist with the creation of promotional material.
- Assist with educational plans (eg. recycling, dog regulations).

### 2.3 Key Task

Identify opportunities to promote the Council and build a positive image of Council's activities and services in the community. Arrange appropriate news and picture opportunities.

(a) **Action 1**

Promote Council's facilities.

**Activities:**

- Work with staff to identify promotional opportunities (eg. Information Centre, Library, TSB Pool, Parks etc).
- Assist with promotional plans.
- Write and distribute media releases.
- Co-ordinate advertising.
- Assist with the creation of promotional material.

(b) **Action 2**

Assist with the completion of the Regional Branding exercise.

**Activities:**

- Continue to work with Venture Taranaki on behalf of Stratford District Council with Regional Branding.
- Ensure Council and Stratford Community are kept informed of progress and results of the Regional Branding exercise.

(c) **Action 3**

Assist with the completion of the Stratford Identity Project.

**Activities:**

- Work with Chief Executive on a plan for development of the Stratford Identity project including the development of a consultation plan.
- Assist in the implementation of the plan.
- Ensure Council and Stratford Community are involved through consultation and are kept informed of progress in the Stratford Identity Project.

(d) **Action 4**

Assist with the implementation of the Stratford Identity Project:

**Activities:**

- Ensure new branding and ideas and are co-ordinated within the community and with community groups and stakeholders.
- Ensure new identity tools are distributed to media and relevant organisations, websites, tourism groups etc.

- (e) **Action 5**  
Assist with the Development and Implementation of the Marketing Plan for the District through the Economic Development Business Plan.

**Activities:**

- Identify ways of getting by-in from key stakeholders and the community into the Stratford Identity and positive promotion.
- Encourage the delivery of consistent themes and messages by making it simple for organisations to access and use them.

- (f) **Action 6**  
Maintain and Build an Image Library for the Council and District.

**Activities:**

- Identify Photo opportunities and compile photos.
- Collect photos from other sources where appropriate.
- Distribute photos to media and promotional organisations (Venture Taranaki, Websites etc) as required.
- Maintain the image library.

2.3 Key Task

Advise and assist with media campaigns.

- (a) **Action 1**  
Advise and assist with media campaigns with staff and elected members as required.

**Activities:**

- Prepare media campaigns.
- Attend events and organise media attendance and briefings.
- Liaise with staff and elected members and members of the press, advertising people, designers etc.

- (b) **Action 2**  
Negotiate and co-ordinate any media contracts.

**Activities:**

- Prepare material for monthly radio advertising contract with the Radio Network.

2.4 Key Task

Attend Council and Committee Meetings where appropriate to maintain an up to date knowledge so appropriate advice can be given.

- (a) **Action 1**  
Attend all Council Policy and Services meetings.

**Activities:**

- Ensure Media are catered for before, during and after the meetings.
- Prepare any relevant material/ reports for the meeting.
- Provide any additional material to the media or Council as requested after the meeting.
- Prepare media releases if required.

- (b) **Action 2**  
Attend full Council meetings as and when required.
- (c) **Action 3**  
Attend Council Workshops as and when required.

2.5 Key Task

Monitor and analyse media coverage of Council activities and prepare appropriate reports.

- (a) **Action 1**  
Prepare a monthly report to be included in the chief executive's report.

**Activities:**

- Prepare report including list of media releases, media coverage, advertising, interviews, features, promotions and activities. Include reference to opportunities for publicity and any relevant comments.
- Ensure report is given to Administration Officer two days prior to Policy and Services Pre-agenda meeting.

- (b) **Action 2**  
Ensure Press releases are filed in Alchemy for future reference.

**Activities:**

- Once press releases have been approved and distributed give them to the records officer for storage in the alchemy files.

2.6 Key Task

Advise on responses, initiatives and complaints as a result of the above.

- (a) **Action 1**  
Advise on responses, initiatives and complaints as is required.

2.7 Key Task

Prepare and distribute a regular newsletter to residents.

- (a) **Action 1**  
Keep the Community informed of Council regular activities.

**Activities:**

- Prepare the Quarterly Council Comment in Stratford Press.
- CEO's regular column in Stratford Press (usually fortnightly).

2.8 Key Task

Assist in identifying and promoting opportunities for the community to contribute to Council's decision making processes.

- (a) **Action 1**  
Assist with Council's LTCCP consultation process.

**Activities:**

- Develop Consultation plan for LTCCP – include consultation on nine or ten new ideas and a variety of methods of presentation and obtaining feedback including PowerPoint presentations and lounge meetings in the community.
- Implement Consultation Plan for LTCCP.

- (b) **Action 2**  
Assist with Council's Asset Management and Levels of Service Plans.

**Activities:**

- Develop Consultation plan – including consultation with the community on levels of service.
- Implement Consultation Plan.

- (c) **Action 3**  
Assist with consultation as and when required.

**Activities:**

- Liaise with Managers and staff to identify issues for consultation.
- Develop Consultation plans.
- Implement Consultation Plans.

2.9 Key Task

Assist in identifying and promoting ways to foster the development of the community's capacity to contribute to the Council's decision making processes.

- (a) **Action 1**  
Monitor and develop consultation.

**Activities:**

- Continue to analyse feedback and responses from the community to assess effectiveness of consultation.
- Test and develop consultation methods to improve (if possible) the quality and quantity of contributions to council by the community.

- (b) **Action 2**  
Assist with Councils building of positive relationships within the community.

**Activities:**

- Assist Council and staff in communicating with the community and specific groups within the community.
- Identify any specific needs of community groups.
- Try to ensure any communications between Council and groups or individuals are clear, consistent and positive.

- (c) **Action 3**  
Ensure the community and community groups are aware of issues to encourage participation.

**Activities:**

- Ensure information is available to the public through Media releases, targeted letters, advertising, letters with rates, posters, information sheets available at targeted outlets, and other methods appropriate to the issue and targeted audience.
- Develop and facilitate opportunities for community feedback that are effective and relevant.

## 2.10 Key Task

Assist in developing effective communication with key community opinion leaders, sector groups, stakeholders and media outlets to encourage recognition and understanding of Council plans, activities and events.

### (a) **Action 1**

Prepare and hold workshops with Council staff on consultation.

#### **Activities:**

- Prepare a presentation for staff to go over the principals of consultation according to the LGA, the consultation policy and the consultation process.
- Hold workshops with staff to brief and update them on the consultation process and requirements.

### (b) **Action 2**

Prepare and hold workshops with Elected members on consultation.

#### **Activities:**

- Prepare a presentation for elected members to go over the principals of consultation according to the LGA, the consultation policy and the consultation process.
- Hold workshops with elected members to brief and update them on the consultation process and requirements.

### (c) **Action 3**

Prepare and hold workshops with Elected members on Community Outcomes process.

#### **Activities:**

- Prepare a presentation for elected members to update them on the background, requirements and processes of Community outcomes including strategic partnerships and monitoring.
- Hold workshop with elected members to brief and update them on the Community Outcomes.

## 2.11 Key Task

Assist Council to liaise with individuals, organisations and government agencies to monitor and promote the delivery of identified priorities and outcomes expected by the community.

### (a) **Action 1**

Continue to work with Regional Community Outcomes Project Team:

- Strategic Partnerships;
- Indicators Project.

#### **Activities:**

- Attend Regional Community Outcomes Project Team (RCOPT) meetings.
- Complete tasks as required by RPOCT and Stratford District Council.
- Advocate for and work towards the continuation of the regional partnership between the four Councils for this project.

### (b) **Action 2**

Continue work on District Community Outcomes:

- Strategic Partnerships;
- Monitoring.

**Activities:**

- Produce District Outcome Partnerships document.
- Develop, through consultation, a set of District Indicators for Stratford District Community Outcomes.
- Produce data and information to benchmark indicators (Refer - State of the District Report).

(c)

**Action 3**

Continue work with Regional Groups on behalf of Council as required.

**Activities:**

- Continue to participate in the Regional Emergency Management Civil Defence Communications group activities and training.
- Continue to participate in the Regional Roadsafe Taranaki Management and Advisory Group.
- Continue to participate in any Regional Tourism and promotional activities as required.
- Continue to participate in any regional promotions or activities which require a commitment of Stratford District Council to participate in a communications, consultation or the promotion of community outcomes.

## COMMUNICATIONS PLAN

Action	Activity
Assist with the completion of the Regional Branding exercise.	<ul style="list-style-type: none"> <li>▪ Continue to work with Venture Taranaki on behalf of Stratford District Council with Regional Branding.</li> <li>▪ Ensure Council and Stratford Community are kept informed of progress and results of the Regional Branding exercise.</li> </ul>
Assist with the completion of the Stratford Identity Project.	<ul style="list-style-type: none"> <li>▪ Work with Chief Executive on a plan for development of the Stratford Identity project including the development of a consultation plan.</li> <li>▪ Assist in the implementation of the plan.</li> <li>▪ Ensure Council and Stratford Community are involved through consultation and are kept informed of progress in the Stratford Identity Project.</li> </ul>
Assist with the implementation of the Stratford Identity Project.	<ul style="list-style-type: none"> <li>▪ Ensure new branding and ideas and are co-ordinated within the community and with community groups and stakeholders.</li> <li>▪ Ensure new identity tools are distributed to media and relevant organisations, websites, tourism groups etc.</li> </ul>
Negotiate and co-ordinate any media contracts.	<ul style="list-style-type: none"> <li>▪ Explore options with media for contracts which fit Council's needs and budget and present suggestions for advertising and promotional opportunities.</li> </ul>
Assist with Council's LTCCP consultation process.	<ul style="list-style-type: none"> <li>▪ Develop Consultation plan for LTCCP – include consultation on nine or ten new ideas and a variety of methods of presentation and obtaining feedback including PowerPoint presentations and lounge meetings in the community.</li> <li>▪ Implement Consultation Plan for LTCCP.</li> </ul>
Assist with Council's Asset Management and Levels of Service Plans.	<ul style="list-style-type: none"> <li>▪ Develop Consultation plan – including consultation with the community on levels of service.</li> <li>▪ Implement Consultation Plan.</li> </ul>
Prepare and hold workshops with Council staff on consultation.	<ul style="list-style-type: none"> <li>▪ Prepare a presentation for staff to go over the principals of consultation according to the LGA, the consultation policy and the consultation process.</li> <li>▪ Hold workshops with staff to brief and update them on the consultation process and requirements.</li> </ul>
Prepare and hold workshops with Elected members on consultation.	<ul style="list-style-type: none"> <li>▪ Prepare a presentation for elected members to go over the principals of consultation according to the LGA, the consultation policy and the consultation process.</li> <li>▪ Hold workshops with elected members to brief and update them on the consultation process and requirements.</li> </ul>
Prepare and hold workshops with Elected members on Community Outcomes process.	<ul style="list-style-type: none"> <li>▪ Prepare a presentation for elected members to update them on the background, requirements and processes of Community outcomes including strategic partnerships and monitoring.</li> <li>▪ Hold workshop with elected members to brief and update them on the Community Outcomes.</li> </ul>