

TABLED DOCUMENT: Policy/Planning Committee

9 July 2015

Item 14: Update on Communications Strategy

Update on Communications Strategy

This regular report provides the Committee with an update with progress on the Council's Communications Strategy and media and communication activity.

Update on Action Plan – January 2014 to 30 June 2015

<i>Action Description</i>	<i>Expected Completion</i>	<i>Lead Responsibility</i>	<i>Status</i>
Investigate the potential use of social media for the dissemination of information	August 2014	Executive Officer (Carol Downs)	<ul style="list-style-type: none"> An RDC Facebook page was created in January. Other social media avenues can be explored if they are deemed appropriate (e.g Twitter)
Develop the Council intranet as the primary internal business support tool	Ongoing	Information Management Officer (TBC)	<ul style="list-style-type: none"> Work is being done to re-design an appropriate intranet page, this will now be progressed as the website has been finished.
Develop and implement Corporate Identity guidelines to reinforce our professionalism	September 2014	Executive Officer (Carol Downs)	<ul style="list-style-type: none"> A Uniform Policy was introduced earlier this year, and most key frontline staff and those working "in the field" now wear corporate uniforms.
Develop the Council website as the primary customer/resident self-help tool	Ongoing	Information Management Officer (TBC)	<ul style="list-style-type: none"> The new website was launched on Friday, 29 May 2015.
Provide Elected members and staff with training to ensure appropriate standards are maintained	Ongoing	Executive Officer (Carol Downs)	
Key staff to have undertaken appropriate communications training	Mid 2015	Executive Officer (Carol Downs)	
Investigate and implement (where appropriate) the most effective ways of communicating within and beyond Council	Ongoing	Executive Officer (Carol Downs)	<ul style="list-style-type: none"> RDC will take part in the LGNZ Performance Uplift Programme and dovetail into that process.

June Media Activity

The table below outlines the media activity during June, including printed media articles and website activity:

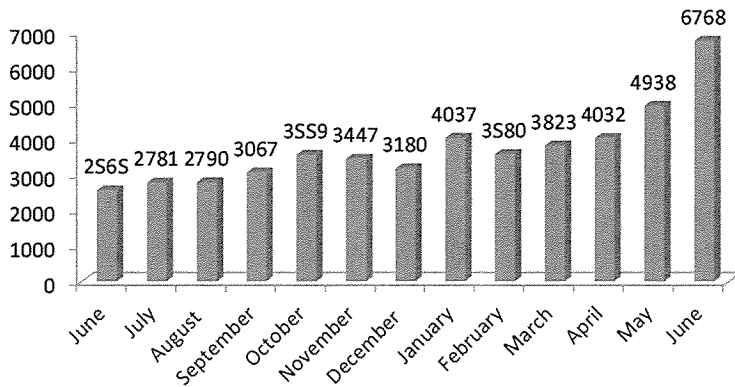
- Rangitikei Bulletin – 1 edition was published in June in Rangitikei Mail, Central District Times and District Monitor
- Rangitikei Line, Council’s e-newsletter – the June edition of the Rangitikei Line was delayed, due to the flooding, this was sent out on 6 July
- 18 articles relating to Council appeared in local papers, during June, as outlined in the table below. Of these 4 were positive, 2 were negative and 12 were neutral.
- Council’s website and Facebook page played a pivotal role as a key communication channel during the June floods, more detail is provided below.

Date	Media Channel	Article Heading and Topic
2/06/15	Wanganui Chronicle	Council backs stream project but declines \$10k fund request (The Tutaenui Restoration Society, wanting to clean up and bring the Tutaenui Stream into public eye will not get any immediate ratepayer funding)
3/6/15	Wanganui Chronicle	Opportunities for jobs with contractor
4/6/15	District Monitor	Local focus for Higgins
11/6/15	Wanganui Chronicle	Council to vote on walking and cycle trail plans
12/6/15	Wanganui Chronicle x 2 Manawatu Standard	No sign of truck harm to roads (trucks using Bonny Glen Landfill) Rangitikei youth get \$15k Landfill expansion raises concerns (Bonny Glen)
13/6/15	Wanganui Chronicle	Marton Weighs up farm water sales (Marton town water supply could be used for irrigation or supplying farmers with stock)
15/6/15	Wanganui Chronicle	Plan to treat toxic landfill runoff on site
16/6/15	Central District Times	Three Rangitikei residents force poll (Hawke’s Bay amalgamation)
19/6/15	Wanganui Chronicle	Ratana to satisfy its big thirst (the steel reservoir for the new Ratana water supply has been moved on site)
20/6/15	Wanganui Chronicle	End in sight for council fire role
22/6/15	Manawatu Standard Wanganui Chronicle	Community spirit shines through (Brothers Chris and Dominic Rayner made efforts to save dogs, and shops in Marton CBD) Rangitikei waters rise
24/6/15	Wanganui Chronicle	Rangitikei in recovery mode
25/6/15	District Monitor Manawatu Standard	Water quality effected Flooding affects Rangitikei Long Term Plan
June 2015	Wanganui Flood Edition	Message from Andy Watson (“As a resilient community, and together we will get through this event”)

Website Statistics

Activity on Council's website for June:

Website Visits 2014-15



In June 58% of those who visited Council's website were new visitors to the site. Unsurprisingly there was a large increase in website views between 20 – 27 June, with 58% more views than the previous week. Council's Facebook page was also updated regularly during the floods, during the week of 21 – 28 June over 35,500 people were reached, compared to the usual 200-300 reaches.

Top Council Webpages Visited

(June)

1. Home page
2. Rates/My property
3. Road Closures
4. Flooding Updates

Top Six Geographical Locations

Visiting the Website (June)

1. Palmerston North area
2. *Auckland
3. *Wellington
4. Christchurch
5. Napier
6. Hamilton

* note smaller areas can be recorded as Auckland or Wellington

Carol Downs
Executive Officer