



COMMUNICATIONS COMMITTEE AGENDA

WEDNESDAY 29 NOVEMBER 2017

Council Chamber
70 Stafford Street, Dunedin

Membership

Cr Michael Deaker	<i>(Chairperson)</i>
Cr Carmen Hope	<i>(Deputy Chairperson)</i>
Cr Graeme Bell	
Cr Doug Brown	
Cr Trevor Kempton	
Cr Michael Laws	
Cr Ella Lawton	
Cr Sam Neill	
Cr Andrew Noone	
Cr Gretchen Robertson	
Cr Bryan Scott	
Cr Stephen Woodhead	

Disclaimer

Please note that there is an embargo on agenda items until 8:30 am on Monday 27 November 2017. Reports and recommendations contained in this agenda are not to be considered as Council policy until adopted.

For our future

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1. APOLOGIES

NIL

2. LEAVE OF ABSENCE

Leave of Absence for Cr Laws noted.

3. ATTENDANCE

Nick Donnelly, (Acting CE, Director Corporate Services)
Sian Sutton, (Director Stakeholder Engagement)
Tanya Winter, (Director Policy, Planning & Resource Management)
Gavin Palmer, (Director Engineering, Hazards and Science)
Scott MacLean, (Director Environmental Monitoring and Operations)
Sally Giddens, (Director People & Safety)
Lauren McDonald, (Committee Secretary)
Ian McCabe, (Executive Officer)

4. CONFIRMATION OF AGENDA

5. CONFLICT OF INTEREST

Members are reminded of the need to stand aside from decision-making when a conflict arises between their role as an elected representative and any private or other external interest they might have.

6. PUBLIC FORUM

NIL

7. PRESENTATIONS

NIL

8. CONFIRMATION OF MINUTES

Recommendation

That the minutes of the meeting held on 18 October 2017 be received and confirmed as a true and accurate record.

Attachments

1. 08 Minutes of Communications Meeting - 18 October 2017 **[8.1.1]**



Minutes of a meeting of the Communications Committee held
in the Council Chambers at Otago Regional Council on
Wednesday, 18 October 2017, commencing at 12:34pm.

Membership

Cr Michael Deaker (Chairperson)
Cr Carmen Hope (Deputy Chairperson)
Cr Graeme Bell
Cr Doug Brown
Cr Trevor Kempton
Cr Michael Laws
Cr Ella Lawton
Cr Sam Neill
Cr Andrew Noone
Cr Gretchen Robertson
Cr Bryan Scott
Cr Stephen Woodhead

Welcome

Cr Hope welcomed Councillors, members of the public and staff to the meeting.

1. APOLOGIES

Resolution

That the apologies for Cr Brown be accepted.

Moved: Cr Bell
Seconded: Cr Noone
CARRIED

2. LEAVE OF ABSENCE

A leave of absence for Cr Deaker was noted.

3. ATTENDANCE

Peter Bodeker	(Chief Executive)
Nick Donnelly	(Director Corporate Services)
Tanya Winter	(Director Policy, Planning & Resource Management)
Sian Sutton	(Director Stakeholder Engagement)
Gavin Palmer	(Director Engineering, Hazards & Science)
Scott MacLean	(Director Environmental Monitoring & Operations)
Suzanne Watt	Strategic Communications & Engagement Manager
Eleanor Ross	
Lisa Gloag	
Andrea Crawford	
Lauren McDonald	(Committee Secretary)

4. CONFIRMATION OF AGENDA

The agenda was confirmed as tabled.

5. CONFLICT OF INTEREST

No conflicts of interest were advised.

6. PUBLIC FORUM

No public forum was held.

7. PRESENTATIONS

No presentations were held.

8. CONFIRMATION OF MINUTES

Resolution

That the minutes of the meeting held on 13 September 2017 be received and confirmed as a true and accurate record.

Moved: Cr Neill
Seconded: Cr Robertson
CARRIED

9. ACTIONS

Status report on the resolutions of the Communications Committee.

Curious minds South Dunedin – What lies beneath? Investigation into the changing environment in South Dunedin	13/9/17	<i>Opportunities for similar initiatives across ORC functions be developed and considered for incorporation into the 2018/28 Long-Term Plan.</i>	ON GOING ACTION
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10. MATTERS FOR COUNCIL DECISION

10.1. Director's Report on Progress

The report provided the community, stakeholder and staff engagement activities carried out by the Stakeholder Engagement directorate staff for the period 25 August to 29 September 2017.

Discussion was held on the website redevelopment.

Resolution

That this report is noted.

Moved: Cr Woodhead

Seconded: Cr Noone

CARRIED

11. MATTERS FOR NOTING

No items were tabled.

12. NOTICES OF MOTION

No Notices of Motion were advised.

13. CLOSURE

The meeting was declared closed at 12:57 pm.

Chairperson

9. ACTIONS

Status report on the resolutions of the Communications Committee.

No current actions.

Attachments

Nil

10. MATTERS FOR COUNCIL DECISION

10.1. Director's Report on Progress

Prepared for: Communications Committee
Activity: Governance Report
Prepared by: Stakeholder Engagement Directorate
Date: 22 November 2017

1. Précis

This report records stakeholder engagement activity between 30 September 2017 and 22 November 2017.

2. Collaborative Partnerships

2.1. The future of NZ farming systems – 2 November

ORC staff, together with Ag@Otago (a University of Otago research theme) and the Landcare Trust, are working together to hold a workshop in early 2018 around the future directions of farm based food production in New Zealand. The workshop is to bring together educational, research, and field practitioners to discuss and investigate the opportunities for alternative food producing systems or methods to ensure a more sustainable environmental, social, and economic future for farming in New Zealand.

2.2. Kaupapa Moana – Seaweed 2018 – 6 November

The University of Otago Marine Sciences and ORC are working together to develop activities to celebrate Sea Week 2018. Sea Week celebrations will tie in with the upcoming Coastal Forum. Kaupapa Moana - Sea Week is 3-11 March 2018.

2.3. Quantifying the environmental impact of winter sheep forage grazing – 10 November

Together AgResearch, Beef and Lamb, Landcare Trust and ORC are exploring options to obtain scientific data which quantifies the benefits of strategic sheep grazing on forage crops with a view to using this to minimise sediment loss, soils structure damage, and protect water quality. This may also explore which best practice methods achieve the best environmental protection. This project would be an extension to a previous dairy study, commonly known as the Telford Trials. We are currently scoping the project and exploring funding streams and partners.

2.4. Upper Clutha Water Management Group

Due diligence for Stage 2 of the Freshwater Improvement Fund (FIF) bid has now been completed with MFE. The group has met for a full day planning day to develop a draft 5-year program for their proposed project. This has included input from ORC at every stage. A Memorandum of Understanding between the agencies has been put in place for Stage 2 which includes \$4,000 for project planning. Letters of support from all agencies involved in the funding of this project have been received by ORC. On Friday 24 November a full day of planning is scheduled for Health and Safety planning.

3. Implementation of Rural Water Quality

Our staff have undertaken engagement activities and events with a range of stakeholders under the council's rural water quality programme (W3). The specific objective for stakeholder engagement activity, as outlined in the 2017-18 Annual Plan, is to achieve 90 percent landholder awareness of the rules. This is measured using a stakeholder survey and was achieved at 91%.

3.1. Environmental Risk Assessment Progress Update

The project for environmental risk assessment has been further refined to include three components:

- **A readiness survey** - a consultant brief has been drafted to go to market to procure a market research company to deliver this survey via various channels (primarily phone). The purpose of this survey will be to provide a broad snapshot of farmers testing schedule, their general readiness, measures they have in place for best practice farming and indication of whether they have a farm plan in place as well as other topics.
- **On farm risk assessment** - this will be outsourced with consultants conducting one pilot project with an aim to deliver this in the Shag catchment. This is being explored with the Shag catchment group. This will commence Jan/Feb 2018.
- **Desktop assessment** - to identify low risk properties and inform the development of educational tools for these low risk areas. The first desk-top assessments will commence in December 2017.

3.2. Field Days, Workshops, and Presentations

3.2.1. Industry-led activities

- **East Otago Field Days – 18 and 19 October**
Otago Regional Council liaison and environmental monitoring staff spent two days at the East Otago field days. Alongside the usual enquiries of rates, complaints and water quality, wallabies proved popular. ORC staff assisted with questions and provided insight into sightings, behaviours and the use of technology in tracking wallabies. A map showing sightings and killings proved popular and the consensus amongst the public was surprise at their vast distribution across Otago.
- **South Otago Dairy Working Group – 24 October**
Representatives from Fonterra and DairyNZ met with Liaison and monitoring staff from ORC to discuss a number of matters for the upcoming season and a last chance to meet before the chair of the group, Nicholas Tait, stepped down from the role pending a move to Canterbury. Topics discussed included the start of the dairy inspections for the year and a joint training day for ORC monitoring and Liaison staff with representatives from the dairy industry.
- **Beef & Lamb – Land Environment Plan (LEP) workshop Middlemarch – Level 1 – 7 November**

Beef & Lamb facilitated an LEP workshop at Middlemarch for landowners in the area. Liaison staff gave a presentation on the Otago Water Plan and the responsibilities of landowners, as well as providing assistance and answering questions throughout the workshop. The group of 15 landowners asked some good questions showing a reasonable level of understanding across the group. One landowner has agreed to work with ORC (Communications) to help share some of his valuable learnings on sediment mitigation methods on-farm.

- **Beef & Lamb – Land Environment Plan (LEP) workshop Ranfurly – Level 1 – 7 November**

14 landowners attended an LEP workshop at Ranfurly. Liaison staff presented on the Water Plan including approaches for meeting water quality standards and associated rules. Enquiries arising related to SOE water quality data, minimising the risk of sediment run off greenfeed crops, clarity regarding the stock access to water rule, installation of culverts

Throughout the workshop, the facilitator regularly quizzed participants on the risks they were noting on their farms with reference to their farm maps, with respect to potential loss of specific contaminants to waterways and measures they would consider to reduce the risk. At the same time the facilitator sought clarification that the identification of ‘at risk’ sites and proposed measure was aligning with the aims and objectives of the water quality plan. At the end of the session the participants were asked to list 10 actions points and when they would be carried out.

The most common actions were ongoing fencing of waterways and installing culverts where stock transfers were more frequent and to gain a good understanding of stream water quality in relation to limits in the plan.

There was a lot of interest in suitable species for riparian and wetland planting. Information on recommended species has been passed on for this.

- **Ballance Farm Environment Awards Judges Training Day – 8 November**

Liaison staff attended and presented at the Ballance Farm Environment Awards Judges Training Day held at Invermay. Liaison staff will assist in judging during the first round of judging between 13 November and 8 December. While the Awards are about celebrating good farming practices, they are first and foremost focused on learning and knowledge sharing.

3.3. Media and promotion for rural water programmes

3.3.1. Irrigation NZ Magazine

The summer issue is due out in early December. Our feature includes articles on the success of the broom gall mite release (alongside mention that we are writing a new pest plan for Otago), ORC's compliance flow chart for RMA issues, and an article inviting people to tell us their values about the Clutha River/Mata-au in light of a potential plan change.

3.3.2. Waterlines

The summer issue is due out mid-December. Articles include:

- Heavyweight Hire, the winners of ORC-sponsored award at the Southern Wood Council forestry awards earlier in the year.
- Love your lake – the verdict on lake snow.
- Reports on science studies in the Waiwera (South Otago) and Shag (North Otago).
- An article on the winners of the ORC-sponsored award at the Ballance Farm Environment Awards earlier this year.
- An article inviting people to tell us their values about the Clutha River/Mata-au in light of a potential plan change.

3.3.3. 'Good Water in Otago – ORC's Facebook page

We have been less active on this page recently. Our intention is to integrate it into the ORC page now that buses are in the process of being removed from it.

3.3.4. On-Stream

The October (# 11) issue was emailed to 394 subscribers on 20 October. It included a feature good practice management with effluent, an update on the July floods and dairy inspections, and our regular updates from our four liaison specialists.

4. Water Management Groups

4.1. Water and deemed permit renewal project

4.1.1. Water user group meetings

The following meetings with priority groups are scheduled/being scheduled for the first half of 2018. As dates are set, these will be updated in the ORC Events Calendar and here in future reports.

Upcoming meetings	
Round 1 meetings	
Manuherikia (Omakau and Becks)	21 November
Gibbston (Camp Creek)	January - March 2018
Albert Burn	January - March 2018
Dunstan Creek	January - March 2018
Lower Manuherikia (4 minor tributaries)	January - March 2018
Northburn	January - March 2018
Teviot	January - March 2018
Round 2 or 3	
Amisfield/Parkburn	January - March 2018
Crown Terrace	January - March 2018
Gibbston Valley	January - March 2018
Keogh creek (immediately south of Lowburn)	January - March 2018
Lowburn	January - March 2018
Manorburn	January - March 2018
South Ranfurly	January - March 2018
Strath Taieri	January - March 2018

Styx	January - March 2018
Teviot – Coal Creek	January - March 2018
Round 2 or 3	
Arrow Irrigation company	April to June 2018
Cardrona	April to June 2018
Fraser	April to June 2018

4.1.2. Preparation for Round 3 presentations

Staff are preparing presentations for round 3 meetings. They will cover the following topics:

- Reiteration of fish survey requirements per tributary (sites per tributary, quality of surveys).
- Flows data per tributary.
- (Both fish flow data is required before discussions can commence with affected parties).
- Principles of group sharing of water within tributaries during lower flows.
- The need to apply for section 417 easements where water is conveyed across neighbouring properties from the point of take.

4.1.3. Deemed permit replacements in the Manuherikia

For some time, Council has not held presentations in the Manuherikia, at the request of the Manuherikia strategy group, pending outcome of a decision for the Falls dam upgrade. It is now recognised that the deemed permit replacement work is a high priority.

Staff have been liaising with a group of consultants involved with deemed permit replacement, who advise that they have begun actively working with company takes out of the main stem. In addition, they are also further working with personnel that may also have private takes out of tributaries. The intention is to eventually bring the collective takes into Council together as a 'group'. It has been agreed that the need to present entry level presentations has a lower priority, but will be provided should a request be received.

They have indicated that they still wish to work alongside Council through the preparation process and specifically with any technical matters that arise.

In the meantime, round 1 presentation will commence on tributaries where personnel are not linked to company takes. Two presentations are scheduled for Becks and Omakau on 21 November. These two sessions are also open to deemed permit holders that may have missed presentations in other catchments, apart from the Manuherikia.

4.1.4. July 2017 flood report back – 21 and 22 November

Three meetings were held on the Taieri to report back on how the weather event unfolded and how the flood scheme and drainage systems responded to the second largest flood event seen on the Taieri Plain since recordings began in 1968. The meetings were attended by ORC and DCC staff who were available for questions afterwards. Across the three meetings (two public and one for the Dukes Road North area) approximately 120 people attended. Key issues raised by the community were around the following:

- The contribution of additional stormwater to the silver Stream from Mosgiel subdivisions;
- The perception of a lack of maintenance and clearing out of ORC drains and the contour channel;
- Observations of lowering levels of floodbank heights;
- Concerns over the rating system for the flood scheme and drainage system.

Staff from both councils explained actions being undertaken in response to the flood event i.e. maintenance, investigations and remediation work. Staff have committed to going back to the community in February to outline the outcomes and progress made on those various activities.

5. Policy

5.1. Clutha River/Mata-au minimum flow and water allocation consultation

Staff have been busy preparing advertising and workshop materials ready for the first round of consultation to find out what's important to people about the Clutha River/Mata-au, the Kawarau River, and Lakes Wakatipu, Wanaka, Hawea, Dunstan, and Roxburgh.

Communications staff produced a video to invite the public to share their values on this iconic river to help shape a potential plan change for the management of the Clutha River/Mata-au. The video is available online at <https://youtu.be/B0jxzY0TgWM>.



5.2. Arrow catchment and Wakatipu Basin aquifers minimum flow and water allocation consultation.

Staff have been busy preparing advertising and workshop materials ready for the second round of consultation to discuss the options to manage the amount of water in these areas.

6. Enviroschools

As set out in the Annual Plan 2017-18, ORC provides the regional coordination of the Enviroschools programme in Otago.

6.1. **Waitaki District Council**

The Waitaki District Council has agreed to fund the Enviroschools programme from the beginning of the 2018 school year. Kristen Price, from Toimata, and myself will be meeting with the WDC staff tasked with leading this project shortly to work through the options of how to deliver this project. Once this is established we will start recruiting schools and a facilitator. I would like to thank the work of the ORC Councillors and the CE for facilitating this process.

6.2. **Primary student hui – Energy**

Forty-eight students from 12 Dunedin primary schools recently attended a one day Energy hui at Toitu Museum. Staff from the museum and the University of Otago contributed their expertise on everyday energy and transport energy. Students also learnt about conserving energy by insulating model houses and seeing where heat could escape with the use of an infra-red camera supplied by the University. Enviroschools hui aim to give teachers ideas for integrating sustainability topics into their teaching as well as extending students' knowledge.



Sawyers Bay students insulating their model house

6.3. **Water**

Lots of schools are interested in water and finding out about the health of their local waterways. St. Gerards school in Alexandra has recently started a project where they will be regularly testing the water quality in in the area. This project is funded through the Participatory Science Platform (PSP). It provides a great model of how students can contribute to the community's knowledge and understanding about their waterways.

<https://www.curiousminds.nz/stories/how-do-you-test-water-quality/>



St. Gerards students testing water quality on the Manuherikia River

6.4. Community Engagement

Three schools participated in workshops imagining the future they would like for their community at the recent Thyme Festival in Alexandra. These workshops were open to the public. The students came up with some fantastic ideas for reducing waste and recognised the complexity of changing practice, including how this might impact on employment.

6.5. Holistic Reflection

Enviroschools encourages schools to go through a holistic reflection process every three or four years. This requires schools to review their sustainability work across the whole school including curriculum, school policies, every day practices, and how they support students to take action on issues they are concerned about. They use this review process to identify their priorities for the next two to three years. The Holistic Reflection process is driven by the school and affirms their practice. 2017 has seen a marked increase in the number of schools engaging in Holistic Reflections, from two in 2016, to four to date, with another five Holistic Reflections scheduled before the end of the year. This is an indication that schools are deepening their level of engagement with the Enviroschools programme. It is also a reflection of the strength of the relationships Enviroschools' facilitators have with their schools.



Students at St. Brigid's School, Dunedin, collecting evidence of sustainability practices in their school and coming up with ideas for what they would like to see happen next during their Silver Holistic Reflection day.

7. Public Transport

7.1. Queenstown public transport service launch

Our new Queenstown bus service commences operation on 20 November. Our campaign in the lead-up to the service launch has been coordinated by an agency local to Queenstown; taking a hyper-local approach, it has focused strongly on video and social media, as well as direct communications with primary audiences. To encourage locals onto the bus the first week will be free to ride, with free GoCards being distributed on the bus. The launch event will include formalities as well as public celebrations on the Village Green in central Queenstown. Below is a sample of some of the promotional videos to date:

Evil Parking Meter <https://youtu.be/MxXTagnbQrg>

Late for lunch <https://youtu.be/kNO4xKhoMA4>

Impress the boss <https://youtu.be/OcAHMoT0Rpl>

Sober Driver - https://youtu.be/sKEO19IxO_U

Between 16 October (when the page went live) and 12 November:

- 2,282 page views
- 943 page likes
- 993 page followers
- Reached 52,106 people
- 14,095 post engagements
- 24,307 video views

Orbus Queenstown branded video (90 second guide with Lauren Prebble):

- Reached 27,880 people
- 9,698 unique viewers

- 584 post engagements
- Top audience is men aged 25-34 (women in this age bracket are close behind)

FB advertising:

- 49 campaigns so far, \$264.82 spent to date
- Boosted posts reach 20,954
- 45,226 impressions
- 5,748 people taking action

7.2. Regional Road Safety Campaign

The Southern Road Safety Influencing Group (a collaboration between the local and regional councils in Otago and Southland, including ORC) has started a new road safety campaign called *Any number is too many*. The predominantly social media based campaign is aimed at encouraging community conversations about the impacts of road deaths. ORC will be joining the conversation by engaging in some activities created by the Influencing Group i.e. installing bumper stickers on the fleet, sharing on social media, and shooting a support video.

8. Environmental Operations

8.1. Dairy inspections

Communications staff have worked closely with environmental operations staff to write a letter to dairy operators advising when inspections will begin, and what changes there are to our process this year, e.g. electronic recording of information, faster processing time, and risk-based inspections (i.e. some properties deemed low-risk may not be inspected, whereas others may receive more than one visit, as per the annual plan).

8.2. Pest plan and biodiversity strategy

Communications staff organised a workshop for key stakeholders on 31 October, so stakeholders could give their input into the pest plan and biodiversity strategy. We have also arranged four drop-in sessions around Otago during November, and will promote on-line information and feedback forms for both documents.

9. Science, Hazards and Engineering

9.1. Leith Amenity Project

Communications staff are working with engineering staff to implement a values-based approach to public engagement to develop amenity concepts for enhancement of the Forth Street – Harbour section of the Water of Leith. We anticipate engaging with the local community with a survey, focus groups and 'pop-up' place-based consultations. This feedback will be used by the Leith Project Working Group, a collaboration of key stakeholders, to develop design concepts to recommend to council. The expected outcome will be a viable option that meets collective expectations, provides coherent integration with the existing flood protection scheme and be achieved within budget and timeframes.

10. Biosecurity

10.1. Wallabies

We are planning ongoing communications in the new year. A third reprint of the wallaby guidebook with an updated map of wallaby sightings and kills has recently been distributed to field staff.

10.2. Rabbits

Communications and environmental monitoring staff attended a Conservation Clinic on the Otago Peninsula in October, which was held for the various organisations on the peninsula to give an update on what they have been doing. DCC and DOC staff were also invited. ORC spoke about our proposed rabbit campaign, which will educate the public that rabbit management is their responsibility as a landowner, and will give them advise on rabbit management options available to them. Those at the meeting were invited to give their input into the campaign.

10.3. Wetland brochure

This has been approved and will be printed by the end of the year.

10.4. Pollution guidebook

There has been no progress on this since the last board report due to staff time being prioritised for the pest plan/biodiversity workshop and pop-in sessions. We will still be on track to deliver this booklet within the current financial year.

11. General Public Awareness Activity

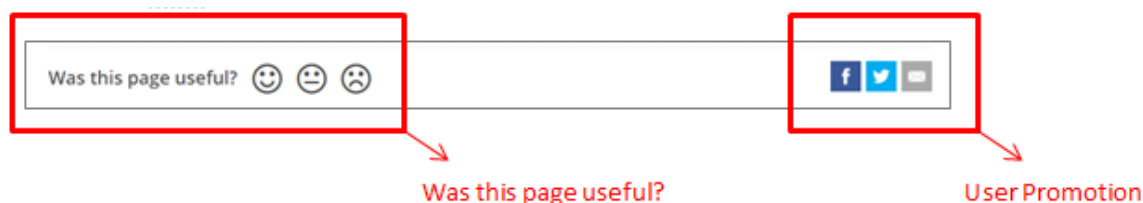
As set out in the 2017/18 annual plan, we are committed to promoting community knowledge and awareness of the council's activities, and encouraging community participation in both decision-making processes and projects that promote sustainable use of resources. The following outlines a range of activities that have been undertaken to support this target.

11.1. General media

From 3 October to 9 November, ORC distributed 15 media releases on bus service changes, World Rivers Day, World Car Free Day, the Upper Clutha water management project and lake snow. There were 144 media articles published in print.

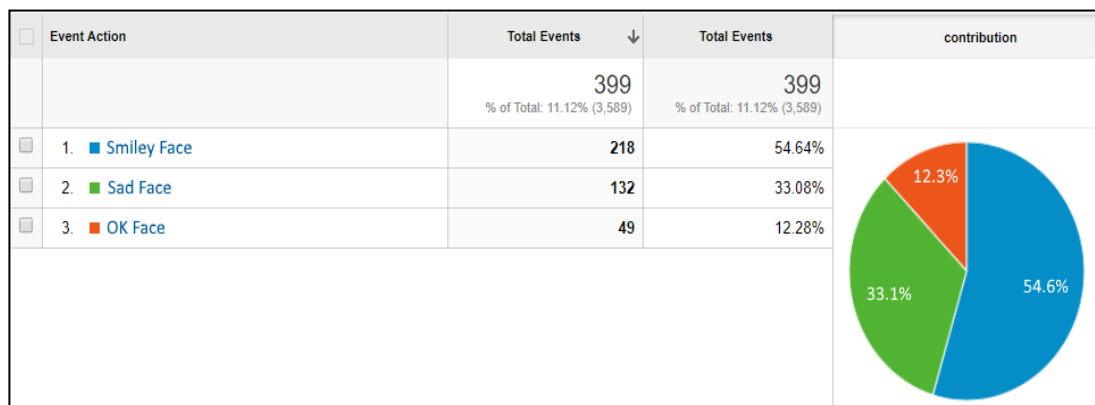
11.2. Website redevelopment project

One of the objectives of the new website was to encourage users to promote content to their networks and also provide ongoing feedback about each page and the content on the website.



- **Was this page useful?**

Since go-live on the 18 September 2017 users have indicated how they feel about a particular page on the ORC website 399 times:



As outlined later in this report the majority of feedback has been around the changes to the bus routes and timetables. Given the amount of change going on in this area a lot of the feedback provided is about the changes themselves and less about the performance of the website.

- **User Promotion**

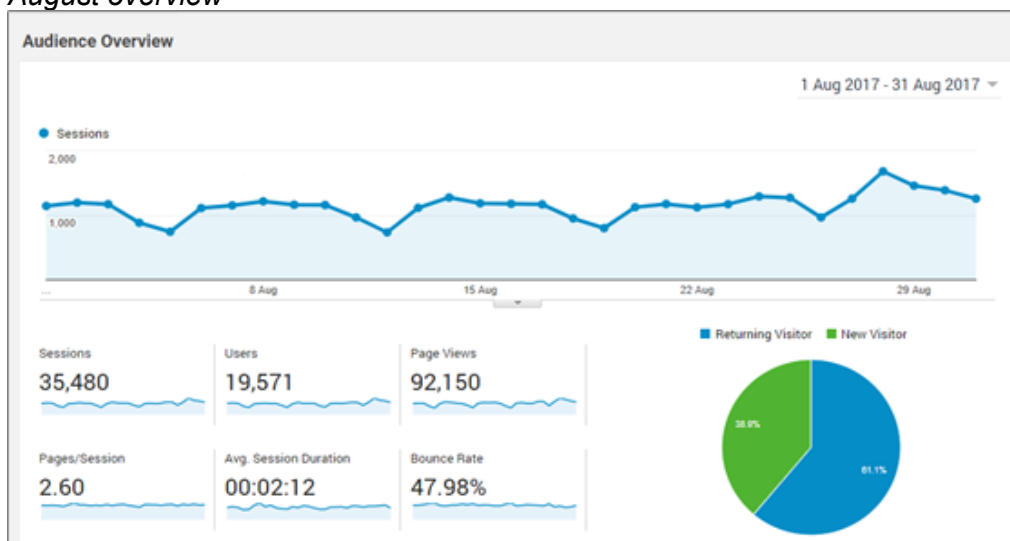
Since go-live on the 18 September 2017 users have actively promoted content on the ORC website to their networks 55 times:

- Facebook – 27 times
- Twitter – 6 times
- Email – 22 times

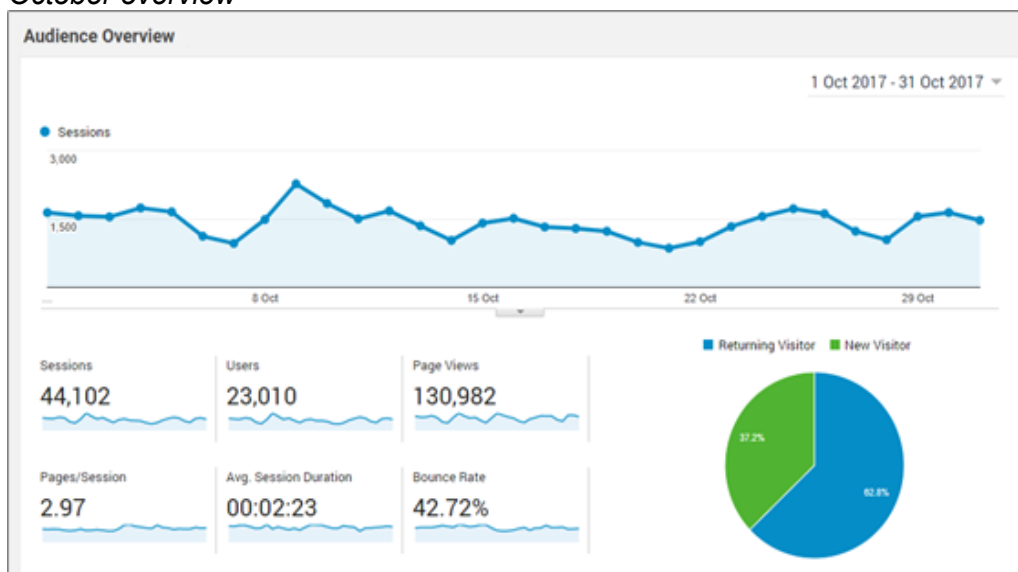
- **Key Website stats prior and post upgrade**

The ORC website upgrade was released to the public on the 18 September 2017. The following reports show key website statistics for the month prior (August) and the month following (October).

August overview



October overview



- **Key Statistics**

- 23,010 different people visited the website last month – up from 19,571 in August.
- Each user averages 2mins 23sec and looked at just under 3 different pages – again an increase from August.
- The bounce rate decreased from 48% to 43% – the bounce rate is the number of users who come to the website but don't engage with it and just bounce off somewhere else.
- Since launch we are up 64% on mobile users compared to the same time last year.

11.3. Websites

11.3.1 www.orc.govt.nz

There have been 60,235 visits to the new ORC website this reporting period and 180,685 page views.



The slight peak in the graph above is for 10 October when the Queenstown bus routes and information were published on the website.

- **Location**

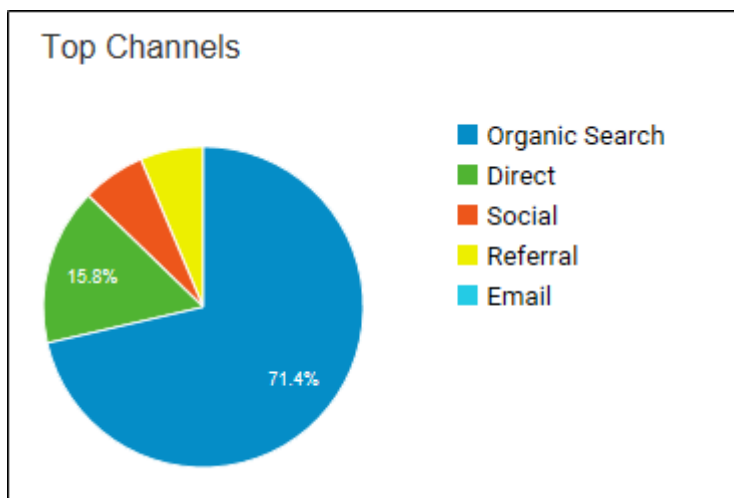
93% of sessions are from within New Zealand, and within those 46% are from the Dunedin area.

Country ?	Acquisition		City ?	Acquisition	
	Sessions ? ↓			Sessions ? ↓	
	60,410 % of Total: 100.00% (60,410)			56,700 % of Total: 93.84% (56,420)	
1. New Zealand	56,692 (93.85%)		1. Dunedin	26,099 (46.03%)	
2. Australia	1,196 (1.98%)		2. Christchurch	12,703 (22.40%)	
3. United States	705 (1.17%)		3. Auckland	4,941 (8.71%)	
4. United Kingdom	250 (0.41%)		4. Wellington	4,032 (7.11%)	
5. Canada	146 (0.24%)		5. Queenstown	3,642 (6.42%)	
6. Singapore	108 (0.18%)		6. (not set)	882 (1.56%)	
7. India	104 (0.17%)		7. Tauranga	803 (1.42%)	
8. Hong Kong	93 (0.15%)		8. Invercargill	526 (0.93%)	
9. France	85 (0.14%)		9. Hamilton	520 (0.92%)	
10. Japan	72 (0.12%)		10. Timaru	374 (0.66%)	

- **Top Channels**

How are people getting to and finding our website - this is split into five channels:

- Organic Search (people searching on google, bing and so on) –71.4%
- Direct (typing in www.orc.govt.nz directly into their browsers) – 15.8%
- Social (clicking through to our site from posts on social media sites e.g. Facebook) – 6.4%
- Referral (referrals from other websites e.g. ODT online) – 6.4%
- Email (people clicking through to our website from a link in their email – 0%



- **Top pages viewed**

The top pages viewed this reporting period are listed below.

Page ?	Pageviews ?
	181,341 % of Total: 100.00% (181,341)
1. /public-transport	21,704 (11.97%)
2. /public-transport/dunedin-buses	13,281 (7.32%)
3. /	11,114 (6.13%)
4. /public-transport/queenstown-buses	5,061 (2.79%)
5. /public-transport/bus-timetables	3,853 (2.12%)
6. /public-transport/dunedin-buses/dunedin-bus-timetables	3,708 (2.04%)
7. /rates	2,906 (1.60%)
8. /managing-our-environment/water/water-monitoring-and-alerts	2,505 (1.38%)
9. /public-transport/timetable-booklet	2,297 (1.27%)
10. /contact-us	2,046 (1.13%)

11.3.2 www.lawa.org.nz

There have been 603 visits to the Otago section of the LAWA website, up 62% on the same time last year.

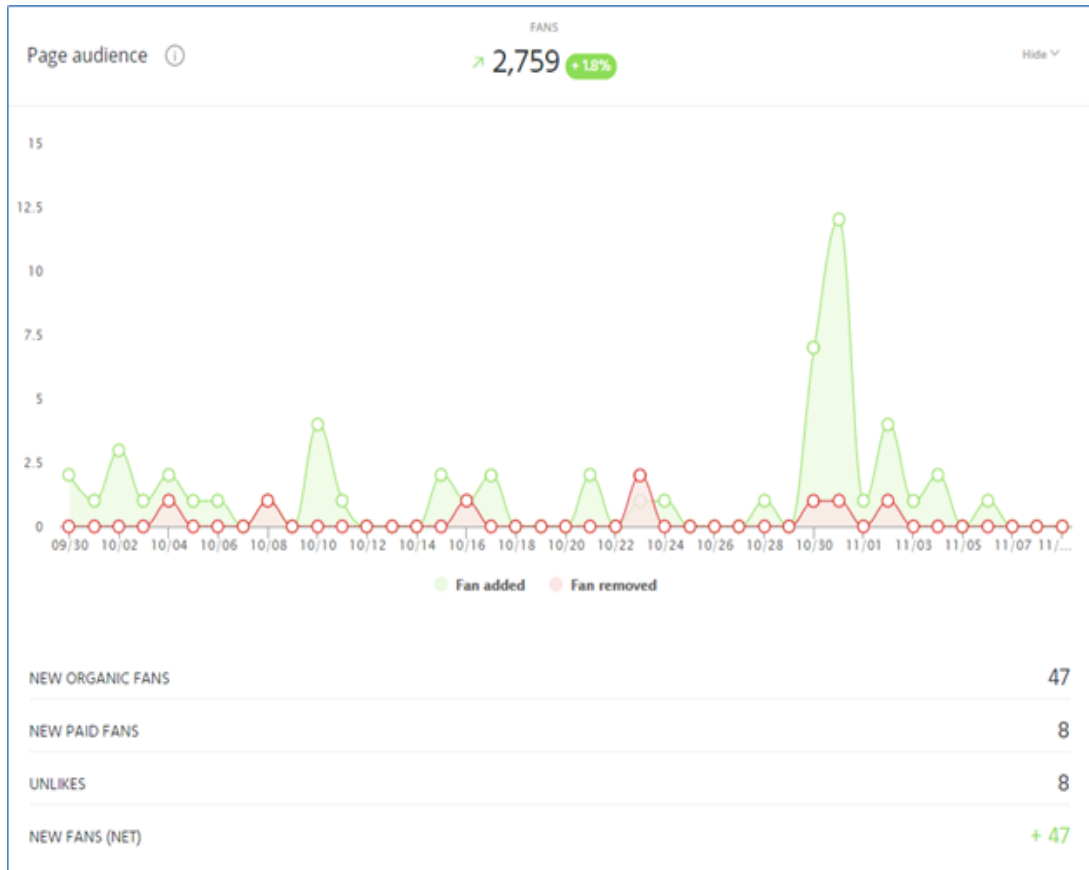
11.3.3 www.otagocdem.govt.nz

There have been 11,212 visits to the Otago CDEM website. The large peak shown below is when the Otago Tsunami maps were launched online, attracting just under 4000 visits for the day



11.4. Social Media

We have 2759 followers on our ORC Facebook account at the end of this reporting period. The peak below is due to a Facebook post letting people know we were going to be in the Queenstown and Wanaka area talking to local businesses about flood risks.



The statistics for our various other Facebook pages over the past month is show on the graph below:

PAGES	FANS	TALKING ABOUT THIS	FAN POSTS	PAGE POSTS	INTERACTIONS	ENGAGEMENT
Otago Regional Council	2,771	66	6	41	269	9.7%
Otago Civil Defence and Emergency Management	2,700	205	0	15	338	12.5%
Orbus Queenstown	970	1,071	2	30	2,016	235.5%
Good Water in Otago - ORC	636	10	0	7	52	8.2%
Otago Regional Council Bus Services	476	40	4	25	294	62.0%
LAWA	87	2	0	0	1	0%

We currently have one ad campaign running on the ORC Facebook page relating to the Pest Plan update. This ad will be running until 22 November and we have currently reached over 6000 people through it.

The Orbus Queenstown Facebook page was launched on 27 October and has 972 likes to date.

12. Recommendation

It is recommended that this report is noted.

Endorsed by: Sian Sutton
Director Stakeholder Engagement

Attachments

Nil

ORC Event Calendar for Councillors

These are events or activities being co-ordinated, undertaken, or attended by ORC staff and Councillors. Events with times and locations are those able to be attended by councillors. Some of these events will need an RSVP. For more information, or to make an RSVP, please enquire with Suzanne Watt, Manager Strategic Communications and Engagement.

November 2017

- 13 ORC workshop with Councillors on Urban water, air quality and biodiversity strategies and implementation plans**
Waitaki District Council – 1pm

- 14 Pest Plan public drop-in sessions**
Cromwell rugby club, 4pm – 7pm

- 16 Pest Plan public drop-in sessions**
Dunedin, Otago Regional Council Harbour Room, 4pm – 7pm

- 20 Queenstown bus service launch**
Village Green, Queenstown, 10am

- 21 Pest Plan public drop-in sessions**
Balclutha, St John meeting room, 4pm – 7pm

- 21 Deemed Permit replacement: Manuherikia community meetings**
Omakau Rugby Clubrooms, 2pm
Becks Community Hall, 6.30pm

- 21 Taieri River July Flood meeting – Duke Road area**
(by invite only) – 3pm

- 21 Taieri River July Flood community meeting - Mosgiel**
7pm Coronation Hall, Mosgiel

- 22 Taieri River July Flood community meeting - Henley**
7pm Henley Hall, Henley

- 22 DairyNZ and ORC staff dairy systems discussion day**

- 22 Pest Plan public drop-in sessions**
Oamaru, Brydone Hotel, 4pm – 7pm

- 22 Beef + Lamb big day out: 10:00am** Matakanui Station, Omakau.

- 22 Managing water in the Clutha River/Mata-au, and Lakes, Dunstan, Roxburgh, Hawea, Wakatipu, and Wanaka – understanding what’s important to people:**
Queenstown: Copthorne Lakefront Hotel, 88 Frankton Road, 1.30pm – 3.30pm
and 6.30pm – 8.30pm.

- 23 Managing water in the Clutha River/Mata-au, and Lakes, Dunstan, Roxburgh, Hawea, Wakatipu, and Wanaka – understanding what’s important to people:**
Wanaka: Lake Wanaka Centre, 89 Ardmore Street, 1.30pm – 3.30pm and 6.30pm – 8.30pm
- 27 Managing water in the Clutha River/Mata-au, and Lakes, Dunstan, Roxburgh, Hawea, Wakatipu, and Wanaka – understanding what’s important to people:**
Cromwell: The Gate, 6 Barry Avenue, 6.30pm – 8.30pm
- 28 Managing water in the Clutha River/Mata-au, and Lakes, Dunstan, Roxburgh, Hawea, Wakatipu, and Wanaka – understanding what’s important to people:**
Alexandra: The Cellar Door, 143 Centennial Avenue, 1.30pm and 3.30pm; 6.30pm – 8.30pm
- 28 Waiwera water quality summary community engagement**
The venue for this session is currently being sorted
- 29 Otago Regional Council Committee Meeting**
Council Chamber, Otago Regional Council, 70 Stafford Street, Dunedin
- 30 Otago Regional Council – Councillor Workshops**
Council Chamber, Otago Regional Council, 70 Stafford Street, Dunedin
- 30 ORC workshop with Councillors on Urban water, air quality and biodiversity strategies and implementation plans**
Clutha District Council – 4pm

December 2017

- 4 Managing water in the Clutha River/Mata-au, and Lakes, Dunstan, Roxburgh, Hawea, Wakatipu, and Wanaka – understanding what’s important to people:**
Roxburgh: Roxburgh Memorial Hall, 120 Scotland Street, 6.30pm – 8.30pm
- 5 Managing water in the Clutha River/Mata-au, and Lakes, Dunstan, Roxburgh, Hawea, Wakatipu, and Wanaka – understanding what’s important to people:**
Balclutha: Rosebank Lodge, 265 Clyde Street, 1.30pm – 3.30pm; 6.30pm – 8.30pm
- 7 Arrow River and Wakatipu Basin aquifer minimum flow and water allocation limit setting consultation – Options presentation**
Arrowtown: Arrowtown Bowling Club, 6 Hertford Street, 1.30pm and 6.30pm
- 8 Arrow River and Wakatipu Basin aquifer minimum flow and water allocation limit setting consultation – Options presentation**
Frankton: St Margaret’s Church Hall, Ross Street, 12.30pm
- 13 Meeting of the Otago Regional Council**
Council Chamber, Otago Regional Council, 70 Stafford Street, Dunedin

- 14 Otago Regional Council – Councillor Workshops**
Council Chamber, Otago Regional Council, 70 Stafford Street, Dunedin

January 2018

- 31 Otago Regional Council Committee Meeting**
Council Chamber, Otago Regional Council, 70 Stafford Street, Dunedin

February 2018

- 1 Otago Regional Council – Councillor Workshops**
Council Chamber, Otago Regional Council, 70 Stafford Street, Dunedin

- 14-16 Southern Field Days**
Waimumu

TBC Residual Flows plan change development consultation

TBC Draft Air Quality Strategy public consultation

TBC Tomahawk Lagoon community vision workshop

- 21 Meeting of the Otago Regional Council**
Council Chamber, Otago Regional Council, 70 Stafford Street, Dunedin

- 22 Otago Regional Council – Councillor Workshops**
Council Chamber, Otago Regional Council, 70 Stafford Street, Dunedin

- 26 Otago Southland Regional Transport Committee meeting**
Council Chamber, Clutha District Council, Rosebank Terrace, Balclutha

March 2018

TBC Coastal Strategy Forum

TBC Managing water in the Manuherkia catchment: minimum flow consultation

TBC Lake Tuakitoto lake margin community vision workshop

- 7 Otago Regional Council Audit and Risk Meeting**
Council Chamber, Otago Regional Council, 70 Stafford Street, Dunedin

- 21 Otago Regional Council Committee Meeting**
Council Chamber, Otago Regional Council, 70 Stafford Street, Dunedin

- 22 Otago Regional Council – Councillor Workshops**
Council Chamber, Otago Regional Council, 70 Stafford Street, Dunedin

- 27 Otago Southland Regional Transport Committee meeting**
Council Chamber, Clutha District Council, Rosebank Terrace, Balclutha

April 2018

TBC Long Term Plan consultation

- 11 **Meeting of the Otago Regional Council**
Council Chamber, Otago Regional Council, 70 Stafford Street, Dunedin
- 12 **Otago Regional Council – Councillor Workshops**
Council Chamber, Otago Regional Council, 70 Stafford Street, Dunedin
- 17-18 **Irrigation NZ conference and Expo**
Alexandra

May 2018

- 2 **Otago Regional Council Committee Meeting**
Council Chamber, Otago Regional Council, 70 Stafford Street, Dunedin
- 3 **Otago Regional Council – Councillor Workshops**
Council Chamber, Otago Regional Council, 70 Stafford Street, Dunedin
- 16 **Meeting of the Otago Regional Council**
Council Chamber, Otago Regional Council, 70 Stafford Street, Dunedin
- 17 **Otago Regional Council – Councillor Workshops**
Council Chamber, Otago Regional Council, 70 Stafford Street, Dunedin
- 23-29 **Long Term Plan hearings**

June 2018

- 13 **Otago Regional Council Committee Meeting**
Council Chamber, Otago Regional Council, 70 Stafford Street, Dunedin
- 14 **Otago Regional Council – Councillor Workshops**
Council Chamber, Otago Regional Council, 70 Stafford Street, Dunedin
- 20 **Otago Regional Council Audit and Risk Meeting**
Council Chamber, Otago Regional Council, 70 Stafford Street, Dunedin
- 27 **Meeting of the Otago Regional Council**
Council Chamber, Otago Regional Council, 70 Stafford Street, Dunedin
- 28 **Otago Regional Council – Councillor Workshops**
Council Chamber, Otago Regional Council, 70 Stafford Street, Dunedin

July 2018

- 20 **Otago Southland Regional Transport Committee meeting**
Council Chamber, Clutha District Council, Rosebank Terrace, Balclutha

August 2018

- 1 **Otago Regional Council Committee Meeting**
Council Chamber, Otago Regional Council, 70 Stafford Street, Dunedin

- 2 **Otago Regional Council – Councillor Workshops**
Council Chamber, Otago Regional Council, 70 Stafford Street, Dunedin
- 15 **Meeting of the Otago Regional Council**
Council Chamber, Otago Regional Council, 70 Stafford Street, Dunedin
- 16 **Otago Regional Council – Councillor Workshops**
Council Chamber, Otago Regional Council, 70 Stafford Street, Dunedin

September 2018

- 12 **Otago Regional Council Committee Meeting**
Council Chamber, Otago Regional Council, 70 Stafford Street, Dunedin
- 13 **Otago Regional Council – Councillor Workshops**
Council Chamber, Otago Regional Council, 70 Stafford Street, Dunedin
- 19 **Otago Regional Council Audit and Risk Meeting**
Council Chamber, Otago Regional Council, 70 Stafford Street, Dunedin
- 26 **Meeting of the Otago Regional Council**
Council Chamber, Otago Regional Council, 70 Stafford Street, Dunedin
- 27 **Otago Regional Council – Councillor Workshops**
Council Chamber, Otago Regional Council, 70 Stafford Street, Dunedin

October 2018

- 12 **Otago Southland Regional Transport Committee meeting**
Council Chamber, Clutha District Council, Rosebank Terrace, Balclutha
- 17 **Otago Regional Council Committee Meeting**
Council Chamber, Otago Regional Council, 70 Stafford Street, Dunedin
- 18 **Otago Regional Council – Councillor Workshops**
Council Chamber, Otago Regional Council, 70 Stafford Street, Dunedin
- 31 **Meeting of the Otago Regional Council**
Council Chamber, Otago Regional Council, 70 Stafford Street, Dunedin

November 2018

- 1 **Otago Regional Council – Councillor Workshops**
Council Chamber, Otago Regional Council, 70 Stafford Street, Dunedin
- 28 **Otago Regional Council Committee Meeting**
Council Chamber, Otago Regional Council, 70 Stafford Street, Dunedin
- 29 **Otago Regional Council – Councillor Workshops**
Council Chamber, Otago Regional Council, 70 Stafford Street, Dunedin

December 2018

- 12 **Meeting of the Otago Regional Council**
Council Chamber, Otago Regional Council, 70 Stafford Street, Dunedin
- 13 **Otago Regional Council – Councillor Workshops**
Council Chamber, Otago Regional Council, 70 Stafford Street, Dunedin

11. MATTERS FOR NOTING

12. NOTICES OF MOTION

13. CLOSURE