



# COMMUNICATIONS COMMITTEE AGENDA

## WEDNESDAY 21 March 2018

Edinburgh Room, Municipal Chambers,  
The Octagon, Dunedin, commencing at 9:00am

### **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 19 March 2018. 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**

## **2. LEAVE OF ABSENCE**

## **3. ATTENDANCE**

## **4. CONFIRMATION OF AGENDA**

Note: Any additions must be approved by resolution with an explanation as to why they cannot be delayed until a future meeting.

## **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**

## **7. PRESENTATIONS**

## **8. CONFIRMATION OF MINUTES**

### **8.1. Minutes**

#### **Recommendation**

*That the minutes of the meeting held on 31 January 2018 be received and confirmed as a true and accurate record.*

#### **Attachments**

1. Minutes of the Communications Committee - 31 January 2018 **[8.1.1]**

## **9. ACTIONS**

Status report on the resolutions of the Communications Committee.

#### **Attachments**

Nil

## 10. MATTERS FOR COUNCIL DECISION

## 11. MATTERS FOR NOTING

### 11.1. Director's Report to 28 February 2018

**Prepared for:** Communications Committee  
**Activity:** Governance Report  
**Prepared by:** Sian Sutton, Director Stakeholder Engagement  
**Date:** 6 March 2018

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#### 1. Précis

This report records stakeholder engagement activity between 15 January 2018 and 6 March 2018.

#### 2. Collaborative Partnerships

##### 2.1 The future of farm-based food production in Otago and Southland

As part of a collaborative partnership with Ag@Otago and the Landcare Trust, we are holding the first workshop to launch conversations about the future of farm-based food production in Otago and Southland.

The workshop will bring in local farmers from Otago and Southland, who cover traditional, alternative and regenerative farming methods, as well as leaders from Otago Regional Council (ORC) and Environment Southland, who will talk about their organisations approach to environmental management.

The workshop is set to explore the issues facing farmers in 2018 including what threats and drivers are coming. It will also cover how farmers can work to address those issues to ensure a sustainable environmental, social, and economic future for farming in Otago and Southland.

The workshop will be open to the public and held at the Heartland Hotel Croyden in Gore on Monday 9 April, from mid-afternoon to early evening. More information will come as we refine the programme, confirm speakers, and advertise the event.

##### 2.2 Waterwise

We are working with the organisers of Waterwise to evaluate the success of the 2017 programme and discuss the programme to December 2018.

Waterwise is a programme run by the Untouched World Charitable Trust. It is focused on delivering leadership for a sustainable future and inspiring young New Zealanders. We partner with Waterwise every year to tell the story of water and how it is managed in the Cardrona Valley.

### 2.3 Environmental Enhancement Fund

The Environmental Enhancement Fund is currently under review with a revised Fund being brought to a Council Workshop on 21 March. Once feedback from Councillors is obtained in that workshop, any last changes will be made, and the revised Fund will be presented to Council for adoption and roll out to the community.

### 2.4 Tomahawk Lagoon Community Vision

The first in a series of workshops to develop a community vision and identify projects for the restoration of Tomahawk Lagoon was held on 28 of February, at Grants Braes Football Club. This workshop sought to establish a collective view on a vision and goals for the future of the lagoon. We had approximately 30 attendees over the two sessions and it was great to see good discussion and excitement about having a pathway forward.

The session commenced with a brief presentation outlining why ORC is running the project, what we were there to help them create, how we are going about it, and when they can expect to hear from us.



Suzanne Watt presents the project to the interested Tomahawk community in the first workshop on 28 February.

One outcome of the workshop is to engage with DCC, DOC, and iwi and encourage them to join this journey with the community. The community also expressed an interest in being able to regularly touch base with ORC, DCC, DOC and iwi beyond the development of the strategy, to help them keep this journey alive.

The next workshop is scheduled for 1 May and will confirm the vision and goals with the community, develop actions and projects, and prioritise them. Following that, a third workshop will be held on 29 August to present the strategy document and outline which projects ORC will look to include in annual plans.

### 2.5 Lake Tuakitoto Community Vision

Staff are preparing to advertise Community Vision Workshops with the Lake Tuakitoto community to help them develop a vision for its future. Venues are currently being confirmed for the workshops.

Tentative dates for these are:

- 5 April Vision and goals
- 7 June Developing a list of projects and activities and prioritising them
- 4 October Bringing it all together and exploring who might undertake projects and when they might undertake them.

## 2.6 Wild Dunedin

We are working towards continuing our gold sponsorship of the festival this year and expect to include last year's popular #lovethelieith River Trail event in the festival programme again, although without the competition giveaways from 2017. We are also expecting to have a pop-up public exhibition of the design concepts from the Leith Amenity Project. An ORC environmental monitoring officer will also run a weeds workshop alongside DCC staff on Saturday 21 April at the Botanic Gardens. Communications staff will help to promote our involvement in this festival which celebrates nature.

## 2.7 Tent City at Orientation Week

Communication advisors, liaison specialists, and customer services staff manned two tents at Orientation Week's Tent City from 19-21 February. The Transport tent promoted Dunedin's bus services and free GoCards. The other tent promoted wallaby awareness, the 'Can I swim here?' and Love Your Leith surveys, and education around outdoor burning. A competition required students to correctly answer the question 'What is the fine for burning a couch?' to go into the draw to win a brand-new couch. This competition generated approximately 350 entries. Both the wallaby information and the couch competition resulted in high levels of interest and engagement with students, with some even asking if they could come work for ORC.



Communications Advisor Ben Hutchison on day one of Orientation Week's Tent City

## **2.8 Sea Week 3-11 March**

As part of a collaborative relationship with the Marine Sciences Division of the University, we have joined up to be part of the national Sea Week celebrations. Activities we are involved in are:

- Supporting a beach clean-up run by Our Seas Our Future. The event kicks off at St Kilda Beach at 12.00pm, Saturday 3 March.
- 'Sea Week Sea Speak'. A public forum where our new Harbourmaster, Steve Rushbrook, will provide a public presentation on the navigational and safety aspects of his role. In addition, Aless Smith from the New Zealand Marine Studies Centre, will provide an update on her Sediment and Seashores project. This session begins at 7.00pm, Thursday 8 March, at the Otago University Rowing Club.

On our Facebook page we will be posting articles daily. These articles are about the 'sea' related activity we do and interesting projects from the Marine Sciences Division at the University of Otago.

## **2.9 East Otago Taiapure Committee**

Otago Regional Council management staff from the Stakeholder Engagement Directorate met with the committee at their monthly meeting on Tuesday 13 March. At the meeting we discussed past issues which caused friction between ORC and the Committee and discussed ways to move forward and improve the relationship as well as information flows.

ORC will establish a staff member as the Committees ORC liaison person. This person will attend their meetings, be their ORC contact and be the thoroughfare for all information to and from ORC.

## **2.10 Glenorchy Predator Free Familiarisation**

Organised by community groups from Glenorchy and surrounds (in partnership with DOC), this field trip aimed to raise awareness about the predator trapping work in the region. The primary goal of the trip was to raise awareness about the work happening in the area, as well as plans for the development of a strategic mapping exercise to ensure trap networks are working together and creating predator barriers. The project is also aimed at identifying gaps in the predator trap networks and facilitating a more integrated approach to predator trapping amongst various community groups. All participants were very appreciative to have both an operational and political presence at this field trip from ORC. The group intends to submit a funding application to the Environmental Enhancement Fund once we re-launch this community grants programme.



Cr Ella Lawton, Sian Sutton & Scott MacLean at the predator trapping field trip

### **2.11 Strath Taieri Field Trip – organised by Strath Taieri Irrigation Company**

The Strath Taieri Irrigation Company extended an invitation to ORC to attend their field day to gain insight into their plans around their irrigation network. The day entailed an overview of their plans to implement infrastructure to improve water surety into the future. Councillor Hope was in attendance for this field trip.



Strath Taieri Irrigation Company irrigation network field trip, attended by Cr Carmen Hope, Sian Sutton and Scott MacLean

### **3. Implementation of Rural Water Quality**

#### **3.1 Environmental Risk Assessment Progress Update**

A contract has been awarded to undertake the Ready-check Otago survey. The survey is the first part of delivering the Good Water Project (GWP - originally known as the environmental risk assessments).

The Good Water Project (GWP) has two purposes. The first is to help people understand their risk when it comes to impacting on water quality and breaching rules in the Water Plan. The second is to enable ORC to understand what actions our rural and lifestyle block community are doing to ensure they are minimising negative effects on water quality.

There are three parts to the GWP. The first is a survey to explore the readiness of our community for Water Plan rules which come into effect in 2020 and those in effect now. It will also explore how many people are involved in catchment groups and what actions they have been taking to improve water quality in your community and specifically on your land. It will also help us understand what the biggest barriers are that may be preventing people from minimising negative impacts on water quality. Versus Research Limited will be undertaking this survey on our behalf.

The second part of the GWP is a desktop assessment which we will undertake on properties that we believe have a lower risk toward negatively affecting water quality. Those properties will generally be properties less than ten hectares in size.

The third part of the GWP is an on-site assessment for properties which are larger or have a medium or high potential risk. These assessments will be face-to-face to help people fully understand their Water Plan obligations to protect water quality. They will also be about exploring what information and support they personally need to help them do the best they can.

Staff here at ORC have been busy planning the detail of the project and tendering for independent consultants to undertake the pilot and the survey. We are also busy developing the information and materials that support the project.

Our desktop assessments will be underway by the time you've seen this report and we'll be sending letters in batches to let you know our assessment of your property.

Our pilot of the onsite assessments will be starting in April and May and will be focussed on the Shag River catchment. The outcome of the tenders is not finalised, but by the day of the Committee meeting it will be confirmed and we can advise you at that time.

#### **3.2 Field Days, Workshops and Presentations**

##### **3.2.1 Southern Field Days**

Liaison and communications staff manned the ORC stand at Southern Field Days in Waimumu from 14-16 February. It is the first time ORC has had a stand at this event and public feedback was positive, with a number of people commenting it was good to see us there. We promoted wallaby awareness (along with a successful giveaway of wallaby 'poo', or scorched almonds), Check Clean Dry, LAWA, and water (water consents and water quality). Raising awareness of the increasing spread of wallabies was particularly successful, with many people commenting that they did not realise

they were spreading further south. People were genuinely intrigued by our Wallaby 'poo' giveaway and this helped generate interest in our stand.



Liaison Specialist, Nicole Foote, pointing out Wallaby signs ('poo') at the Southern Field Days.

### 3.2.2 Industry-led activities

Liaison Specialists, Nicole Foote and Chantal Whitby, attended, and presented at, the industry led drought support meetings in Balclutha on 7 February, and Tapanui on 8 February. Our brief presentation reiterated that we were communicating regularly with industry on the developing event and that there were rules in the Regional Plan Water that allowed water to be taken under permitted activity or for stock to have access to waterways. The main message was that should assistance or clarification be required we were readily contactable and here to help. During the break and after the meeting we were approached by several attendees with enquiries relating to water.

### 3.2.3 Catchment Groups

- **Pomahaka Catchment**

Liaison Specialists Nicole Foote and Chantal Whitby attended the Pomahaka Water Care Group's water quality meetings in Clinton and Tapanui on 20 February, with approximately 50 people attending the two meetings. At these meetings, water quality results from catchment sampling and ORC SOE sampling were presented. Everyone present could identify the issues facing the catchment, but there remain issues for landowners not knowing what the next step is at a land owner scale. These farmers are on the look-out for help and are looking to ORC to assist with providing it. See the hot topics section below for specific issues raised from this meeting.



Lloyd McCall and Craig Simpson speak to landowners in Tapanui about recent Pomahaka Catchment water quality testing results.

- **North Otago**

Liaison Specialist, James White, has attended 3 separate North Otago Sustainable Land Management Society (NOSLaM) meetings in this period. The first meeting was on 24 January, when the NOSLaM Steering Committee met to discuss the results of the water quality testing across the Awamoko, Waiareka, Kakanui and Island Stream catchments, and the next steps to be taken to engage landowners in those areas. Some good discussions were had around how best to use the data gathered to engage to achieve positive change rather than point fingers and allocate blame.

NOSLaM also held its AGM meeting on 13 February with a solid turnout of approximately 30 local landowners in attendance. Along with the usual AGM core business of Chairman's Report, financials and election of committee members, the Chair asked all of those present to give a brief outline of why they are interested in NOSLaM, and what brought them to the meeting. A summary of the contributions is as follows:

- o Making a difference on farm, driven by science
- o Making a collective difference through POD groups
- o Being engaged and involved
- o There is a 'burning platform' of concern that is complex. We need to keep this simple and have catchment ownership that is tangible and real
- o Driven by a community model. Face reality. NOSLaM is a vehicle and projects are just as important as POD groups
- o Water testing and collaboration is important
- o Here to learn more about NOSLaM
- o Doing nothing is not an option. Talk freely. Outcome focused
- o Nutrient focus. Showcase the good things that are happening

- o Shared Goals
- o Choosing a proactive stance, be in front of the game
- o Learn about NOSLaM and how urban ratepayers can be involved
- o Keen to engage
- o Farmers learning from farmers
- o Backing catchment groups is essential
- o Move forward, not pay lip service but make a difference
- o Change the perception about farmers
- o Cheer everyone on. Leadership drives change. Ready to follow. Truthful conversations. Pride in being a farmer
- o Not finding the right answer but being on a journey. It's a long game. NOSLaM needs to be focused on at least the next 30-40 years
- o Individual accountability making a collective difference
- o Every action matters
- o Recognise the 'wins'
- o Enjoy the interaction and other's wisdom.

It was really heartening to hear everyone in the room speaking positively.

On 21 February a third meeting was held of the NOSLaM Steering Committee. This meeting was focussed on planning for the upcoming pod group meetings where landowners would be presented the water quality testing results. ORC Liaison and Science staff will attend 3 of these meetings mid-March.

- **Shag/Waihemo Catchment**

At the request of the Shag River Catchment Group, Liaison staff have begun planning for a whitebait spawning workshop to be held on the Shag River on 10 March. This workshop will involve presentation of information about whitebait, the importance of protecting riparian habitat and will also involve laying hay bales to help increase spawning habitat.

It's also a great opportunity to get the group together and make them aware of the Good Water Project pilot in their catchment.

- **Taieri Catchment**

A meeting inviting representatives from schools, community groups and landowners was arranged to allow those currently undertaking projects to update others and see if there are opportunities to collaborate together. This meeting was held on the 27 February, where plans for any follow up meetings were decided.

### **3.3 Media and promotion for rural water programmes**

#### **3.3.1 Irrigation NZ Magazine**

The autumn issue of IrrigationNZ News will be distributed in April. Articles include an introduction for our new CE Sarah Gardner, a summary of Waterwise, an outline of ORC's customer services staff, a Field Days update, and a summary of summer swimming in Otago.

#### **3.3.2 Waterlines**

The autumn issue of Waterlines is due to be distributed in March. Articles include a summary of Field Days, an introduction for our new CE Sarah Gardner, a summary of

Waterwise, a heads-up on the long-term plan consultation, a farmer profile, a profile on NZ Landcare Trust, an update from Enviroschools, the Good Water Project, and Community vision project for the Tomahawk Lagoon and Lake Tuakitoto. There is also information about ORC's water quality monitoring programme (what we monitor and why).

### 3.3.3 On-Stream

The February issue of On-Stream was sent to over 450 subscribers and will outline Water Plan stock access to waterways rules during dry weather, give an update on Southern Field Days, and have updates from around the region from ORC's Liaison Specialists.

## 4. Water Management Groups

### 4.1 Water and deemed permit renewal project

#### 4.1.1 Water user group meetings

Meetings with groups are scheduled below, with venues still being determined:

Catchment	Date
Gibbston (Camp Creek)	23 March
Manorburn	13 March
Lowburn	14 March
Amisfield/Parkburn	15 March
Lower Manorburn	20 March
Keough Creek	22 March
Teviot (Coal Creek)	28 March
Strath Taieri	2 April
Styx	3 April
Mid Taieri tribs	4 April
Northburn tribs	5 April
Gibbston (Irrigation company)	9 April
Conroys/Fraser	10 April
Arrow tribs	11 April
Cardrona	12 April
Teviot - north	1 May
Teviot - south	2 May
Upper Clutha (Lake Hawea & Wanaka tribs)	3 May

#### 4.1.2 Focus of the March to May group presentations

Often water races for deemed permit water takes can extend over multiple properties. When the mining privilege expires on 1 October 2021, so too does the permission for the access to and use of the water race. These water race permissions are known as Section 417 Certificates.

ORC is preparing a fact sheet on how to apply for a Section 417 certificate. Applications for these need to be made prior to 1 October 2021 to retain legal access. This responsibility rests with the deemed permit holder.

Once granted by ORC the certificate must be registered on the land title/s where the race exists. Legally, ORC cannot issue a section 417 Certificate where the route of the race has been altered and does not match the description given on the original mining privilege.

Once a Section 417 Certificate is granted and registered on the land title, it means:

- The occupation of the land by the race is preserved in perpetuity
- The line of the race is documented and confirmed in a legal form
- Access to the race for maintenance is continued up to 6 metres across the width of the race.

#### **4.1.3 Completing gaps in fish data**

To assist the deemed permit replacement process, ORC has arranged for a contractor to carry out fish survey work on those waterways with deemed permits, where there is presently a significant lack or absence of fish data. The present gaps in data have been determined in consultation with iwi, DOC, Fishing & Game, and Federated Farmers. These surveys are scheduled to be carried between March and June 2018.

Catchment groups and consultants involved with deemed permit replacements are being advised, and maps distributed that identify the tributaries where the work will be undertaken.

The series of presentations to catchment groups set down for March/May will include an explanation and background around the fish survey work, why it is needed, and how this will assist the deemed permit replacement process.

## **5. Policy**

### **5.1 Manuherikia flow and water allocation consultation**

An updated communications plan for this plan change is currently being drafted. At this early stage, the focus is to humanise all aspects of our approach and place people at the centre of our activity, personifying the key values that have already been established. We're hoping this approach will push different perspectives to the forefront and encourage the community to look at the benefits of this work, from a community perspective, rather than an individualistic approach.

We're also creating a communications plan for the whole Minimum Flow programme of work, which will also be using the Engagement HQ platform (that's the same platform we used for the Love Your Leith campaign).

A centralised presence for all Minimum Flow plan changes should help to provide a strong overview to this work and increase overall engagement. Providing choice for how the community would like to engage with us.

## **6. Enviroschools**

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

### **6.1 Senior Secondary hui in Dunedin**

Thirty-two year 11-13 Envirogroup Leaders from seven Dunedin secondary schools joined us for a hui, focused on creating change in their schools. This leadership day took a different format from previous years and we had a much higher participation rate than we had in the last few years. The day focused on tools and strategies for getting students and staff excited about sustainability and making changes in their schools. It was also a great opportunity for the teachers to network across schools.



Senior Secondary students learning about tools and strategies they can use for making change in their schools.

### **6.2 Carisbrook School 'ban the single use plastic bag' petition**

Carisbrook Primary School students decided to take action on plastic bags after a term project on waste. They set up the nation-wide petition at the end of 2016 and presented it to the Honourable Claire Curran on the steps of Parliament late last year. The students are now gearing up to go to Wellington to present their views to the Select Committee at the end of February.

### **6.3 Supporting new Facilitators**

Three new EnviroSchools Facilitators have started in Otago. Nicky Gray and Damian Foster are working in the Queenstown district. Nicky has been teaching at Queenstown Primary School for the previous 12 years and was the EnviroSchools key teacher there for 10 years. Her deep understanding of the New Zealand curriculum adds a real strength to our team of Facilitators. Damien Foster also has a strong sustainability and education background. He taught in England and Australia and has been involved in curriculum development. Janet Young started as a Facilitator with Dunedin Schools at the end of January. She was in this role five years ago and she is really looking forward to re-connecting with schools.

### **6.4 Waitaki District**

Momentum is picking up in the Waitaki District. We interviewed for Facilitators on 20 February and are in the process of finalising the offer to the successful candidate. We had a really strong field of applicants. Meetings have been held with schools letting them know how EnviroSchools can support them. There is more interest from Early Childhood Centres (ECE) and schools than we have capacity to take on currently. Schools and ECE will submit expressions of interest by 19 March. We are looking to get a spread of schools across the district and good representation of ECE, primary and secondary schools.

## **7. Transport**

### **7.1 Queenstown public transport**

As part of post-launch stakeholder engagement, we briefed Queenstown Lakes District Councillors and senior staff on the first months of Orbus Queenstown bus service operations. Stakeholder briefings and feedback sessions were also held with representatives of community associations and business and tourism sector representatives. Really positive feedback was received from stakeholders at all meetings.

We are working on better communications within the airport for arriving visitors as well as other material to targeting tourists.

## **8. Environmental Operations**

### **8.1 Pest plan and biodiversity strategy**

The draft Pest Plan is being written, and involvement from communications staff will take place when public consultation on the plan is being sought. Planning for this will be undertaken soon.

### **8.2 Pollution guidebook**

Communications staff have facilitated the design of the biodiversity strategy, and this is almost complete. This is still in development due to other projects taking priority.

### **8.3 Wallabies**

This campaign was extensively promoted at Southern Field Days and at Orientation Week's Tent City. We had good engagement with the public and were able to follow up on some sightings. Awareness of the need to report wallaby sightings to ORC within two days is growing. Corflute signs have been printed, and staff are erecting these around North Otago to raise awareness.

### **8.4 Rabbits**

The K5 virus has now been approved by MPI. We have released a media statement advising this and includes Q&A about the virus.

We have a communications plan that is now being put into action and will keep the community informed and updated on details of the release when we have finalised our plans. We will also keep them up to date with how effective the virus is when we start seeing results.

ORC has been working with other organisations to ensure we communicate the same messages, and to share information. To support the virus release, we are working on a campaign, so the community knows what the traditional rabbit management methods are, and that these still need to be used to keep rabbit numbers down. These should be ready soon.

### **8.5 Old Man's Beard**

This is a listed pest plant in our current pest plan because it smothers and kills the plants it grows on. To support ORC environmental monitoring inspections, we have developed a public campaign to help people understand it is a pest plant and that they

need to control it if they have any on their property. The focus of the campaign is in the Dunedin and North Otago areas. We have produced:

- A video that tells people how to identify and control Old Man's Beard (this is being promoted on Facebook, Google and YouTube, and is also on the ORC website)
- A print ad running in ODT, the Star, Oamaru Mail
- A media release

## **9. Science, Hazards, Engineering**

### **9.1 Leith Amenity Project**

Five workshops have been held with the Leith Project Working Group members since December 2017, all lead by an external facilitator. Workshops involved presentations from ORC staff from Engineering, Stakeholder Engagement, Operations, and Science. The workshops included a site visit for scope, the setting of principles and values, public feedback summaries from the Love Your Leith project. They also included input from DCC on their planned development around the mouth of the Leith that is relevant to this project (footbridge and cycleway extension).

At the workshop on Wednesday 28 February, work began on a draft Master Plan of key suggestions and ideas and will be used as a brief for the architect working on this project.



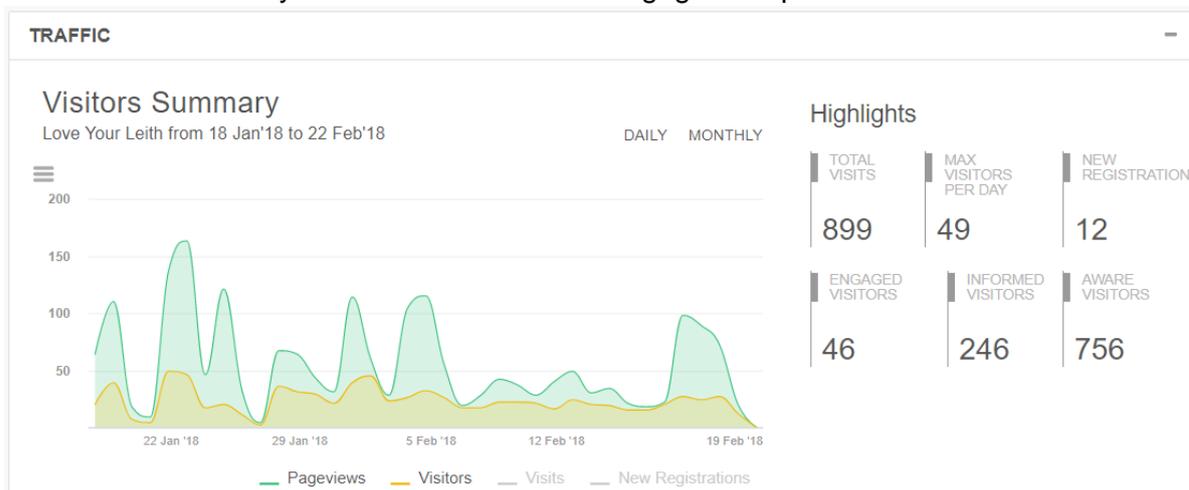
Workshop facilitator, Lindsay Smith, taking members through the principle setting exercise at the last workshop.

### **9.2 Love Your Leith**

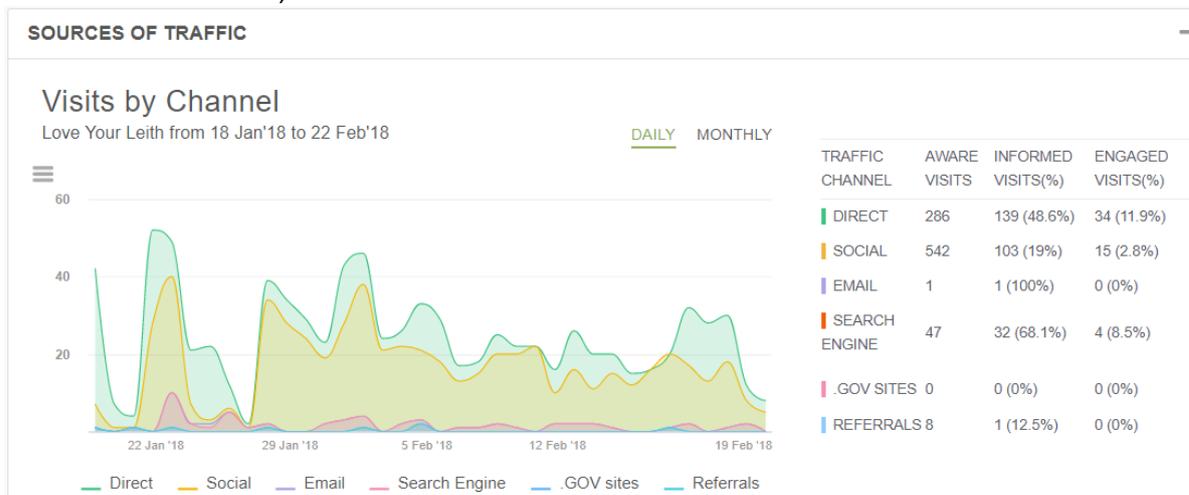
Love Your Leith Community Engagement Campaign has been the pilot project for a new online consultation platform called EngagementHQ. The community has been asked to share their ideas for the potential enhancement of the Forth Street to Harbour reach of the Water of Leith.

Since opening on 18 January, the site has had almost 900 visitors, 81 survey submissions, 25 ideas pinned on the interactive mapping tool, and nine personal stories about the Leith shared. This valuable feedback is already being considered by the Leith Project Working Group for concept design development of the lower reaches of the river.

Below is the summary for the Love Your Leith engagement platform.



Most traffic comes from social media (Facebook advertising), followed by direct (typing address into browser).



### 9.10 Roxburgh Post flood community engagement

Staff conducted a site visit to the Roxburgh flood location alongside Roxburgh Community Board and Acting CODC CE. The purpose of the visit was to discuss next steps regarding mitigation strategies in relation to key flood areas and sharing of research findings commissioned by ORC. It was agreed to hold a public consultation session in partnership with CODC, NZTA and ORC to share finding and experiences with the community as well as to discuss next steps.

## 10. General public awareness activity

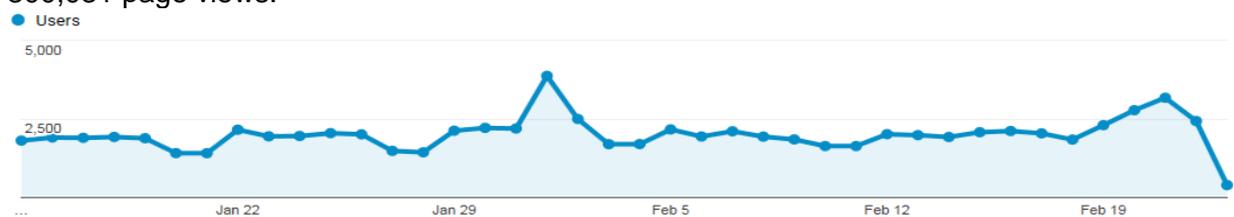
### 10.1. General media

Twenty-one media releases were distributed during the reporting period. These covered a range of issues such as: dry weather conditions, flooding, Queenstown bus services, algal blooms, E. coli detected, and the release of the rabbit virus in Otago.

### 10.2. Websites

#### 10.2.1. www.orc.govt.nz

There have been 49,535 visits to the new ORC website this reporting period and 300,031 page views.



The peak in the graph is from the 1 February when there was heavy rain around Otago we had close to 4,000 people view our website.

#### • Location

87% of sessions are from within New Zealand, and within those 28% of visitors are from Dunedin and 13% from Queenstown.

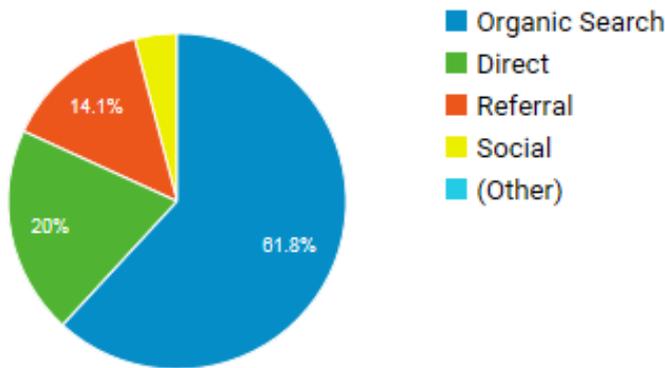
1.  New Zealand	43,649 (87.56%)	1. Dunedin	14,896 (28.99%)
2.  Australia	2,005 (4.02%)	2. Christchurch	11,461 (22.30%)
3.  United States	1,121 (2.25%)	3. Auckland	8,442 (16.43%)
4.  United Kingdom	475 (0.95%)	4. Queenstown	7,131 (13.88%)
5.  Japan	389 (0.78%)	5. Wellington	2,938 (5.72%)
6.  Hong Kong	269 (0.54%)	6. (not set)	1,441 (2.80%)
7.  China	250 (0.50%)	7. Invercargill	849 (1.65%)
8.  Canada	168 (0.34%)	8. Tauranga	670 (1.30%)
9.  Singapore	161 (0.32%)	9. Hamilton	529 (1.03%)
10.  Germany	118 (0.24%)	10. Timaru	526 (1.02%)

#### • Top Channels

How are people getting to and finding our website – this split into five channels.

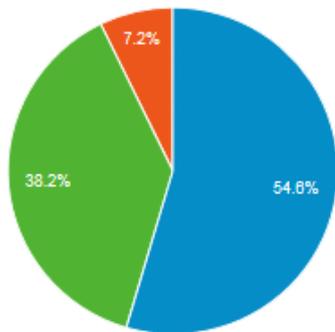
- Organic Search (people searching on google, bing and so on) – 61.8%
- Direct (typing in www.orc.govt.nz directly into their browsers) – 20%
- Social (clicking through to our site from posts on social media sites, e.g. Facebook) – 4.1%
- Referral (referrals from other websites, e.g. ODT online) – 14.1%

- o Email (people clicking through to our website from a link in their email – 0%)



- **Devices**

Viewing on a mobile device is still proving to be the most popular way to view the website. Mobile (blue), Desktop (green), Tablet (orange).



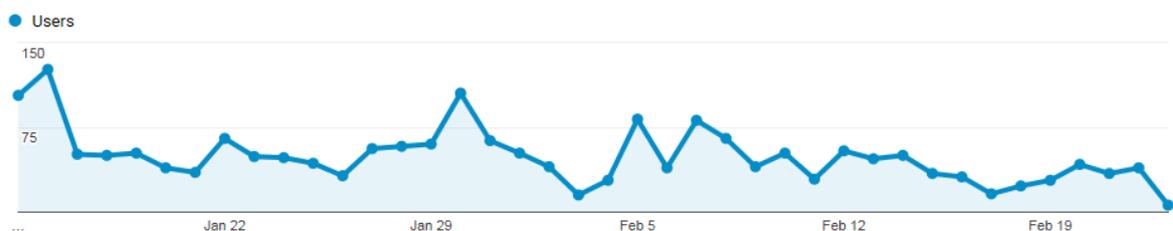
- **Top pages viewed**

The top pages viewed this reporting period are listed below.

- o Queenstown bus page – 29,867 views
- o Dunedin bus page – 20,617 views
- o Contact us page – 2,296 views
- o Swimming
- o survey – 2,183 views
- o Rates – 1,612 views
- o Job vacancies – 1,499 views

### 10.2.2. [www.lawa.org.nz](http://www.lawa.org.nz)

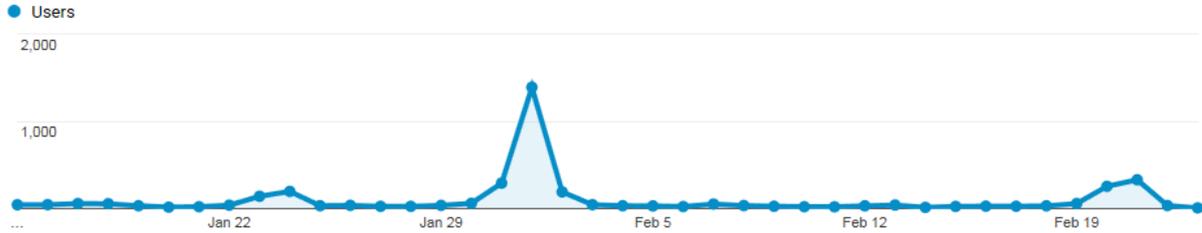
There have been 1586 visits to the Otago section of the LAWA website, up 124% from the same time last year.



The large peak of visitors at the start of January is due to the Otokia Creek (Brighton Beach) E. coli warning.

### 10.2.3. www.otagocdem.govt.nz

There have been 3413 visits to the Otago CDEM website, the peak in the graph below on is when we had the heavy rain throughout Otago on the 1 February.



### 10.3. Social media

We have 3,175 followers on our ORC Facebook account at the end of this reporting period. The large peak below shows we gained 60 new followers to our Facebook page during the Otago flood event.



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

	Fans	Talking about this	Fan posts	Page posts	Interactions	Engagement
Otago Regional Council	3,175 8.2/day	255 8 % of fans	3 0.1/day	57 1.8/day	1,294 22.7/post	40.8 0.7 % post
Otago Civil Defence and Emergency Ma...	3,799 22.7/day	1,182 31.1 % of fans	1 0/day	54 1.7/day	3,437 63.6/post	90.5 1.7 % post
Orbus Queenstown	1,658 12/day	48 2.9 % of fans	10 0.3/day	10 0.3/day	552 55.2/post	33.3 3.3 % post
Otago Regional Council Bus Services - D...	592 0.8/day	33 5.6 % of fans	2 0.1/day	37 1.2/day	218 5.9/post	36.8 1 % post
LAWA	480 3.9/day	68 14.2 % of fans	1 0/day	13 0.4/day	294 22.6/post	61.3 4.7 % post

## 11. Customer Service Activity

Social Media is a fairly new aspect of the Customer Services Role and we expect this to climb steadily as we take on more aspects of this role.

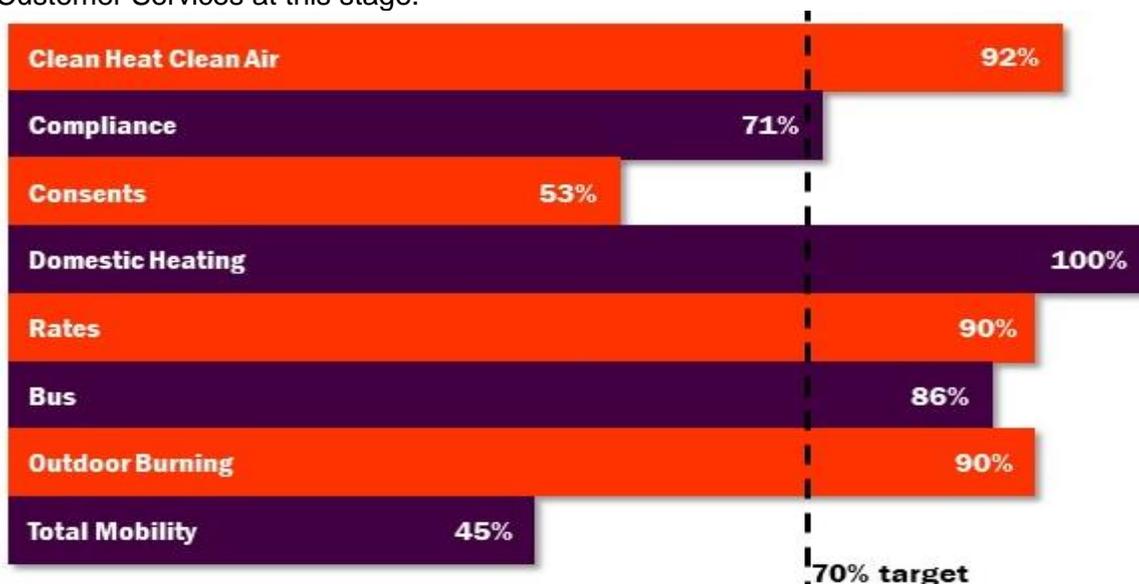
### 11.1 Customer Service – Total Interactions

We currently do not count Face and Face visitors to our Dunedin office but from next month the team will collect manually. Total interactions for February 2018 are shown below.



### 11.2 Customer Service – Resolved Calls

The table below shows the calls, per subject, that are resolved by Customer Services for February. Compliance, Consents and Total Mobility are only partially answered by Customer Services at this stage.



## 12. Hot topics/issues in the field

These are hot topics or issues in the ORC Liaison Specialist areas:

### North Otago

- Flood flows
- Mycoplasma bovis
- Potential for E. coli risk in ground water bores on Waitaki Plains
- Rabbits
- Wallaby

### Upper Clutha/ Central Otago/Maniototo

- Low river flows, including flows running below minimum flow
- Reduced surface takes, due to low river flows, impacting on productive capacity of farms, and in particular supplementary feed provisions for 2018 winter
- Roxburgh flooding

- Algal blooms
- Hawea groundwater levels
- High visitor numbers and congestion
- Rabbit numbers
- Wilding pine spread and present systematic removal via the joint programme (Hot topic in a positive light!)
- Manuherikia minimum flow setting process and impact on the feasibility study for Falls Dam and additional command area.

#### **Strath Taieri and Central Coast**

- Algal blooms
- Low river levels
- Water rationing
- Rabbits
- School Term topics and ORC involvement – Rural Water Quality

#### **South Otago**

- Water quality, namely phosphorous (possible sources include hill country development and bank erosion) is an increasing issue within the Pomahaka catchment (and in South Otago).
- There is little action from landowners in the Pomahaka catchment for collecting overseer information and knowing their overseer numbers. Of all attendees at the catchment meeting, only 1 in 5 knew their overseer number.
- Not one landowner attending the catchment meeting could say they were currently compliant with our water plan or would be come 2020. These are leading farmers in the area and in our region, which is concerning.

#### **13. Recommendation**

- a) *That this report is noted.*

**Endorsed by:** Sian Sutton  
**Director Stakeholder Engagement**

#### **Attachments**

1. ORC Event Calendar [11.1.1]

**12. NOTICES OF MOTION**

**13. CLOSURE**