



COMMUNICATIONS COMMITTEE AGENDA

WEDNESDAY 13 JUNE 2018

Edinburgh Room, Municipal Chambers,
The Octagon, Dunedin
8:30am

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

Disclaimer

Please note that there is an embargo on agenda items until 8:30 am on Monday 11 June 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

Cr Woodhead

2. LEAVE OF ABSENCE

Cr Kempton

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 2 May 2018 be received and confirmed as a true and accurate record.

Attachments

1. Minutes of the Communications Committee - 2 May 2018 **[8.1.1]**

9. ACTIONS

Status report on the resolutions of the Communications Committee.

Attachments

Nil

10. MATTERS FOR COUNCIL DECISION

10.1. Environmental Enhancement Fund (ECO Fund)

Prepared for: Communications Committee
Activity: Governance - Environmental Enhancement Fund (ECO Fund)
Prepared by: Lisa Gloag, Acting Manager Strategic Communications and Engagement
Date: 30 May 2018

1. Précis

Report to Council for recommendation to adopt the ECO Fund.

2. Background

ORC launched the Environmental Enhancement Fund (EEF) in 2016 to provide financial support to community groups/not-for-profits for environmental projects. The EEF was under-subscribed due to lack of promotion, and after reviewing the fund ORC would like to re-launch it as a new fund.

We see an opportunity to publicise the fund, share the success stories and help the community work towards enhancing Otago's environment.

A workshop with Councillors was held on 16 May 2018, and this report outlines recommendations for approval following decisions made during the workshop.

3. Proposal

3.1 Councillors to endorse the brand/vision/purpose/objectives

- ECO Fund. The new fund will be known as the ECO Fund - Environment. Community. Otago.
- Staff will develop a brand around this, based on the following design:



- **Vision:**
ECO Fund will support work that protects and enhances Otago's environment.
- **Purpose:**
To support community-driven environmental activities.
- **Objectives:**
To support administration costs, align with ORC environmental strategies, support both small and large projects, encourage community collaboration/partnerships, and promote ORC's profile within the community.

3.2 Councillors to endorse changes to the fund criteria (from the EEF)

- Include the provision for administration support
- Have three funding rounds per annum, with the annual funding total split between these rounds

- Include a requirement for successful applicants to report to ORC (requirements dependent on level of funding requested/nature of the project)

3.3 Councillors to endorse changes in process around fund decisions

- A panel comprising three Councillors and three ORC staff members (selected by CE) will assess applications
- Where the applicant seeks funding over \$150,000, only a percentage of the total project will be funded
- Where the applicant seeks funding exceeding \$100,000, the panel will report to full Council for a decision
- There will be a separate (simplified) application form and reporting process for fund applications less than \$5,000

3.4 Timeframe

- ORC staff will develop relevant resources and materials, with the aim to launch the ECO Fund by 31 July 2018
- A review of the fund is planned 12 months after relaunch to ensure changes are resulting in the anticipated outcomes

4. Recommendation

That Council endorse:

- a) The brand/vision/purpose/objectives*
- b) The changes to the fund criteria (from the EEF)*
- c) The changes in process around fund decisions*
- d) The timeframe*

Endorsed by: Sian Sutton
Director Stakeholder Engagement

Attachments

Nil

11. MATTERS FOR NOTING

11.1. Director's Report to 13 June 2018

Prepared for: Communications Committee
Activity: Governance Report
Prepared by: Sian Sutton, Director Stakeholder Engagement
Date: 30 May 2018

1. Précis

This report records stakeholder engagement activity between 20 April 2018 and 30 May 2018.

2. Collaborative Partnerships

2.1 Tomahawk Lagoon Community Vision

Stakeholder Engagement staff have been working alongside the Tomahawk community and key stakeholders to extract values, goals and actions to enhance Tomahawk Lagoon. Two workshops have been held, and the next step is to develop and consult on projects/actions for the lagoon. Consultation will take place during August, with the third workshop planned for September. Options may feed into annual plan/long term planning.

2.2 Kaikorai Stream Catchment Hui

A hui for the Kaikorai Stream catchment aims to bring stakeholders together and work towards improving the quality of the stream. We are working with Simon McMillan from Kaikorai Valley College, who is identifying stakeholders. The next step is to set an agenda for the hui and to contact the identified stakeholders to gauge their interest in the project. It would be beneficial to know ORC's agreed stance and level of involvement with catchment groups before the hui takes place.

2.3 East Otago Taiapure Committee

We have committed to attending monthly meetings for this committee with the goal to building a relationship between the committee and ORC. This is in the early stages and we will be able to report more as the relationship develops.

2.4 Environmental Enhancement Fund

Please see the separate report that asks for Council approval to endorse the stakeholder engagement team launching a new fund called ECO Fund, and promoting/managing the fund.

2.5 Lake Tuakitoto Community Vision

Stakeholder engagement staff have been working alongside the Lake Tuakitoto community and key stakeholders to extract values, goals and actions to enhance the lake. A second workshop will be held on 8 June, and the next step after this is to develop and consult on projects/actions for the lake. Consultation will take place during August, with the third workshop planned for September. Options may feed into annual plan/long term planning.

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

A meeting was planned for July to follow on from a meeting held in Gore in April, however Ag@Otago have requested to delay this meeting until October/November. We have requested for those who attended the Gore meeting to be informed of the delay.

2.7 Friends of Lake Hayes

Ongoing work continues to work with Friends of lake Hayes on remediation options for Lake Hayes. Please refer to Technical Committee report.

2.8 FIF – Upper Clutha Lakes Trust

The final paperwork for the FIF funded project for the Upper Clutha Lakes Trust has been submitted to MFE for release of year one funding. The group will be presenting to Council as a progress update scheduled for June 14.

2.9 Lake Wanaka Catchment Group (upcoming)

Meeting in Wanaka on 7 June. Interested to explore with Council a better working relationship and gain an understanding of the role of council with catchment groups.

2.10 South Otago Dairy Working Group

This group is made up of industry representatives to support dairy farmers who would like help on ensuring they are compliant with ORC regulations. At the last meeting industry representatives said they often get backlash from farmers, who argue that they are meeting ORC compliance even if their effluent storage is not meeting industry standards. They would like ORC to consider incorporating storage calculations into regulations. In the meantime, they would like to see ORC engaging in more education.

2.11 Working in Waterways Workshop

We will meet with contractors from NZTA, Downer and Stantec on 25 May to inform them of what they can and cannot do when working in waterways. This is part of promoting the Water Plan rules.

3. Implementation of Rural Water Quality

3.1 Good Water Project Update

A report on the phone survey of 800 people owning rural/lifestyle land in Otago will be presented to ORC in late June. This will help us get a clear picture of what action people are taking to comply with the Water Plan, and any areas they are unclear about. This may lead to us addressing these areas. A pilot project of on-site assessments is underway in the Shag River catchment, and we will report on results when this has been completed.

3.2 Field Days, Workshops and Presentations

3.2.1 NZ Landcare Trust workshop

The NZ Landcare Trust is holding a forum on June 14 so catchment groups across Otago can discuss/share what works well, how to get new people joining the group, and how to maintain engagement. ORC staff will get ideas on how our organisation can support catchment groups and will bring this information to a workshop to be held with Councillors (TBC).

3.2.2 Ballance Farm Environment Awards

Liaison staff attended and presented at the final Ballance Farm Environment Awards supreme winner field day at the Wallace farm near Clinton. Good information from the day can be found at the Ballance Awards Facebook page.



4. Forestry – National Environmental Standards for Plantation Forestry

4.1 Otago Foresters

Stakeholder engagement staff are working with policy and compliance staff to inform the community about the National Environmental Standards for Plantation Forestry rules that came into effect on 1 May. Cr Scott presented an ORC-sponsored award at the Southern Wood Council Forestry Awards on 25 May.

5. Catchment Groups

5.1 North Otago Catchment

Several North Otago Sustainable Land Management Society (NOSLaM) steering group meetings have been held, focusing on developing a project plan for the Waiareka Creek catchment. NOSLaM would like ORC to produce a River Management Strategy for the Waiareka Creek to formally set out the goals and guide stakeholders towards certain actions and/or projects. Three on-farm field days have also been held in the Awamoko and Waiareka Catchments, focusing on wintering, sediment and phosphorus.



5.2 Shag/Waihemo Catchment

The Shag River Catchment Group has helpfully advertised the ORC Good Water Project on-farm risk assessment visits on its Facebook Page. Farmer and leader of the catchment group Rod Philip also volunteered his farm to be the first to have a risk assessment done on it and provided some good feedback to the team.

6. Corporate

6.1 LTP community engagement

Summary of the number of submissions received from the Long-Term Plan consultation:

Online submissions:	172
Written submissions:	396
Total submissions:	568

Hearings were held in Queenstown, Alexandra and Dunedin from 23-25 May.

Number of submitters who elected to have submission heard: 55

Location of submissions to be heard: Queenstown (13), Alexandra (9), and Dunedin (34)

Community attendance at 'For Our Future Roadshow' pop-ups featuring Lab-in-a-Box:

Queenstown: 60

Alexandra: 45

Balclutha: 85

Oamaru: 135

Dunedin: 140

Community meetings were also held in Mosgiel, Wanaka, and Cromwell.

6.2 Public transport communications

With the bus hub expected to go into service in Dunedin later this year, it's intended that the Orbus brand, currently in use for the Queenstown service, will also be applied to the Dunedin service. We are also taking the opportunity to review our approach to printed timetables, with the intention of making them more user-friendly. With the new ticketing system also scheduled for implementation in both Queenstown and Dunedin this year, planning is underway for communications and customer service elements of the transition from GoCard.

7. Media and promotion for rural water programmes

7.1. Waterlines

The winter issue is due out on 20 June and will include a summary of new forestry rules, the future of farming, the new approach to minimum flow plan changes, winter good practice management, an update on the Good Water Project, a profile on the Harbourmaster, and general updates.

7.2. On-Stream

The May issue includes information about the new approach to minimum flow plan changes, as well as updates from liaison specialists about what's happening in their areas.

8. Water Management Groups

8.1 Water and deemed permit renewal project

8.1.1 Water user group meetings

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

Meetings for groups are shown below:

Meetings held	Date
Arrow tribs	16 April
Mid Taieri tribs	9 April
Amisfield/Parkburn	16 May
Nothburn (Quartz Reef)	22 May
Teviot Coal Creek	25 May

Scheduled meetings	
Strath Taieri	13 June
Styx	19 June
Keough Creek	21 June
Gibbston	22 June
Upper Clutha (Lake Hawea & Wanaka tribs)	26 June
Upper Manorburn	27 June

8.1.2 Fish survey work

Fish survey work to complete for gaps in fish data on tributaries with deemed permits commenced in March 2018 and is scheduled to be completed at the end of June. Approximately 180 sites are being surveyed, with 100 sites completed as at 25 May. The combination of quality fish and flow will lead to a faster and informed determination of agreed residual flows. Importantly this will hasten the deemed permit replacement programme.

8.1.3 Progress of the deemed permit programme and further efforts required

The programme principally applies to tributaries associated with the Clutha, Kawarau and Taieri rivers but excludes the Manuherikia catchment. Three fundamental themes are highlighted in the presentation to groups - technical preparation in relation to the use of their water, consideration of aquatic values and agreed residual flows with affected parties, and group managed water protocols for water sharing during lower flows.

Technical preparation and the need to agree on residual flows is now well understood by most groups. A ready determination of agreed residuals has been restricted to date because of the lack of quality fish data. The ORC-funded fish survey will improve and quicken the implementation of this phase. Group-managed water protocol is still lagging with most group and is expanded on below.

Initially the role of water groups is for the sharing of knowledge and approaches for the technical preparation of applications. Catchments have generally operated independently for a period, but with continuing urging have then engaged consultants.

We continue to highlight to groups that they will need to continue working as a group once consents are issued, in particular for implementing group-managed water sharing during lower flows. There is some hesitancy in getting this preparation phase underway, in part because of the more pressing current tasks of technical preparation and determination of residual flows. The programme will need to continue advocating the importance of including water sharing protocols during the preparation phase. This will include promoting the options that are available to them, and recognising that the onus is on the group and its consultant to determine the specific rationing regime.

8.1.4 Implementing the deemed permit replacement project concurrently with minimum flow project

The deemed permit replacement project is not expected to interfere with the priority catchments within the minimum flow process. The majority of work is associated with tributaries that run into Clutha, Taieri and Kawarau catchments. The Clutha is not included in the current round of priority catchments and minimum flows have been established for the Taieri. With regard to the Manuherikia catchment, there has been minimal communication with groups stemming from an agreement between ORC and

the Manuherikia strategy group to delay communication pending an outcome of the Falls Dam deliberations.

8.1.5 Other activities coming up

The 6 monthly meeting with affected parties, Federated Farmers and consultants will be held in late June and included in the next committee round.

9. Policy

9.1 Minimum Flows

The following sessions are scheduled for June. At these sessions minimum flow limits will be presented for Arrow, Manuherikia and Upper Cardrona catchments:

Dunedin – 7 June:

- Consultation Session - Schedule one parties and iwi
- Industry and interest group information session

Cromwell – 11 June:

- Irrigation companies information session
- Permit holders and community Information Session

The EngagementHQ website is now live: <https://yoursay.orc.govt.nz/minimumflows>

10. Enviroschools

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

10.1 Regional Capacity Building Fund

Enviroschools Otago received a \$4000.00 grant from Toimata Foundation for this calendar year. This fund will be used for professional development of facilitators and to support the workshops we run for teachers throughout Otago.

10.2 Enviroschools Census results

The detailed analysis of the Enviroschools Census data is now becoming available. 83% of Enviroschools take water-related sustainability action nation-wide, whereas 70% of Otago schools take water related actions. We will be putting a greater emphasis on water in the second half of this year through our teacher workshops and student hui. Further financial analysis of the Enviroschools has also been undertaken. Overall \$10 million is invested in Enviroschools annually. Councils provide cornerstone investment of 20-25% of that total. School and community investment is 61%. Much of this investment is donated goods and services, staff time and community funding.

10.3 Developing water skills

On May 22 one of Environment Southland's educators and Enviroschools' facilitators came to Balclutha to share the Stream Connections programme they have developed. The ORC liaison staff, Marine Studies Centre and Landcare Trust staff joined the Otago Enviroschools facilitators for the day. As well as learning about the teaching tools Environment Southland use to engage schools and communities with water, we learnt a lot more about the work we each do and identified how we can work together more effectively to support community interest in water.



Testing the clarity of the Clutha / Mata Au



Learning how to use the Enviroscope as a teaching tool

10.4 Student hui and teacher workshops

Waste continues to be the theme for the student hui and teacher workshops. On the 16th of May, 30 students from nine primary schools in the CODC and QLDC participated in a workshop on the World of Waste. Students participated in a range of activities to increase their understanding of the waste issue. We toured the Victoria Flats Landfill and found out how they manage waste and the issues they have deal with. We also learnt about a trail at the landfill where sludge from the wastewater treatment plant is being composted with the aid of worms. On June 1 teachers from the Waitaki and Clutha districts are joining Dunedin teachers to explore how to pave the way to zero waste in schools.



CODC and QLDC students imagining how to get to a zero waste future

10.5 New Zealand Association of Environmental Education Conference

This biannual conference was held in Wellington in April. Robyn Zink and three other EnviroSchools regional coordinators delivered a workshop on building collaborations. There were a number of workshops identifying possible actions from the Environmental Education for Sustainability strategy which was developed by the Ministry of Education, Ministry for the Environment and DOC in 2017. An action plan from this strategy would provide an additional framework for organisations to work together to deliver sustainability education.

11. Environmental Operations

11.1 Pest plan

The draft plan will be designed soon, and we are working closely with a consultant to plan how notification of the plan will occur later in the year.

11.2 Pollution guidebook

This has been on hold due to high workloads but is now being worked on again and we will have a draft to show to TAs by the end of the financial year.

11.3 Rabbits

A public workshop is being planned for the Otago Peninsula to help land owners understand the rabbit management options available to them. We would like to hold similar workshops around Otago after refining the initial workshop on the Peninsula.

11.4 Pest Plants

We are supporting the Science Festival by working with the Botanic Gardens to host an event to educate people how to identify and control pest plants. We are also developing new information for the website (and ultimately brochures), which will be launched alongside the new pest plan.

11.5 Southern Wood Council Forestry Awards

Cr Scott is presenting an environmental award sponsored by ORC on Friday 25 May.

12. Science, Hazards, Engineering

12.1. Leith Amenity Project - Love Your Leith

Please see the separate report that asks for Council endorsement of comprehensive illustrated potential concepts for public consultation.

12.2. Roxburgh post-flood community engagement

Community feedback on the proposed measures regarding debris flows in Roxburgh will close 7 June. This is a follow up from the information session held in May where research into the debris flows and proposed measures were presented. We will close the loop with the community after feedback has been reviewed and the next steps have been decided.

12.3. Community engagement on flood infrastructure

Several community meetings have been held recently:

- Mosgiel annual flood scheme update and follow up to November meeting post July 2017-flood
- Momona annual flood scheme update and follow up to November meeting post July 2017-flood
- Balclutha annual flood scheme update
- Chatsford Retirement Village residents and families meeting
- Presentation as part of 'Life on the Spillway', a community meeting scheduled by the Chair of the Mosgiel-Taieri community board

13. General public awareness activity

13.1. General media

Five media releases were distributed during the reporting period. These covered a range of issues such as the Peninsula Bus service, submissions on the Long Term Plan, Stephen Woodhead's medical condition, changes to Wakari / Helensburgh bus route and the new approach for the minimum flow plans.

We aim to start to move away from traditional print media, such as media releases, and embark upon more contemporary forms of digital communication. A better utilisation of our owned social media channels, such as Twitter and YouTube, will allow for improved targeting with our campaigns and better interaction and dialogue with our communities. It will also allow improved control of our public image and maintain consistency across our key messaging.

A Daily Media Wrap has been generated and operational since April. Currently this goes out to Councillors and Directors, however general staff have been requesting to be added to the list of recipients also. The media wrap allows insight into the number and nature of queries received daily from news outlets all over the region. It has become a powerful internal communications tool to assist uniformity and awareness of key issues amongst senior staff and Councillors.

It is also our intention moving forward, to put a more personalised face to the ORC. This will allow the public to better engage with staff and Councillors whilst we support

and encourage behaviour change through positive influence. We aim to achieve this by creating (as examples):

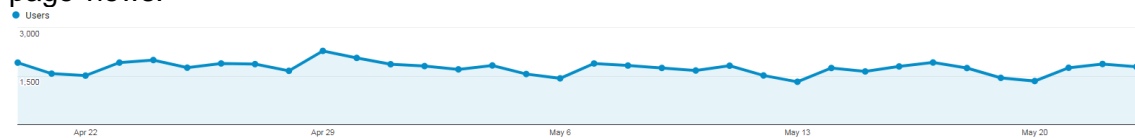
- 'Behind the scenes' footage of staff members in the building and in the community
- Webisodes showcasing the science being undertaken in the region, using clear and easy to understand science communication language; and
- Councillors working alongside their constituents
- 'Good News Projects' highlighting community or group achievements in areas relative to key ORC strategies

Using the above 'inclusivity' approaches, we hope to create more open and meaningful dialogue with communities, whilst improving understanding of what we do.

13.2. Websites

13.2.1. www.orc.govt.nz

There have been 36,632 visits to the ORC website this reporting period and 205,758 page views.



• Location

89% of sessions are from within New Zealand, and within those 30% of visitors are from Dunedin and 13% from Queenstown.

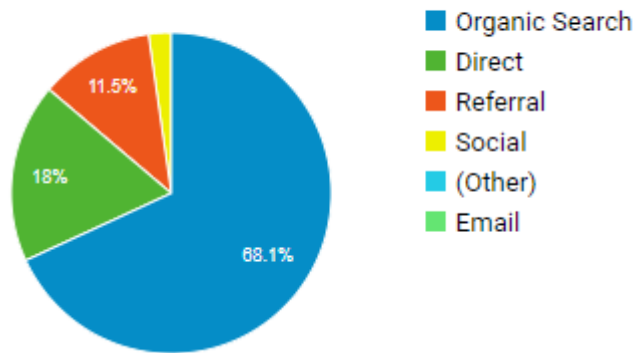
1. New Zealand	32,951 (89.05%)	1. Dunedin	11,983 (30.86%)
2. Australia	1,380 (3.73%)	2. Christchurch	8,382 (21.58%)
3. United States	671 (1.81%)	3. Auckland	5,883 (15.15%)
4. United Kingdom	262 (0.71%)	4. Queenstown	5,140 (13.24%)
5. Hong Kong	254 (0.69%)	5. Wellington	2,689 (6.92%)
6. Japan	182 (0.49%)	6. (not set)	1,083 (2.79%)
7. Singapore	146 (0.39%)	7. Hamilton	862 (2.22%)
8. China	113 (0.31%)	8. Tauranga	508 (1.31%)
9. India	95 (0.26%)	9. Invercargill	485 (1.25%)
10. Taiwan	83 (0.22%)	10. Palmerston North	206 (0.53%)

• Top Channels

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

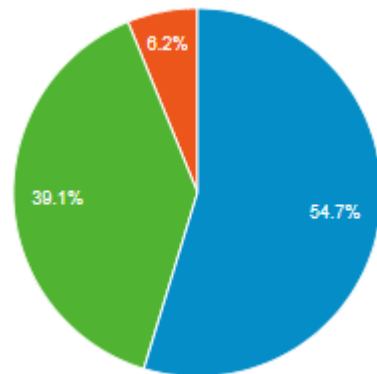
- o Organic Search (people searching on google, bing and so on) – 68.1%
- o Direct (typing in www.orc.govt.nz directly into their browsers) – 18%
- o Social (clicking through to our site from posts on social media sites, e.g. Facebook) – 2.3%
- o Referral (referrals from other websites, e.g. ODT online) – 11.5%

Top Channels



- **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.

- Queenstown bus page – 19,085 views
- Dunedin bus page – 15,105 views
- Water Info – 3499 views
- Job Vacancies – 1815 views
- Contact Us – 1718 views
- Rates – 1219 views

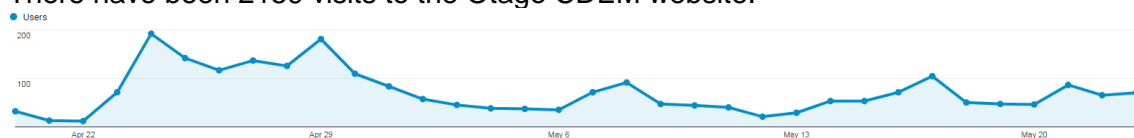
13.2.2. www.lawa.org.nz

There have been 498 visits to the Otago section of the LAWA website, up 29% from the same time last year.



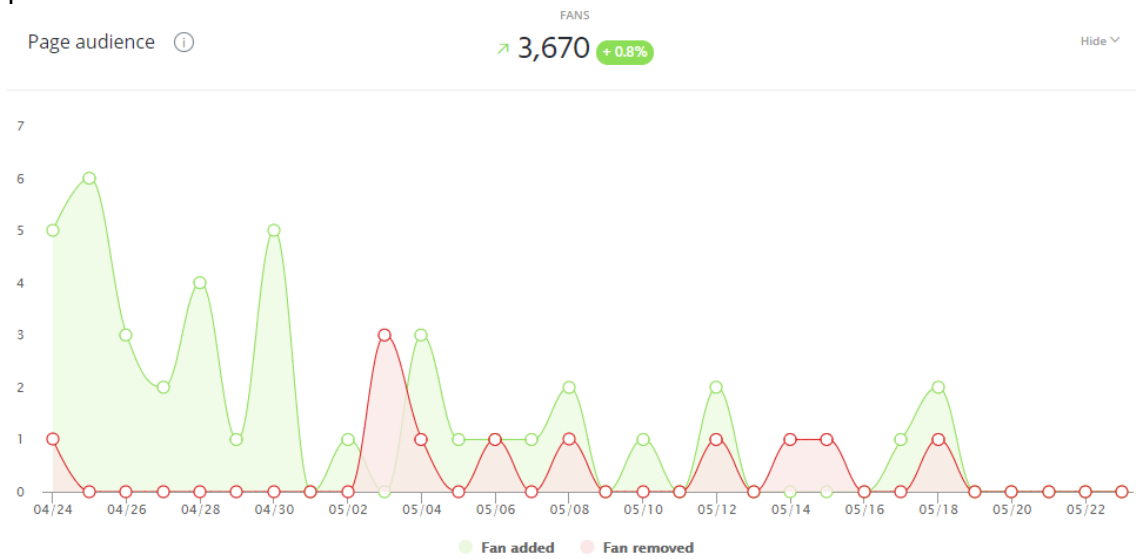
13.2.3. www.otagocdem.govt.nz

There have been 2159 visits to the Otago CDEM website.



13.3. Social media

We have 3670 followers on our ORC Facebook account at the end of this reporting period.



Statistics for our various other Facebook pages over the past month are shown on the chart below:

	Fans	Talking about this	Fan posts	Page posts	Interactions	Engagement
Otago Regional Council	3,670 11/day	77 21 % of fans	1 0 /day	29 1/day	280 97/post	7.6 0.3 % post
Otago Civil Defence and Emergency Ma...	4,273 63/day	263 6.2 % of fans	0 0 /day	21 0.7/day	1,013 482/post	23.7 11 % post
Orbus Queenstown	1,763 0.8/day	67 3.8 % of fans	5 0.2 /day	1 0/day	78 78/post	4.4 4.4 % post
LAWA	729 3.4/day	12 1.6 % of fans	1 0/day	4 0.1/day	242 60.5/post	33.2 8.3 % post
Otago Regional Council Bus Services - D...	691 0.4/day	27 3.9 % of fans	3 0.1/day	18 0.6/day	131 73/post	19 11 % post

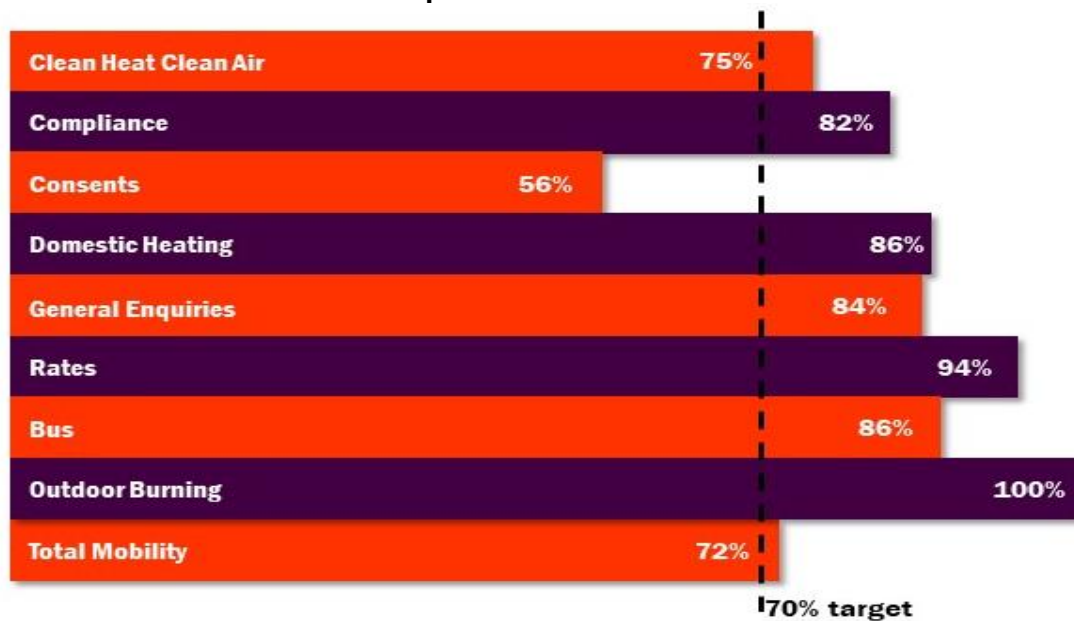
14. Customer Service Activity

14.1 CS Total Interactions for April 2018



There has been a boost of callers rsvp'ing to events otherwise business as usual.

14.2 CS Resolved Calls for April 2018



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

15. Hot topics/issues in the field

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

15.1 North Otago

- The Kakanui Nitrogen Sensitive Aquifer Science work and Plan Change
- Waitaki Plains Aquifer Science work and Plan Change
- Mycoplasma bovis
- Potential for E. coli risk in ground water bores on Waitaki Plains
- Rabbits
- Wallaby
- NOSLaM Waireka Creek Project

15.2 Upper Clutha/ Central Otago/Maniototo

- High visitor numbers and congestion
- Rabbit numbers and anxiety around effectiveness of recently released K5
- 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.
- Removal by Central government of feasibility funding for the extension of the irrigated area within the Manuherikia catchment

15.3 Strath Taieri and Central Coast

- Deemed Permit meetings
- Fish Surveys underway
- Implementation of Forestry NPS (NPS-PF)
- Rabbits

16. Recommendation

a) *That this report is noted.*

Endorsed by: Sian Sutton
Director Stakeholder Engagement

Attachments

1. ORC Event Calendar [11.1.1]

11.2. Stakeholder Engagement Strategy

Prepared for: Communications Committee
Activity: Governance - Stakeholder Engagement Strategy
Prepared by: Sian Sutton, Director Stakeholder Engagement
Date: 30 May 2018

1. Précis

This report outlines the communication and engagement strategy document for Otago Regional Council. The strategy is primarily an operational document designed to guide strategic improvement in the directorate over the next three years. The strategy is recommended to be noted by Council for operational implementation and regular update reports will be provided as the strategy progresses to evaluate progress and success.

2. Background

Over the last financial year, the Otago Regional Council Stakeholder Engagement Directorate have undertaken a planning process to draft a three year organisational strategy to drive improvement in the areas of community engagement and communication. A workshop has also been conducted with Councillors in May to discuss this strategy and the overarching goals contained within this strategy. The goals include:

GOAL 1: Contributing to a proud and engaged workforce

We will use a plain English communication style to reach our indoor and outdoor workforce. We will achieve this through committing to regular two-way communication delivered in a variety of ways, optimising our internal communications channels, and ensuring key corporate decisions are communicated regularly.

GOAL 2: Genuine community engagement to enhance decision making

We will conduct community engagement that is meaningful and contributes to decision making on key projects, policies, and activities. We will achieve this by ensuring multiple available channels for community to have their say and receive information, providing accurate community feedback to the organisation, empowering communities to take action on their environments, and closing the loop on consultation activities. We will target populations that have historically not engaged with ORC processes.

GOAL 3: Committing to communicate

We will raise awareness about the great work council does, our policies and projects. We will achieve this through using multiple channels, delivering creative and engaging campaigns, and investing in new and emerging technology/channels to enhance our communication efforts.

GOAL 4: Excellence in customer service and a customer first approach

We will know our customers, understand their needs, and drive a customer centric culture across council. We will achieve this through responsive, multi-channel customer service, quick issue resolution and investment into customer solutions technology.

GOAL 5: Prioritising our reputation

We will enhance Council's reputation with industry, government, and community. We will achieve this through building strong relationships and having clear messages in line with the Otago Regional Council Annual Strategic Plan.

These goals are supported by an implementation plan which will aim to improve Otago Regional Councils performance in the following areas: customer experience, communication, public relations, community engagement, stakeholder engagement and workforce communication and culture.

3. Recommendation

- a) *That this report be received and noted.*

Endorsed by: Sian Sutton
Director Stakeholder Engagement

Attachments

1. Strategy Doc 2018- FINAL May 2018 [11.2.1]

12. NOTICES OF MOTION

13. CLOSURE