

COMMUNICATIONS COMMITTEE AGENDA

Wednesday 20 March 2019

2:30 pm, Council Chamber
Level 2 Philip Laing House, 144 Rattray Street, Dunedin

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 48 hours prior to the meeting. Reports and recommendations contained in this agenda are not to be considered as Council policy until adopted.

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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 2019 be received and confirmed as a true and accurate record.

Attachments

1. Minutes of Communications Committee - 31 Jan 2019 **[8.1.1]**

9. ACTIONS

Status report on the resolutions of the Communications Committee

10.1 ECO Fund Applications – January 2019	31/01/2019	1) Receives this report. 2) Approves the funding recommendations of the ECO Fund decision panel for the following applications to a value of \$73,666 as per attached summary sheet of projects: Applications under \$5,000 Applications over \$5,000	IN PROGRESS
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10. MATTERS FOR COUNCIL DECISION

10.1. Waterwise

Prepared for: Communications Committee
Report No. SHE1839
Activity: Governance Report
Author: Lisa Gloag, Manager Community Engagement
Endorsed by: Peter Fitzjohn, Acting Director Stakeholder Engagement
Date: 5 March 2019

PURPOSE

- [1] To inform Council of an opportunity for Otago to apply to become a Regional Centre of Expertise (RCE) on education for sustainable development under the United Nations University, and for Otago Regional Council to be a partner in the RCE.

EXECUTIVE SUMMARY

- [2] ORC has supported the Waterwise programme in Otago for the last four years. Waterwise is a week-long leadership programme for secondary and tertiary students to learn about sustainable water management. It is part of the Untouched World Foundation, and in Otago it runs in partnership with the Otago Polytechnic. The Waterwise programme is part of the UNESCO Global Action programme for youth leadership. This year, six participants also attended from UNESCO Mahatma Gandhi Institute from India. Their participation was supported by Education NZ.
- [3] As outlined in the presentation by Barry Law and Phil Ker from Otago Polytechnic, that was workshopped prior to this Committee, they want to apply for Otago to become a Regional Centre of Expertise (REC) to help achieve the United Nation's sustainable development goals.
- [4] As part of this application they have requested a letter of support from ORC, and for ORC representatives to attend a REC planning meeting on 9 April 2019 at Cromwell Polytechnic.

RECOMMENDATION

That the Council:

- 1) **Agrees** to support the application to be a Regional Centre of Expertise and to send a representative of ORC to the 9 April 2019 meeting at Cromwell Polytechnic.
- 2) **Delegates** the signing of a letter of support for the application to become a Regional Centre of Expertise.

BACKGROUND

- [5] There are approximately 133 RCEs globally. An RCE is awarded title by the United Nations University. An RCE is a network of existing formal, non-formal and informal organisations that facilitate learning and action towards sustainable development in local and regional communities.
- [6] NZ is a signatory to the UN Sustainable Development Goals (SDG). There are a range of potential partners in Otago already committed to activity aligned with sustainable development. Furthermore, there are a number of regional issues directly related to the SDGs that could benefit from collaboration and blended activity through RCE working group action.
- [7] Otago Polytechnic will host the potential RCE Otago. This could also serve as a Centre of Vocational Excellence (CoVE) in Minister Hipkin's new vision for the vocational education sector.
- [8] Critical in establishing an RCE is the ability to link and leverage Otago's educational institutions, business, community, local Government, NGOs, economic development, tourism and food sector producers, energy producers, heritage organisations, construction and significant others to work together to address the Sustainable Development Goals (SDGs). Identifying common ground between partners and holding conversations that matter are a key outcome of collaborative action for achieving the sustainable development goals.
- [9] Otago Polytechnic has already gained support from a number of key Otago organisations. We are inviting potential partners to a one-day workshop at the Otago Polytechnic's Central Otago Campus, Cromwell on 9 April 2019 starting at 10am to identify potential RCE working groups that best align with the SDGs and regional issues. Emeritus Professor Geoff Scott who set up the RCE – Greater Western Sydney will help facilitate this workshop. This RCE application needs to be submitted to the United Nations University by 30 April 2019.

CONSIDERATIONS

- [10] ORC is already doing a number of existing work programmes that align with and can be incorporated into the RCE, such as sustainability, climate change and sustainable water management.

ATTACHMENTS

Attached is a power point presentation that addresses the purpose and potential vision for RCE Otago. This will be presented by Barry Law and Phil Ker from Otago Polytechnic at a workshop on 20 March 2019.

1. Otago Polytechnic RCE Application to UNU **[10.1.1]**

11. MATTERS FOR NOTING

11.1. Director's Report on Progress

Prepared for:	Communications Committee
Report No.	SHE1826
Activity:	Governance Report
Endorser:	Peter Fitzjohn, Acting Director Stakeholder Engagement
Date:	13 March 2019

PURPOSE

- [1] This report provides a summary of Communications Stakeholder Engagement activity between 24 January 2019 and 13 March 2019 and next steps.

RECOMMENDATION

That the Council:

- 1) **Receives** this report.

ACTING DIRECTOR'S SUMMARY AND NEXT STEPS

- [2] My focus as Acting Director during this reporting period has been on three main priorities:
- Leading and supporting the team during a time of change
 - Embedding a more strategic approach to communications and engagement
 - Media and external relations
- [3] My approach has been to assist the relatively newly established Communications and Engagement team focus on doing a few core things well, while embedding a standardised communications account management structure and operating model as well as improving procedures and processes.
- [4] The longer-term objective of this approach is to create a well-connected, coordinated and functioning team that takes a strategic and planned approach to communications and engagement across the whole organisation, while still being able to manage the inevitable reactive situations as they arise.

Next steps

- [5] My focus during the next reporting period will be to ensure the smooth transition of the team from its former directorate, to the newly expanded People, Culture and Communications Directorate.
- [6] During this transition the management team will focus on three key strategic priorities. Broadly these are:
- Strategic communications and stakeholder engagement: including creating strategic plans for the Council's priority areas of water, climate change, biodiversity and urban

development. An initial key output of this work will be a master calendar of communications and engagement activity allowing for improved visibility and forward planning by Council.

- Bolstering our internal communications efforts: including the development and implementation of a practical internal communications plan to support the organisation through a period of structural and culture change.
- Improvements to customer services: including the development of a Customer Services Strategy that will guide our investment in processes, systems and technologies needed to improve our service facing services across all channels.

The following provides Councillors more detail on our activity and progress during this reporting period and our planned activity and area of focus for the next six weeks.

COMMUNICATIONS AND ENGAGEMENT UPDATE (JANUARY – MARCH 2019)

- [7] A communications account management model is being embedded and a communications account manager has been assigned to lead communications on each of ORC's four organisational priorities: Water, Climate Change, Biodiversity and Urban Development. This creates the foundation for building a more strategic approach to communications and engagement longer-term.
- [8] Improving how we present, interact and manage our local media environment has been a significant area of focus. Standardised procedures for managing media queries are now in place to ensure media enquiries are recorded, managed and authorised at the appropriate level with the appropriate oversight/responsibility. A media log to track and report on the outcome of these enquiries has been implemented and is disseminated to ELT daily to ensure they have line of sight.
- [9] We are taking a proactive approach to promoting the good work of the organisation, while reacting quickly and accurately to media queries. The net effect over the period has been a reduction in negative media coverage and greater prominence of positive stories.
- [10] Evidence of this approach can be seen in the strong pick up of our advisory on low-water levels which was and reported on Radio New Zealand and in the ODT, CRUX, Central Otago News, Wanaka Sun. This was important information to get out to the farming community, so it is encouraging that we saw it reoccurring in news coverage over a week after it was published. We also received broad coverage of the ECO-Fund function and the promotion of our new Science Manager from several news outlets.
- [11] Our business as usual work of communications planning and campaigns continues, with highlights from this reporting period including:
- Promotion and raising awareness of the service centre in Queenstown.
 - Planning for the bus hub launch event.
 - Annual summer Old Man's Beard campaign; educating on why Old Man's Beard is a pest plant, and how to identify and control it.
 - ECO Fund promotion based on profiling and celebrating successful applicants.
 - Wanaka A&P Show stand, focused on communicating ORC activity in the area.

- Communicating the closure of the Dundas Street bridge and its impacts for drivers and bus users.
- Seasonal campaigns:
 - Communicating seasonal recreation monitoring results and educating people about how to access this information online via LAWA (working closely with territorial authorities and Southern District Health Board).
 - Safer boating messages.
 - As part of the nationwide Check Clean Dry campaign, educating those using waterways about how to avoid spreading of aquatic pests.



Image of DL flyer cover, new-look map, and changed approach to communicating timetable info in print.

UPCOMING COMMUNICATIONS AND ENGAGEMENT IN MARCH – APRIL 2019

- [12] Our key areas of focus in March and April are the launch of the Bus Hub, communications and engagement planning for the Annual Plan process and developing a comprehensive strategy for communicating and engaging on freshwater.
- [13] The Bus Hub represents a significant milestone – the last major step in the network transition initiated by the Regional Public Transport Plan 2014. We held a briefing for media on 8 March 2019 and are planning a stakeholder event for the Connecting Dunedin partners for 20 March 2019. A significant amount of communication efforts has gone into ensuring people are informed and ready for the change with a two-week broadcast campaign, production and distribution of a new-look route map and information pamphlet to 80,000 Dunedin homes and on the ground “bus ambassadors” in place during the transition.
- [14] We are currently preparing a communications and engagement plan for the Annual Plan process; as part of this we will be seeking to raise general awareness of the function and purpose of ORC and what ORC does. A plan for communications will be shared with the committee once complete.
- [15] We are working closely with the Policy and Science teams towards a new over-arching integrated strategy to communicate timeframes and messages around water quality and quantity. With the Ministry for the Environment and Statistics NZ Environment Aotearoa 2019 state of the environment overview report being released on 18 April 2019, we will be preparing for an agile communications response focused around what it shows for Otago.

[16] Other upcoming communications and engagement activity during the period (summary):

- An education campaign on how people in urban settings can prevent stormwater pollution (Only Drain Rain).
- Gearing up towards communicating the new Navigation Safety by-law (once adopted).
- Pilot air quality project under the new Air Strategy targeted to Arrowtown.
- As part of the Wakatipu Way to Go partnership with NZTA and QLDC, consulting on various transport initiatives underway in the Wakatipu area.

COMMUNITY ENGAGEMENT UPDATE (JANUARY – MARCH 2019)

[17] The Community Engagement team are our face of ORC in the rural community and help both industry and the rural community understand the regional plans, with a focus on the Water Plan. They also feed back into ORC from the community.

[18] The following table provides an update of activity undertaken by the Community Engagement team during this period:

Group/agency <i>(includes funding where applicable)</i>	Work to date	Outcome
Upper Clutha Lakes Trust 24 January 2019	Community Engagement staff attended a meeting where Claire Perkins, Programme Manager, updated progress on preparing the Upper Clutha integrated management programme.	A matter arising was uncertainty around which agency was carrying out water quality testing for summer recreation information. It was noted that ORC and QLDC joint press releases had been helpful in clarifying this situation. We continue working closely with this group and ORC staff will attend a hui they are holding on 15 March 2019.
Beef + Lamb NZ – Freshwater workshops 13 & 14 February 2019	Community Engagement staff attended two workshops held at Millers Flat and Omakau on 13 and 14 February 2019, where Beef + Lamb personnel involved participants in using the SHMAK (Stream Health Monitoring Assessment Kit) equipment.	Part of the kit showed how the invertebrate mix reflects the status of stream health and recognition that there is a strong correlation connection between SOE water quality measurements with the health of aquatic ecosystems.
Ravensdown (Fertiliser and Environmental Consultants) 15 February 2019	Staff from Community Engagement and Science teams attended a meeting with the Ravensdown Environmental Unit to share information, particularly regarding N loss and the management of this across Otago. This led to a presentation of the new model that Ravensdown has developed for a	Ravensdown are up to date with ORC developments and can clearly communicate our policy and rules with their stakeholders. ORC staff are aware of the LUCI programme and can consider how this might be used in Otago.

	catchment-wide approach to managing environmental impacts. The model is called LUCI (Land Use Capability Indicator).	
Beef + Lamb NZ Trees workshop 22 February 2019	Community Engagement staff attended the field day at Toko Mouth with 74 people to discuss farm forestry and to present on the water plan rules for Otago.	The event was supported by both ORC staff and Councillors. Many farmers and rural professionals had the opportunity to learn more about the current water plan rules, and the new provisions that come into play next year.
DairyNZ N loss workshops: Invermay - 25 February 2019 Papakaio - 26 February 2019 Balclutha - 27 February 2019	Community Engagement Advisors presented on the Nitrogen leaching rules at these three seminars run by Dairy NZ.	During the discussion section, participants were urged to prepare OVERSEER reports as soon as possible in readiness for 1 April 2020 when the rule takes effect.
Ballance (Fertiliser and Environmental Consultants) 29 February 2019	ORC staff from several directorates, including Community Engagement, attended a meeting with staff from the Ballance environmental unit to share work being carried out by the respective organisations relating to OVERSEER reporting with respect to the N leaching rule. Ballance also outlined their MitAgator programme, which identifies sources of contaminant losses at a property level and mitigation options that can be carried out.	Ballance want direction from ORC about where they should direct their resources for preparing OVERSEER reports, so they can align with locations or farming systems that ORC will initially target. ORC is in a position to highlight the technical worth of the programme, as one means of reducing contaminant inputs into surface water.
MPI 8 February 2019	Community Engagement staff attended a workshop in Invercargill along with other rural professionals and Environment Southland staff to learn about the funding opportunities associated with the One Billion Trees initiative.	There have been a lot of enquiries in Otago about this issue, and ORC staff are working with MPI to get a workshop held in Dunedin for foresters and other rural professionals that advise in this area.
Otago South Water Care Group (Clutha Community Trust) (Ongoing)	Community Engagement staff worked with the catchment groups to get their first field day underway. We are also assisting in the first round of water sample collection for reference points.	ORC supported the Clutha Community Trust in their work with catchment groups with a financial contribution from the ECO Fund. We also support them by attending meetings and providing information.
Pomahaka Water	Four trial wetland and sediment	ORC is sponsoring water sampling at

Care Group (Ongoing)	trap sites are confirmed, and fortnightly water sampling has commenced.	the trial sites to measure the effectiveness of created wetlands and sediment traps on water quality.
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Upcoming engagement

[19] The following table provides all scheduled upcoming activity to be undertaken by the Community Engagement team:

Group/agency	Upcoming work	Outcome
B+L LEP workshops Various throughout February and March 2019	Community Engagement staff are attending a number of these events to discuss the Water Plan with those attending.	To inform those in attendance how to meet the water plan rules.
Beef + Lamb NZ and Trees and Carbon workshops 4 & 6 March 2019	B&LNZ will be running workshops in early March 2019 at three locations in Otago to help farmers to make use of the One Billion Trees Fund, including guidance of where to plant.	The workshop will outline to participants how the scheme relates to key climate, science, and policy issues as well as the present Emissions Trading Scheme.
Environmental Extension Group Meeting 13 March 2019	ORC will talk with industry and key stakeholders about the water plan.	To provide an update on water plan progress, and how the rural water plan rules fit into the full water plan review and the National Policy Statement for Freshwater Management (NPS-FM).
Ballance Farm Environment Awards Awards night is Friday 5 April 2019	Community Engagement staff are on the judging panel, along with Cr Hope. Eight ORC staff/Councillors will attend the awards night in Dunedin (these tickets are part of our sponsorship agreement).	ORC sponsors a Water Quality Management Award. The awards are a good opportunity to showcase farmers showing good environmental stewardship.
Southern Wood Council Forestry Awards Friday 24 May 2019	ORC sponsors an environmental award to promote good practice in the forestry industry.	We have input into judging and have two tickets to the awards night to present the award.
Civil Contractors Awards, Wanaka Friday 7 June 2019,	ORC sponsors an environmental award.	We will have input into judging and have two tickets to the awards night to present the ORC award.
Waterwise (Untouched World)	Students who attended the Waterwise programme in late 2018 would like to present to Council.	This is being organised for later in the year.

ENVIROSCHOOLS UPDATE

Little Earth Montessori Queenstown Green-Gold Reflection

- [20] Enviroschools has three stages in the holistic reflection process the highest being Green-Gold. Little Earth Montessori in Queenstown has achieved this status, and a celebration is being held on 19 March 2019.
- [21] Sustainability is evident at Little Earth Montessori in the children’s learning experiences, and they take pride in explaining why they compost and water the garden, for example.
- [22] Only five Early Childhood Educators (ECE) have reflected at Green-Gold in the South Island.



Students showing us the compost system



Students working together in the outdoor kitchen

Senior Secondary Hui

- [23] 35 senior secondary students from six Dunedin high schools and Waitaki Girls High School came together in Dunedin for a day of exploring how to make change through collaboration. The students are all senior leaders in their Envirogroups and all are working on projects to bring about change in their school’s sustainability practices.



Students working with KiwiHarvest



Students at the community bike workshop

Waitaki Principals Breakfast and teacher workshop

[24] Waitaki Enviroschools have all embraced the programme. To keep this momentum a Principals’ breakfast was held in Oamaru. This was a chance for Principals to find out more about Enviroschools, share ideas on how to support the programme and also look at how to integrate sustainability into their school’s vision and policies.

Building networks

[25] Enviroschools continue to work closely with other organisations involved in education for sustainability in Otago. Many of these organisations work with the same schools and the aim is to share expertise and extend learning opportunities by working together. We are currently working with the Marine Studies Centre to take the Aqua Van to Wanaka. The School Food Network group is collaborating to find ways to support school gardens, connection to communities and healthy eating.

DIGITAL CHANNELS UPDATE

[26] We continue to see strong growth across all our digital channels as compared to this time last year. The exception to this is “Your Say” though this is explained by an absence of consultations during this period. Our focus continues to be on creating more engaging and valuable content for all our channels and growing our social media audience to reach parts of the community who don’t use traditional media.

Owned channels performance overview:

Website (www.orc.govt.nz)

Individual users in the period: 47,234 ↑10% on same period last year	Most accessed areas of site in the period:	
	Public Transport 68% of all user sessions	Managing our Environment 20% of all user sessions.

YourSay

Average number of visits per day during the period: 13
This is well below the average number of visits per day (39) in the time since YourSay was launched; this is as expected given there have been no open consultations during this period.

Otago Regional Council Facebook

Otago Regional Council Facebook page followers as at 24 February 2019 4,302 ↑ from 3,010 1 January 2018	Otago Regional Council Facebook average reach per day 2,600
Significant reach peaks during the period were aligned with contact recreation results: blue-green algae in Tomahawk Lagoon saw our posts reaching 22,000; blue-green algae in Lake Waihola saw our posts reaching 43,637. These figures demonstrate that our reach beyond our followers is at times significant.	

Otago Regional Council Bus Services – Dunedin Facebook

Otago Regional Council Bus Services Facebook page followers as at 24 February 2019:

1,379

↑ from 643 24 February 2018

Growth on this channel has been slow but steady since the page was launched in September 2017. With increased focus on brand and market for the Dunedin network this year, we hope to accelerate growth for this channel, which is currently used almost exclusively to notify service interruptions. With the launch of the hub, the page will be rebadged Orbus Dunedin.

Orbus Queenstown Facebook

Orbus Queenstown Facebook page followers as at 24 February 2019:

2,516

↑ from 1,778 24 February 2018

CUSTOMER EXPERIENCE

Commentary for December 2018 and January 2019

- [27] During the December 2018/January 2019 period, the Customer Experience team have focused on improving call quality and standard messaging for phone calls. Using active language to initiate conversation with the customer and improve the overall call experience. Our grade of service for phone calls has improved on the month of November 2018. On average we responded to calls 1.30 minutes faster compared to November 2018, with the average wait-time before answering 17 seconds across December 2018/January 2019.
- [28] Anticipating scenarios that will impact on grade of service and working with the organisation to mitigate impacts on our grade of service will be a continued area of focus for our phone channel.
- [29] Email traffic remained steady across December 2018/January 2019 as we continue to respond to more emails for first-point-of-contact resolution on behalf of our Public Transport team. It is anticipated that our email activity will continue to increase as we focus on responding to more straight-forward enquiries on behalf of the organisation.
- [30] With the rates payment period wrapping up in November 2018. Daily face to face interactions reduced on average across the December 2018/January 2019 period.

Inbound enquiries – December 2018 and January 2019



CUSTOMER EXPERIENCE UPCOMING (MARCH – APRIL 2019)

- [31] We are developing a Customer Service Strategy which will provide the ORC a true understanding of its high-level objectives in how we want customers to experience our services, our current issues and pain points, what options/tools there are for making improvements, as well as quick-wins what should be prioritised.

[32] Of particular focus will be assessing which tools and systems will enable us to resolve more customer enquiries at first point of contact and provide more options for customer online self-service.

[33] We envision this strategy will be completed in late April 2019.

Other activity

[34] Our new Visitor Management System will be installed in the coming weeks. This is a self-service sign-in system that will send an automated txt to meeting hosts. It will enable swift access to the building and free-up frontline staff to respond and add-value to more complex customer enquiries across all channels.

[35] In March 2019, our Customer Experience Team will be involved in the promotional activity for the bus hub launch and associated minor route changes for passengers. Our team will be responsible for recruiting and training our short-term Orbus ambassadors.

Attachments

Nil

12. NOTICES OF MOTION

13. CLOSURE