

# **COMMUNICATIONS COMMITTEE AGENDA**

Thursday, 1 August 2019 at 9:00 a.m.

# Council Chamber, Level 2 Philip Laing House 144 Rattray Street, Dunedin

#### Membership

Cr Michael Deaker

Cr Carmen Hope

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

(Chairperson) (Deputy Chairperson)

#### 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

No apologies have been received.

#### 2. LEAVE OF ABSENCE

No leaves of absence have been requested.

#### 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

No requests from members of the public to address the Committee have been received.

#### 7. PRESENTATIONS

No presentations have been scheduled.

#### 8. CONFIRMATION OF MINUTES

# 8.1. Minutes of the 12 June 2019 Communications Committee

#### Recommendation

That the minutes of the Communications Committee meeting held on 12 June 2019 be received and confirmed as a true and accurate record.

# **Attachments**

1. Communications Minutes 20190612 [8.1.1 - 4 pages]

#### 9. ACTIONS

Status report on the resolutions of the Communications Committee

SHE1840 GM Report	01/05/2019	Review website	COMPLETE – Council and
		search function and	committee agenda reports are now
		indexing	loaded onto the website
			individually (and as part of a full
			agenda), making searches for
			specific interest items more
			precise, whether navigating the
			ORC website or via internet search.

# 10. MATTERS FOR COUNCIL DECISION

#### 10.1. ECO Fund Review

**Prepared for:** Communications Committee

**Report No.** SHE1846

Activity: Governance Report

**Author:** Shayde Bain, Communications & Engagement Advisor

**Endorsed by:** Sally Giddens, General Manager People, Culture and Communications

**Date:** 17 July 2019

#### **PURPOSE**

[1] To seek approval on recommendations following the review of the ECO Fund, including its purpose, operation, criteria, and terms and conditions.

#### **EXECUTIVE SUMMARY**

- [2] The ECO Fund (Environment. Community. Otago.) was launched in July 2018 and was developed after a review of Otago Regional Council's previous fund, the Environmental Enhancement Fund. The ECO Fund's purpose is to support community driven projects that protect and enhance Otago's environment. As a point of difference from other community funds, the ECO Fund supports not only shovel time, but also administration time.
- The fund has \$250,000 per annum, which is split evenly across three funding rounds: 1-20 January, 1-20 May and 1-20 September. Applications are split into two categories: those requesting funds over \$5,000 and those requesting funds under \$5,000. Applications under \$5,000 require less detail in the application and also the report back to ORC.
- [4] The process for deciding which applications will get funding is as follows:
  - Applications are reviewed by a staff panel.
  - Staff recommendations and applications are then considered at a councillor decision panel.
  - The Councillor decision panel consists of Cr Michael Deaker as the Chair, with three other Councillors rotating every round. Recommendations from this panel are brought to the Communications Committee, with final signoff at the Council meeting.
- The ECO Fund's current criteria, terms and conditions, and assessment sheets used by staff and Councillors are in the attachments of this report. All information on the ECO Fund as it currently stands is also available on our website at <a href="https://www.orc.govt.nz/ecofund">www.orc.govt.nz/ecofund</a>
- [6] It was agreed that a review of the fund would take place after one year of it being operational. The following report outlines applicants and funding to date, results from a survey of applicants, and provides recommendations for changes to the purpose, criteria, terms and conditions and other matters surrounding the fund.

#### RECOMMENDATIONS

That the Council:

- 1) **Approves** a change from three funding rounds per year to two (1-20 March and 1-20 October), effective immediately as outlined in discussion point 15.
- 2) Due to the election timeframe and the new Council not meeting for the first time until after the October funding round, it is recommended that the **appointment of the October Councillor decision panel be delegated to the Chief Executive**.
- 3) **Approves** to keep the current funding level of \$250,000 per year as outlined in discussion point 16.
- 4) **Approves** the holding of annual functions for successful applicants, as described in discussion point 17.
- 5) **Approves** the ECO Fund's purpose as outlined in discussion point 18.
- 6) **Approves** amendments to terms and conditions as outlined in discussion point 20.
- 7) **Approves** amendments to criteria as outlined in discussion point 21.
- 8) **Notes** that a review of the ECO Fund Councillor decision panel terms of reference is needed as outlined in discussion point 22.
- 9) **Approves** the yearly review of the ECO Fund as outlined in discussion point 23.

#### **BACKGROUND**

#### **Applicant summary**

- [7] In the first year of the ECO Fund we received 78 applications, requesting a total of \$1,036,214.62. As these numbers show, we were well oversubscribed for the \$250,000 we have available. However, we have been able to support 30 projects to the total amount of \$255,000. This is \$5,000 over budget due to an undetected miscalculation in the first funding round in September 2018. A full list of projects we have funded can be found on our website at <a href="https://www.orc.govt.nz/our-council-our-region/eco-fund/projects-funded-by-orc">https://www.orc.govt.nz/our-council-our-region/eco-fund/projects-funded-by-orc</a>.
- [8] A broad summary of applications is shown in the table below. This has been broken down into categories and the number of projects funded or not funded for each category.

#### **Summary of applications**

Nature of projects (total #)	# Projects not funded	# Projects funded	\$ Funded
Water Quality (16)	5 (2 admin)	11 (2 admin)	\$127,047.05
Biosecurity (22)	11 (1 admin)	11 (1 admin)	\$58,542.91
Biodiversity (19)	14 (8 admin)	5 (3 admin)	\$53,133.04
Research (14) (all have admin function)	11	3	\$16,275.00
Amenity (2)	2		
Recycling (2)	2		
Legal (1)	1 (admin)		

[9] The majority of applications received were for biosecurity or biodiversity projects. It should be noted that most biosecurity projects contribute to biodiversity, however the distinction is made to differentiate projects that focus on things such as trapping (biosecurity) from projects that focus on things such as planting (biodiversity). It should also be noted that almost all research projects funded have themes of biosecurity and biodiversity but are differentiated due to the passive nature of the projects. The table also shows that just over half of the year's funds have gone towards water quality.

#### **Survey of applicants**

- [10] We sent a survey via YourSay to all applicants to the September 2018 and January 2019 funding rounds. The survey was emailed to 53 applicants on 17 May 2019 and was open until 5pm 14 June 2019 (4 weeks). The survey was anonymous and asked 12 questions about the timing of the rounds, how people found out about the fund, what they liked and what they thought could be improved. The survey can be viewed here <a href="https://yoursay.orc.govt.nz/eco-fund-survey">https://yoursay.orc.govt.nz/eco-fund-survey</a>.
- [11] We received 12 responses (22%).
- [12] Overall the responses were positive. Some common themes of things people liked about the ECO Fund are the opportunity for administration funding, the community focus and the ease of the process. When asked what could be improved on, some suggestions were more funding, and a broader scope for what will be funded.
- [13] Participants had mostly heard about the ECO Fund through conversations with ORC staff or word of mouth. Taking this feedback into consideration, further effort will be put into internal communications about the ECO Fund so that staff are better equipped to promote the fund to their community and have meaningful conversations about potential applications.
- [14] Other feedback will also be taken into consideration when making recommendations in the discussion below.

#### **DISCUSSION**

- [15] Change from three rounds a year to two:
  - (a) Proposed rounds are 1-20 March and 1-20 October, which will provide more time for decision panel review.
  - (b) It will consolidate the amount of time spent on ECO Fund administration and keep it manageable, while still allowing two opportunities for applicants to apply for funding each year.
  - (c) The dates proposed are better aligned with Council meeting schedules and avoid the New Year period when many people are on leave.
- [16] We recommend keeping the funding level at \$250,000 per year. While the fund was over-subscribed, the ECO Fund is currently funded from general reserves. We will recommend changing the funding structure as part of the 2021 Long-term Plan process, so it is not funded from reserves and has a more sustainable funding model.
- [17] We would like to hold two annual functions in June (Dunedin and Cromwell) to celebrate successful applicants from that year. This allows us to promote the timeframe to successful applicants so they can plan for it and caters for those living in the Queenstown Lakes/Central Otago districts.

#### Purpose of the fund

- [18] An expansion of the ECO Fund's purpose has been outlined below. This has had input from staff, and better aligns the ECO Fund to ORC's current priorities.
- [19] Relevant adjustments to the assessment sheet will be made by ORC staff, based on feedback from both staff and councillors involved in the ECO Fund decision panel process.

ECO Fund purp	oose - Emphasis on community and environment
Purpose	Support community-led projects that protect, enhance or promote Otago's environment. Projects that align with ORC's four priorities will be given preferential selection.
Criteria	<ol> <li>Your project must:         <ol> <li>Occur in Otago</li> <li>Engage or involve the community</li> <li>Protect, enhance and/or promote the environment</li> </ol> </li> <li>Align with ORC work programmes, including but not limited to: water quality, water quantity, biodiversity, biosecurity, climate change, urban development, air quality, coastal/marine environments         <ol> <li>Please note projects that align with ORC's current priority areas of water, climate change, urban development and biodiversity will be given preferred selection (see our website for more information on what these priorities mean www.orc.govt.nz/plans-policies-reports/corporate-plans-and-reports/annual-plan)</li> </ol> </li></ol>

# Assessment How applications will be assessed by staff and Councillors: criteria 1. Does the project occur in Otago? 2. Does the project involve/engage the community? 3. Do one or more of the following apply (tick those that apply): a. Protect the environment b. Enhance the environment c. Promote the environment (e.g. does it create awareness in the community or educate school children?) 4. Does the project align with ORC work programmes? Projects that align with ORC's current priority areas water, climate change, urban development and biodiversity will be given preferred selection. (See our website for more information on what these priorities mean <a href="www.orc.govt.nz/plans-policies-">www.orc.govt.nz/plans-policies-</a> reports/corporate-plans-and-reports/annual-plan)

#### Notes:

 Survey responses identified a desire to keep the fund broad and even broaden it further.

5. For points 2, 3 (a,b,c) and 4, how much impact will the project

• ECO Fund stands for *Environment. Community. Otago*. Keeping the focus on the environment broadly speaking is in keeping with this.

# [20] Amendments to terms and conditions.

have?

Current	Proposed
The applicant can only submit one application per funding round	Remain unchanged
The project must have a defined start and finish date. We fund both one-off projects and those running over multiple years (with a need to report, then re-apply the next financial year)	Remain unchanged
Applicants must disclose any other funding they have applied for or received for this project	Remain unchanged
All funding is GST exclusive	Remain unchanged
Successful applicants must agree to Otago Regional Council promoting their project	Remain unchanged
Successful applicants must agree to report on the project outcomes to ORC within a specified timeframe, and account for how funds were spent	Remain unchanged
Successful applicants agree to report on their project at a council meeting, if requested	Remain unchanged
Where applicants seek funding over \$150,000, Otago Regional Council will only fund a proportion of the total project (to	Where applicants seek funding over \$50,000, Otago Regional Council will only fund a proportion of the total project (to

be determined on a case-by-case basis) 1	be determined on a case-by-case basis)
If the ECO Fund is over-subscribed in any funding round priority will be given to projects in threatened and vulnerable habitats and ecosystems	Remain unchanged
If successful applicants plan to seek more funding in a future funding round there is no guarantee that any future funding applications will be successful	Remain unchanged
The ECO Fund will not fund retrospective costs	Remain unchanged
If work funded is not completed within the given time frame Otago Regional Council reserves the right to request the return of funds unless otherwise agreed	If work funded is not completed within the given time frame or funds are not spent as agreed, Otago Regional Council reserves the right to request the return of funds unless otherwise agreed
Government organisations and their staff cannot apply to the ECO Fund	Remain unchanged
Decisions made by Otago Regional Council are final and are made at our sole discretion	Remain unchanged
<ul> <li>The ECO Fund does not:</li> <li>Fund projects for commercial or private gain</li> <li>Cover maintenance for existing projects unless otherwise agreed</li> <li>Fund retrospective costs</li> <li>Assist in the response to any actual or potential enforcement action.</li> </ul>	<ul> <li>The ECO Fund does not:</li> <li>Fund projects for commercial or private gain</li> <li>Provide funding to individuals</li> <li>Cover maintenance for existing projects unless otherwise agreed</li> <li>Fund retrospective costs</li> <li>Assist in the response to any actual or potential enforcement action.</li> <li>If funding is requested for salary costs, only 50% will be funded</li> </ul>
	Funds granted expire six months after Council approval. If the applicant fails to uplift funds within the six months (unless otherwise agreed) funds will go back into the ECO Fund to be allocated to another applicant in the next funding round

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<sup>&</sup>lt;sup>1</sup> This is too much and sets an unrealistic expectation of what we will fund, we recommend setting a new threshold for partial funding for \$50,000.

#### [21] Amendments to criteria.

Current	Proposed
<ul> <li>The project must occur within the Otago region and protect or enhance the environment</li> <li>Align with ORC's priorities, e.g. pest management, water quality, air quality, water conservation, biodiversity</li> <li>The project must achieve at least one of the following:         <ul> <li>Benefits community participation in an environmental project</li> <li>Align with ORC's vision: For Our Future. Working together for a sustainable Otago</li> </ul> </li> <li>The project is not for private or commercial gain</li> </ul>	<ol> <li>The project must:         <ol> <li>Occur in Otago</li> <li>Engage or involve the community</li> <li>Protect, enhance and/or promote the environment</li> </ol> </li> <li>Align with ORC work programmes, including but not limited to: water quality, water quantity, biodiversity, biosecurity, climate change, urban development, air quality, coastal/marine environments         <ol> <li>Please note projects that align with ORC's current priority areas water, climate change, urban development and biodiversity will be given preferred selection (see our website for more information on what these priorities mean www.orc.govt.nz/plans-policies-reports/corporate-plans-and-reports/annual-plan)</li> </ol></li></ol>

[22] Relevant updates will be made to the ECO Fund Councillor decision panel terms of reference after recommendations from this report are signed off by Council. The Chair of the decision panel will also need to be reviewed once the new Council has been appointed.

#### Continue with annual reviews of the ECO Fund

[23] The ECO Fund will need to constantly improve and adapt to ORC's work programmes. Yearly review will also give the newly elected Council the opportunity to have an input into how the Fund is structured.

# **ATTACHMENTS**

Nil

#### 11. MATTERS FOR NOTING

#### 11.1. General Manager's Report on Progress

**Prepared for:** Communications Committee

**Report No.** SHE1845

**Activity:** Governance Report

**Endorser:** Sally Giddens, General Manager People, Culture & Communication

**Date:** 17 July 2019

#### **PURPOSE**

[1] As per past practice, this report primarily covers operational detail on the communications aspect of projects. As we move towards a 'business partnering' workstyle within this working group, communications components will increasingly be situated in context within other committee reports where relevant.

#### [2] RECOMMENDATION

That the Council:

1) Receives this report.

#### **COMMUNICATIONS AND ENGAGEMENT UPDATE (JUNE-JULY 2019)**

- The Annual Plan came into effect on 1 July 2019. This has been shared on our website and printed copies are being delivered to national and local libraries, ORC Councillors and Executive, and ORC offices/depots. The next stage is to continue educating our community on what ORC does and to demystify rates. We will do this through incorporating messaging into relevant communications, so the community gets a better understanding of the work ORC does and how their rates are spent.
- [4] An elections social media campaign has been put together to encourage people to stand for local body elections, including key dates to remember.
- [5] We have collaborated with the Dunedin app *My Little Local* to promote the app as the primary or secondary source for public transport information. *My Little Local* is already well used as a one-stop-shop for Dunedin-related news, events and information. We are running a competition with a draw for giveaways for those who sign up to the app and have engaged with businesses near the bus hub for the giveaways.
- [6] We are launching a trial version of real-time bus tracking for Queenstown with all channels engaged to highlight this major milestone.
- [7] A communications plan is being implemented for deemed permits, which includes: adding a new, updated brochure; general media releases about the process we are undertaking and our readiness to complete the task; and individually addressed letters to each deemed permit holder checking if they plan to apply for a resource consent.

- Follow-up letters are being developed for specific catchments and groups with different time scales, along with key messages about what they need to do.
- [8] The 'Burn Dry, Breathe Easy' air quality campaign continues, with the purpose to educate the Arrowtown community (and communications across Otago) to only burn dry wood. The engagement is also being used as an opportunity to promote ORC's Clean Heat Clean Air subsidy, as well as our partners' Cosy Homes Trust and EECA's resources. We continue to work with other ORC staff members from science and compliance, to ensure consistent messages from ORC.
- [9] Our business-as-usual work of communications planning and campaigns continues, with highlights from this reporting period including:
  - Leith Flood Protection Scheme communication with residents and key stakeholders in the area to notify them of the change of date for reopening the Dundas St bridge. This is due to two pieces of additional works to the programme.
  - Working with Dunedin City Council and NZTA in the Connecting Dunedin partnership to create a series of videos to promote active travel and public transport in Dunedin.
  - We submitted a column to Central Otago News about sediment and best practise to protect water quality.
  - Updates on the pest plan review and hearings to submitters and the community.

# **UPCOMING COMMUNICATIONS AND ENGAGEMENT ACTIVITY (AUGUST/SEPT 2019)**

- [10] Summary of upcoming communications and engagement activity:
  - We have developed an over-arching water campaign to integrate all work ORC does around water. This will involve using the Good Water in Otago brand across all water-related communications, along with key messages that have been developed to help the community understand how the different pieces of work interrelate.
  - We are filming a video on 30 July to promote the good work being done by a South Otago group to improve water quality, thanks to funding they received from the ECO Fund. We will utilise this as part of our Good Water in Otago campaign, and to promote the ECO Fund.
  - Implementing the communications plan for going back to the Arrow and Cardrona catchment communities with potential river management scenarios. Communications will include media releases, newspaper and radio advertising, consultation meetings in Arrowtown and Wanaka (TBC early September 2019), online consultation via YourSay, social media and On-Stream newsletter articles.
  - We are working with the policy team on the Manuherekia consultations for values and future aspirations for waterways in the catchment, which will be in the third week of September 2019. Communications will follow a similar format to the Arrow and Cardrona consultations.
  - Consultation on the remediation options at Lake Hayes will take place over a four-week period from 6 August 2019. The campaign will be focused on educating the community on the pros and cons of each intervention option with the opportunity to provide feedback on public preference for Council consideration.
  - We continue to work closely with the public transport team on the RITS project.
  - We are planning communications around the launch of additional route in Queenstown the much-demanded direct Lake Hayes Estate to Town service.

- We are planning communications and new collateral with the move of the Queenstown CBD stops from Camp Street to Stanley Street at the same time providing new shelters, signage and a kiosk.
- A number of campaigns will continue over the winter months, including the Burn Dry Breathe Easy (air pollution prevention) campaign, winter grazing (related to water quality) and rabbits (biodiversity/biosecurity).
- The Communications and Engagement team is looking into the potential for ORC to develop a Youth Council. We will present a paper to Council at the first committee round of the new triennium.

#### **CUSTOMER EXPERIENCE STRATEGY - UPDATE**

- [11] Following customer journey mapping exercises, collating customer feedback and surveying our customers; our consultant, Pivot Point, presented their Customer Service Strategy report to us on 11 July 2019.
- [12] We are currently reviewing the detailed report from which an implementation plan will be developed, prioritising the actions (including 'quick wins') over the coming months. A key part of this work will address how we might best leverage a range of service enhancements to improve how our customers (internal and external) experience ORC's customer services.

#### **Attachments**

Nil

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No Notices of Motion have been filed.

**13. CLOSURE** 

# Communications Committee 20190801 Attachments

8.1. Minutes of the 12 June 2019 Communications Committee	2
8.1.1. Communications Minutes 20190612	2



# Minutes of a meeting of the Communications Committee held in the Council Chamber on Wednesday 12 June 2019, commencing at 10:00 am

#### Membership

Cr Michael Deaker

Cr Carmen Hope

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

(Chairperson)

(Deputy Chairperson)

# Welcome

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

#### 1. APOLOGIES

No apologies were noted.

# 2. LEAVE OF ABSENCE

No leaves of absence were requested.

### 3. ATTENDANCE

Sarah Gardner (Chief Executive)

Nick Donnelly (General Manager Corporate Services and CFO)

Gavin Palmer (General Manager Operations)

Sally Giddens (General Manager People, Culture and Communications)

Peter Winders (Acting General Manager Regulatory)

Andrew Newman (Acting General Manager Policy, Science and Strategy)

Liz Spector (Committee Secretary)

Lisa Gloag (Manager Communications and Engagement)

Eleanor Ross (Manager Communications Channels)

#### 4. CONFIRMATION OF AGENDA

The agenda was confirmed as tabled. Cr Laws requested Mrs Giddens to provide details about the restructuring of Communications during her GM Report.

#### 5. CONFLICT OF INTEREST

No conflicts of interest were advised.

# 6. PUBLIC FORUM

No public forum was conducted.

# 7. PRESENTATIONS

No presentations were held.

# 8. CONFIRMATION OF MINUTES

# 8.1. Minutes

Resolution

That the minutes of the meeting held on 1 May 2019 be received and confirmed as a true and accurate record.

Moved: Cr Deaker Seconded: Cr Hope

CARRIED

#### 9. ACTIONS

# Status report on the resolutions of the Communications Committee

SHE1841	ECO	Fund	01/05/2019	Contact designated IN
Decision Pa	nel			Councillors to start process PROGRESS
				for ECO Fund Round 3
SHE1841 GI	√ Report		01/05/2019	GM to contact ECan for COMPLETE
				information on Youth
				Council Programme
SHE1840 GI	И Report		01/05/2019	Review website search ASSIGNED
				function and indexing

#### 10. MATTERS FOR COUNCIL DECISION

# 10.1. ECO Fund Applications: 1-20 May 2019 Funding Round

Cr Deaker thanked the members of the ECO Fund decision panel. He said the first full year for the fund had been very successfully completed, with many organisations submitting applications. He said the panel members were pleased to be able to provide financial assistance to the successful applicants. Cr Deaker said many of the applications were submitted by excellent Otago organisations and it had been very difficult to select the winners. He said he hoped that the unsuccessful applicants would apply again in the future.

Cr Kempton said it was good to see applications coming in from all over the region. Cr Scott said it was a privilege to be a panel member and the fund was a great vehicle to facilitate achievement of the outcomes supported by the ORC. Cr Woodhead suggested it would be good to invite all the applicants to meet as a group and discuss the outcomes and work together to assist with next year's applications. Cr Bell also said when engagement meetings are conducted in locations where submitters are based it would be good to invite them along. There was no further discussion and Cr Deaker asked for a motion.

#### Resolution

That the Council:

- 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

Control of Weed Species in and around lakes and wetlands
Creek Project
45th Parallel Project
Predator Free Wye Creek
Satellite Monitored Live Predator Trapping (No More Bad Cats)
Waiwera Kaihiku Farmer-led Watercare Group
Water Testing

#### Applications over \$5,000

Bring Back the Seabirds- Sandymount Titi colony protection Environmental Monitoring and restoration of Matinaka Hawksbury Lagoon Makarora Catchment Threatened Species Project Wakatipu Reforestation Trust Staff Costs Moved: Cr Hope Seconded: Cr Woodhead

CARRIED

Cr Noone left the meeting at 10:08 am.
Cr Noone returned to the meeting at 10:09 am.

#### 11. MATTERS FOR NOTING

# 11.1. General Manager's Report on Progress

GM People, Culture and Communications Sally Giddens spoke to her report. She also provided more details about the restructuring of the Communications team per Cr Laws request. She said earlier this year the ORC directorates had gone through a reorganisation, part of which resulted in combining Stakeholder Engagement, Communications, Human Resources and Health and Safety into one directorate called People, Culture and Communications. She said while there were no material changes to the departments, it allowed staff to make changes to enable stakeholder engagement integration across the organisation. Mrs Giddens said the team will incorporate a more targeted approach to bring ORC in closer communication with its customers. Chief Executive Gardner said much deliberation had been put into the development of a new comms plan, partially in recognition that the previous strategy needed a broader focus. Cr Laws said he felt there was less engagement with the wider community over the past six to nine months. Cr Deaker suggested that because the amount of community response to the Annual Plan engagement approach was less than anticipated, it was not a failure of the approach, but possibly due to consultation fatigue. Cr Laws asked what Mrs Giddens meant by a more targeted approach. Mrs Gardner said a targeted approach focuses on using existing resources to get the best return, putting more focus on strategy and what best benefits the community and to accomplish ORC goals. Cr Hope said she had received good feedback on the Waterlines publication and suggested that it could be expanded. Mrs Giddens said Waterlines and Onstream are critical comms publications and staff is looking at ways to enhance them. After further discussion, Cr Deaker asked for a motion.

#### Resolution

That the Council:

Receives this report.

Moved: Cr Woodhead

Seconded: Cr Bell

CARRIED

### 12. NOTICES OF MOTION

No Notices of Motion were advised.

#### 13. CLOSURE

There was no further business of the Communications Committee and Cr Deaker declared the meeting closed at 10:47 am.

Chairperson	Date	