

Community Partnerships Committee 26 June 2025



Meeting will be held in the ORC Council Chamber, Level 2, Philip Laing House, 144 Rattray Street, Dunedin and live streamed on the ORC YouTube Channel

Members:

Cr Michael Laws (Co-Chair)
Cr Elliot Weir (Co-Chair)
Cr Alexa Forbes
Cr Gary Kelliher
Cr Lloyd McCall
Cr Kevin Malcolm
Cr Tim Mephram
Cr Andrew Noone
Cr Gretchen Robertson
Cr Alan Somerville
Cr Kate Wilson

Senior Officer: Amanda Vercoe, GM Strategy and Customer, Deputy Chief Executive
Meeting Support: Kylie Darragh, Governance Support Officer

26 June 2025 09:00 AM

Agenda Topic

Page

1. WELCOME

2. APOLOGIES

No apologies received at the time of agenda publication.

3. PUBLIC FORUM

No requests to speak received prior to publishing agenda.

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. DECLARATION OF INTERESTS

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. The Register of Members Pecuniary Interests are published on the ORC website.

6. PRESENTATIONS

No requests for presentations were received at time of agenda publication.

7.	CONFIRMATION OF MINUTES	3
That the minutes of the Regional Leadership Committee meeting held on 9 April 2025 be received and confirmed as a true and accurate record.		
8.	OPEN ACTIONS FROM RESOLUTIONS OF THE COMMITTEE	
There are no open actions from resolutions of the committee to be noted.		
9.	MATTERS FOR CONSIDERATION	7
9.1	Reporting on Community Survey Action Plan 2024-25	7
To report back on progress against the action plan from the 2023 Community Survey. This covers actions in 2024 and the first half of 2025.		
9.1.1	ORC Community Survey Action Plan 2023	11
10.	CLOSURE	



**Regional Leadership Committee
MINUTES**

Minutes of an ordinary meeting of the Regional Leadership Committee held in the Council Chamber, Level 2 Philip Laing House, 144 Rattray Street, Dunedin on Wednesday 9 April 2025, at 3:00 PM.

<https://www.youtube.com/live/nlQLHC6HeKw?si=LREVcHf3hEFgWHFA>

PRESENT

Cr Elliot Weir
Cr Michael Laws
Cr Alexa Forbes
Cr Gary Kelliher
Mr Hoani Langsbury
Cr Kevin Malcolm
Cr Lloyd McCall
Cr Andrew Noone
Cr Gretchen Robertson
Cr Alan Somerville
Cr Kate Wilson

(Co-Chair)
(Co-Chair, online)
(online)

1. WELCOME

Chair Weir welcomed Councillors, members of the public and staff to the meeting at 3:00pm. Staff present included Richard Saunders (Chief Executive), Anita Dawe (GM Regional Planning and Transport), Joanna Gilroy (GM Environmental Delivery), Tami Sargeant (GM People and Corporate), Amanda Vercoe (GM Strategy and Customer, Deputy CE), Kylie Darragh (Governance Support).

2. APOLOGIES

Cr Wilson Moved, Cr Somerville Seconded:

That the apology for Cr Tim Mephram be accepted.

MOTION CARRIED

3. PUBLIC FORUM

No requests to address the Committee under Public Forum were received.

4. CONFIRMATION OF AGENDA

Cr Weir Moved, Cr Wilson Seconded:

The agenda be confirmed as published.

CARRIED

5. CONFIRMATION OF MINUTES

Cr Wilson Moved, Cr Noone Seconded

That the minutes of the Regional Leadership Committee 21 November 2024 be received and confirmed as a true and accurate record.

MOTION CARRIED

6. PRESENTATIONS

No presentations were held.

7. DECLARATIONS OF INTERESTS

No changes to Councillor Declarations of Interests were noted.

8. OPEN ACTIONS FROM RESOLUTIONS OF THE COMMITTEE

There are currently no open actions for this committee.

9. MATTERS FOR CONSIDERATION

9.1. Environmental Delivery Group Regulatory Update: Quarterly Report

[YouTube 9:09] This paper updated the Committee on the activities of the Regulatory Teams of the Environmental Delivery Group between 1 July and 31 January 2025. Alexandra King (Manager Consents), Simon Wilson (Manager Environmental Delivery Data and Systems) and Joanna Gilroy (GM Environmental Delivery) were available to respond to questions.

At 3:10 pm Cr Laws joined the meeting.

Resolution RLC25-101: Cr Robertson Moved, Cr Somerville Seconded

That the Committee:

- 1. Notes** this report.
- 2. Notes** the 2023/2024 Analysis of the Compliance Monitoring and Enforcement Metrics prepared for Te uru Kahika Regional and Unitary Councils.

MOTION CARRIED

9.2. Overview of summer activities of the Harbourmaster Team

[YouTube 19:32] The report provided an update to the Committee on Harbourmaster activity and operations following the completion of the 2024/2025 summer season (1 November 2024 to 28 February 2025). Steve Rushbrook (Harbourmaster) online, and Joanna Gilroy (GM Environmental Delivery) were available to respond to questions.

Resolution RLC25-102: Cr Kelliher Moved, Mr Langsbury Seconded

That the Committee:

- 1. Notes** this report.

MOTION CARRIED

9.3. Territorial Authority Wastewater Treatment Plant Compliance Summary Report

[YouTube 23:00] The report provided the Committee with a summary of the compliance of Territorial Local Authority (TLA) wastewater treatment plants (WWTPs) and the actions that have been taken by Council to achieve compliance. The report covered the period 1 April 2023 to 31 December 2024 inclusive. Joanna Gilroy (GM Environmental Delivery) and Richard Saunders (Chief Executive) were available to respond to questions.

Resolution RLC25-103: Cr Robertson Moved, Cr Malcolm Seconded

That the Committee:

- 1. Notes** this report.

MOTION CARRIED

9.4. LGNZ Local electoral reform draft position paper

[YouTube 1:30] The paper invited feedback on Local Government New Zealand's (LGNZ's) local electoral reform draft position paper. Marianna Brook (Principal Advisor Mayoral Forum and Local Government Reform), and Amanda Vercoe (GM Strategy and Customer) were available to respond to questions on the report. Following discussion there was a brief adjournment to amend the recommendation.

At 4:43 pm it was moved by Cr Weir and seconded by Cr Wilson

That the committee adjourn for 5 minutes.

MOTION CARRIED

Resolution RLC25-104: Cr Wilson Moved, Cr Forbes Seconded

That the Committee:

- 1. Notes** *this report.*
- 2. Approves** *option 1 endorsing LGNZ’s discussion paper on local electoral reform before the 28 April 2025 deadline.*
- 3. Agrees** *that the Chair be authorised to approve and submit the feedback to LGNZ.*

BY DIVISION

FOR:	Cr Forbes, Cr Noone, Cr Robertson, Cr Weir, Cr Wilson, Mr Langsbury.
AGAINST:	Cr Kelliher, Cr Laws, Cr Malcolm, Cr McCall, Cr Somerville.
ABSTAINED:	None.

MOTION CARRIED (6 votes for / 4 votes against)

10. CLOSURE

There was no further business and Chair Weir declared the meeting closed at 5:00 pm.

Chairperson

Date

9.1. Reporting on Community Survey Action Plan 2024-25

Prepared for: Regional Leadership Comm

Report No. COMS2501

Activity: Internal Projects: Corporate

Author: Vicki Roach (Team Leader Brand and Marketing), Jo Galer (Manager Communications and Marketing)

Endorsed by: Amanda Vercoe, General Manager Strategy and Customer

Date: 26 June 2025

PURPOSE

- [1] To report back on progress against the action plan from the 2023 Community Survey. This covers actions in 2024 and the first half of 2025.

EXECUTIVE SUMMARY

- [2] The first ORC Community Survey was conducted as part of the 2020/2021 Annual Plan, and completed in 2021; the second at the end of 2022, and the third at the end of 2023. The results of the three surveys were reported to Council in December of these respective years.
- [3] The 2023 survey recommended:
- a. Ongoing focus on water quality and climate change initiatives and communicating the impacts of any initiatives that ORC has undertaken.
 - b. More targeted communication and engagement strategies.
 - c. Continue to improve public transport delivery.
 - d. Improve efficiency in delivery of ORC services.
- [4] This report provides a progress update against the action plan from the 2023 Community Survey. This covers actions across 2024 and the first half of 2025. Good progress has been made across the suite of actions (attachment 1).
- [5] The next community survey is due to be run at the end of 2025.

RECOMMENDATION

That the Committee:

- 1) **Notes** this report.
- 2) **Notes** the attached progress report against the actions from the 2023 survey.
- 3) **Notes** that the Otago Regional Council Community Survey will be carried out again at the end of this year (2025) and reported to Council.

BACKGROUND

- [6] During the 2020/2021 Annual Plan process, Councillors requested that staff initiate a project to deliver a community survey for ORC. Versus Research were engaged to deliver a community survey annually for three years commencing in 2021.

- [7] The last survey and action plan was produced at the end of 2023, and reported to the Regional Leadership Committee in February 2024 (<https://www.orc.govt.nz/media/16209/regional-leadership-agenda-2024-02-21.pdf>). A decision was made at that time to move to a two-yearly survey, given that we had three years of benchmarking data collected. Council is due, as per that recommendation, to resume the survey of its community, at the end of this year.
- [8] Each time the survey results are produced, we prepare an action plan that contains initiatives to match the needs identified in the survey – or areas for improvement and requiring more effort for ORC. The tasks take a ‘whole of organisation’ approach, recognising that the survey learnings apply to every team.

DISCUSSION

- [9] Attachment 1 shows the progress made against the approved 2024/25 Community Survey Action Plan. Many actions have been completed and some remain ongoing.
- [10] A significant focus for 2024 was building on the number of positive news stories about the organisation and sharing more about what we are doing across a wide variety of platforms. Also, rebuilding ORC’s website which helps to tell those stories. There has been an ongoing increase in content, and increased video content, across all ORC-owned media channels.

Highlights from the 2024 and 2025 implementation plan:

- [11] A key highlight was the installation of ORC’s new website, which includes improved searchability and design, has driven a rise of 1 million page views a year from 2023 to 2024, and an increase in users of around 200,000 between 2023 and end of 2024 calendar year.
- [12] Others include:
- Due to upskilling of staff and upgrading equipment, we now produce more video campaigns and animations e.g. rabbit and pest management and promoting harbour master activities.
 - Growth in Facebook followers between the start of 2024 and the start of 2025 was around 1400.
 - Sustained Onstream newsletter numbers via subscriptions, sitting at about 1200.
 - A high-level comms strategy signed off by Council – an implementation plan for this is underway.
 - A debrief following the 2024 and 2025 Wānaka A&P showed that it was a success, with healthy, engaged, regular numbers through the tent as per our data collection.
 - Engagement strategy signed off, with a new tiered stakeholder list developed.
 - South Dunedin Future and Head of the Lake (Glenorchy) media and communications delivered to a high level, and into the community, alongside the DCC in the case of South Dunedin, and QLDC for Glenorchy.
 - Communications and posts – assistance to CDEM in October 2024 emergency flooding event.
 - Promoted numerous public transport initiatives, including electric buses and provided ongoing high level of public transport communications to keep passengers informed of changes e.g. cruise ship season. There has been significant

growth in patronage that reflects the work from the PT team and also from the communications and marketing team.

- Delivered internal plain language workshops to ORC staff from the communications and marketing and legal teams. Feedback was positive.
- Successful Land and Water Regional Plan consultation received more than 500 submissions showing our newsletters and advertising achieved cut-through to our communities.
- A stronger focus on public education mostly via social media helped to raise awareness of pests, including lagarosiphon, rabbits and wallabies.

OPTIONS

[13] No options are provided as this is a noting paper.

CONSIDERATIONS

Strategic Framework and Policy Considerations

[14] Developing an action plan in response to the findings of the Community Survey will assist ORC in achieving the vision and commitments contained within the strategic directions.

Financial Considerations

[15] There are no financial considerations associated with this report. Actions contained within the Action Plan have been incorporated as part of business as usual activities and existing budgets.

[16] \$50,000 has been budgeted for the 2025 survey. Early investigations have indicated the cost of delivering the survey has risen considerably, so staff are currently looking at options for reducing the cost and will bring a proposal for the 2025 survey to Council for consideration.

Significance and Engagement

[17] The decision sought by this report is not considered significant when reviewed against He Mahi Rau Rika.

Legislative and Risk Considerations

[18] There are risk considerations associated with not reporting on a Community Survey Action Plan. It is important for Council to be seen to respond to the feedback we receive from the community.

Climate Change Considerations

[19] There are no climate change considerations associated with this report.

Communications Considerations

[20] Nil.

NEXT STEPS

- [21] Staff will continue to prepare for the 2025 community survey and will bring back a paper with options for Council consideration by September 2025.

ATTACHMENTS

1. ORC Community Survey Action Plan 2023 Draft for council 1 [**9.1.1** - 9 pages]

ORC Community Survey Action Plan 2023 (for 2024- 25 implementation)

Ref	Description	Area of Focus Link to recommenda tions	Teams Responsible	Details/ Next steps	Progress 12/06/25
1	Regional A&P Shows and Wānaka A&P Show 2024 and other community workshops and events	Perceptions: Services Knowledge: Activity Awareness Engagement	Comms and MKTG, Environmental Implementation, Councillors, other ORC teams Ongoing From previous year	<ul style="list-style-type: none"> Build on the success of 2023 Wanaka 8-9 March, Omakau Saturday 10 Feb, Ranfurly Wednesday 14 Feb, Roxburgh Saturday 17 Feb, Middlemarch Tuesday 19 March EIT/Regulatory workshops eg IWG and Freshwater Farm Plans 	<ul style="list-style-type: none"> The Wānaka A&P Show took place in March 2025. This was led by the Communications team and built on learnings from 2024. There was a steady stream of visitors, and a visitor survey showed 91% of respondents were happy with their experience visiting the ORC tent. 29% of respondents left with new information and 22.9% found the available range of information helpful. The Wānaka Show has been identified as a regional engagement event and will be led by the Partnerships and Engagement team going forward. Partnerships and Engagement will report in more depth on numbers/success of this initiative, alongside other strategic events. EIT team have attended several small A&P shows, also on the strategic calendar. Intensive winter grazing workshops occurred Public transport had a stall at O Week.
2	Build community engagement framework and using as a guide for best-practice communications, methods and timings.	Engagement	Lead Team: Executive Advice Supporting: Environmental Implementation,	<ul style="list-style-type: none"> Conduct a deep dive on community engagement as a strategic risk that will be presented to Audit and Risk in March. We have also undertaken a key stakeholder analysis and the development of a tiered key stakeholder list for the 2024-34 LTP as well as the development and 	<ul style="list-style-type: none"> Engagement Framework was signed off by Council. Intensive winter grazing workshops are ongoing. Work on videos, web material and newsletter items around boating/harbour safety, responsibilities for pest control, and hazards, e.g. Glenorchy and South Dunedin, are also ongoing. There have been public participatory/engagement events also with

	Building engagement through educational activities		Comms and MKTG, Reshaped from previous year	<p>implementation of early engagement with key stakeholders for the 2024-34 Long-Term Plan.</p> <ul style="list-style-type: none"> • Work on an Engagement framework for ORC. • Through educational programmes, workshops, and participatory events can enhance awareness and support for ORC's initiatives. Such approaches are particularly relevant in climate change adaptation and natural hazard risk reduction, where residents can feel empowered through improved communication and then play a tangible role in supporting their communities., alongside ORC. 	regards to the aforementioned two areas where flooding risks are known. Work has also been done to set up a Taieri flood scheme liaison group that stems from the community – communications assisted to drive participation in this group.
3	Develop ORC Brand — Strategy around consistency in messaging. Visual identity, style guide etc. Templates for channels,	Delivers against all areas	Comms and MKTG Ongoing From previous year	<ul style="list-style-type: none"> • Need to add to existing templates • IT to complete adding templates directly into PowerPoint and Word • Communications has implemented Plain Language workshops and will continue to roll these out. Writing style guide in progress. • Working with stakeholders to use the correct logos and also brand colours and correct placement wherever possible. 	<ul style="list-style-type: none"> • Powerpoint, Word templates and signature templates now available. • Plain language workshops (10 workshops were held for staff and a survey of participants shows 95% of respondents found the workshop content useful). • Writing style guide WIP. Forecast completion end of year. • Correct logo packs constantly being circulated and communicated so better brand compliance. • New templates, e.g. for design, have been created.
4	Tell more positive stories about ORC staff and their work and promote through various platforms and channels, both owned and paid.	Perceptions: Services Knowledge: Activity Awareness	Whole organisation with help from Comms and MKTG Ongoing From previous year	<ul style="list-style-type: none"> • Produce proactive media releases, supply video and images to media, opportunities for roving comms. Explore new ways of reaching audiences, channels, content ideas. • Social media content strategy to increase followers of ORC page, and engagement • Media Training • Plain language workshops 	<ul style="list-style-type: none"> • Te Mātāpuna continues quarterly, although WIP around delivery post changes and distribution issues. Online format is available also. • Increasing On Stream subscriptions (1230 to 1260) • Our digital channels have strong audience reach – around 700,000 in the year ending 2024. • Combined with a proactive outreach to various teams and increased emphasis on video, we are able to visually show the public what work the

					<p>council is doing across Otago, along with celebrating the work from local community groups.</p> <ul style="list-style-type: none"> • New website allows us to tell stories more visually. Improved communication into the team about initiatives, with more contact with other teams and an established pipeline of information from which to tell those stories, developing. In 2024, the ORC website had around 4.4 million page views. • Plain language workshops are assisting staff to write reports that may need engagement and hence need to be better or more easily absorbed by the public. Satisfaction survey shows these have been very well received and attended. • Social media content strategy is WIP this financial year – completion date November 2025.
5	Water and air quality/land management educational campaigns on initiatives that ORC has initiated	Knowledge: Awareness Perceptions: Services	Regulatory, Science, EIT Comms and MKTG, ORC teams New	<ul style="list-style-type: none"> • Community Survey identified as a recommendation. • Continued focus on water quality initiatives. Communicating the impacts of any initiatives that ORC has undertaken • Communicating in plain language the science and monitoring • Social media campaigns/regular posts • Producing educational materials for public dissemination on web and in print. 	<ul style="list-style-type: none"> • Support given to science and other teams for summer recreational campaign, and other initiatives run by compliance, consents, engineering and EIT teams. Video, posters, media releases, paid content and social posts produced around the summer rec campaign for 2024-25. Also, stories in On Stream and Te Mātāpuna, utilising all channels available. • Enhancing our visual and video content through excellence in design and greater use of film-making expertise in the team. Due to upskilling of staff and upgrading equipment, we now produce more video campaigns and animations, e.g.: rabbits, wilding conifers and other pests, and also promoting Harbourmaster activities, for example.

					<ul style="list-style-type: none"> Science and monitoring communications is WIP – more work needs to be done to effectively communicate science. Web materials and graphics are created on all public-facing initiatives. The Science team worked with Tūhura Otago Museum, Southern Lakes Sanctuary Southern Scales and the University of Otago – Ōtākou Whakaihu Waka to produce a series of guides and infographic factsheets.
6	Climate change and other educational campaigns on initiatives that ORC has undertaken, or activities needing public buy-in	Knowledge: Awareness Perceptions: Services Engagement	Strategy Team, Customer Experience, Comms and MKTG, ORC teams New	<ul style="list-style-type: none"> Community Survey identified as a recommendation. Continued focus on Climate change initiatives. Communicating the impacts of any initiatives that ORC has undertaken. Climate Change Strategy and helping the team communicate this More info on what we are doing on Website Continued public engagement and service in person to explain ORC processes eg rates and public transport. New CRM system coming 	<ul style="list-style-type: none"> Climate change strategy design work, advertising campaign created, plus web copy. 250 submissions were received when consulting on the draft Climate Strategy in August 2024. A reasonable number of submissions received because of this campaign. Others include RPTP (500 submissions); Annual Plan change 2025 (50 people gave feedback). ORC's climate-related South Dunedin Futures and Head of the Lake Strategy work have been socialised well in their respective communities. The SDF work has been recognised at a national level too. ORC's Climate Strategy was referenced when making a public submission on DCC's LTP and will be referenced when submitting on QLDC's Climate and Biodiversity Plan. The Climate Strategy has only been in place for 6 months, but a report on implementation and effectiveness will be reported to Council on 25 June 2025.
7	Long Term Plan (LTP)- Effective communication and engagement	Knowledge: Awareness Perceptions: Services Engagement	Corporate, Comms and MKTG, ORC teams New	<ul style="list-style-type: none"> Create LTP in keystone platform Create Consultation Document and graphics Plan and implement communication and marketing of consultation 	<ul style="list-style-type: none"> Long-term plan and related actions completed. Consultation was completed with around 400 submissions received.

				<ul style="list-style-type: none"> Complete consultation and report back results/close the loop 	<ul style="list-style-type: none"> Individualised letters were sent to all submitters and summary information was made available on the website. Learnings have been carried forward for continuous improvement of corporate planning processes.
8	Land Water Regional Plan (LWRP)- Implementation and communication of changes	Knowledge: Awareness Perceptions: Services Engagement	Policy, Engagement, Comms and MKTG, ORC teams New	<ul style="list-style-type: none"> Identify areas of change requiring targeted and enhanced engagement and communication Create communications and marketing materials for web, mail, media and events that explain the changes and any new processes. 	<ul style="list-style-type: none"> This work was done and change areas were identified; however, no campaign was required as this did not go ahead.
9	Targeted communication and engagement strategies	Knowledge: Awareness Perceptions: Engagement	Environmental Implementation, Comms and MKTG New	<ul style="list-style-type: none"> Community Survey identified as a recommendation. Audience information in survey needs to be put into a simple document Match the type of content with the most appropriate channel, while also ensuring suitable tone and messaging. Developing key metrics to track the engagement of different channels may help to ORC understand successful criteria for each online channel, and refine how and when additional channels are used to maximise reach Building relationships with media and TLA's in regions have started doing this. Crux, QLDC- Scuttlebutt, Central, QT and Wānaka apps Targeted regional campaigns on particular topics, e.g. Queenstown campaign - one region with low awareness, Waitaki and what we are doing is erosion space. 	<ul style="list-style-type: none"> Under way – high-level communications strategy was signed off by Council last December (2024). The implementation plan is under way. Building relationships as staff change in media and TLAs is ongoing. The metrics available are being used – for example, assessments of reach and uptake in our channels, in particular social media, mainstream media and the website. We are now regularly fielding enquiries from the Wānaka and CO apps in particular. Crux has reduced their Queenstown operation – however, we remain very responsive to their news enquiries.

				<ul style="list-style-type: none"> Social Media Strategy and content plan 	
10	Raise the profile (and ORC's role) in managing biosecurity threats — namely wilding conifers and wallabies.	Knowledge: Awareness: Perceptions: Services	Environmental Implementation, Comms and MKTG Ongoing From previous year	<ul style="list-style-type: none"> Partnering with the MPI and TLA's Further community and engagement strategies will be developed and implemented. 	<ul style="list-style-type: none"> Wallaby campaigns are ongoing, working with MPI and media; also, Wānaka Show interest was high in the wallaby tracking dog and stuffed wallaby and information around those. Wilding conifers have been profiled across channels such as On Stream and social media. Four videos on facebook from a staff member have performed very well, with reach above average and a high amount of engagement.
11	Raise the profile of pest control	Knowledge: Awareness	Environmental Implementation, Comms and MKTG Ongoing From previous year	<ul style="list-style-type: none"> Look for opportunities through videos and photo-stories promoted in community newspapers and mainstream media, plus social media and other digital channels. More regular reporting of data through media releases. 	<ul style="list-style-type: none"> A social media campaign was run on rabbit numbers, with another planned; a video created showing what good rabbit prevention measures look like, and staff discuss this with community members face to face at A&P shows. There will be other work that EIT do in the engagement space around this – e.g. Comms has assisted EIT with letters to community groups wanting to set up rabbit control initiatives and groups in their areas, e.g. Moeraki. The communications team highlights ORC's environmental work and support of community environmental initiatives regularly in the On Stream and Te Mātāpuna publications, on ORC's social media channels, via the media and ORC's website. A different pest species is highlighted every month on ORC's website homepage, in On Stream and on social media.
12	Raise awareness among communities of the problems and solutions needed to address concerns in high-risk areas, e.g., Glenorchy/Head of the	Knowledge: Awareness	Natural Hazards Comms and MKTG All of ORC Ongoing From	<ul style="list-style-type: none"> Work proactively with the Natural Hazards team and media that have broad-ranging and in-depth environmental reporting to raise awareness of community resilience work. 	<ul style="list-style-type: none"> South Dunedin Future and Glenorchy media and communications regarding possible solutions and studies into the problem had a high level of media uptake, and went out to the community, alongside the DCC in the case of South Dunedin, and QLDC for Glenorchy.

	Lake (HoTL) and South Dunedin Future (SDF)		previous year		<ul style="list-style-type: none"> There was a high standard and volume of communications, media releases and social media posts as part of assistance by ORC teams given to CDEM July emergency flooding event. Received positive feedback for this work.
13	<p>Raise general awareness of resource consents process with public (attendance at events, social media)</p> <p>Improve efficiency in service delivery/perceived efficiency</p>	<p>Knowledge: Awareness</p> <p>Perceptions: Services</p>	<p>Resource Consents, Environmental Implementation, Comms and MKTG</p> <p>Reshaped from previous year</p>	<ul style="list-style-type: none"> Community Survey identified as a recommendation. The efficiency of ORC's service delivery is directly linked to public perception of the council's effectiveness. Improving processes like resource consent applications and inquiries can significantly enhance the public's experience and satisfaction. Communicating how we are streamlining processes and introducing more digital solutions for applications and inquiries may help to improve the user experience and overall efficiency, Not just about administrative efficacy; it's about building public confidence in ORC's ability to manage environmental and administrative responsibilities effectively. The new website will have lots of opportunities to help with this. 	<ul style="list-style-type: none"> All consents processed within statutory time frames. ORC is one of the quickest councils in the country for processing consents as well as one of the cheapest. All consent enquires responded to within 7 working days — this is a very important service. The Environmental Implementation team has supported the Consents and Compliance teams to deliver intensive winter grazing and dairy effluent workshops with the public, which cover off resource consents processes. Consents team was present at the North Otago A&P Show. Regulatory newsletter merged into On Stream. Media releases – updates for community on hot topics such as winter farm flyovers and moving day.
14	Project: Website re-design our and user experience	<p>Knowledge: Awareness</p> <p>Perceptions: Engagement</p>	<p>Comms and MKTG</p> <p>Ongoing From previous year</p>	<ul style="list-style-type: none"> Build website User testing Content review Ensure search and navigation is efficient 	<ul style="list-style-type: none"> Our new website, a project led by the comms and marketing team, was delivered in July 2024. Number of page views has risen significantly.
15	Work collaboratively (Public transport Communications and	Perceptions: Services Engagement	Public Transport,	<ul style="list-style-type: none"> Back to School campaign Regional Land Transport Plan Planning for e-stops 	<ul style="list-style-type: none"> Back to school campaign was run in early 2025 with 2.8 million impressions across digital channels in the first two weeks.

	<p>providers) to improve the level and speed of communication around services and service disruption.</p> <p>Continue to improve public transport</p>		<p>Customer Experience, Comms and MKTG Reshaped from previous year</p>	<ul style="list-style-type: none"> • Changes to Community Connect subsidies • Maintain a high level of responsiveness on customer requests and social media • Website changes to improve flow of information to bus users • Communication is audience centric (plain language). • Continue to improve public transport a recommendation from the Community Survey. Increasing general satisfaction with ORC's bus service presents an opportunity to build on this positive perception. Enhancing the efficiency, reliability, and coverage of public transportation services is crucial for reducing traffic congestion, lowering emissions, and providing equitable mobility access. 	<ul style="list-style-type: none"> • Changes to Community Connect subsidies and costs for passengers were publicised. Also, the RPTP, gathering more than 550 submissions. • A new web page for PT was set up – with the appearance of being a stand-alone website yet still hosted under ORC's website. This contained Orbus branding and contains key information presented more effectively for users. • Promoted numerous public transport initiatives, including electric buses, and provided ongoing high level of PT comms to keep passengers informed of changes, e.g. cruise ship season summer of 2024/25. There has been a growth in patronage that reflects the work of the PT team, and in the communications space. • A particularly high-profile campaign was the Highlanders bus safety campaign, run by the Comms team, related to safety concerns at the bus hub and on buses.
16	<p>Youth engagement (e.g., attendance at careers fairs, graduate programme, school visits)</p>	<p>Knowledge: Awareness Engagement</p>	<p>People and Culture, Enviro schools. Environmental Implementation, Comms and MKTG Ongoing From previous year</p>	<ul style="list-style-type: none"> • Ongoing school visits • EIT and Enviro schools have started planning in this area. 	<ul style="list-style-type: none"> • Ongoing Enviro schools hui help ORC put our best foot forward in this regard. • Enviro schools worked with school students in Queenstown who created design concepts and artwork which was used to create bus back advertising that promoted ORC's Pollution Hotline. • An effective advertising and communications campaign was run in response to the need for greater awareness of bus hub safety. This involved the Highlanders and achieved widespread engagement across both ORC and Highlanders channels. It was also an effective collaboration with Youth groups run through the DCC.

					<ul style="list-style-type: none">• Ongoing engagement by the Environmental Implementation team with schools and supporting schools’ understanding of stream health and Adopt a Drain.
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