

## 2. PROPOSED COMMUNICATION POLICY

The following report is a revised version of the report considered by the Special Committee at its meeting on 17 April 2003.

Since that date the staff focus group has met. Information from the deliberations of the focus group will be circulated to the Special Committee on Friday 23 May 2003.

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The purpose of this report is to respond to the Committee's decision last year that:

*"staff investigate further, ways of developing an overall communication policy having regard to examples from other Councils, and the Christchurch City Council's existing documentation."*

and, to seek confirmation from the Committee that the following is the appropriate direction to take.

### PROPOSED PROCESS

The process recognises that:

1. A policy will acknowledge and drive the need for a corporate communication strategy plus standards/policies for a number of areas which contribute to the Council's overall communication.
2. In order for the policy to be accepted and useful, and avoid being 'just another policy' on a shelf or computer drive, it is important that those people within the organisation involved with communication are aware of the proposed policy and have an opportunity to provide feedback.

### Content

It is envisaged that the policy will include the following areas:

- Reason for the policy,
- A definition of communication from the Council's perspective,
- Communication objectives,
- Communication principles,
- Key audiences,
- Recognition of the roles the Council fulfils in its communication,
- Relationship to other policies eg consultation.

### Proposed Process

1. Agreement from the Consultation and Communication Special Committee that the above areas are appropriate for inclusion in a Council Communication policy.
2. Consultation/involvement with:
  - (a) Consultation and Communication Special Committee by way of a workshop/meeting in mid-May 2003.
  - (b) Staff (Corporate Team, Unit Managers, Team leaders/members, and particularly those in specific related areas eg consultation coordinator, E-Council web team leader) by way of a focus group in mid-May 2003.
3. Refine on the basis of the above feedback.
4. Return to the Consultation and Special Committee with the results of the above for the meeting scheduled for 20 June 2003.

**Staff**

**Recommendation:** That the above content and process continue to be the basis for progressing a corporate communication policy.

**Chairman's**

**Recommendation:** For discussion.