

9. DRAFT COMMUNICATION POLICY

Officer responsible Director of Human Resources	Author Kay Carston, Communication Team DDI 941-6416
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The purpose of this report is to provide the draft Communication Policy for discussion and adoption (attached). This report will be considered by all Standing Committees and reported back to the Council for final approval through the Strategy and Finance Committee.

INTRODUCTION

Together with its work on the Consultation Policy, adopted by Council at its June meeting, the Consultation and Communication Special Committee has been involved in the preparation of a Communication Policy.

BACKGROUND

The Committee asked staff to look at the range of communication/media policies other Councils have in place. Several Councils were contacted as well as the Communication Manager at Local Government New Zealand. It was found that most had a written policy or guidelines on how to relate with the media. Some had communication documents with varying levels of detail and content, which were being reviewed or work in progress.

The Committee decided that staff investigate ways of developing an overall communication policy documents. A process and areas to be covered in the policy were agreed.

Feedback from a workshop held with staff formed the basis of the first draft of the policy which was presented to the Committee. Amendments were received from the Committee together with a request that more informal language be used.

The amended draft was re-presented to the Committee at its meeting on Friday 20 June where it was adopted subject to some minor amendments and agreed that the policy be circulated to all Standing Committees and Community Boards for comment and feedback to Council via the Strategy and Finance Committee.

The document aims to achieve a consistent approach to communication and recognises the need to be aligned with the consultation policy and other relevant internal policies and standards.

Staff

Recommendation: That the Committee support the draft communication policy.

Recommendation

from the Chair: For discussion.