

11. DRAFT COMMUNICATION POLICY

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The purpose of this report is to provide the draft Communication Policy for discussion and adoption.

INTRODUCTION

Together with its work on the Consultation Policy, adopted by the Council at its June 2003 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 Councils 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 document. 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 20 June 2003 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 the 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 Community Board support the draft Communication Policy.

Chairperson's

- Recommendations:**
1. That the abovementioned recommendation be adopted.
 2. That the Communications Team develop exemplars of best practice as a second stage.
 3. That the Communication Team focus on improving the profile of Community Boards amongst residents and community groups.