

6. DRAFT COMMUNICATION POLICY

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The purpose of this report is to seek the Board's endorsement of the draft Communication Policy (see attached).

INTRODUCTION

Together with its work on the Consultation Policy, adopted by Council at its June meeting, the Consultation and Communication Special Committee, comprised of Councillors Oscar Alpers, Barry Corbett, Paddy Austin, Sally Buck, Carole Evans, Megan Evans, Ingrid Stonhill and Sue Wells, together with Community Board Chairs Yvonne Palmer and Bob Todd, 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 currently a 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 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 Board support the draft Communication Policy.

Chairperson's

Recommendation: For discussion. Board members may suggest how a community board perspective might be included in the policy.