


1. **DO WE NEED A COMMUNICATION POLICY?
IF SO, WHAT WOULD IT LOOK LIKE?**



The Committee considered a report from Grant McSherry (Communication and Advertising Project Manager) outlining the benefits of developing a Council Communication Policy and identifying the elements contained in such a policy.

The report contained the following explanation of communication.

“Success for the City Council in its enabling and community governance roles will be substantially influenced by its ability to communicate the right message to the right audience at the right time and to achieve accurate and appropriate media coverage that gives a positive perception”.

The report also outlined the importance, and development, of a communication policy, which could be achieved by the following three streams of work:

- Information Policy
- Media Policy
- Advertising and Promotion Policy

The Committee **decided** that Councillor Austin and Ken Lawn (Director of Operations) confer with the City Manager regarding an appropriate mechanism to evaluate the Council’s current communication functions.

2. **CITY STREETS UNIT COMMUNITY CONSULTATION PRACTICE MODEL**

Stephen Matheson (Unit Manager), Brian Boddy (Area Engineer, Fendalton) and Jeanette Ward (Project Manager) outlined the background, and current status of a Community Consultation Practice Model.

The following narrative provides an introduction to the key sections of the Consultation and Communication model.

2 Cont'd

Consultation Process Flow Diagram

The flow chart outlines the consultation process and the phase and steps this includes. The consultation process included four phases, these are Pre-Consultation, Strategic Selection, Implementation and Evaluation and Review.

Consultation Guidelines

The guidelines provide definition, roles and responsibilities and guidance on the process steps, tasks and decisions that make up the consultation process (flow chart).

Consultation and Communication Plan

A Consultation and Communication Plan is provided in guide sheet and template form. The plan is to be completed by the consultation leader and forms the basis of all consultation and communication activities and actions.

Consultation Approach Selection Form

This form guides the consultation leader through a list of targeted questions to determine the appropriate consultation approach that should be adopted.

Tool Selection Table Matrix

Targeted questions are applied to assist the consultation leader determine the appropriate consultation tools.

A hypothetical example of how the model is managed is attached and covers the consultation and communication plan for "Something Street".

The Committee **decided**:

1. That the information be received.
2. That the general direction of the new process be supported.
3. That the agenda item "Consultation proposals for Tuam/Lichfield Street swap project" be considered as a joint matter with the Central City Mayoral Forum.

3. SUPPLEMENTARY REPORT

The Committee **resolved** to receive the following supplementary report; the reasons why the matter needed to be considered at the meeting and why it could not be deferred having been explained by the Chairman:

- Do we need a Communication Policy? If so, what would it look like?

The meeting concluded at 11.30am

CONSIDERED THIS 24TH DAY OF APRIL 2002

MAYOR