

## 12. COMMUNITY COMMUNICATION

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Corporate Plan Output: Public Accountability	

The purpose of this report is to outline a proposed communication plan for each Community Board area.

The intention is to create a planned, deliberate and sustained communication programme with the community and the groups and organisations in it.

### BACKGROUND

#### Communication problems

Communicating with residents and groups in the community is a difficult task at present for several reasons:

- People are busy, and there are many messages and interests competing for their attention.
- Communication needs to be sustained and consistent to achieve satisfactory results.
- Community Boards have only small marketing/communication budgets.
- Council communication is generally uncoordinated, creating a lot of competition with messages on local government and services that makes gaining attention harder.
- Politics is often perceived to be boring and irrelevant.
- Messages from community boards and advocacy teams are, as a rule, not of great importance to the wider community, who place higher priority on their lives, businesses, families and finances. Council and Government services are only a concern to people when they do not work or they impact directly in their lives. Many people have never stopped to work out how Council impacts on them.
- Communication in a smaller locality relies less on mass media and more on other channels of communication, whereas the most effective media are the mass media - TV1, TV2 and TV3.

Attached is an outline of a draft Community Plan.

#### Other ideas

There are as many other ways of communicating.

### DEVELOPING A PROGRAMME

The next steps are to:

- Work out a budget and messages. These can be decided through a facilitated process.
- Prioritise audiences, allocate the budget and develop a timetable.

#### Chairperson's

**Recommendation:** That a small group comprising the Chairperson, Deputy and Ingrid Stonhill be established to prepare a draft programme and report back to the September Board meeting.