

## 8. INFORMATION SHARING

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The purpose of this report is to advise the Board of further options to utilise funding allocated for sharing information with the Spreydon-Heathcote community.

### BACKGROUND

During the allocation process of the current year's Project Fund, the Board increased the amount put aside for production and distribution of the Spreydon-Heathcote Newsletter from \$9,000 to \$14,000. It was suggested that the additional money could be used to take advantage of e-technology, and to this end, enquiries were made with the Council's in-house Communications Team.

A presentation by Simone Pearson, representing the e-Council Team, was made to the Board's Finance & Policy Committee in February 2003, for the purpose of assisting the Board to establish an e-communications plan. Links are being established with the Learning Centre, Waltham Cottage, Addington.net and other community groups with an e-interest.

Enquiries have also been made with the Council's Web Team whose suggested course of action was to have the Board's Spreydon-Heathcote Newsletter made available on-line, and a web link was created. This has been achieved at no cost. Enquiries made as at the time of writing this report reveal that no more than 75 hits have been made on the Spreydon-Heathcote Newsletter web site (it is useful to note that only 36% of residents city-wide have access to the internet).

The report writer and Community Advocate met with the Council's Communications Co-ordinator in December 2003 to discuss further options available to utilise the additional funding allocated for information sharing, and suggestions are outlined in Appendix 1. The majority of suggestions are currently being exercised, with the exception of a regular item on what is happening in the Spreydon-Heathcote community in a local paper. An example provided by the Burwood-Pegasus Community Board is attached as Appendix 2.

### CONCLUSION

The Communications Co-ordinator believes that a regular item in a local newspaper would access a wider audience and thereby provide better value, and that the current format of e-communication be continued.

#### Staff

- Recommendation:**
1. That the attached communication guide be adopted.
  2. That, in addition to the Spreydon/Heathcote newsletter, the Board produce an information page in a local newspaper similar to the Burwood/Pegasus example.
  3. That e-communication be continued as at present.

#### Chairperson's

**Recommendation:** For discussion.