



Report 07.310
Date 14 May 2007
File CM/12/04/01

Committee Planning and Monitoring Subcommittee
Author Brett Sangster Communications Manager

Community Engagement Strategy

1. Purpose

To seek the Subcommittee's formal approval for a Community Engagement Strategy framework.

2. Significance of the decision

The matters for decision in this report **do not** trigger the significance policy of the Council or otherwise trigger section 76(3)(b) of the Local Government Act 2002.

3. Background

For some time now Greater Wellington has been trying to develop a Community Engagement Strategy. A draft strategy was considered by the Planning and Monitoring Subcommittee on 5 December 2006. The Subcommittee decided that the draft needed further development and that it was important that the new Communications Manager have some input.

Following his appointment in February 2007, Communications Manager Brett Sangster undertook a diagnosis of communications activities across the organisation. His findings can be summarised as:

Fragmentation: "Communications" happen across divisions with little coordination;

Marketing: Programmes with similar goals are managed separately;

Channels: Lots of information material is prepared and distributed, but opportunities for coordination are sometimes missed. The Internet lacks a user-based strategic framework;

Policies and procedures: None currently exist for communications functions and activities;

Communications people: Currently scattered across the organisation with no clear community of interest and practice.

A Community Engagement Strategy will provide a framework to address these matters. It will also allow us to evaluate our community engagement performance.

A new Strategy was prepared and presented to a Councillors' workshop on Tuesday 10 April 2007 (*Attachment 1*). At that workshop, Councillors supported the approach recommended and the modular approach for supporting strategies.

4. Comment

Work has already started on the supporting strategies, particularly the Communications Strategy and the Consultation Strategy.

It is important that there is staff involvement and buy-in to these strategies and so an inclusive process is being followed. Although this approach takes longer it will produce a better result than a more directive methodology. At present we have three staff steering groups established and there is good commitment to the process.

5. Communication

No communication is necessary at this stage. The Subcommittee will receive drafts of each module as these are completed.

6. Recommendations

*That the Subcommittee recommends to Council that it **endorse** the Community Engagement Strategy (Attachment 1 to this report).*

Report prepared by:

Report approved by:

Brett Sangster
Communications Manager

Jane Bradbury
Divisional Manager,
Corporate and Strategy

Attachment 1: Community Engagement Strategy, April 2007