

Gambling Venue Policy and Board Venue Policy
Psychoactive Product Retail Location Policy
Cemeteries Bylaw

**Draft Communications and Marketing Plan
2015**

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Objectives of the consultation

1. To provide opportunity to advise Government of our Psychoactive Product Retail Location Policy in time for May 2015
2. To review and clarify Cemetery issues not covered in the 2007 bylaw review
3. To clarify issues related to our Gambling Venue Policy and Board Venue Policy in line with new legislation

NB: Outstanding issue is timing of Psychoactive Product Retail Location Policy component. Council should aim to have its policy in place by the time the Government starts issuing licences for psychoactive product retailers in May 2015.

Objectives of the Marketing and Communications plan

1. Inform residents and ratepayers of the consultation objectives and process
2. Inspire engagement
3. Clarify the issues and Council's position

Key dates (all 2015)

1. Wednesday 14 January: Draft bylaw/policies to Strategy Team for review
2. Wednesday 28 January: Council meeting to approve consultation on draft policies and bylaw
3. Monday 9 February: Consultation opens
4. Monday 9 March: Consultation closes (NB: Long Term Plan consultation also opens on this day)
5. Wednesday 15 April: Hearings
6. Friday 17 April: Back-up Hearings day
7. Wednesday 13 May: Council meeting deliberations and adoption (Back-up day is Friday 15 May)

Key Communication Strategies

1. Achieve comprehensive media saturation across targeted channels with significant cut-through of our key messages
2. Adopt an approach that makes people feel we care
3. Motivate and engage our target audiences, encouraging them to participate

Key Communication Tactics

1. Focus primarily on editorially-driven below the line PR
2. Support PR with below-the-line paid advertising (\$4,575.52+GST for mid-2014 Bylaw review)
3. Provide opportunities for direct contact at regionally-driven issue-focussed public meetings

Groups we want to reach

Psychoactive Product Retail Location Policy

1. Thames, Whangamata and Whitianga residents
2. Thames, Whangamata and Whitianga ratepayers
3. Thames, Whangamata and Whitianga town centre retailers
4. NZ Police
5. Destination Coromandel
6. Community health providers
7. Social Welfare Agencies (Supported Life style Hauraki Trust)
8. Sensitive site occupants (schools, churches, etc)
9. The STAR Trust

Gambling venues

- Thames-Coromandel residents and ratepayers
- Current licensed premises
- Destination Coromandel
- Gaming trusts (i.e. Lion foundation, Grassroots)
- Community groups that benefit from charitable grants through gaming machine profits

Cemeteries

- Thames-Coromandel residents and ratepayers
- Funeral Directors
- Clergy and professional celebrants
- Contractors who manage the cemeteries

Audiences

We have existing audiences segmented by interest and area in our email newsletter system, but not all the above groups exist as developed audiences. However, many of our existing eNewsletter and Social Media audiences, as well as the audiences delivered to us by our paid media purchases, contain influencers that will galvanise the groups we wish to reach.

Existing audiences we can reach instantly are:

- Thames-Coromandel district by area
- Residents and ratepayers by segmented interest in our Email Newsletter system
- Elected members and their networks
- The audiences of the local media we advertise with
- Audiences reached by media outlets who amplify the reach of our PR and Social Media content (Waikato Times, Newstalk ZB, CFM, Gold FM, Nga Iwi FM)

Key Communication Channels

1. News releases
2. Existing newspaper bookings
3. Website
4. Social media (NB: Primary source for Newstalk ZB, CFM and Waikato Times)
5. Paid additional newspaper advertising (budget restrictions apply and see list below)
6. Paid radio advertising (budget restrictions apply and see list below)
7. Mayor and CE radio interviews (final say over availability and content is with Mayor and CE)
8. Intranet for internal communication
9. Customer Services for direct contact

Paid advertising recommendations

1. CFM Radio Schedule (District-wide)
2. Informer Half Page (Mercury Bay)
3. The Local Advertiser Half Page (Tairua)
4. Coastal News Half Page (Whangamata)
5. Hauraki Herald Half Page (Thames / District-Wide)
6. Gold FM
7. Nga Iwi FM

Our 2014 Bylaws consultation media schedule used all the above channels except Gold FM (which now has a network and growing audience across the peninsula from Coromandel and down the east coast) and also used The Matarangi Beach Paper, Pauanui Post and Sun (which is not a print channel this year.) So within \$5,000 we can run a bookend (start and end of consultation) campaign across the above list of recommended paid channels. We will not use the Coromandel Town Chronicle because we will not meet publication deadlines for February.

Next steps

1. Create key messages (project team and Communications team)
2. Prepare a website project page
3. Create branding for all marketing, posters, and information packs that will be sent to all stakeholders
4. Prepare branded FAQs
5. Distribute FAQs to Customer Services teams
6. Distribute Key Messages and selected FAQs to stakeholders (which include venues, groups and business affected by any of the consultation subjects)
7. Deliver Marketing and Communications content