

Communications and Marketing Plan

Long Term Plan 2018-2028

Purpose of the 2018-2028 LTP Communications Plan.

To provide our stakeholders with easy-to-understand, relevant information, before, during, and after consultation, so they can make meaningful and informed comments and suggestions about where money should be spent over the next ten years and understand Council's decisions on the same.

To raise awareness that we're consulting on future expenditure - the time to have a say if you want it is now

That we increase the proportion of submitters utilising the on-line submission software to improve efficiencies in administering submissions.

That we can show our Council is providing value for rates and delivering on its responsibilities.

Messages

Slogan

Your money. Your community. Your future.

Have your say Thames-Coromandel

2018-2028 Long Term Plan

www.tcdc.govt.nz/ltp

Key messages

- This LTP puts our core infrastructure front and centre. We have work to do to make sure our drinking water meets safe standards, that our roads are safe to use and that our buildings and structures are well looked after.
- We have a big programme of renewals, maintenance and generally looking after our assets - it's our job to be a good steward of our infrastructure to preserve it for future generations.
- We are being proactive and future focused, looking at what is coming and getting prepared. Understanding changing national standards around water and wastewater early and planning for them means we don't get hit with a big bill later on.
- We are focused on improving our information on coastal hazard risk to council assets for improved decision making by understanding coastal erosion and coastal inundation for the whole District.

Consultation topics (as at January 2018)

- Taking on maintenance of structures on 24 unmaintained Council roads
- Sub regional aquatic facility
- Wentworth Valley Road sealing
- Totara Valley infrastructure service extensions
- Rhodes Park grandstand replacement
- Pottery Lane, Coromandel
- Harbour facility fees for Coromandel-Colville
- Resource Consent fees

- Removing ED Rate
- Change from commercial to residential for B&Bs
- Removing rates remission for second dwellings

Other issues to raise

- Drinking Water Standard upgrades
- Coastal management investigations
- Water supply and wastewater service extension investigations
- Changes to how we manage our financial responsibilities (reserves, debt and borrowing)

Strategy

Providing accurate, concise, relevant and regular information to our audiences through a variety of mediums and meetings

Ensuring any contentious issues and topics of high public interest are identified before consultation begins.

Establishing agreed protocols from the start. Official spokespeople to be either our Mayor, or Chief Executive, in the first instance. All inquiries go through TCDC Communications Group Manager and the LTP Project Manager, with sign-off from the Mayor and CE. This is to ensure messages are consistent, correct and not confusing.

Making our audiences aware they have the opportunity to make a submission on issues in the LTP to help Council with its decision making. Through researching our audiences we know different approaches to obtain feedback from different groups on different issues is needed (see tactics section for how this is to be achieved).

Ensuring our audience is provided with an easy, user-friendly way to make a submission. Online submissions will be promoted by showing those we meet with how to use our online submission process, pointing out the lower cost and simplicity of a digital engagement process, and providing multiple online engagement options (increased use of social media is key). Hard-copy submissions will remain available from our offices for those who are unable or not prepared to submit online.

Audience

Our audience is defined as anyone with an interest or is a stakeholder in the future of the Coromandel. This included the following separate groups:

Thames-Coromandel residents and ratepayers. The Coromandel has a permanent population of around 28,000 people but over summer has peaked to 125,000 people. About 55% of the District's ratepayers own a property in the Coromandel but reside out of the District. This audience has a varying interest in changes to the LTP dependent on how it might affect their properties, community and rates.

Tangata Whenua. We engage with all iwi and hapū in the District who wish us to. Our 'Contribution of Māori to Council Decision Making Policy' sets out ways in which we engage with Māori stakeholders. We have engaged with the Hauraki Māori Trust Board ahead of public consultation. Staff and elected members will be available to meet with Hauraki iwi and hapū at their request.

Government, including Department of Conservation which manages approximately 30% of the Coromandel. Government departments have relevant partnerships with our Council in terms of managing the environment, preserving ecology and biodiversity, roading projects, setting water and wastewater standards and promoting economic development.

Waikato Regional Council. Responsible for managing and protecting land, water, soil, air, coastal and geothermal resources, land transport, biosecurity and civil defence.

Elected members and community boards. There are 30 elected members for Thames-Coromandel. Every member has an interest in ensuring the area they represent is considered in any decision impacting on their ward and the wider district.

Businesses & industries. This includes land developers, primary and secondary industries, including hospitality, tourism, farming and aquaculture sectors.

Community organisations, social and environmental agencies. This includes groups like Age Concern, Te Korowai, St John, Grey Power, Forest and Bird, Moehau Environmental Group etc.

Tactics

For elected member communications.

- Councillor/CB briefings. CWU weekly enewsletter with section on LTP updates as well as an FAQ list to ensure EMs are well-briefed when they are asked by the public about issues out in the community. Briefings and FAQs to be provided by the LTP project manager with Comms support.

External comms pre-consultation

- Having regular updates and briefings between Council and elected members to discuss adverse publicity or contentious issues and provide progress updates, so if elected members get asked by public they are fully briefed.
- Press releases and targeted media campaign using newspaper, radio, social media, billboards and TCDC comms channels ahead of the consultation period.
- Rates demand insert to all ratepayers in March 2018

External comms during consultation

- Attending and presenting at Resident and Ratepayer meetings (Feb - April).

- Attending and presenting at Board of Trustee meetings (Feb- April).
- Attending and presenting at other community meetings where we are hosted, or hosting the meeting in conjunction with community groups (Feb-April).
- Engaging with Hauraki Māori Trust Board and Hauraki iwi and hapū (Feb-April).
- Attending key Easter weekend market events around the peninsula.
- Weekly radio interviews leading up to and during consultation with Mayor about issues. Paid radio ads around consultation period.
- Regular newspaper advertising in local newspapers during consultation period
- Social media - Specific issues to be posted through Facebook, instagram, twitter - This includes a daily Facebook survey question which raises a different issue in the LTP and video content promoting the LTP which features the Mayor.
- Awareness raising billboards in ten locations around the District
- TCDC Web information and use of the Objective online submission service
- Paid advertisements through a variety of channels like online news services, radio stations and newspapers.
- Frequently Asked Questions document available prominently for people to better understand the process and our proposals, including as a handout for attendees at meeting and at market stalls.

External comms post consultation.

- Using TCDC communications channels including newspaper, radio, social media, website and e-newsletters to inform the public about the decisions (to meet the June 2018 delivery date).

Success Measurements

- Meeting milestone dates on time.
- Analytics - provided by the communications team on reach and engagement of audience through TCDC communication channels.
- Analytics from any paid media campaigns.
- Media coverage.
- Consultation feedback. Comparisons on numbers of submissions compared with previous LTP results and the library pre-LTP consultation. Comments on ease of submitting, quality of information provided by Council, friendliness and helpfulness of staff involved in consultation.

Official spokespeople

- Mayor - for media inquiries.
- Our Governance Manager, Corporate Services Manager, Communications Manager, Infrastructure Group Manager, LTP Project Manager. LTP project staff will also be on-hand to deal with inquiries from the public and front specific issues at public meetings.

Risks and issues

- Complaints that people weren't aware of issues/consultation timeframes - Managed by ensuring we are open and run a transparent formal notification process. Early and wide advertising of dates and issues for consultation.
- Countering any public perception that Council has already made decisions ahead of consultation on where money should be spent in the next 10 years. This will be managed by ensuring that Council's proposals include costed alternative options and that staff and elected members are open to alternative options proposed by public during the feedback period.