

Communication Plan: Consultations on Dangerous and Insanitary Buildings Policy

Context

We're asking for public feedback on the review of our dangerous and insanitary buildings policy. Council is no longer required to have an Earthquake Prone Building Policy as this legislation is now covered by central government. We will, however, be replacing our existing Earthquake Prone, Dangerous and Insanitary Buildings Policy with a Dangerous and Insanitary Buildings Policy.

While updating the renamed policy, we are also proposing minor wording changes to improve how the policy reads and to ensure clarity.

Objectives

To encourage public participation on our Dangerous and Insanitary Buildings Policy on our online consultation process as the preferred portal for feedback.

Strategy

Providing accurate, concise, relevant and regular information to our audiences through a variety of communication mediums, which enables them to make submissions or provide feedback in a user-friendly manner.

Audiences

Residents, out-of-district ratepayers, ratepayer groups, emergency services, iwi and Māori in the district, event organisers, business owners or people running businesses out of affected buildings, shop-owners, general public.

Engagement with Māori in the Thames-Coromandel district

Staff will write to all iwi and hapū on Council's register of Māori, the Hauraki Māori Trust Board and Te Korowai Hauora o Hauraki seeking feedback on the policy and offering the chance to meet with staff and elected members to discuss further if required.

Messages

- We no longer need to maintain a policy on earthquake prone buildings as there's now national legislation which the Ministry of Business, Innovation and Employment (MBIE) is now responsible for.
- Earthquake prone buildings were part of an existing Council policy "Earthquake prone, Dangerous and Insanitary Buildings" therefore we are reviewing this policy and removing all references to buildings being earthquake prone.

Communication channels:

- Newspaper and radio advertising. Use our existing schedule of "Our Coromandel" print ads plus some of the Mayor's scheduled radio spots.
- Social media
- Owned channels: TCDC website and email newsletters. News releases on website and email newsletters at key stages.

Consultation timeline:

- 7 August 2018 : Council resolves to go for consultation
- 10 August - 10 September 2018: Public consultation period.
- 8-9 October 2018: Hearings on submissions.
- 18 September 2018: Council deliberations and decisions made public and engagement with stakeholders

Media schedule:

- By 1 August: Create Have Your Say landing page with information about the consultations and links. All comms will link back to this page.
- TCDC news releases on website and email newsletter:
 - 10 August: Announce consultation opens
 - Week of 7 September: consultation about to close
 - 18 September: decisions made public and targeted stakeholder engagement.
- Social media: Regular posts through the consultation period.
- Scheduled "Our Coromandel" print ads: (will attach schedule)
- Scheduled Mayor Sandra radio spots (use is at Communications Manager's discretion):
- Additional radio advertising: to be booked through Communications Team if necessary.
 - MoreFM and Breeze Coromandel:
 - Nga Iwi FM: