

Report to the Policy and Finance Committee
from John Allard, Corporate Policy Manager

Communications Strategy – Positioning Statements

1. Purpose

At the meeting on 8 March Councillors expressed some interest in reviewing the Council's four big picture statements as they are expressed in the Long Term Financial Strategy. This paper proposes a way forward.

2. The intended role of the statements has moved on

The four positioning statements (A High Quality Environment, Healthy People in a Safe Region, A Prosperous and Viable Region and A Strong and Inclusive Regional Community) were developed by Councillors as a method of explaining what A Greater Wellington Region means and building from that high level goal to what the Council can do to bring it about.

The current intended use of the statements as something of a rallying call for the region was introduced by Council in October when it defined the role of the Communications Strategy as being to give effect to those goals.

Now that Mr Small has suggested that the strategy should reinforce the Council's purposes by prominent use of the statements on all publications, their style and wording deserve attention.

2. Convey your Ideas for Writing-up

I suggest that the best approach to address the problem is to ask you to let me know what concepts you would wish to see encapsulated if possible (most of them, I suspect, are already there in the existing statements and the work which went into them). Other thoughts already expressed include “sustainable

development” and “regionalisation”. I will then convey those concepts to an outside wordsmith for them to come up with an appropriate phrase or phrases. I will then report back to you.

This approach avoids trying to “write by committee”, and brings the benefit of an outside party who should be able to take an objective look at our purpose and should not succumb to jargon.

3. Recommendations

That the Policy and Finance Committee endorses a review of the four LTFS high level statements with a report to be made at its meeting of 19 April 2001.

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