

Te Awarua-o-Porirua Whaitua
Communications Plan 2016-17

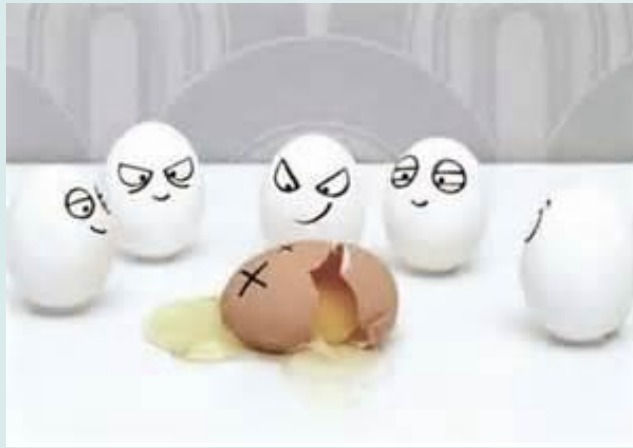




Te Awarua-
o-Porirua
Whaitua
Committee



greater WELLINGTON
REGIONAL COUNCIL
Te Pane Matua Taiao



Principles of a communications plan

It provides planned guidelines (= to do list)

The work load is spread over the wider team

Seek to communicate when you have something to say

Fit for purpose | tone | KISS

(Comms supports engagement work when we need feedback)

Key stages in the comms plan

1) Establish Committee profile

Promotes values as information is gathered from the community to support an understanding of current and potential future state of the catchment. The Committee is currently here.

April 2016 – Dec 2016

2) Identify and promote catchment status-quo and possible future for catchment water resources

The Committee analyses the current and future state of the catchment. Then presents their findings to their communities. This “state of the whaitua” report will form a basis for seeking community feedback on future visions and possible solutions. The Committee is starting this work *Jan 2017 – Sept 2017*

3) Develop scenarios and promote how changes may affect final recommendations

Work with CMP to develop possible solutions and policy options. Will tie in with bursts of stakeholder engagement. A draft WIP is presented to the community and feedback sought.

Oct 2017 – Feb 2018

4) WIP

Develop further communications support - a further comms plan will be needed.

Promotion & telling your story



	April	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec/Jan	Feb	March	Apr	May	June	July	Aug	Sept
Review web memo on proposal	✓																
Update profiles																	
Update website		Review			Values				Brochure		Video						
Promote values																	
Review social media																	
Review list of contacts																	
Regular newsletter																	
Pd advertorials (NB: election brown out advertorials will need to be general)				Brown	-----	Out	Election										
CMP brochure																	
Publish waterwheels																	
You tube video																	
CMP advertorials - targetted																	
CMP advertorials - general																	

2017 and beyond

Action the actions – get started on the activities

- Review this plan every six months
- Write a new communication plan July 2017 for activities from October 2018
- Risk based communication – only if required
- Email me when you have comms questions/ideas:
Tracey.Lewis@gw.govt.nz

**“COMMUNICATION
LEADS TO COMMUNITY, THAT IS,
TO UNDERSTANDING,
INTIMACY AND MUTUAL VALUING.”
- ROLLO MAY**