

## OTAGO REGIONAL COUNCIL

### Minutes of a meeting of the Communications Committee held in the Council Chamber, 70 Stafford Street, Dunedin on Thursday 13 March 2014 commencing at 11.42 am

In the absence of the Communications Committee Chair and Deputy Chair, the Chief Executive recommended that Cr Deaker be appointed to chair the meeting.

Cr Woodhead moved  
Cr Shepherd seconded

*That Cr Michael Deaker chair the 13 March 2014 meeting of the Communications Committee.*

#### Motion carried

#### **Present:**

**Cr Michael Deaker** (Chairperson)  
**Cr Doug Brown**  
**Cr Louise Croot MNZM**  
**Cr Gerrard Eckhoff**  
**Cr Gary Kelliher**  
**Cr Sam Neill**  
**Cr Gretchen Robertson**  
**Cr Bryan Scott** (to 11.48 am)  
**Cr David Shepherd**  
**Cr Stephen Woodhead**

#### **Apologies:**

**Cr Graeme Bell**  
**Cr Trevor Kempton**  
The apologies were accepted on the motion of Crs Deaker and Croot.

#### **In attendance:**

**Peter Bodeker**  
**Wayne Scott**  
**Jeff Donaldson**  
**Fraser McRae**  
**Gavin Palmer**  
**Peter Taylor**  
**Nicola McGrouther** (for Item 1)  
**Rob Schick** (Item 1)  
**Janet Favel**

## CONFIRMATION OF AGENDA

There were no changes to the agenda.

## MINUTES

The minutes of the meeting held on 29 January 2014, having been circulated, were adopted on the motion of Crs Woodhead and Kelliher.

## Matters arising from minutes

There were no matters arising from the minutes.

## ITEMS FOR NOTING

Item 1

2014/0694 **Report on Community Liaison and Education February 2014.**  
CE, 27/2/14

The report provided an update on Plan Change 6A implementation and catchment programme progress.

Cr Scott left the meeting at 11.48 am.

Ms McGrouther explained in response to a question that staff visited properties where landholders proposing dairy conversions had contacted the Council and requested an assessment. Dairy companies were asked to encourage farmers proposing dairy conversions to ask ORC for an assessment. Mr Donaldson advised that at the start of each season dairy companies notified ORC staff of recent conversions, but that was after the event. Advice of dairy conversions was also provided by field staff who were working around the region.

Mr Bodeker explained that at this stage of the PC6A process the philosophy of the Community Liaison and Education Team and the Communications Team was gathering of data. Once all the necessary information was available, it would be communicated to members of the public. He appreciated that this could cause some frustration, but considered that it was important to have consistent information available for publicising at the same time. He noted that the Judge's decision on 6A appeals had only recently been released.

A question was raised as to whether the appropriate technology was available to landholders to enable them to meet their 6A obligations. Mr Bodeker stated that he was confident that there were tools to measure the requirement for an individual farm or forest to meet 6A. He commented that

Overseer was selected because it was available and reliable, and had scientific validity.

Cr Deaker moved  
Cr Woodhead seconded

*That the report be received.*

**Motion carried**

Item 2

2014/0683 **Report on Communications and Media Activity February 2014.**

CE, 26/2/14

The report provided an update on Council communications and media activity carried out during February 2014.

Mr Taylor advised in response to a question that the Council had a policy in place, based on a set of guidelines and criteria, for the use of social media. Twitter was used for public events, media releases, and news items, and only authorised staff were able to use it. The service provided credible and consistent corporate messages that aligned with the messages on the website. The same process would operate for the Facebook page being developed. Mr Taylor confirmed that all information on social media linked back to source material, and all communication channels were integrated.

A policy on media relations for Councillors would be presented to a Council workshop.

Mr Taylor further explained that Facebook posts would be more story orientated and would link into the website. He was pleased with the number of followers on Twitter, with Tweets being equally positive and negative. He commented that where people sent Tweets in relation to buses, for example a bus being late, it was important that they give their location so that their complaint could be addressed.

Councillors were impressed by the number of visits to the website, being 26,859 for the month, and noted the importance of keeping the information up to date. Mr Taylor anticipated that the Council's use of social media would increase, and noted examples of Youtube videos showing for example how to test for water quality. It was suggested that an ORC TED (short lectures/ demonstrations) could be set up.

Cr Kelliher moved  
Cr Croot seconded

*That the report be received.*

**Motion carried**

Item 3

2014/0697 **Report on Customer Services Activity February 2014.** CE, 24/2/14

The report provided an update on Customer Services Activity for February 2014, including staff training, participation in University Orientation Week, and Subject Pods.

The presence of staff at Orientation Week to provide information to students on bus services and student concessions was commended, with a very good uptake resulting.

Cr Deaker moved  
Cr Neill seconded

*That the report be received.*

**Motion carried**

The meeting closed at 12.11 pm



**Chairperson**