

OTAGO REGIONAL COUNCIL

Minutes of a meeting of the Communications Committee held in the Council Chamber, 70 Stafford Street, Dunedin on Wednesday 8 June 2016 commencing at 10:46am

Present:

- Cr Trevor Kempton (Chairperson)**
- Cr Graeme Bell (Deputy Chairperson)**
- Cr Doug Brown**
- Cr Louise Croot MNZM**
- Cr Michael Deaker**
- Cr Gerrard Eckhoff**
- Cr Gary Kelliher**
- Cr Gretchen Robertson**
- Cr Bryan Scott**
- Cr David Shepherd**
- Cr Stephen Woodhead**

Leave of Absence: **Cr Sam Neill**

In attendance:

- Peter Bodeker**
- Nick Donnelly**
- Fraser McRae**
- Gavin Palmer**
- Scott MacLean**
- Caroline Rowe**
- Lauren McDonald**

CONFIRMATION OF AGENDA

There were no changes to the agenda.

CONFLICT OF INTEREST

There were no conflicts of interest noted.

MINUTES

The minutes of the meeting held on 20 April 2016, having been circulated, were adopted on the motion of Crs Croot and Bell.

Matters arising from minutes

There were no matters arising from the minutes.

FOR NOTING

Item 1

2016/0810 Stakeholder Engagement Report. DSE, 31/5/16.

The report provided an update on community, stakeholder and staff engagement activities carried out by Stakeholders Engagement directorate staff between 1 April and 20 May 2016.

Councillors acknowledged the letter sent to watertakers thanking them for their efforts during the recent low flow season, was a good initiative and provided another point of engagement for Council.

A question was raised whether the use of Facebook was reaching more ratepayers than traditional media, such as the ORC publication 'Waterlines'.

Mrs Rowe advised that both media approaches were necessary and that the Waterlines publication was targeted to the rural landholder and that Facebook targetted a younger demographic and was more urban. Mrs Rowe confirmed social media was being used to communicate stories such as the wallaby pest problem, clean heat burners and public transport out in different ways and the nature of Facebook allowed for increased advertising for a very small cost but that social media and would be supported by traditional media print.

In response to a question Mrs Rowe explained the definition of "reaching" people via Facebook meant that the ORC post had appeared on the Facebook user's newsfeed and acknowledged this would mean that proportionally less people would have read the information. The method of measuring the "reach" was still primitive.

Mrs Rowe confirmed the attendance at the Water Quality meetings had, in the majority, been strong and that the feedback from staff on the response had been positive for the majority of these meetings.

Cr Woodhead advised he represented Council at the Southern Wood Council Forestry Awards 2016 on 20 May at which there were three entrants from Otago. The evening was a professionally run with good coverage from an ORC perspective and provided an opportunity to lift Council profile in regard to the implementation of PC6A.

Mrs Rowe was requested to investigate and report back to Council on the award programmes Council currently supported, or had previously supported, and any recommendations in regard to recommencing as part of an intergrated engagement strategy.

A question was raised in regard to the appointment of a staff member for the regional co-ordinator role for Enviroschools.

Mrs Rowe advised that the recruitment for a regional co-ordinator was underway. This position will be 0.6 EFT based at the Otago Regional Council as the DCC co-ordinator has left the role but that the DCC would provide training support.

Moved Cr Bell
Seconded Cr Deaker

That the report be noted

Motion carried

Item 2

2016/0784

Rural Water Quality Advisory Group – Terms of Reference
DSE, 22/4/16

This item sought Council endorsement of the Terms of Reference for the Rural Water Quality Advisory Group.

Moved Cr Deaker
Seconded Cr Woodhead

That;

1. *this report be received, and*
2. *the Terms of Reference for the Rural Water Quality Advisory Group is endorsed.*

Motion carried

Meeting closed 11:03am



Chairperson