

11.1. General Manager's Report on Progress

Prepared for:	Communications Committee
Report No.	SHE1843
Activity:	Governance Report
Endorser:	Sally Giddens, General Manager People, Culture & Communication
Date:	29 May 2019

PURPOSE

- [1] This report provides a summary of Communications Engagement activity between 18 April 2019 and 29 May 2019, and upcoming activity for the June-July period.

RECOMMENDATION

That the Council:

- 1) **Receives** this report.

GENERAL MANAGER'S INTRODUCTION

- [2] The areas of focus outlined in the April 2019 report to Council's Communications Committee have continued during this reporting period. This will remain so for the next 3 - 4 months as we build capability and consolidate the new account management structure.
- [3] As previously reported, our longer-term objective of this approach is to create a well-connected, coordinated and functioning team that takes a strategic and planned approach to communications and engagement across the whole organisation, while still being able to manage the inevitable reactive situations as they arise.
- [4] The following provides Councillors an overview of our activity and outcomes (where appropriate) during this reporting period, and a summary of key planned activity for the next six weeks.

COMMUNICATIONS AND ENGAGEMENT UPDATE (APRIL- MAY 2019)

- [5] Annual Plan community engagement events are complete and involved six events around Otago (including one for key stakeholders prior to the Council meeting on 15 May 2019). These events attracted people we wouldn't normally reach and the opportunity to engage and hear from them was invaluable. Feedback received has been collated (see Corporate and Finance Committee paper Community: Governance & Community for a full summary including topics raised).
- Balclutha drop in: 15-20 people
 - Otago Farmers Market (Dunedin): 25-30 people
 - Oamaru Farmers Market: 20-25 people
 - Cromwell drop in: 3 people
 - Queenstown drop in: 0 people

- f. Dunedin large stakeholder groups: 1 group
- g. YourSay submissions: 5
- h. Public submission: 1
- i. Social media interactions: 13 comments

- [6] Providing clear information to stakeholders and community about the Bus Hub continues to be a key area of focus. We are now communicating about roadworks at the Hub during May and June 2019, which will result in some stops being reallocated. There is no change to timetables.
- [7] The Arrow and Cardrona FMU water consultation communications plan was implemented, which focussed on confirming already-collected values for these rivers, as well as any new values the community has. The campaign aimed to get a wider range of people involved from those who had initially participated in the minimum flow setting process. Communities were encouraged to be involved in a variety of ways, including public meetings held in Arrowtown on 27 May 2019 (attendance 45 at lunch session; 25 in evening session) and in Wanaka on 28 May 2019 (attendance 50 at lunch session, 25 in evening session) a brochure was delivered to all letterboxes with a return freepost slip, direct letter and email invitations, YourSay (online consultation) pages, radio and newspaper advertising, boosted Facebook posts, and posters sent out to local libraries, schools, cafes and doctors.
- [8] The 'Burn Dry, Breathe Easy' air quality campaign is underway. It is focused on educating for reduced air pollution through efficient heating. This year's campaign, targeted in Arrowtown, is the pilot for the Air Strategy's community engagement approach. We are also working alongside the Cosy Homes Trust to promote the Clean Heat Clean Air subsidy. The Arrowtown 'Burn Dry, Breathe Easy' campaign is geared around local Arrowtown communication channels and includes face-to-face at the Farmer's Market, a regular column/advertising in the local community newsletter, and a video using local faces.
- [9] Our business-as-usual work of communications planning and campaigns continues, with highlights from this reporting period including:
- Communicating the South Dunedin deep drilling project, 'What lies beneath Dunedin', with the community. This has included letters to residents, businesses owners and other stakeholders in the drilling areas to inform them of the works, a media release that included video coverage, social media updates that will continue to be shared throughout the drilling project, and public notices.
 - Clutha and Taieri Flood Protection Scheme drop-ins provided updates on what ORC is doing to reduce impact of floods in these areas. There was a good turnout at these events and the format of a drop-in worked well, where it encouraged discussion.
 - The completion of a community engagement public transport project in Queenstown by Wakatipu Way to Go, the partnership of Queenstown Lakes District Council, New Zealand Transport Agency (NZTA) and ORC. Feedback summary is expected later in May 2019.
 - Working with Dunedin City Council and NZTA in the Connecting Dunedin partnership to create a series of videos to promote active travel and public transport in Dunedin.
 - "Gypsy Day" campaign to communicate messages about keeping effluent out of waterways when transporting stock between farms. This includes a media release, adverts in rural newspapers and ODT Regions section, Facebook posts.

- Winter grazing: we partnered with Beef + Lamb NZ, other industry groups and regional councils to do a joint messaging good practice campaign that involves website stories, social media posts and advertorials, as well as our own messaging in On-Stream newsletter. This campaign will continue over winter.
- Seasonal campaign on rabbit management. This will continue for the next couple of months.
- Communicating the new Navigation Safety Bylaw.

UPCOMING COMMUNICATIONS AND ENGAGEMENT ACTIVITY (JUNE-JULY 2019)

[10] Summary of upcoming communications and engagement activity:

- ECO Fund review paper (it will be one year since the ECO Fund launched).
- As part of the Connecting Dunedin partnership with NZTA and DCC, we will consult on various transport initiatives underway in Dunedin.
- Communications and engagement with the Arrow and Cardrona catchment communities around their values, objectives and water limits. This includes communicating background science and geographic information, and how the community can be involved in discussions about the future management of these rivers.
- A number of campaigns will continue over the winter months, including the Burn Dry Breathe Easy (air pollution prevention) campaign, winter grazing (related to water quality) and rabbits (biodiversity/biosecurity).
- The Communications and Engagement team will begin looking into the potential for ORC to develop a Youth Council. We are aware of other regional councils that have one and will present a paper to Council later in the year on this. We will talk with the DCC about the Dunedin Youth Council as part of this.
- We recently attended the launch of the Ōtepoti Youth Vision, which was developed by community and government groups, young people and the Dunedin City Council. Sally Giddens (General Manager People, Culture and Communications) signed the vision on behalf of ORC. We have since contacted the convenor of the Dunedin Youth Council (which launched the vision) and will arrange to attend one of their meetings, initially to discuss public transport.

ENVIROSCHOOLS UPDATE

[11] ORC provides regional coordination of Enviroschools in Otago. Enviroschools fosters a generation who instinctively think and act sustainably by working collaboratively with schools and their communities.

Student Action	Activity	Outcomes
Examples of students taking sustainability action.	<ul style="list-style-type: none"> • Skinks are motivating students at Tarras, Weston and Opoho Primary schools to improve habitat and continue tracking and trapping. • Millers Flat Primary students are planting their school grounds and organising local families to help. 	Enhancing biodiversity.
	<ul style="list-style-type: none"> • Queenstown Primary students reduced waste at the school fair by getting stall holders to use school cups rather than 	Reducing waste and working collaboratively with

	throw away cups. Students set up wash stations for the cups.	stall holders.
	<ul style="list-style-type: none"> • Hawea Flat students learnt about their place and designed Kowhaiwhai to tell the story of their place. 	Māori perspectives and connecting to place.
	<ul style="list-style-type: none"> • Wakatipu High School promoted active and public transport to school on 24 May 2019 (second school strike). 	Participating in democracy and climate change action.
	<ul style="list-style-type: none"> • Weston Primary students wrote notes of support for the Oamaru Muslim Community and delivered it to the local Mosque. 	Respect for diversity of peoples and culture.
Teacher support	Activity	Outcomes
Enviroschools provides professional development for teachers.	<ul style="list-style-type: none"> • Teaching climate change hui for Waitaki, Dunedin and Clutha teachers. • Waitaki Teacher cluster meeting – exploring Enviroschools resources. 	Building confidence to teach climate change and support students to take action.
School support	Activity	Outcomes
Enviroschools works with multiple organisations to support schools to become more sustainable.	<ul style="list-style-type: none"> • Energy hui to share new Enviroschools new energy resource. Run by Toimata and attended by Otago and Southland Enviroschools Facilitators, some Otago teachers and others with an interest in energy. 	Upskilling Enviroschools teams and building interregional and interorganisational connections.



Left: Hawea Flat's Kowhaiwhai panels



Middle: Weston Primary Students with their letters of support for the Oamaru Muslim Community



Right: Bex (Waitati) and Deb (St. Brigids) learning about ocean currents with warming seas

CUSTOMER EXPERIENCE STRATEGY - UPDATE

[12] During May 2019, we have progressed to the customer journey mapping stage of our strategy work. This has involved mapping out customer touch-points, systems utilised and raising areas for improvement across rates and transport enquiries to create a more seamless customer experience.

- [13] To ensure that our strategy is informed by customer insight, and to validate our assumptions, in the month ahead we will look to develop customer feedback surveys, which will be promoted through social media channels. The feedback gathered will inform our overall strategy and the prioritisation of service enhancement work.

Attachments

Nil