



**Report** 05.672  
**Date** 30 November 2005  
**File** CM/01/09/03

**Committee** Planning and Monitoring Subcommittee  
**Author** Andrew Cutler Strategic Communication Manager

## Report on quantitative research on Be the Difference

### 1. Purpose

To report the analysis of research into Be the Difference, as part of the ongoing evaluation of Greater Wellington's communication strategy.

### 2. Significance of the decision

The matters for decision in this report **do not** trigger the significance policy of the Council or otherwise trigger section 76(3)(b) of the Local Government Act 2002.

### 3. Background

Greater Wellington's communication strategy was adopted in June 2003 for the period 2003 – 2006. An evaluation process was initiated as part of this strategy to monitor the programme and provide data for an overall review near the end of the strategy's life. The evaluation included a special focus on the Be the Difference component of the strategy.

In September officers reported the qualitative component of the research. The attached report now includes the quantitative component of the research. It is intended to provide Councillors with a final evaluation of Be the Difference and the Communication Strategy in January 2006, in preparation for discussions as part of the development of the 2006 – 16 LTCCP.

### 4. Comment

The report includes information on the overall success of Be the Difference as well as detailed information on the effectiveness of specific communication tools. Some of the key findings on the overall outcomes are as follows:

- The quantitative research indicates that two in five members (40%) have made changes to their everyday behaviour as a result of Be the Difference. Similar proportions (37%) indicate the programme has had

a medium to high impact on their actions and behaviour towards the environment.

- Be the Difference has had a positive impact on members' environmental awareness and understanding. Almost two thirds of members (65%) agree that the programme has made them more aware of how their actions have an impact on the environment.
- 82% of members agree they have learned something new from the programme. 71% say the programme has reinforced existing knowledge.
- Eighty six percent of members consider the programme has met their expectations.

The qualitative research identified risks to the programme if material were too glossy and too promotional. This research also identified that members believe the programme has a low public profile overall and that it would be preferable if it were more visible. Members were also keen to see evidence of Greater Wellington taking action on these issues itself, and to know about the success of the campaign. Members also believed that action on issues that require substantial financial investment (e.g. installing double glazing) would require financial assistance.

Be the Difference members are significantly more likely than Wellington region residents generally to have an overall favourable impression of Greater Wellington, and to consider that Greater Wellington is performing its role in the community well. For example, almost three quarters (72%) of members have a favourable image of Greater Wellington, compared to 55 percent of Wellington residents generally.

Overall, Be the Difference is regarded as a positive step in the right direction, and participants are pleased to see *someone* taking the lead in raising awareness of environmental issues and encouraging environmentally friendly behaviour.

#### **4.1 Next steps**

In September officers provided Councillors with a preliminary evaluation of Be the Difference which did not include the results of the quantitative research. That evaluation will now be updated and provided to all Councillors in time to be considered as part of the review of Greater Wellington's communications strategy.

A paper (05.658) has been submitted to the Planning and Monitoring Subcommittee outlining the process and first steps for the development of this strategy.

## **5. Communication**

No communication on this report is recommended.

## **6. Recommendations**

*That the Committee:*

- 1. Receives the report.*
- 2. Notes the content of the report and attachments..*

Report prepared by:

Report approved by:

**Andrew Cutler**  
Strategic Communication  
Manager

**E John Allard**  
Corporate Policy Manager

### **Attachment 1:**

**Executive summary – research report on Be the Difference, November 2005**