

# **Annual Plan 2011/12 – Proposed Communications & Community Engagement Plan**

## **Background**

Greater Wellington will shortly publish its Proposed Annual Plan for the 2011/12 year. Public feedback in the form of formal submissions on the proposals outlined in this plan is a statutory requirement under the provisions of the Local Government Act 2002. There are also three Statements of Proposal (SOPs) that will be consulted on concurrently.

This plan provides for the publication and release of the main document, its summary document, the SOPs and the associated period of public engagement scheduled for 28 March to 28 April 2011.

## **Greater Wellington's objectives**

Our main objective is to attract formal submissions that provide a useful representation of community views on the proposals outlined.

## **Key messages**

Our overriding communications objective is to encourage community members to have their say about the proposals outlined.

Our key messages are “Greater Wellington wants feedback on its projects and priorities” and “GW has negotiated a significant proposed rail package with Government that will have benefits for rail commuters and the region”.

Other messages we want to get across include:

- GW is planning to become part of a Local Government Funding Agency which would materially reduce its finance borrowing costs
- GW is proposing a dangerous dams policy
- GW is proposing changes to our resource management charging policy
- GW welcomes community submissions on its proposals and will consider these as part of a formal hearings process

## **Spokespeople**

GW's key spokespeople will be Council Chair Fran Wilde and CEO David Benham

## **Key people & audiences**

- All regional ratepayers will be affected by this proposal, although this will vary depending on location and the effects of targeted rates
- Our plan is to work closely with the region's TAs, most of which have public consultation periods for their Draft Annual Plans that coincide with GW's consultation period

## **Tactics**

- Distribute a Summary of the Proposed Annual Plan and SOPs to all households in the region.
- Copies of the full Proposed Annual Plan and SOPs will be available on request or downloadable from GW's web site.
- The release of these documents will be supported by news releases and public relations activity.
- Run a series of “drop in clinics” for residents to come and chat with Councillors and GW staff about the Proposed Annual Plan.
- Use our Wairarapa radio advertising contract as well as some targeted press advertising.
- Have the Chair appear on live media when the opportunities arise.
- Develop a short PowerPoint presentation that outlines the major elements of the Proposed Annual Plan that we're seeking community feedback on. This is to be available for Councillors to use and also published to GW's web site.
- Write to community groups advising them of the location and dates of the “drop in clinics”.
- Have a web site home page article that links to a PDF copy of the Proposed Annual Plan, a copy of the PowerPoint presentation and an online submission form.
- Encourage informal public discussion on GW's Facebook page. Link this to relevant content on GW's web site. Encourage both online discussion and formal submissions.

## **Key dates/project timeline**

- 15 March: Council approves the Proposed Annual Plan
- 28 March: Proposed Annual Plan and Summary Plan published and available for release
- 28 March to 28 April: Public consultation period
- 19 & 20 May: Council hears submissions
- 29 June: Council approves Annual Plan