

# Annual Plan 2010/11 – Proposed Communications & Community Engagement Strategy

## Background

Greater Wellington will shortly publish its Proposed Annual Plan for the 2010/11 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.

This paper outlines a strategy for the publication and release of this document, its summary document and for the associated period of public engagement scheduled for 23 March to 23 April 2010.

## Greater Wellington's objectives/success measures

- To attract formal submissions that provide a useful representation of community views on the proposals outlined

## Key messages

- Our Single Overriding Communications Objective is to encourage community members to have their say about the proposals outlined
- Our seven-second sound-bite is “Greater Wellington is proposing a 2.2% rates increase for next year and wants feedback on its projects and priorities”
- Other messages do we want to get across include:
  - GW has reduced its proposed rates increase on average to 2.2% from the nearly 11% indicated in its 10-Year Plan.
  - There are a number of committed projects, such as the arrival of the new Matangi trains, that make it difficult to further reduce the proposed rates increase
  - GW welcomes community submissions on its proposals and will consider these as part of a formal hearings process

## Spokesperson/people

- 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

## Risks & issues

Risk/issue	Mitigated by
Confusion over the actual level of proposed increase which will vary across the region	Being clear about what increases are proposed and presenting these for local audiences, as much as is practicable
Confusion between GW's rates and TA rates	Making it clear in all communications that the proposed increases we are talking about are for GW's rates
That the interest in GW's proposal creates a high interest in presentations from GW Councillors	Looking to combine meetings where practicable
That this strategy generates a significantly high number of submissions, placing pressure on GW staff to process these	Having good processing and evaluation systems for submissions received

## Tactics

- Distribute a Summary of the Proposed Annual Plan to all households in the region.
- Copies of the full Proposed Annual Plan will be available on request or downloadable from GW's web site.
- The release of these documents will be supported by a news release and public relations activity.
- Run advertising/promotions asking community groups to invite a GW Councillor to make a presentation, listen to community concerns and answer questions about the Proposed Annual Plan. Use our Wairarapa and Wellington radio advertising contracts as well as targeted press advertising and PR.
- Develop a short PowerPoint presentation that outlines the major elements of the Proposed Annual Plan that we're seeking community feedback on. This to be available for Councillors to use at public meetings and also published to GW's web site.
- Contact the CEOs of all of the region's TAs asking if there are opportunities to participate in any Draft Annual Plan consultation events they have planned between 23 March and 23 April.
- Write to community groups that we know of who may be interested in hosting a GW presentation. This could be done under the names of constituency Councillors.
- Organise one or two meetings specifically focused on public transport matters. Perhaps one in Lower Hutt and one in central Wellington.
- 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.

- Build a Proposed Annual Plan page on a GW Facebook page. Start with an indicative list of FAQs about the Proposed Annual Plan and respond publicly to questions we get online. Encourage both online discussion and formal submissions.
- Public notices, news releases and an events schedule on GW's web site will be used to encourage public participation in scheduled events.

### Key dates/project timeline

- 4 March: Council approves the Proposed Annual Plan
- 23 March: Proposed Annual Plan and Summary Plan published and available for release
- 23 March to 23 April: Public consultation period
- 12-14 May: Council hears submissions
- 8 June: Council approves final rates and water levy increase

Draft