

COUNCIL ACTIVITIES:

- Contents
- Framework of the LTCCP
- **Activity Plans**
 - **Democratic and Corporate Services**
 - Parks and Community Services
 - Transport
 - Regulatory
 - Water and Waste Management
- Support and Planning
- Summary Water and Sanitary Services Assessment
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- Glossary

City Promotion

What we do

As a public body the Council has a responsibility to provide timely, quality, information to the general public and other stakeholders. The Local Government Act 2002 also requires greater levels of communication and consultation, much of which is undertaken in this area.

City Promotion comprises the following activities:

Public Affairs—external and internal communication

This section operates largely in a support role to units across the Council. On a day-to-day basis, the unit provides advice and practical support to all areas of the Council. This includes external communication - media liaison, public inquiries, targeted communication (letters, newsletters, brochures and flyers) sponsorship, branding, city marketing as well as internal communications and education programmes.

Why we do it

The Council provides the service as part of its primary contribution to the following outcomes:

Te Mana Whakahaere – Autonomy	Heritage buildings and heritage assistance
Urban and Rural Villages – Nga kainga taone, tuawhenua	Heritage buildings and heritage assistance
Vibrant Arts and Culture – Toi me nga Tikanga Taketake	Heritage buildings and heritage assistance

The Council undertakes this function because the provision of internal and external communications educates and informs people about what the Council is doing, and ways in which they can influence the Council's decision-making.

Managing impacts of council activities

In terms of the Local Government Act 2002, there are no significant negative effects on the social, cultural, economic, environmental or cultural wellbeing of the local community as a result of the city's promotional activities.

Levels of service

The levels of service in the City Promotion area relate in part to the range of activities being undertaken by other parts of the Council. Generally the levels of service are expected to remain similar to the past in the Public Affairs area. The levels of service have been set at a constant level for the duration of the Plan.

Our levels of service to Waitakere residents

Function	Level of Service Statement	How we will measure this	Future Targets	
			To be achieved by 2009	To be achieved by 2016
External Communications	To communicate Council affairs in a relevant and timely fashion via proactive media activity	Percentage of media enquiries dealt with within 1 working day	95% per annum	95% per annum
		Percentage of media statements that are approved and distributed within 24 hours of Council decisions or directives	95% per annum	95% per annum



The Waitakere City News is delivered free to Waitakere City residents.

Function	Level of Service Statement	How we will measure this	Future Targets	
			To be achieved by 2009	To be achieved by 2016
	To ensure relevant and timely media release material and information on Council run events are put onto the Council's website	Percentage of press releases and event information posted on the Council's website within 24 hours	90% per annum	90% per annum

Operations

Routine provision of these services is provided primarily in-house as it is the most cost-effective and secure way of providing the service to the required quality and timeliness. To ensure that the public are made aware of the activities of

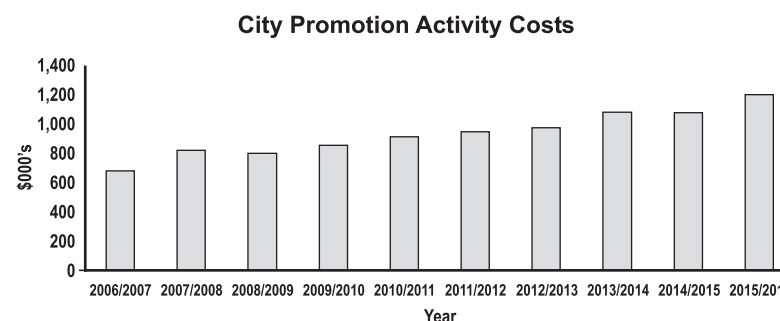


The Council supports two-way communications events, such as this community agency forum, which are important for exchanging ideas and sharing information.

the Council, Public Affairs uses a variety of mediums to ensure the appropriate messages reach the target audience in a timely manner. Frequently this involves two way communication—eliciting public opinion, public forums, use of the local newspaper (articles, responses to letters to the editor), as well as the regular Waitakere City News publication, which is delivered to the city's residents.

Costs of operations

For this section of the Council, operating costs usually remain fairly static as costs relate to administration overheads, staff salaries etc.



Future demand

The increasing use of the internet and electronic communications is a significant factor. Currently the approach is to include on the Council's website all information sent out as paper or electronic corporate communications. Indications currently are that while this service is well used, communications tools such as the city newsletter and use of the print media are still the main sources the community looks to for council information. Over time however the use of the internet is expected to become more prominent in providing core communications, but for the foreseeable future it is planned to continue to provide both printed and electronic communications.

What we are planning for the future

There is no intention to change the current delivery methods in the near future or to change the methodology, because communication will always work on the basis of choosing the most appropriate communications tool to achieve the desired object. However, the future direction will see more effective consultation, more public participation in local democracy issues, and more proactive external communication.

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City Promotion *(continued)*

Proposed future works programme

Major Corporate Communications Projects	Plan 06/07 \$000's	Plan 07/08 \$000's	Plan 08/09 \$000's
External Newsletter	246	334	346
Media Monitoring	35	38	39
Kiosk/Information Booth Development	-	103	106
Brand/Design Management	50	10	11
Photographic Library Development	20	10	11
Youth Leadership Development	40	31	32
GTI Communications	50	-	-

Funding the cost - who pays?

Activity costs are funded from general rates as it is considered that the activity provides wide benefits to the community as it is considered that the entire community benefits from the promotion of the city as a quality location.



Events like the Pacifica Festival are advertised using a range of media both electronic and printed.

Activity Costs

Details	2006/2007	2007/2008	2008/2009	2009/2010	2010/2011	2011/2012	2012/2013	2013/2014	2014/2015	2015/2016
	Budget	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast
	\$000's	\$000's	\$000's	\$000's	\$000's	\$000's	\$000's	\$000's	\$000's	\$000's
Activity Costs										
Maintenance and running costs	688	819	797	854	910	945	972	1,079	1,078	1,201
Total	688	819	797	854	910	945	972	1,079	1,078	1,201
Activity Revenue										
General Rates	688	819	797	854	910	945	972	1,079	1,078	1,201
Total	688	819	797	854	910	945	972	1,079	1,078	1,201
Net Activity Surplus (Deficit)	-	-	-	-	-	-	-	-	-	-

100% Allocated to Strong Innovative Economy

Conclusion

External and internal communication is crucial to the Council being able to achieve its objectives of managing the city in close collaboration with the residents of the city.

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