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**Project title: Improve Communication**  
**Strategy area: Governance**

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**1. The Proposals**

- Provide a new weekly update on decisions made in Strategy and Policy Committee and Council meetings called **Your Weekly Council Update**
- Fortnightly slot on Samoan Capital Radio
- Regular “Pacifica” section in APW
- Central funding for Our Wellington page (see separate proposal by Marketing)
- Marketing research programme to segment and identify communications needs of diverse sectors of population (see separate proposal by Marketing).

**2. Strategic fit**

The projects fit in with Priority 15 – to improve communication.

They:

- Identify different audiences and use communication tools appropriate to the target audience
- Will be written in clear and simple language
- Will provide a consistent and comprehensive approach to communicating, in a timely manner, Wellington City Council proposals and decisions.

**3. Relationship to existing activities**

These projects are about effectively communicating what the Council does with the aim of engaging with the public and building trust and confidence.

They tie in directly with three of the Council’s proposed 10-year outcomes:

- More inclusive
- More actively engaged
- Better connected

While the communication projects link directly to these outcomes they will help promote the other 10 outcomes. It is the role of External Communications to make sure key messages are linked to outcomes. For example an interview on Samoa Capital Radio may be about what the Council is doing about city safety – which links to another Outcome (Safety).

**4. Proposal Costs**

Not applicable.

All the proposals by External Communications are cost neutral and can be integrated into existing expenditure. There are no costs for translation as they will be done either in-house or from a representative of each of the Māori and Pacific Island communities.

## 5. Project Outline

1. **The Weekly Council Update** is about providing concise and immediate information on Council proposals and decisions. It will be distributed via email to media and key stakeholders. The aim is provide easy to read information without going into detail. There is a gap in information provided by the Council in regards to the decisions that are made by Strategy and Policy and Council meetings. It is about providing the public with more information.
2. **Samoan Capital Radio** – This has been run as a pilot programme in 2005-05 where Council Officers have discussed topics of interest to the Samoan community. It has been run on a fortnightly basis and feedback from the Samoan Community – not the radio station - is that it is highly successful as a source of information about the services the Council provides. It is about the Council engaging with an important community in Wellington City in its own language.
3. **Pacifica pages in APW (The Council's newspaper)** – again the aim is to engage with Maori and Pacific Island communities in their own languages. The information would have an events and community focus and would be translated into Maori, Samoan, Tongan, Tokelauan, Niuean and Cook Island Maori.

Note: feedback from the Fijian community is that they are happy to read APW in English

### 5.1 2006/07 Actions

- Increased public access to Council's decisions. (Weekly Council Update)
- Making it clear to the media about Council decisions with the aim of increasing positive coverage of the Council (Weekly Council update)
- Increased civic engagement with the Pacific Island communities (Pacifica pages in APW & Samoan Capital Radio)
- Giving the Council a "human face/voice" to the Pacific Community (Pacific Page, Samoan Capital Radio)

### 5.2 2007/08 Actions

See above

### 5.3 2008/09 Actions

See above

## 6. Conclusion

The projects will deliver on the Council's strategic priority of improving communication with communities. They will allow for more Council information to be read or heard by a wider audience therefore achieving key outcomes of increased engagement, more inclusiveness and a better connection with Wellington City residents.