
CONSULTATION AND COMMUNICATION PROGRAMME: DRAFT LONG TERM COUNCIL COMMUNITY PLAN 2009-2019

1. Purpose of Report

This report seeks approval of the consultation and communication programme to be undertaken for the draft Long Term Council Community Plan 2009-19.

2. Recommendations

Officers recommend that the Committee:

1. *Receive the information.*
2. *Note the communication activities that will be used to support the consultation on the draft Long Term Council Community Plan 2009-19.*
3. *Agree to delegate the hearing of oral submissions on the draft Long Term Council Community Plan 2009-19 to a subcommittee.*
4. *Recommend to Council that it agree to establish the Draft Long Term Council Community Plan Hearings Subcommittee with the terms of reference attached in appendix 1 and that it elect a chairperson for the subcommittee.*
5. *Agree that the special consultative procedure period commences on Thursday 16 April 2009 and closes on Monday 18 May 2008 with hearings scheduled between 25-29 May 2009.*

3. Discussion

3.1 Background/context

The draft Long Term Council Community Plan 2009-19 (draft LTCCP) is the Council's primary strategic planning document. The draft LTCCP is being prepared in a challenging context of global economic recession, reduced household affordability, and increasing Council costs. As such, a programme of early engagement was established to test some initial thinking with the community prior to deliberating on the content of the draft LTCCP.

The programme utilised a variety of techniques to increase awareness about the draft LTCCP and to elicit feedback from the community including:

- Mayor and Councillor phone hotline, roundtables, ward clinics, road shows, workshops, and presentations
- discussion boards, budget simulator, and social networking (Facebook)
- discussion document, feedback sheets, and a residents' panel.

The programme has created heightened awareness in the community about the draft LTCCP and many organisations have an expectation of being involved in the consultation process.

3.2 Timing

The formal consultation period is scheduled to run for one month in keeping with the requirements of the Local Government Act 2002. It is set to run from Thursday 16 April 2009 until Monday 18 May 2009. This will be followed by oral submissions, which are scheduled between 25-29 May 2009.

The schedule will provide sufficient time for the public to prepare submissions and for officers to evaluate them and prepare any commentary ahead of the final plan being agreed in late June (deliberations are scheduled for 16-18 June with adoption by the Council scheduled for Wednesday 24 June 2009).

3.3 Hearings Subcommittee

It is recommended that a subcommittee be formed to hear all oral submissions. The less formal environment of a subcommittee reduces barriers to participation and provides elected members the opportunity to engage in a discussion with the submitter to get a more detailed understanding of their views.

It is recommended that as part of their portfolio responsibilities, Portfolio Leaders along with the Mayor form the membership of the Draft Long Term Council Community Plan Hearings Subcommittee. This will ensure that the breadth of Council activities is represented. All elected members will be able to attend the hearings.

The Draft Long Term Council Community Plan Hearings Subcommittee will report to the Strategy and Policy Committee. Its terms of reference are attached as appendix 1.

3.4 Communication activities

The following communication tools will be used to support the draft LTCCP. The tools have been chosen as collectively they have a substantial 'reach' – they allow citizens to become aware of the key issues and participate in the process.

Communication Activities	
Draft LTCCP document	The draft LTCCP document and its summary will be made available from Council's libraries, swimming pools, service

	centres and through the call centre.
Short-form Summary	A short-form summary will be developed as the primary resource for face-to-face engagement activities. The document will use some of the images from the early engagement discussion document.
LTCCP/Annual Plan database	The draft LTCCP (or summary) and a submission form will be sent to the 400 (approximate) contacts on the LTCCP/Annual Plan database.
Media releases	News releases on the draft LTCCP will be delivered in regular intervals leading up to, and during the consultation period.
Council Website	The draft LTCCP document will be available online. People will be able to make a submission online and also by email.
Mayor and Councillor Hotline	The hotline will continue to the end of June as there is momentum for LTCCP-focused promotion during the consultation period.
Discussion Boards	The early engagement discussion boards (www.wellingtonlongtermplan.co.nz) will be updated to support the promotion of the draft LTCCP.
Facebook Group	Promotion of the draft LTCCP through the Facebook Group “What do you want for Wellington?”
Public Notices	Public notices are required to be placed in the local newspaper.
Newspaper advertisements ‘Our Wellington’ page	A newspaper advertisement and editorials on the draft LTCCP will be run in the ‘Our Wellington’ page of the Dominion Post leading up to and during the consultation period.
Absolutely Positively Wellington (APW) newspaper	APW will be used to highlight key issues in the draft LTCCP and will also include a submission form.
Road Shows	The LTCCP road shows scheduled in libraries and the Johnsonville Mall during the consultation period.
Workshops and Presentations	A full programme of workshops and presentations is outlined in Section 3.6.
Informal communications	Informal communications will be used with Council’s existing networks. Business units that have high contact time with the community will be briefed on draft LTCCP matters and asked to raise awareness of the draft LTCCP and the process by which to provide feedback in their daily contact with the community.

3.5 Engagement activities

While generating formal submissions to the draft LTCCP will be the predominant focus of the consultation programme, it is proposed to undertake a series of engagement activities that will encourage people to discuss the content of the draft LTCCP amongst themselves and to provide supporting feedback.

Engagement Activities	
Mayor and Councillor Hotline	Feedback sheets will be created to capture comments from callers relevant to the Council’s deliberations on the final LTCCP.
Discussion Boards	The early engagement discussion boards (www.wellingtonlongtermplan.co.nz) will be updated to

	provide opportunities for people to discuss the draft LTCCP. The website will be updated to encourage people to make formal submissions as their first course of action.
Budget Simulator	The budget simulator will be updated to reflect the proposed budgets for 2009/10. There is also the opportunity to make comments in support of the submitted 'budgets'.
Workshops and Presentations	Some of the activities in the workshops and presentations programme will include opportunities to generate feedback on the draft LTCCP.
Residents Panel	The Residents Panel will meet twice over the consultation period and will prepare a formal submission.

3.6 Workshops and Presentations

The proposed programme of workshops and presentations on the draft LTCCP is a mixture of presentation to Council's networks, revisiting sector-focused workshops, and holding ward clinics. Elected members will be asked to host face-to-face activities.

Workshops and Presentations	
Presentations	The presentations will highlight the key issues in the draft LTCCP and to encourage organisations to make a submission. Presentations will be scheduled for: <ul style="list-style-type: none"> • Tawa Community board • Makara/Ohariu Community Board • Environmental Reference Group • Pacific Advisory Group • Road Safety Advisory Group In addition, requests to present at other networks will be actively pursued.
Workshops	The workshop will work through relevant issues in the draft LTCCP with organisations and sector groups to enable groups to make informed submissions. Workshops will be scheduled for: <ul style="list-style-type: none"> • Each strategy area (other than Governance) • Ethnic Council • Disability Reference Group • Youth Council/Youth Forum
Ward Clinics	The purpose of the ward clinics is to provide an opportunity for residents to have informal discussion with councillors on the draft LTCCP.

The Federation of Wellington Progressive and Residents' Associations hosted workshops and a wiki on the LTCCP during the early engagement programme. Officers will work with the Federation to ascertain whether there is role for the Council to support to their engagement activities during the consultation period.

3.7 Māori Engagement

The Council acknowledges the special position of mana whenua by working with Wellington Tenth Trust and Te Rūnanga o Toa Rangatira Incorporated and the wider Māori community.

The early engagement programme established some interest in the LTCCP and it is proposed to build upon this momentum during the draft LTCCP consultation process. It is proposed that focus group hui will be extended to include the Māori business community and whānau involved with kōhanga reo and kura kaupapa Māori.

4. Conclusion

This consultation and communication programme provides a range of communication tools and an appropriate mix of opportunities for people to express their views on the draft Long Term Council Community Plan 2009-19.

A full copy of all submissions, a summary report of all the submissions, and the Subcommittee's report¹ on the hearings will be presented to the Strategy and Policy Committee before final decisions are made.

Contact Officer: *Jaime Dyhrberg – Senior Strategic Advisor*

¹ The Subcommittee's report to the Strategy and Policy Committee will consist of an oral report by the chairperson and the formal minutes detailing a summary of all oral submissions.

Supporting Information

1) Strategic Fit / Strategic Outcome

The consultation and communication programme contributes towards the following outcome:

“Wellington will operate an open and honest decision-making process that generates confidence and trust in the democratic system.”

2) LTCCP/Annual Plan reference and long term financial impact

Development and consultation on the draft LTCCP sits within the following project: C530 Annual Planning and reporting.

3) Treaty of Waitangi considerations

Targeted consultation will be undertaken with support by the Director Citizen Engagement.

4) Decision-Making

This is not a significant decision.

5) Consultation

The report provides a sensible range of communication activities and an appropriate mix of opportunities for people to express their views on the draft Long Term Council Community Plan 2009-19.

6) Legal Implications

The consultation and communication programme meets all statutory requirements of the LGA 2002.

7) Consistency with existing policy

This report is consistent with Council’s Engagement Policy.

Draft Long Term Council Community Plan Hearings Subcommittee

Membership:

The Subcommittee's membership will consist of those elected members appointed as portfolio leaders and the Mayor.

Quorum:

4

Chair:

The Chair will be elected by Council.

Frequency of meetings

The Subcommittee will meet on an as required basis.

Sunset clause:

The Subcommittee will discontinue no later than 30 June 2009.

Parent Body:

The Subcommittee reports to the Strategy and Policy Committee.

General Purpose:

The Subcommittee has responsibility to hear submissions on the draft Long term Council Community Plan 2009-19 and report to the Strategy and Policy Committee.

Terms of Reference:

The Subcommittee will have responsibility and authority to:

- 1.0 Accept and hear submissions on Council's Draft Long Term Council Community Plan 2009-19 and report back to the Strategy and Policy Committee.

Delegated Authority

The Draft Long Term Council Community Plan Hearings Subcommittee will have delegated authority to carry out activities within its terms of reference.