

# **Wellington Regional Council**

## **Communications Plan**

### **A. Short-term programme: recommendations**

#### **1. Brand/Logo**

1. That the existing WRC name and logo be retained but formally reviewed after the LTFS review in 2002 to see whether they are consistent with the LTFS positioning for the council
2. That the current slugline 'Caring for you and your environment' be dropped or replaced
3. That a process is established to confirm or otherwise use of the four LTFS messages set out in "Towards and Greater Wellington" (A high quality environment; a prosperous and viable region; healthy people in a safe region; a strong and inclusive regional community). This needs to proceed with urgency given that all corporate branding and communication based around the LTFS depends on it. The aim is to arrive at one statement that can double as a replacement slugline, along with a set of key messages about the region and the work of the WRC. The two themes to date are sustainability and/or regionalism.
4. That use of other sluglines/benefit statements by other divisions be phased out in favour of the result of 3 above
5. That as soon as possible the Communications Section be tasked with producing a new identity and design manual, in consultation with all divisions, that incorporates the above decisions, new signage, existing brands such as Ridewell and Learnwell and that establishes a consistent framework for all signage and other branding/marketing work throughout the Council.
6. That a new WRC corporate identity be designed as part of this process, using the existing name, logo, a new LTFS slugline and photography or graphic image device, that new corporate stationery be designed using this, and that it be applied to all Council publications and electronic communication either in a full or shortened version

7. That the new identity manual sets guidelines for all publications, web sites, sluglines and other activity by divisions/brands to achieve a consistent, family look to all external communications
8. That the Council take appropriate steps to ensure plain English communication that avoids unnecessary jargon
9. That corporate publications be reviewed to allow for the production of an annual status report on the region. This to contain key facts – demographic, geographical, economic, environmental and social data. Also to include a short profile of WRC, official information guide and directory.

## **2. Internal communication**

1. That a regular meeting of communications section be held with all other divisions to review current and planned activity to ensure consistency, co-ordination and complementarity of work
2. That once the LTFS messages are clarified by Councillors, an internal communications and training programme be established to enhance staff understanding and use of the LTFS
3. That communications and issues management templates be utilised by all divisions (attached). Communications Section to be utilised as a second set of eyes on all plans that could impact on the reputation of the WRC as a whole

## **3. Hot Issues**

That separate communications plans be developed to address hot issues, such as the possible acquisition of Tranzmetro Wellington. Also that the forthcoming elections be used as an opportunity to focus around the work and significance of the Wellington Regional Council.

Tactical elements that could be considered include:

- Special lift out in Elements (first of two specials) – at least 2 months before the election. It could advertise candidate information evenings in each area
- Letters to stakeholder and sector groups throughout the region encouraging them to use their networks to a) encourage people to stand and attend the candidate information evenings and b) to vote
- Candidate information leaflet
- Special section on the web site – candidate profiles

## **B. Long-term programme: recommendations**

That the Council develop a detailed long-term communications programme based around the LTFS. That programme is launched publicly in 2002, with a medium term focus of consultation possibly around the 2005-2015 RPS.

The core objective of this programme is to shape and influence attitudes and therefore decisions and behaviour of the key target groups and the general population in the region in support of LTFS sustainable development outcomes (for example):

- higher usage of public transport
- reduced congestion and vehicle emissions
- lower per capita water consumption

It is envisaged that this programme could be largely – but not exclusively - a long-term co-operative effort between the regional and local councils in the area, community groups and the business community.

Tactical elements that need to be considered could include:

### **Briefings**

For local body councillors in 2002 by the whole Council to identify areas of potential co-operation that will help achieve LTFS objectives, establish working parties or other mechanisms to develop goals and a shared programme, and allow TLA's in the region to consider providing funding support within their future annual and longer-term plans.

### **Content of briefings:**

The first annual Regional Status Report described in the short term section.

Comprehensive market research that qualifies and quantifies LTFS attitudinal and behavioural issues among the regional population. Specifically it could establish:

- Current attitudes towards sustainable development; isolating negative and positive aspects and providing a ladder of values and attitudes
- Why these opinions are held
- The levers of change
- Who/what are the most effective message carriers and mechanisms to effect change

A summary of the nature and status of current communication/community management programmes in the various TLA's that relate to sustainable development, and evaluation of the key pressure/leadership groups and individuals within each region relevant to the issues.

Public information

The desirability or otherwise of announcing the initiative in early to mid 2002. It is assumed that information needs to be promulgated that establishes the need for the campaign in advance of its launch.