

Quarterly REPORT

31 December 2013

STRATEGY, COMMUNITY AND
ENGAGEMENT GROUP

1 RISK AND ASSURANCE

1.1 Communications

Key results for the quarter

- ▶ Emphasis was placed on integrated communications and social media. The Communications team created three regional parks videos (Kaitoke, Queen Elizabeth Park and Belmont) and posted them on YouTube. The videos were promoted through Our Region, radio advertising, social media including Facebook and Twitter, and on the council website.
- ▶ A video was also created to publicise the Great Outdoors Summer Events programme and formed the base artwork for the cover of the programme
- ▶ Logged and managed 115 media calls (October 66, November 29, December 20) compared to 228 in the previous quarter.
- ▶ Media monitoring and analysis of 308 articles (205 Neutral (67%), 90 Positive (29 %), 13 Negative (4%))
- ▶ As part of our public information management (PIM) role for Civil Defence, the team developed emergency pages for the new WREMO website which can be activated by any PIM in the region, in the event of an emergency. The site, which is hosted in the US, went live in November
- ▶ Produced Our Region
- ▶ Provided communications planning/support and design/publication for projects and issues including:
 - » Local government elections
 - » GWRC moving out of its Wakefield building and into Shed 39
 - » Public transport integrated fares and ticketing project
 - » Smart phone app for parks
 - » Initial stage of the public transport integrated fares and ticketing project
 - » Asbestos found in buildings at several railway stations and at Parklines Rd
 - » Announcement of the Ruamahanga Whaitua Committee and planning for the Harbour Hutt Whaitua
 - » Release of dung beetle in Wairarapa
 - » Kohungatera lake weed elimination
 - » Dotteral Rahui at Parangarahu (Pencarrow Coast) and Dotteral protection in Wairarapa
 - » Hazard Management Strategy
 - » NZ River Awards (background information and video script)
 - » Toxic algae
 - » Hutt City Upgrade Project (flood protection)

- » LAWA (Land, Air, Water Aotearoa) website development
- » Rates News
- » Regional Recreational Water Quality workshop
- » Stormwater discharges
- » Nature Central participation
- » GWRC Annual Plan
- » Water Supply Annual Report 2012/13
- » WRS Annual Report 2012/13
- » Development of website pages including new “What’s happening in my area?” section for Public Transport

25 media releases for December/ November/October compared to 36 for previous quarter:

- » DIY and gutter talk
- » Melling Station building closed temporarily as safety precaution
- » Ruamāhanga Whaitua Committee Announced
- » Reduced bus, train and harbour ferry services over Christmas & New Year
- » Plans for more parking at Petone Station
- » Wellington parks at your fingertips
- » New regional council building open for business
- » New pump provides back-up water supply for Khandallah
- » Kaiwharawhara Station to close
- » Cycle safety tips
- » Commissioner’s report reinforces local approach to land and water management
- » Former water office up for sale
- » Please heed the hazard signs
- » How to stay safe from toxic algae this summer
- » Wellington's Matangi trains win national awards
- » Fran Wilde re-elected chair of Greater Wellington Regional Council
- » Train derailment reports dispel criticism of maintenance funding
- » A chance to see where our water comes from
- » Community keen to help manage the environment
- » Greater Wellington Regional Council confirmed
- » It’s still not too late to have your say in local body elections
- » Wairarapa to host first release of dung beetles in the North Island
- » Weed treatment proposed for outstanding lake

- » A rare distinction for a rare bird
- » Hundreds have their say on Wellington's public transport options

Looking ahead

Provide communications planning, support and social media for:

- ▶ Hutt City Upgrade Project
- ▶ Great Outdoors Summer Events programme and promotion of regional parks (including video)
- ▶ Hunting in parks brochures
- ▶ Wairarapa Moana field day (end January)
- ▶ Public transport related projects e.g. integrated fares and ticketing project; findings of the Public Transport Spine Study Hearings Sub-committee; Metropolitan Rail Annual Report and Regional Public Transport Plan
- ▶ Environmental issues and projects including river flows, water monitoring, toxic algae, Whaitua committees, dotterels, Porirua Harbour
- ▶ World Wetlands Day (Wairarapa community paper feature 2 Feb)
- ▶ Launch of LAWA in March, including organising Wellington event
- ▶ Movin' March event – annual celebration of kids and their families who walk, cycle and scooter to school
- ▶ NZ Association of Resource Management conference support

The Department will also continue:

- ▶ Our Region and various newsletters
- ▶ GW website improvements
- ▶ Development of additional video clips
- ▶ Gwennie redevelopment/strategy
- ▶ Signage for Shed 39

Departmental Summary

The net operating surplus for the Communications department for the six months ended 31 December was \$38,000 compared to the budgeted operating deficit of \$1,000.

Financial reports

Communications Dept Income Statement 6 months ended 31 December 2013	YTD			Full Year			Last Year
	Actual \$000	Budget \$000	Variance \$000	Forecast \$000	Budget \$000	Variance \$000	YTD Actual \$000
External Revenue	-	-	-	-	-	-	-
Internal Revenue	-	-	-	-	-	-	-
TOTAL INCOME	-	-	-	-	-	-	-
less:							
Personnel Costs	407	421	14	841	841	-	408
Materials,Supplies & Services	115	108	(7)	217	217	-	99
Travel & Transport Costs	4	6	2	12	12	-	6
Contractor & Consultants	45	77	32	155	155	-	124
Grants and Subsidies Expenditure	-	-	-	-	-	-	-
Internal Charges	55	54	(1)	109	109	-	102
Total Direct Expenditure	626	666	40	1,334	1,334	-	739
Corporate & Department Overheads	(667)	(667)	-	(1,334)	(1,334)	-	(718)
Depreciation	3	2	(1)	3	3	-	4
Loss(Gain) on Sale of Assets / Investments	-	-	-	-	-	-	-
TOTAL EXPENDITURE	(38)	1	39	3	3	-	25
OPERATING SURPLUS/(DEFICIT)	38	(1)	39	(3)	(3)	-	(25)
Add Back Depreciation	3	2	1	3	3	-	4
Other Non Cash	-	-	-	-	-	-	-
Net Asset Acquisitions	-	-	-	-	-	-	-
Net External Investment Movements	-	-	-	-	-	-	-
NET FUNDING BEFORE DEBT & RESERVE MOVEM	41	1	40	-	-	-	(21)
Debt Additions / (decrease)	-	-	-	-	-	-	-
Net Reserves (Increase) / decrease	-	-	-	-	-	-	-
NET FUNDING SURPLUS (DEFICIT)	41	1	40	-	-	-	(21)

Departmental financial summary and variance analysis

Total direct expenditure was \$39,000 favourable compared with the budget. The main variances were related to:

- ▶ Lower expenditure on contractors and consultants as a result of timing of payments.
- ▶ Lower costs related to personnel costs as revenue has been received for a staff member seconded to another department.

Departmental financial summary and variance analysis

Risks have been reviewed and no new risks have been identified.



greater WELLINGTON

REGIONAL COUNCIL

Te Pane Matua Taiao