

Council Briefing Agenda

Date: Thursday, 30 June, 2022

Time: 10:30 am

Location: Council Chamber
Forum North, Rust Avenue
Whangarei

Elected Members: Her Worship the Mayor Sheryl Mai
(Chairperson)
Cr Gavin Benney
Cr Vince Cocurullo
Cr Nicholas Connop
Cr Ken Couper
Cr Tricia Cutforth
Cr Shelley Deeming
Cr Jayne Golightly
Cr Phil Halse
Cr Greg Innes
Cr Greg Martin
Cr Anna Murphy
Cr Carol Peters
Cr Simon Reid

For any queries regarding this meeting please contact
the Whangarei District Council on (09) 430-4200.

1. **Apologies / Kore Tae Mai**
2. **Reports / Ngā Ripoata**
 - 2.1. Draft Communications Strategy 2022-2025 1
3. **Closure of Meeting / Te katinga o te Hui**

2.1 Draft Communications Strategy 2022-2025

Meeting:	Council Briefing
Date of meeting:	30 June 2022
Reporting officer:	Jane Ashley (Manager – Communications)

1 Purpose / Te Kaupapa

To hold an initial briefing to identify priorities and provide an opportunity to provide guidance for the preparation of a Draft Communications Strategy 2022-2025.

2 Background / Horopaki

Council's Communications Strategy sets the strategic framework for delivering the marketing and communications functions of the organisation. Council's previous strategy was adopted in 2018, which confirmed a set of strategic objectives and provided the framework for key actions.

While the strategic objectives set in the 2018-2021 Communications Strategy remain relevant, Council needs to confirm key actions to deliver for the next 3-year period.

Staff are now seeking input from Elected Members to support the creation of the Draft Communications Strategy 2022-25 and direction on next steps.

3 Discussion / Whakawhiti kōrero

This Briefing will include discussion on the following:

- Council's communications objectives
- Progress made so far
- Environmental analysis
- Gaps and opportunities
- Next steps – should the strategy be adopted this term, or a draft prepared for review and adoption by the new Council?

A presentation with more detail will be provided for discussion at the briefing.