

Communications Plan

Pre-Election Report

Introduction

The Pre-Election Report is a 'state of the Council' snapshot produced every three years before the local body elections.

It is required under the Local Government Act 2002, with the purpose of providing information to promote public discussion about the issues facing the local authority.

The report is prepared by the chief executive, and represents an opportunity to speak directly to Wellingtonians on the business and operations of the Council.

Potential local body election candidates and residents are encouraged to read the report to gain an understanding of the big challenges and opportunities which lie ahead for the Council and the city.

The Pre-Election Report must be published, at the latest, two weeks before nomination day, which in 2022 takes place on 12 August.

1. Communication objectives

- Our audiences understand what the report's purpose is, and what information is included in it.
- Wellingtonians running for Council are aware of the report and know how to access it.

2. Key messages:

- Wellington is in the midst of a once-in-a-generation transformation to how we live, work and play.
- Whether you are planning to run for a seat on our Council, or preparing to exercise your right to vote, this pre-election report lays out some of the city's most important strategic issues to consider ahead of the 2022 local body elections.
- Over the past three years, the Council has been focused on putting plans in place to ensure that Wellington is a Capital City fit for the future. This includes the Council and its partners committing to infrastructure investment to transform how we live in and move about our city.
- We are updating Wellington's aging infrastructure which is essential for our important growth and development.
- The theme of the report is: A city in transition, a sector in transition.
- The report includes five key challenges:
 - 1) Our infrastructure and planning for growth
 - 2) Our resilience and adaptability

- 3) Our economy
- 4) Our funding and resourcing
- 5) Our changing local government sector

3. Communications approach:

We will communicate with Wellingtonians directly, through our news and social media channels, as well as via the media. We will let the full report speak for itself, but will also break some of the key parts into bite-size news stories and social posts – encouraging those interested to read the full report by directing them to it on our website.

With regards the media, we will send an embargoed copy of the report to key newsrooms ahead of publication in order to give them time to read and interpret the document. We will supply a media release and op-ed from the Chief Executive to accompany the report.

Timing wise, we will publish the report/news release/CE’s op-ed a week before candidate nominations open, then publish smaller articles on *Our Wellington* each day during the following week.

Our key communications channels will be the *Our Wellington* news channel, our owned social media channels, as well as *This Week In Our Wellington* e-newsletter. Website updates and our messaging on these channels will be plain English, clear and simple language.

Commented [KM1]: Only for a week?

Commented [SB2R1]: Yes. Five key challenges, five articles.

4. Audiences and communication channels:

Audience	What they need to know	Channel/s (how we will reach them)
Wellington public	The report is available and can be found on our website and in our libraries. Where the Council is at with its projects, finances, governance, and key challenges.	Our Wellington, social media, web update, TWIOW.
Potential election candidates	The report is available and can be found on our website and in our libraries. Where the Council is at with its projects, finances, governance, and key challenges.	Our Wellington, social media, web update, TWIOW.
Media	The report is available. Where the Council is at with its projects, finances, governance, and key challenges.	Embargoed media release/full PDF report/CE’s op-ed sent to key newsrooms two days before publication.

5. Communication risks and mitigations

Risk	Mitigant

6. Action plan:

Action	Audience	Deadline	Who's responsible
Op-ed signed off	All	Week of 27 June	Anna
Key media contacted to give a heads up as to timings	Media	Week of 27 June	Richard
The Dominion Post briefed on op-ed	Media	Week of 27 June	Seamus/Richard
Final hardcopy report		?	Verity/Averil
Final PDF report		6 July	Verity/Averil
Embargoed report and media release sent to reporters	Media	6 July	Seamus/Richard
Web updates drafted	All	1 July	Ben/Seamus
Draft news stories x 5 ready	All	1 July	Jenni/Seamus
Web content signed off	All	6 July	Ben/Sean/Sophie
Comms Advisory sent to Contact Centre and Service Centre	Contact Centre and Service Centre team leaders	8/9 July	Seamus/Sophie
Changes to web pages live	All	8/9 July	Seamus/Blaze
Internal news story published on Pokapū	Council staff	8/9 July	?
Op-ed published on Our Wellington	All	8/9 July	Seamus
Media release published on Our Wellington	All	8/9 July	Seamus
Key challenges news stories published on Our Wellington	All	11-15 July	Jenni