

ECONOMIC DEVELOPMENT STRATEGY

COMMUNICATIONS PLAN

Adopted on 15 November 2012

1.0 SITUATION ANALYSIS

The Grey District Council, in response to our current economic situation, has formed an Economic Development Liaison Group (EDLG) to lead and oversee the creation of an Economic Development Strategy for the Grey District. This strategy process is to help foster economic growth within the district over a ten year period with a focus on priority year one projects being put in place in Council's next draft annual plan.

2.0 IN THE FUTURE?

With a project life of ten years, the overall goal is to keep all stakeholders and the community engaged and informed throughout this process and to celebrate the culmination of projects and developments resulting from the strategy process.

3.0 RESEARCH

The research utilised in this strategy is taken from the Grey District BERL Report, Grey District Council SWOT analysis, brainstorming sessions with the Economic Liaison Development Group, GDC Councillors, GDC Management team and staff and through consultation with the community.

4.0 AUDIENCE IDENTIFICATION

- Central Government
- Grey District Council: Governance, Management and Staff
- Economic Development Liaison Group (EDLG)
 - Wider Network groups
- National, Regional and District Community Groups and Organisations
- Community
- Iwi
- Local Media

5.0 KEY OBJECTIVES

The key objectives of this communication plan are:

- To keep all stakeholders regularly updated and informed throughout this process.
- To ensure decisive, consistent messages are going out to stakeholders and the wider community via the media.
- To offer multiple opportunities for consultative input into the development of the Grey District Economic Development Strategy.
- Build confidence in the future of the Grey District Economy.

6.0 KEY MESSAGES

The key messages we will be conveying are:

- ❖ "It's your town and district, and this is your chance to have your say."
- ❖ This is an all-inclusive grass roots strategy development process led by the Grey District Council.
- ❖ This is a 10 year plan for Economic Development within the Grey District.
- ❖ Year 1 projects will be factored into the 2013/14 draft annual plan.
- ❖ By pulling business and community leaders together we can form a plan to continue to diversify and enhance the Grey District economy.

7.0 IMPLEMENTATION PLAN – HOW WE ARE GOING TO ACHIEVE THESE OBJECTIVES.

7.1 OBJECTIVE #1: TO KEEP ALL STAKEHOLDERS REGULARLY UPDATED AND INFORMED

7.1.1 WHAT WE WANT TO ACHIEVE

A feeling of unity between Council and all stakeholders due to them being kept fully informed and regularly updated the Strategy development process.

7.1.2 TOOLS AND TACTICS

As a reminder, a tool is a medium of communication, or the instrument that you can use to reach your audience, while a tactic is the manner in which you use the tool.

Objective #1				
Tools & Tactics	Audience <i>i.e. All stakeholders, Mayor & Councillors, EDLG, Media</i>	Responsibility	Timeline	Cost
Project website Outlines key objectives, timeline, project updates, opportunity to give feedback, partnership programme, calendar of meetings, media releases.	All stakeholders	GDC to oversee and co-ordinate with partners	January	TBA
Fortnightly email updates Outlining progress to date, pending actions and any barriers.	Mayor & Councillors EDLG KAO Networks	GDC	On-going	Nil
Media releases <ul style="list-style-type: none"> - Ensure consistent united messaging from GDC and the EDLG. - Scheduled to coincide with key milestones within the project. - Emailed directly to the project database. 	All stakeholders	GDC	On-going	Nil

7.2 OBJECTIVE #2: TO ENSURE DECISIVE, CONSISTENT MESSAGES ARE GOING OUT TO STAKEHOLDERS VIA MEDIA CHANNELS.

7.2.1 WHAT WE WANT TO ACHIEVE

To ensure decisive, consistent messages are going out to stakeholders and the wider community via the media.

7.2.2 TOOLS AND TACTICS

Objective #2				
Tools & Tactics	Audience	Responsibility	Timeline	Cost
Media Releases <ul style="list-style-type: none"> - Ensure consistent united 	All stakeholders	GDC	On-going	Nil

Objective #2				
Tools & Tactics	Audience	Responsibility	Timeline	Cost
messaging from GDC and the EDLG. - Scheduled to coincide with key milestones within the project. - Emailed directly to the project database.				
Project Website Ensure key messages are reiterated and affirmed via the web page.	All stakeholders	GDC	On-going	Nil
GDC Website Ensure links and reference to EDLG and strategy linking to the EDLG web page.	All stakeholders	GDC	January	Nil
External web links Establish these via Stakeholders and Partners.	All stakeholders	GDC in conjunction with Stakeholders and Partners	January	Nil

7.3 OBJECTIVE #3: MULTIPLE OPPORTUNITIES FOR CONSULTATIVE INPUT INTO THE DEVELOPMENT OF THE GREY DISTRICT ECONOMIC DEVELOPMENT STRATEGY

7.3.1 WHAT WE WANT TO ACHIEVE

That all sectors of the community feel like they have had multiple opportunities to have their say and input into the development of the Grey District Economic Development Strategy.

7.3.2 TOOLS AND TACTICS

Objective #3				
Tools & Tactics	Audience	Responsibility	Timeline	Cost
Media Releases - Ensure consistent united messaging from GDC and the EDLG.	All stakeholders via Media channels	GDC	On-going	Nil

Objective #3				
Tools & Tactics	Audience	Responsibility	Timeline	Cost
<ul style="list-style-type: none"> - Scheduled to coincide with key milestones within the project. - Emailed directly to the project database. 				
Social Media Get community feedback via social media, the website or survey monkey. Look to incentivise this.	Community	GDC	On-going	Nil
GDC Rates Newsletter Utilise the rates newsletter to share key messages and process updates.	Property Owners/ Community	GDC	On-going July for consultation.	Nil
Youth Engagement Programme <ul style="list-style-type: none"> - Identify interested education providers and discuss opportunities - Initiate a 'project' for students beginning at the start of Term 1 that will feedback ideas to the EDLG and Networks. 	Education Providers and Youth	GDC in conjunction with education providers	Co-ordinate Nov, commence project Feb	Nil
Engagement with Maori Face to face workshop/ brainstorm with local Maori.	Maori	GDC in conjunction with Networks and Iwi representatives	On-going	Nil
Exhibition Opportunity to showcase potential projects suggested by the networks and get community input.	All stakeholders	GDC in conjunction with the Networks	April: input and feedback July: for consultation	TBA
Perception study (Annually) To understand what attributes are present or lacking in our town/ district	Community, Potential visitors/Businesses	GDC to coordinate utilising students and business operators and in conjunction with	In-conjunction with exhibition and on-going.	TBA

Objective #3				
Tools & Tactics	Audience	Responsibility	Timeline	Cost
and to establish why people do or do not work, live, visit or invest in our district. This will also form a baseline for us to measure progress and development.		Placemaking, Tourism and Population Network		
Business Survey (Annually) To gauge feedback on the economic outlook, perceptions and experiences around business in the district and will also form a baseline for us to measure progress and development.	Business and small industry network	GDC to coordinate utilising students and business operators in conjunction with the Industry and Small Business Network	On going	TBA

7.4 OBJECTIVE #4: BUILD CONFIDENCE IN THE FUTURE OF THE GREY DISTRICT ECONOMY

7.4.1 WHAT WE WANT TO ACHIEVE

Confidence within all industry sectors of a successful and vibrant future for the Grey District.

7.4.2 TOOLS AND TACTICS

Objective #4				
Tools & Tactics	Audience	Responsibility	Timeline	Cost
Online Via the web page and social media ensuring positive encouraging messaging is being relayed to both stakeholders and people out of area.	All stakeholders	GDC	On-going	Nil
Media Releases Ensuring Media releases are fact based, positive and	All stakeholders	GDC	On-going	Nil

decisive in their messaging.				
GDC Rates Newsletter Utilise the Rates Newsletter to share good news progress updates.	Property Owners/ Community	GDC	On going	Nil
Youth Engagement Programme Engaging with youth to gain there insight, perspectives and feedback as well as conveying optimism and positivity in the future of the district.	Education Providers/ Youth	GDC in conjunction with Networks	On-going	Nil
Partnership Programme Develop promotional material to encourage participation in the Partnership programme.	All Stakeholders EDLG	GDC	Beginning November and on-going	Nil

8.0 MEASURING OUR SUCCESS

The key measure of our success will be through the adoption of the Grey District Economic Development Plan and the implementation of first year projects.

To be successful this 10 year 'grass roots' plan requires engagement with all Stakeholders for input, feedback, consultation, implementation and review.

By measuring engagement with the project website, community feedback, media releases, online opportunities, email updates, newsletters, consultation and interaction throughout the project process, the facilitators will monitor, review and instigate changes to project plans as required.

Tools	Performance measure	Meets Objective
Website	Increased visitation	Objective #1, 2 and 3
Community Feedback	All Network meetings, Submissions, Website – online submissions, Social media, Exhibition, Youth Engagement Programme, Perception study and Business survey.	Objective #3
Media releases	Following every EDLG and Network meeting and emailed to the database.	Objective #2

Tools	Performance measure	Meets Objective
Email updates	Fortnightly email updates to EDLG and Networks and Council.	Objective #1
Newsletters (with GDC Rates)	Number of submissions or feedback received.	Objective #2 and 3
Building Confidence - Surveys and baseline data collected in Year one	Improvements in data and information reviewed annually.	Objective #4

9.0 BARRIERS AND RISKS TO OUR SUCCESS

Risk	Impact	Probability	Mitigation
Communication breakdown between facilitators and participants	This may lead to loss of control and limited progress.	LOW	Risk reduced due to communications plan
Lack of awareness	This will lead to limited feedback and lack of buy in from stakeholders.	LOW	Risk reduced due to Communications plan
Lack of resources	This may slow or potentially cripple the project.	MEDIUM	This will be mitigated by forming partnerships and sourcing external funding
Lack of stakeholder engagement	Will limit input and success of the project.	LOW	Risk reduced due to Communications plan
Misinformation	This could lead to lack of credibility and mixed messages going out to stakeholders and the community.	MEDIUM	Risk reduced due to Communications plan
Loss of control	Should the project be overtaken by a group or individual it may lose impetus and stakeholder support.	MEDIUM	Risk reduced due to awareness created through the Communications plan
Project duplication	To ensure community and stakeholder buy in it is important to avoid project duplication by community groups or individuals.	MEDIUM	Risk reduced due to awareness created through the Communications plan
Process moves to fast	If the process moves to fast ideas and input and could be overlooked.	MEDIUM	Risk reduced through Project timeline.
Process moves to slow	If the process moves to slow there is a risk that it will lose	LOW	Risk reduced through Project timeline.

Risk	Impact	Probability	Mitigation
	momentum and stakeholder interest.		
A particular group or sector is not represented	This may lead to incorrect perceptions and missing information.	LOW	Risk reduced due to awareness created through the Communications plan
Lack of commitment from the EDLG	Could lead to a breakdown within the process and project as a whole.	LOW	Risk is reduced by participants feedback through the EDLG and timeline and Project plan
Lack of commitment from the Network groups	Could lead to a breakdown within the process and gaps within the project	LOW	Risk is reduced by participants feedback through the EDLG and timeline and Project plan
EDLG is too big	This may hinder participation from members within the group.	MEDIUM	Risk reduced through Communication plan and multiple opportunities to relay feedback to facilitators
Project is too large	This could lead to loss of Stakeholder interest.	LOW	Risk is reduced through Project Plan and timeline, project monitoring and Stakeholder feedback
Missing deadlines	Could lead to project delays and missed funding opportunities.	LOW	Risk is mitigated through Project Plan and timeline.
Costs and budgets	Costs associated with projects and budgets developed within businesses cases are vital in establishing projects.	LOW	Risk is mitigated through the identification of funding support and partnerships throughout project documentation.