

Southland District Council

SMP: Communication Plan Brief

1 Introduction

The purpose of the Communication Plan is to inform and educate the main stakeholders of the existence of the SMP and ensure that it becomes a living and useful document which is used, consulted and implemented. The desired outcome is an increased focus on road safety.

A presentation has already been made to the Councillors and they have adopted the SMP. It is now appropriate that Community Board Members, CDA's, SDC Staff, MWH Staff, and Contractors are brought into the loop.

2 Community Board Members and CDA's

Given that there are a total of 25 Community Boards and CDA's within Southland and they have separate local meetings, it is not viable to make separate presentations to these groups. It is proposed to write a report to be tabled at their meetings. It will be similar in content to the presentation made to the Council, but in report format.

To give the report the appropriate weight, a covering letter signed by the Chief Executive or the appropriate elected representative is recommended. The report can be followed up by the Urban Engineers to reinforce the issues over a period of time.

2.1 SDC Staff, MWH Staff and Contractors

A presentation is to be made to SDC staff, MWH staff and Contractors. Most of the audience will be new to the SMP. It will therefore need to cover the strategy with additional detail and focus on the system and operations. These people will have a strong influence on the policy implementation aspects of the SMP. Invitations should go to SDC Urban Engineers and Roading related staff. Building Inspectors and Planning staff should also be invited to provide an introduction to the SMP. At MWH, invitations should be extended to roading related staff. The Maintenance, Signs and Markings Contractors should also be invited. While in the interests of partnering it would be good to have the Contractors down to Foreman level, numbers would be unwieldy. The separate SIP presentation, the following day, detailed in the SIP proposal is an opportunity to brief these people.

As the level of detail is different for the different audiences it is agreed that:

- A detailed workshop for SDC and MWH staff (particularly Urban Engineers and Roading Managers) will be held on the morning of 11 June 2003.
- On the same afternoon the SMP will be outlined to contractors at a general meeting of SDC's contractors where it will be a 20 minute powerpoint presentation on the agenda. It will provide an overview/introduction to the SMP.
- A cut down version of this powerpoint presentation will be provided to Ian Marshall to enable a 10 minute presentation to be made to Road Safety Southland.

Ideally SDC will arrange to video the SDC/MWH presentation to enable those that can not make it, to view the presentation at a later date.