

Notice is hereby given that an extraordinary meeting of Horowhenua District Council will be held on:

**Date:** Wednesday 10 July 2019  
**Time:** 4.00 pm  
**Meeting Room:** Council Chambers  
**Venue:** 126-148 Oxford St  
Levin

---

## Council OPEN AGENDA

---

### MEMBERSHIP

<b>Mayor</b>	Mr Michael Feyen	
<b>Deputy Mayor</b>	Mr Wayne Bishop	
<b>Councillors</b>	Mr Ross Brannigan	
	Mr Ross Campbell	
	Mr Neville Gimblett	
	Mr Barry Judd	
	Mrs Victoria Kaye-Simmons	
	Mrs Jo Mason	
	Mrs Christine Mitchell	
	Ms Piri-Hira Tukapua	
	Mr Bernie Wanden	
<b>Reporting Officer</b>	Mr Mark Lester	(Group Manager – Corporate Services )
<b>Meeting Secretary</b>	Ms Sue Hori Te Pa	

Contact Telephone: 06 366 0999  
Postal Address: Private Bag 4002, Levin 5540  
Email: [enquiries@horowhenua.govt.nz](mailto:enquiries@horowhenua.govt.nz)  
Website: [www.horowhenua.govt.nz](http://www.horowhenua.govt.nz)

Full Agendas are available on Council's website  
[www.horowhenua.govt.nz](http://www.horowhenua.govt.nz)

Full Agendas are also available to be collected from:  
Horowhenua District Council Service Centre, 126 Oxford Street, Levin  
Te Awahou Nieuwe Stroom, Foxton,  
Shannon Service Centre/Library, Plimmer Terrace, Shannon  
and Te Takeretanga o Kura-hau-pō, Bath Street, Levin



---

ITEM	TABLE OF CONTENTS	PAGE
<b>PROCEDURAL</b>		
1	Apologies	5
2	Public Participation	5
3	Late Items	5
4	Declarations of Interest	5
5	Announcements	5
6	Adoption of Rates Resolution for year ending 30 June 2020	7
<b>REPORTS</b>		
7	Executive	
	7.1 Pre-Election Report and Communications	15



**1 Apologies**

**2 Public Participation**

Notification to speak is required by 12 noon on the day of the meeting. Further information is available on [www.horowhenua.govt.nz](http://www.horowhenua.govt.nz) or by phoning 06 366 0999.

See over the page for further information on Public Participation.

**3 Late Items**

To consider, and if thought fit, to pass a resolution to permit the Council to consider any further items which do not appear on the Agenda of this meeting and/or the meeting to be held with the public excluded.

Such resolution is required to be made pursuant to Section 46A(7) of the Local Government Official Information and Meetings Act 1987, and the Chairperson must advise:

- (i) The reason why the item was not on the Agenda, and
- (ii) The reason why the discussion of this item cannot be delayed until a subsequent meeting.

**4 Declarations of Interest**

Members are reminded of their obligation to declare any conflicts of interest they might have in respect of the items on this Agenda.

**5 Announcements**

Public Participation (further information):

The ability to speak at Council and Community Board meetings provides the opportunity for members of the public to express their opinions/views to Elected Members as they relate to the agenda item to be considered by the meeting.

Speakers may (within the time allotted and through the Chairperson) ask Elected Members questions as they relate to the agenda item to be considered by the meeting, however that right does not naturally extend to question Council Officers or to take the opportunity to address the public audience be that in the gallery itself or via the livestreaming. Council Officers are available to offer advice too and answer questions from Elected Members when the meeting is formally considering the agenda item i.e. on completion of Public Participation.

Meeting protocols

1. All speakers shall address the Chair and Elected Members, not other members of the public be that in the gallery itself or via livestreaming.
2. A meeting is not a forum for complaints about Council staff or Council contractors. Those issues should be addressed direct to the CEO and not at a Council, Community Board or Committee meeting.
3. Elected members may address the speaker with questions or for clarification on an item, but when the topic is discussed Members shall address the Chair.
4. All persons present must show respect and courtesy to those who are speaking and not interrupt nor speak out of turn.
5. Any person asked more than once to be quiet will be asked to leave the meeting

# Adoption of Rates Resolution for year ending 30 June 2020

File No.: 19/234

## 1. Purpose

The purpose of this report is for the Horowhenua District Council (Council) to formally adopt the Rates Resolution for the year ending 30 June 2020.

Having adopted the Annual Plan 2019/2020 containing the Funding Impact Statement, Council is now required to formally adopt the Rates Resolution.

## 2. Recommendation

- 2.1 That Report 19/234 Adoption of Rates Resolution for year ending 30 June 2020 be received.
- 2.2 That this matter or decision be recognised as not significant in terms of s76 of the Local Government Act 2002.
- 2.3 1. That the Horowhenua District Council sets the following rates under the Local Government (Rating) Act 2002, on rating units in the district for the financial year commencing 1 July 2019 and ending on 30 June 2020:

### (a) General Rates

A general rate set under section 13 of the Local Government (Rating) Act 2002 made on every rating unit, set on a differential basis as described below:

- A rate of \$0.00177526 (GST Inclusive) of land value on every rating unit in the "Rural" category
- A rate of \$0.00578827 (GST Inclusive) of land value on every rating unit in the "District wide" category.

### (b) Land Transport (Roading) Rate

A targeted Rooding rate set under section 16 of the Local Government (Rating) Act 2002 made on every rating unit, set on a differential basis as described below:

- A rate of \$0.00063508 (GST Inclusive) of capital value on every rating unit in the "Business" category
- A rate of \$0.00070427 (GST Inclusive) of capital value on every rating unit in the "District wide other" category.

### (c) Stormwater Rate

A targeted Stormwater rate of \$0.00046350 (GST Inclusive) of capital value set under section 16 of the Local Government (Rating) Act 2002 on all "Urban" rating units.

### (d) Community Centre/Library Rate

A targeted rate set under section 16 of the Local Government (Rating) Act 2002 of \$257.40 (GST Inclusive) on every separately used or inhabited part of a rating unit in the district to fund the provision of Community Centres and Library Services.

### (e) Representation and Community Leadership

A targeted rate set under section 16 of the Local Government (Rating) Act 2002

of \$225.30 (GST Inclusive) on every separately used or inhabited part of a rating unit in the district to fund the Representation and Community Leadership costs.

**(f) Solid Waste Disposal Rates**

A targeted rate for solid waste disposal set under section 16 of the Local Government (Rating) Act 2002 to fund the Solid Waste activity costs set on a differential basis as described below:

- A rate of \$30.70 (GST Inclusive) on every separately used or inhabited part of a rating unit in the "urban" category,
- A rate of \$21.40 (GST Inclusive) on every separately used or inhabited part of a rating unit in the "rural" category.

**(g) Aquatic Centres (Swimming Pool) Rate**

A targeted rate for the provision of swimming pools set under section 16 of the Local Government (Rating) Act 2002 of \$151.30 (GST Inclusive) on every separately used or inhabited part of a rating unit in the district.

**(h) Waste Water Disposal Rates**

A targeted rate for sewage disposal set under section 16 of the Local Government (Rating) Act 2002 to fund the Waste water activity costs set on a differential basis as described below:

- A rate of \$654.30 (GST Inclusive) for any rating unit that is connected to a wastewater network,
- A rate of \$327.15 (GST Inclusive) for any rating unit that is available to be connected to a wastewater network.

**(i) Water Supply Rates**

A targeted rate for water supply set under section 16 of the Local Government (Rating) Act 2002 to fund the Water Supply activity costs set on a differential basis as described below:

- A rate of \$480.40 (GST Inclusive) for any rating unit that is connected to a water supply network (except for Foxton Beach which has a lower fixed rate to recognise the fact that it has universal water metering. This exception does not apply to the district wide availability differential).
- A rate of \$240.20 (GST Inclusive) for any rating unit that is available to be connected to a water supply network;

For the Foxton Beach water supply network:

- A rate of \$384.20 (GST Inclusive) for any rating unit that is connected to the Foxton Beach water supply network where a water meter is connected.

Targeted rates for water supply set under section 19 of the Local Government (Rating) Act 2002 where a meter is used to measure consumption on the network during the period from 1 July 2019 to 30 June 2020 of,

- \$2.07 (GST Inclusive) per m<sup>3</sup> of water consumed in excess of 91m<sup>3</sup> per every quarter invoicing period on any rating unit connected to any water supply, except Foxton Beach.
- \$1.04 (GST Inclusive) per m<sup>3</sup> of water consumed in excess of 91m<sup>3</sup> per every quarter invoicing period on any rating unit connected to the Shannon untreated bore water supply.



- For Foxton Beach Water Supply
  1. **Step 1** - \$0.87 (GST Inclusive) per m<sup>3</sup> for the first 50 m<sup>3</sup> of water consumed per quarter on any rating unit or separately used or inhabited part of a rating unit connected to the Foxton Beach water supply network during the period from 1 July 2019 to 30 June 2020.
  2. **Step 2** - \$1.74 (GST Inclusive) per m<sup>3</sup> for the second 50 m<sup>3</sup> of water consumed per quarter in excess of 50 m<sup>3</sup> on any rating unit or separately used or inhabited part of a rating unit connected to the Foxton Beach water supply network during the period from 1 July 2019 to 30 June 2020.
  3. **Step 3** - \$2.61 (GST Inclusive) per m<sup>3</sup> for the balance of water consumed per quarter in excess of 100 m<sup>3</sup> on any rating unit or separately used or inhabited part of a rating unit connected to the Foxton Beach water supply network during the period from 1 July 2019 to 30 June 2020

## 2. DIFFERENTIAL CATEGORIES

That the Horowhenua District Council adopts the following definitions for its differential categories for the 2019/20 financial year.

### General Rate

- (a) **Rural** - all rating units that are located in areas outside the urban centres of Levin, Shannon, Foxton, Waikawa Beach, Manakau, Ohau, Hokio Beach, Waitarere Beach, Foxton Beach and Tokomaru, as shown on the maps available defining these areas for rating purposes held at the Council office in Levin. However, this differential category does not include those rating units classified as Rural Residential being all rating units classified as Lifestyle and Residential in rural areas (other than those rating units identified as “vacant” or “bare”). These properties will be identified in the DVR using the “Property Category” codes from Appendix F of the Valuation Rules 2008, promulgated by the Valuer General. This Rural category has a differential factor of 25%.
- (b) **District Wide** - all rating units other than those in the rural category. Being all rating units located within the urban centres of Levin, Shannon, Foxton, Waikawa Beach, Manakau, Ohau, Hokio Beach, Waitarere Beach, Foxton Beach and Tokomaru, as shown on the maps available defining these areas for rating purposes held at the Council office in Levin. However, this differential category also includes those rating units classified as Rural Residential being all rating units classified as Lifestyle and Residential in rural areas (other than those rating units identified as “vacant” or “bare”). These properties will be identified in the DVR using the “Property Category” codes from Appendix F of the Valuation Rules 2008, promulgated by the Valuer General. This category has a differential factor of 75%.

### Roading Targeted Rate

- (c) **Business** - all rating units identified as Arable, Commercial (including all Rest Homes/Retirement villages other than those that have separate title for the individual units or houses), Dairy, Forestry (except protected forestry), Horticultural, Industrial, Mining, Pastoral, Specialist livestock, and Utilities using the “Property Category” codes from Appendix F of the

Valuation Rules 2008, promulgated by the Valuer General. This category has a differential factor of 35%.

- (d) **District Wide Other** - all rating units identified as Lifestyle, Residential (excluding all Rest Homes/Retirement villages but including those that have separate title for the individual units or houses) and Other using the "Property Category" codes from Appendix F of the Valuation Rules 2008, promulgated by the Valuer General. This category has a differential factor of 65%.

### **Solid Waste Disposal Rate**

- (a) **Urban** - all rating units within the towns of Levin, Foxton, Shannon, Tokomaru, Foxton Beach, Waitarere Beach, Hokio Beach, Ohau, Waikawa Beach and Manakau as shown on the maps available defining those areas for rating purposes held at the Levin Office. This category has a differential factor of 80%.
- (b) **Rural** - all rating units within the district that are outside the defined "urban" differential described above. This category has a differential factor of 20%.

### **Wastewater Rate**

(a) **Connected Differential**

Council sets a fixed charge rate on all rating units across the District for which connection to a reticulated wastewater disposal system is available. A reticulated wastewater disposal system is available to a rating unit if a lateral/s exists for the purposes of accepting wastewater from the rating unit to the wastewater trunk main, where there is a connection from the land within the rating unit to that lateral/s or trunk main.

Liability for the fixed-sum rate will be assessed on whichever is greater:

- (a) each rating unit, or
- (b) the number of SUIPs of each rating unit, or
- (c) the number of connections of each rating unit.

(b) **Availability Differential**

A fixed charge rate on any rating unit that is not connected to a reticulated wastewater disposal system, but is within 30m of a trunk main that is available to take waste from the rating unit. A reticulated wastewater disposal system is available to a rating unit if a lateral/s exists for the purpose of accepting wastewater from the rating unit to the wastewater trunk main or, if no lateral exists, if Council will allow the rating unit to be connected. This rate is set at 50% of the fixed charge for a connected rating unit.

### **Water Supply Rate**

(a) **Connected Differential**

Council sets a fixed charge rate on all rating units for which connection to a reticulated drinkable water supply is available. This does not include Moutoa, Waikawa, or Kuku schemes, which are not drinkable supplies. A reticulated potable water supply is available to a rating unit if a lateral/s exists for the purpose of delivering water from the trunk main to the rating unit, and there is a connection from the land within the rating unit to that lateral/s or trunk main.

Liability for the rate will be assessed on whichever is the greater of:

- (a) each rating unit, or
- (b) the number of SUIPs of each rating unit, or
- (c) the number of connections of each rating unit.

The Foxton Beach charge is reduced by an allowance to account for the universal metering of Foxton Beach.

**(b) Availability Differential**

A fixed charge rate on any rating unit not connected to, but within 100 metres of a trunk main for a reticulated drinkable water supply that is available to the rating unit. A reticulated drinkable water supply is available to a rating unit if a lateral/s exists for the purpose of delivering water from the trunk main to the rating unit or, if no lateral exists, if Council will allow the rating unit to be connected. This rate is set at 50% of the fixed charge for a connected rating unit.

**3. DUE DATES FOR PAYMENT OF RATES**

That all rates (except water-by-meter rates) will be payable in four equal instalments due on:

- 15<sup>th</sup> September 2019
- 15<sup>th</sup> December 2019
- 15<sup>th</sup> March 2020
- 15<sup>th</sup> June 2020

<b>WATER-by- METER RATES DUE DATES 2019-2020</b>		
<b>AREA</b>	<b>WATER METERS READ DURING</b>	<b>DUE DATE</b>
Foxton Beach 6-10, Shannon, Tokomaru	Jul-19	25-Aug-19
	Oct-19	25-Nov-19
	Jan-20	25-Feb-20
	Apr-20	25-May-20
Foxton Beach 1-5, Whirokino	Aug-19	25-Sep-19
	Nov-19	25-Dec-19
	Feb-20 May-20	25-Mar-20 25-Jun-20
Levin, Ohau, Foxton	Sep-19	25-Oct-19
	Dec-19	25-Jan-19
	Mar-20	25-Apr-20
	Jun-20	25-Jul-20

**4. PENALTIES**

(a) That the Council authorises the following penalties to be added to rates that are not paid by the due date:

- (i) a charge of 10 percent on so much of each instalment that has been assessed after 1<sup>st</sup> July 2019 and which is unpaid after the due date of

each instalment, to be added to the amount of the unpaid rates on:

15<sup>th</sup> September 2019  
15<sup>th</sup> December 2019  
15<sup>th</sup> March 2020  
15<sup>th</sup> June 2020

- (ii) a charge of 10 percent on so much of any rates levied before the 1<sup>st</sup> July 2019 which remain unpaid on 17<sup>th</sup> July 2019,
  - (iii) a further charge of 10 percent on any rates to which a penalty has been added under (ii) above if the rates remain unpaid on 17<sup>th</sup> January 2020.
- (b) That the authority to apply the Council's policy on penalty rates be delegated to the Finance Manager.

## 5. PAYMENT OF RATES

That rates shall be payable at any of the following places:

Levin	Public Office, 126 Oxford Street	Mon, to Fri	8.00 am to 5.00 pm
Foxton	Te Awahou Nieuwe Stroom 92 Main Street	Mon to Fri Weekends	8.00 am to 5.00 pm 10.00am to 4;00pm
Shannon	Library/Service Centre Plimmer Terrace	Mon to Fri  Sat	10.00 am to 12 noon 1.00 pm to 5.00 pm  10.00 am to 12 noon
Tokomaru	Tokomaru Store Tokomaru Road	During store opening hours	

Where a payment made by a ratepayer is less that the amount now payable, the Council will apply the payment firstly to any arrears from previous years and then proportionately across all current year rates due.

## Attachments



There are no attachments for this report.

### **Confirmation of statutory compliance**

In accordance with section 76 of the Local Government Act 2002, this report is approved as:

- a. containing sufficient information about the options and their benefits and costs, bearing in mind the significance of the decisions; and,
- b. is based on adequate knowledge about, and adequate consideration of, the views and preferences of affected and interested parties bearing in mind the significance of the decision.

## Signatories

Author(s)	Doug Law <b>Chief Financial Officer</b>	
Approved by	David Clapperton <b>Chief Executive</b>	



File No.: 19/252

---

## Pre-Election Report and Communications

---

### 1. Purpose

To provide Councillors with information on the election awareness campaign developed to support and increase participation in the 2019 Local Government Election, including activity planned around the statutory Pre-Election Report. The planned approach is within existing budgets and the delegations and responsibilities of the Chief Executive.

### 2. Executive Summary

While Horowhenua performs relatively well, from a local government perspective, in terms of election participation, there remain areas of concern and worrying trends (including an almost 2% drop in turnout at the 2016 election). Overall, as is the case throughout the local government sector, turnout remains stubbornly and materially below levels which are targeted and considered appropriate.

In light of this, Council has developed, and is in the early stages of implementation of, a comprehensive Election Awareness Campaign Plan based on ambitious and measurable objectives. In addition, the legislative requirement to produce a Pre-Election Report (PER) will be used as a platform for a proactive communications plan designed to increase the understanding and awareness of local government and the issues involved.

This report provides information on both the awareness campaign and the PER communications plan which will be implemented in unison and funded from within existing and approved budgets.

### 3. Recommendation

- 3.1 That Report 19/252 Pre-Election Report and Communications be received.
- 3.2 That this decision is recognised as not significant in terms of S76 of the Local Government Act.

### 4. Background / Previous Council Decisions

- 4.1 The 2018-2038 Long Term Plan identified a key challenge for Council as making “local government more relevant for our residents and ratepayers as well as how to encourage positive and active engagement in Council’s decision making processes” (pg. 139). This challenge was included as a key component of Council fulfilling its responsibility to represent and provide leadership to the community. Consistent with this, the Council has developed a comprehensive election awareness plan designed to increase participation in this year’s election.
- 4.2 In addition, all Councils are required to produce a Pre-Election Report no later than two weeks prior to the close of election nominations. Communications which will occur in relation to the publication of the Pre-Election Report complements, and forms part of, the overall awareness campaign

## 5. Discussion

### 5.1 Participation Challenge

Council organisations are involved in election-related processes and activities in three main ways:

- Organising, overseeing and providing electoral officer services
- Encouraging candidates, enrolment and voting.
- Provision of factual, objective information about the District and its Council.

In relation to the first of these functions, the conduct of the 2019 election will be managed by Electionz.com. This decision was taken to ensure that the triennial election is, and is seen to be, conducted independently and beyond reproach. Such outsourcing of the electoral officer role is the predominant approach used by New Zealand councils (61 of the country's 78 councils).

The second and third functions are intrinsically linked. Well informed populations, which understand and appreciate the role of local democracy and administration, are more likely to participate (whether through candidacy or voting) in elections. This premise is a key driver of the election awareness campaign and communication plans.

While Horowhenua has performed relatively well in terms of participation, there remains areas of concern, worrying trends and a need to continue efforts to increase performance.

One measure of participation is the proportion of the eligible population enrolled. As shown in Table 1, Horowhenua has achieved an above average (compared to New Zealand as a whole) level of enrolment.

Table 1: Percentage Enrolment of Estimated Eligible Population

Age	% Enrolment											
	18-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70+	Total
Horowhenua	70.7	94.8	96.0	102.2	94.4	97.1	93.4	98.4	98.0	98.5	98.1	<b>94.7</b>
New Zealand	63.0	74.7	85.4	94.5	94.6	95.3	96.9	98.8	99.6	98.8	100.4	<b>89.9</b>

Source: 'Local Government Elections 2019 – Horowhenua District Awareness Campaign Plan'  
Electoral Commission

With enrolment being compulsory, however, these levels remain materially below what is required. Further, within this overall result Horowhenua has below average enrollment in the 50+ age group. As with the rest of the country, the District has very low levels of enrollment in the 18-24 age bracket (70.7%). While this figure is above the 63% nationwide level, it is an area of concern and underperformance acknowledged as requiring significant attention.

A second measure of participation is voter turnout. Table 2 compares turnout in previous Horowhenua elections with the nationwide figures as well as those for the "provincial" category, which the District is included in by LGNZ.

Table 2: Voter turnout

Year	2010	2013	2016
Horowhenua	52.0%	52.9%	51.0%
% change		0.9%	-1.9%
New Zealand	49.0%	41.3%	42.0%
% change		-7.7%	0.7%
Provincial	50.0%	47.0%	45.7%
% change		-3.0%	-1.3%

Source: Local Government New Zealand



The Horowhenua District has performed relatively well in terms of voter turnout, well above the nationwide figure (11.6% higher in the 2013 election). In the 2016 election Horowhenua turnout remained above the national average (51% compared to 42%). Worryingly, however, it was down 1.9% on the 2013 level, compared to the 0.7% pick up experienced nationally<sup>1</sup>. Compared to the provincial category of local authority, the drop in turnout experienced by Horowhenua was closer to the average, although still higher (-1.9% compared to the provincial average of -1.3%).

While in large part these statistics are positive, there are apparent risks and a need for effort to be focused on reversing the decline in participation experienced in 2016. Alongside that, as with local government as a whole, there is without question a need to drive improvement from what stubbornly remain unsatisfactorily low participation rates and, thereby, strengthen democracy. Related to this, recent legislative changes require chief executives to work to improve participation. In fact, unsatisfactorily low participation in local democracy, and a prioritisation of addressing this, was the reason behind the relevant amendment. The council's pre-election activity is designed to give active effect to the new requirements of chief executives.

## 5.2 Elections 2019 Awareness Campaign Plan

A comprehensive awareness campaign has been developed in order to drive increased participation in the 2019 local government triennial election. The campaign plan is based on the following objectives and its success will be measured on this basis:

- more people, representing a more gender and culturally diverse background, stand for Council
- more than enough people stand to allow for elections to occur for every elected role (i.e. more than one person for each available position)
- the integrity of the election is beyond reproach
- voting participation numbers in Horowhenua grow by 15% - from 51% to 58.65%
- youth enrolment numbers increase from 70.7% to more than 80%.

To advance these objectives the campaign will deploy the following high level strategies:

- use an external Electoral Officer provider to ensure Council is one step removed from the election process
- target youth enrolment to increase registered voter numbers
- use print and digital content in Council's publications and external channels to increase public awareness
- stop all elected member commentary during the election period, unless it is required as part of their Council role
- encourage people from cultures and age groups with traditionally low participation rates to consider standing and to vote
- ensure consistent with, and therefore leverage, the nationwide campaign by participating in LGNZ's Vote 2019
- update Council's social media rules to maintain integrity.

## 5.3 Pre-Election Report Activity

Local authorities by legislation are required to publish a Pre-Election Report (PER) no later than two weeks before nomination day (Local Government Act 2002, section 99A). In 2019,

---

<sup>1</sup> In terms of the nationwide figures, the 2010 and 2013 comparisons are skewed by the high voter turnout in the inaugural (2010) amalgamated Auckland Council election and the subsequent significant drop off in the 2013 poll (down 16.1%). While turnout picked up in the 2016 Auckland election, this was not at such an outlier rate, meaning the national average was less skewed and comparisons are more meaningful.

the deadline for the report is 2 August. The PER is required “to provide information to promote public discussion about the issues facing the local authority” - section 99A(4).

In many councils, these reports are viewed as little more than a necessary exercise in compliance, rather than a vehicle to raise awareness of local government and the district and encourage participation. This represents a missed opportunity

In order to take advantage of the opportunity provided, and consistent with the objectives set out in the election awareness campaign plan, Council will publish a report which takes a strategic approach providing factual information on the Council’s activities since the last election, its plans and major projects and the challenges and issues facing Horowhenua.

Further, to derive the most value from the report, and leverage its impact, the PER will be used as a platform for an active communications plan relating to its content. Related communications will be fully integrated with the awareness campaign plan and designed to elevate the report so it becomes a meaningful and effective tool to drive increased awareness and understanding of local government and the District. In achieving this, and to ensure consistency, the primary report document will be used as a depository of facts and messaging to be modulated into all related communications.

Broadly, PER communications plan will involve the following aspects, to occur from early-August:

- weekly print media advertorial spreads highlighting specific aspects of the PER, it’s information and themes
- PER- based radio advertisements as part of the wider awareness campaign
- use of social media channels to further highlight PER messaging, again tied into the broader awareness campaign
- a two-page summary of the PER for electronic distribution and inclusion in the August rates mailout
- a “Triennium Review” report to the 11 September Council meeting detailing the challenges, activities and progress of the concluding term, again supported by proactive media efforts.

The PER and related communications will be funded from existing and approved election budgets and its success will be judged as part of the overall election awareness campaign plan based on the performance measures for that work.

## 6. Options

This report is an information item requiring no formal decision and, therefore, options have not been developed.

### 6.1 Cost

#### 6.1.1 Rate Impact

The election awareness campaign, PER and associated communications will be funded within previously approved budgets and, therefore, there is no rates impact.

### 6.2 Community Wellbeing

The election awareness campaign, PER and associated communications are part of Council’s “Representation and Community Leadership” activity. Consistent with the LTP, this activity group contributes to community wellbeing through the following community outcomes:

- An exuberant economy
- Thriving communities
- Stunning environment
- Partnerships with Tangata Whenua
- Vibrant cultures
- Enabling infrastructure

### 6.3 Consenting Issues

There are no consenting issues.

### 6.4 LTP Integration

The election awareness campaign, PER and associated communications are consistent with the activities set out in the 2018-38 LTP and relevant budgets, as confirmed by the 2019/20 Annual Plan.

## 7. Consultation

There are no statutory consultation requirements associated with this activity.

## 8. Legal Considerations

Section 99A of the Local Government Act 2002 sets out the requirements for pre-election report. The Council's document will be consistent with these requirements. The overall election awareness campaign and associated communications will be undertaken consistent with the requirements of the Local Government Act 2002 and the Local Electoral Act 2001. In addition, all activities will be conducted within the Auditor General's guidelines relating to the conduct of elections.

## 9. Financial Considerations

The election awareness campaign and associated communications will be funded from within existing and approved budgets.

## 10. Other Considerations

There are no other considerations.

## 11. Next Steps

The election awareness campaign is in the process of being implemented. The PER will be published no later than 2 August 2019 and the associated communications plan will be implemented from that date.

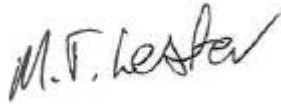
### **Confirmation of statutory compliance**


In accordance with section 76 of the Local Government Act 2002, this report is approved as:

- containing sufficient information about the options and their benefits and costs, bearing in mind the significance of the decisions; and,
- is based on adequate knowledge about, and adequate consideration of, the views and preferences of affected and interested parties bearing in mind the significance of the decision.

## 12. Appendices

There are no appendices for this report

Author(s)	Mark Lester <b>Group Manager - Corporate Services</b>	
-----------	--	---

Approved by	David Clapperton <b>Chief Executive</b>	
-------------	--	---