

Communications strategy

The adopted 2018 work programme provides for a discussion at this Board meeting on the development of a communications strategy for the Trust. This paper briefly sets out my thoughts on the current state of play.

Objectives

I believe our communications strategy should have five objectives:

- To keep the community informed of matters and events that are relevant to the distribution of the community dividend or that should otherwise be of interest to them;
- To advertise (when necessary) leased property in the Trust's ownership;
- To demonstrate to the community transparency and accountability in the conduct of the Trust's affairs;
- To raise and maintain the profile of the Trust so that our beneficiaries (and others) understand and recognise what it does and the role it plays, and has played, in the development of the Greytown community;
- To promote the "live, work, play" opportunities, and highlight what's going on, in Greytown.

Historically we have tended to "stick to our knitting" and focus on providing the information needed by the community to apply for grants, advertising property vacancies and meeting our statutory reporting obligations.

Although I have tried to be more open about what the Trust is up to by putting more information into the public arena through the inclusion of pull-out annual plan/report inserts in the Grapevine it is fair to say we have not given either our profile or promotion of Greytown the priority they deserve. In part this is because time has not been available to enable a focus on these objectives.

Media

The media that are available to us include:

- Via word of mouth, through day to day interaction with the public;
- Via attendance at community organisation meetings and events;
- Via Board meetings, public meetings (AGM), specific presentations (eg. new Education funding strategy) and formal meetings with community representatives;
- Via notices, articles and reports circulated in local print media;
- Via internet based media (website, facebook, etc).

We make regular use of the traditional methods of communication but I believe there is room for improvement in the frequency and type of engagement that occurs between Trustees and the community. This mainly comes down to developing a consistent "message" and using every opportunity to put it out there.

We have also yet to fully embrace the opportunities available to us through use of internet based media. Because the software that drove our website has become outdated and is no longer supported we have had to migrate to a new software platform which has resulted in some recent changes for the better to the format of our website. However, by comparison with Masterton Lands Trust's website, the content and imagery on our website remains dated, lacks sparkle and needs to tell a better story about Greytown and the "good" the Trust does or has done for the community.

Helga and I, with input from Catherine, have come up with some ideas for improvement and are in the process of developing a more user friendly website structure that will enable us to create better linkages and incorporate more relevant imagery to help better explain what the Trust is about. However, coming with this upgrade will be a need to commit to keeping the content fresh. This will have some resource implications.

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