



Notice is given of an Extraordinary Meeting of Council to be held on:

Date: Tuesday, 23 February 2021
Time: 9.30am
Location: Council Chambers
Fairlie

AGENDA

Extraordinary Council Meeting

23 February 2021

Note: This meeting may be digitally recorded by the minute-taker.

Council Membership:

Graham Smith (Chair)

James Leslie

Anne Munro

Stuart Barwood

Murray Cox

Emily Bradbury

Matt Murphy

The purpose of local government:

(1) The purpose of local government is—

- (a) to enable democratic local decision-making and action by, and on behalf of, communities; and
- (b) to meet the current and future needs of communities for good-quality local infrastructure, local public services, and performance of regulatory functions in a way that is most cost-effective for households and businesses.

(2) In this Act, good-quality, in relation to local infrastructure, local public services, and performance of regulatory functions, means infrastructure, services, and performance that are—

- (a) efficient; and
- (b) effective; and
- (c) appropriate to present and anticipated future circumstances.

(Local Government Act 2002)

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- 1 OPENING**
- 2 APOLOGIES**
- 3 DECLARATIONS OF INTEREST**

4 REPORTS

4.1 ADOPTION OF ANNUAL REPORT 2019/20

Author: Katherine Hill, Senior Corporate Planner
Authoriser: Paul Numan, General Manager Corporate Services
Attachments: Nil

Council Role:

- ☐ **Advocacy** When Council or Committee advocates on its own behalf or on behalf of its community to another level of government/body/agency.
- ☒ **Executive** The substantial direction setting and oversight role of the Council or Committee e.g. adopting plans and reports, accepting tenders, directing operations, setting and amending budgets.
- ☐ **Legislative** Includes adopting District Plans and plan changes, bylaws and policies.
- ☐ **Review** When Council or Committee reviews decisions made by officers.
- ☐ **Quasi-judicial** When Council determines an application/matter that directly affects a person's rights and interests. The judicial character arises from the obligation to abide by the principles of natural justice, e.g. resource consent or planning applications or objections, consents or other permits/licences (e.g. under Health Act, Dog Control Act) and other decisions that may be appealable to the Court including the Environment Court.
- ☐ **Not applicable** (Not applicable to Community Boards).

PURPOSE OF REPORT

The purpose of this report is to present Council's 2019/20 Annual Report for adoption in accordance with section 98 of the Local Government Act 2002.

STAFF RECOMMENDATIONS

1. That the report be received.
2. That Council approve the signing of the audited Annual Report for the year ending 30 June 2020.
3. That Council adopt the Annual Report for the year ending 30 June 2020.
4. That the Council adopt the Annual Report Summary for the year ending 30 June 2020.

BACKGROUND

The Local Government Act 2002 (s98) specifies that the purpose of an Annual Report is:

- a) To compare the annual activities and the actual performance of the local authority in the year with the intended activities and the intended level of performance as set out in respect of the year in the Long Term Plan (LTP) and the Annual Plan (AP); and*
- b) To promote the local authority's accountability to the community for the decisions made through the year by the local authority.*

The Annual Report explains what we have achieved in the last year, and explains how we spent rates and the value the community received. It compares our achievements and progress to what was planned to be achieved, in this case in Year Two of the Long Term Plan 2018-2028. A copy of the Annual Report for 2019/20 will be tabled at the meeting.

Council is also required to prepare a summary of the information contained in its full Annual Report. The Annual Report Summary for 2019/20 has been prepared and is attached to this paper.

Council is normally required to adopt its audited Annual Report within four months of the end of the financial year (30 June 2020). Due to the COVID-19 pandemic Parliament passed legislation in August to extend the statutory reporting timeframes by two months and Local Authorities new deadline was extended from 31 October to 31 December 2020.

Council did not meet the statutory deadline as Audit required investigation into property classification which was deemed material and required a technical review. The formal outcome of the technical review was received in February 2021. The audit process provides a level of comfort that the Council's assets both financial and non-financial are being prudently managed. The Annual Report has been audited by Audit New Zealand and an audit opinion will be issued upon adoption.

Within one month of the adoption of the Annual Report, the Annual Report and Summary is required to be made publicly available.

The draft Annual Report was provided to Council Sunday 11 October 2020. The draft Annual Report Summary was provided Monday 12 October 2020. Changes which have arisen since the drafts were made available will be presented and discussed at the meeting.

Key Information Contained in the Annual Report***Snapshot of the Year***

The Annual Report and Annual Report Summary tell the story of Council's performance over the last financial year, from 1 July 2019 to 30 June 2020 and covers both financial and non-financial performance for the year. The emphasis in the front section of the Annual Report is on informing the community of progress made with Council's major projects as well as stories and highlights of the past year. These highlights have mainly been compiled from the proposals in Year Two of the Long Term Plan 2018-28. Key highlights for the year included:

- Civil Defence and Emergency Management activities;
- Response to COVID-19;
- Communications improvements;
- Change and Transformation programme;

- Swearing in ceremony and 500th Council meeting;
- Grants and Awards,
- Citizenship Ceremonies.

Non-financial Performance

Each of Council's activities, or group of activities, has performance measures with targets to determine the quality and effectiveness of the services provided by Council. These measures, which are set in the Long Term Plan, include mandatory performance measures.

The following shows Council performance against the 56 measures set in the Long Term Plan 2018-28:

Last year (2018/19) we:

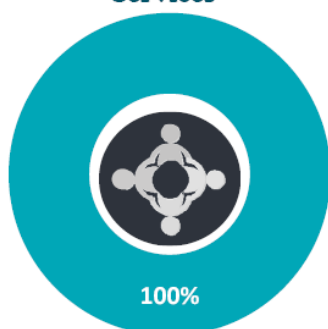
- achieved 41 out of 54 measures (76%)
- did not achieve 11 out of 54 measures (20%)
- measure not applicable: 2 out of 54 measures (4%)

This year (2019/20) we:

- achieved 43 out of 56 measures (**77%**)
- did not achieve 10 out of 56 measures (18%)
- measure not applicable: 3 out of 56 measures (5%)

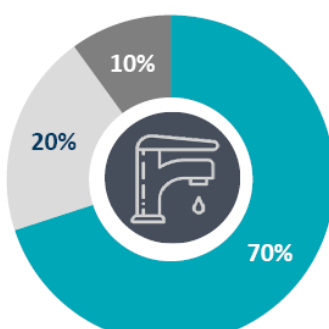
■ Achieved
 ■ Not Achieved
 ■ Not Applicable

Governance and Corporate Services



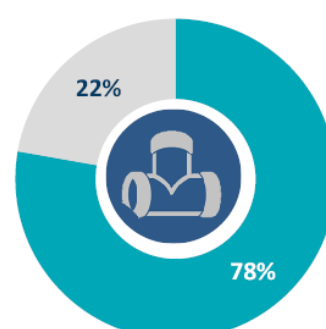
Achieved 5 of 5 measures

Water Services



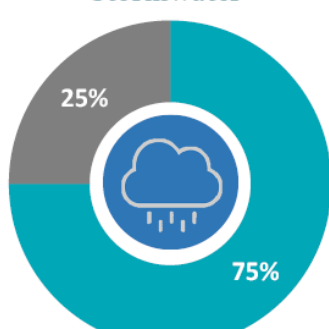
Achieved 7 of 10 measures

Wastewater



Achieved 7 of 9 measures

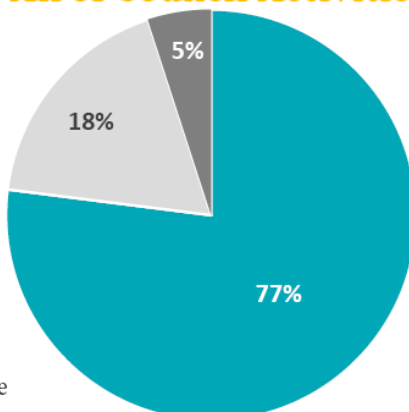
Stormwater



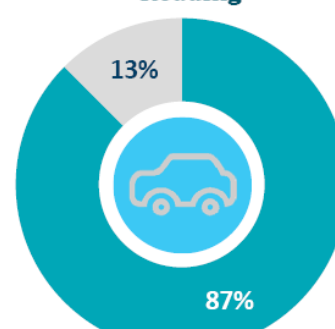
Achieved 6 of 8 measures

*2 out of 8 measures were not applicable

All of Council Activities



Roading



Achieved 7 of 8 measures



Financial Performance

The financials reflect increased activity in the district over the previous year with an overall surplus after tax of \$5 million compared with the anticipated surplus of \$3.2 million. Of this surplus, there were a number of one-off or unusual events contributing to the surplus. The following table outlines some of these, and notes the surplus from normal Council operations:

Overall surplus after tax	\$5 million
Vested assets	\$1.5 million
Real estate sales (\$68,088) less cost of sales (\$52,919)	\$15,169
Contributions	\$3.2 million
Surplus from normal operations	\$248,000

It should be noted that vested assets and contributions are driven by developer activity and are outside of Council control, and are, as such difficult to anticipate in budgets.

Next Steps

Council is required to make the Annual Report and the Annual Report Summary available to the public within one month of its adoption. Both documents will be made available on our website and at Council Offices in Fairlie and Twizel, with a media release to be released following adoption of the Annual Report and Annual Report Summary.

To satisfy legislative requirements, staff will also provide the Annual Report and Annual Report Summary to the Secretary of Local Government, the Auditor-General and the Parliamentary Library.

POLICY STATUS

This matter is compliant with Council policy.

SIGNIFICANCE OF DECISION

Although an important matter, decisions relating to the adopting of the Annual Report are not considered to be significant in accordance with Council's Significance and Engagement Policy.

OPTIONS

Council has the following options available:

- Option 1: Approve the signing of and adopt the Annual Report and Annual Report Summary for the 2019/20 financial year.
- Option 2: Decline to approve the signing of and adopt the Annual Report and Annual Report Summary for the 2019/20 financial year.

As stated above, Council was required, due to COVID-19, to adopt its audited Annual Report within six months of the end of the financial year, being 31 December 2020, at the latest. However as also outlined, this deadline was not achieved due to a technical review which was finalised in February 2021.

CONSIDERATIONS**Legal**

The Annual Report for the year ended 30 June 2020 has been prepared under section 98 and Schedule 10 Part 3 of the Local Government Act 2002, which requires a local authority preparing an annual report pursuant to this section to adopt its audited annual report by 31 October of that year.

Financial

There are no direct financial implications beyond existing budgets for printing and publishing.

Other

No other matters relevant.

CONCLUSION

Council is asked to adopt the Annual Report and Annual Report Summary for the 2019/20 financial year in accordance with the requirements of the Local Government Act 2002.

4.2 ADOPTION OF LOGO AND COLOUR PALETTE

Author: Chris Clarke, Communications Advisor

Authoriser: Paul Numan, General Manager Corporate Services

Attachments: 1. Creating a Brand - The Opportunity [↓](#) 

PURPOSE OF REPORT

Council currently uses the District crest in lieu of a logo. There are currently no brand guidelines resulting in an inconsistency of look and feel across written documents, online content and signage. Adopting a logo and colour palette allows us to develop brand guidelines and deliver a consistent look and feel across Council's portfolio.

STAFF RECOMMENDATIONS

1. That the report be received.
2. That the logo and colour palette be adopted by Council.

BACKGROUND

In early 2020 Council engaged with Beck & Caul (a Christchurch based brand agency) who, after working through a process to understand Council's vision and aspirations, provided several suggested logo's and associated colour palettes for Council's consideration.

The options have been discussed with Council at two workshops, and socialised with rūnanga to ensure there are no concerns regarding cultural misappropriation or insensitivity.

This process has resulted in the selection of a logo and colour palette, a copy of which is attached to this report.

Several workstreams which will modernise and refresh the way Council presents itself, including the creation of a new website which will deliver significant benefits to users, are unable to progress until the logo and colour palette have been adopted.

SIGNIFICANCE OF DECISION

In accordance with the Council's Significance and Engagement Policy, adoption of this item has been assessed as having low significance and will not require community consultation.

OPTIONS

N/A

CONSIDERATIONS

Legal

N/A

Financial

The logo development and brand design work is included in the budget for the current financial year.

CONCLUSION

It is recommended that Council adopt the logo and colour palette.

Mackenzie District Council

Creating a brand: the opportunity



While the region has a strong, contemporary tourism brand the Local Government body itself has not evolved for many years and has become dated and compared to other councils, authoritative in its presentation.

In order to create a strong communications platform that the community will engage with, there needs to be an equally strong brand identity that reflects the Council, it's community, and the region from a more 'localised' point-of-view.

A brand versus a logo?

A brand considers many touch-points people have with our organisation – including the logo.

From an owner's perspective, a brand encompasses the positioning, the messaging and communications, the visual design, the client/customer persona, the voice, the marketing and promotions and the visual interpretation of the organisation (i.e. logo).

From the audience's perspective, a brand is the reputation of an organisation that is created by how the organisation makes them feel: what their experiences of Council are like, and what they think of Council including how they perceive visual elements they encounter.

Think of it this way: a logo by itself is merely a graphic element with a name. A brand is everything that represents an organisation and gives its logo meaning. When combined, a well-designed logo and brand strategy help you effectively and efficiently reach your audience; communicate your message, your value, and

benefits; visually attract more attention; and create an experience that should represent and match the quality of service or product you offer to your clients.

A consistent brand and messaging adds further value to the notion of trust, especially when combined with consistent performance and quality in service.

Why is Council branding important?

Council's need to build their brand for many of the same reasons that businesses need to build their brand. Recognition, trust, respect and professionalism are often mentioned when people define branding or its importance. And council branding is becoming increasingly important.

Council branding is important because it helps build recognition and trust, and it lets our residents know what to expect from us as a governing body.

With a consistent approach to our brand identity, we can improve Council's visual appeal and recognition across the District we serve.

Improve brand recognition and consistency

Consistency is key when it comes to branding. Repetition, repetition, repetition.

The material that we put out into the public domain as a Council should have one consistent look and feel. Our Council logo needs to be on there, and the visual identity needs to be consistent — whether that is a social media post or signage for a new community facility.

But it's not just about the visuals. Consistency in branding comes back to delivering on our promises. Our branding strategy needs to start with building recognition and trust.

A good marketing plan, combined with a strong tone of voice that represents our brand's identity, is a great way to grow recognition.

Unifying our brand identity

The key to brand unity is to be consistent with the logo, brand colours, language, and imagery we use. This makes it as easy as possible for people to learn about who we are, and make it easy for them to engage us where they're already giving their attention.

Our Logo

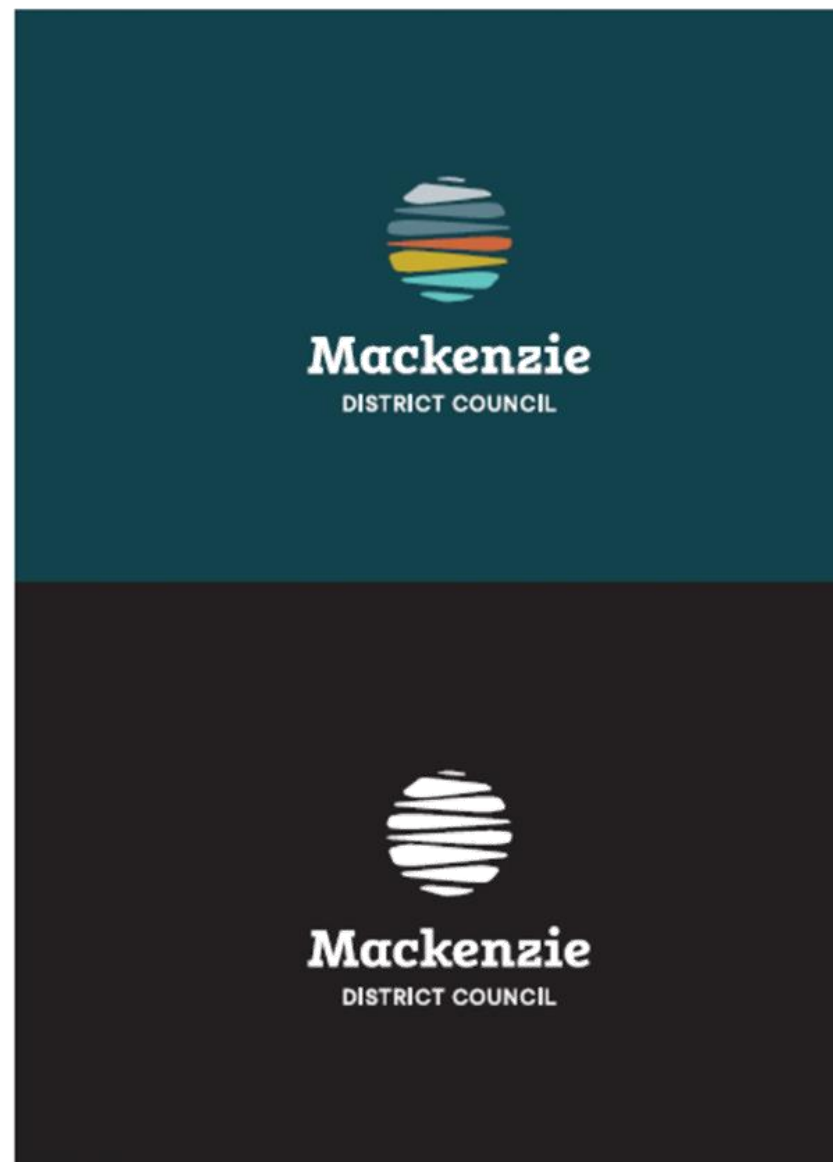
This design deconstructs the landscape into slashes of colour represented in the logo like reflection on water. It is an abstract interpretation of the uniquely Mackenzie landscape without being distinctly one scene.

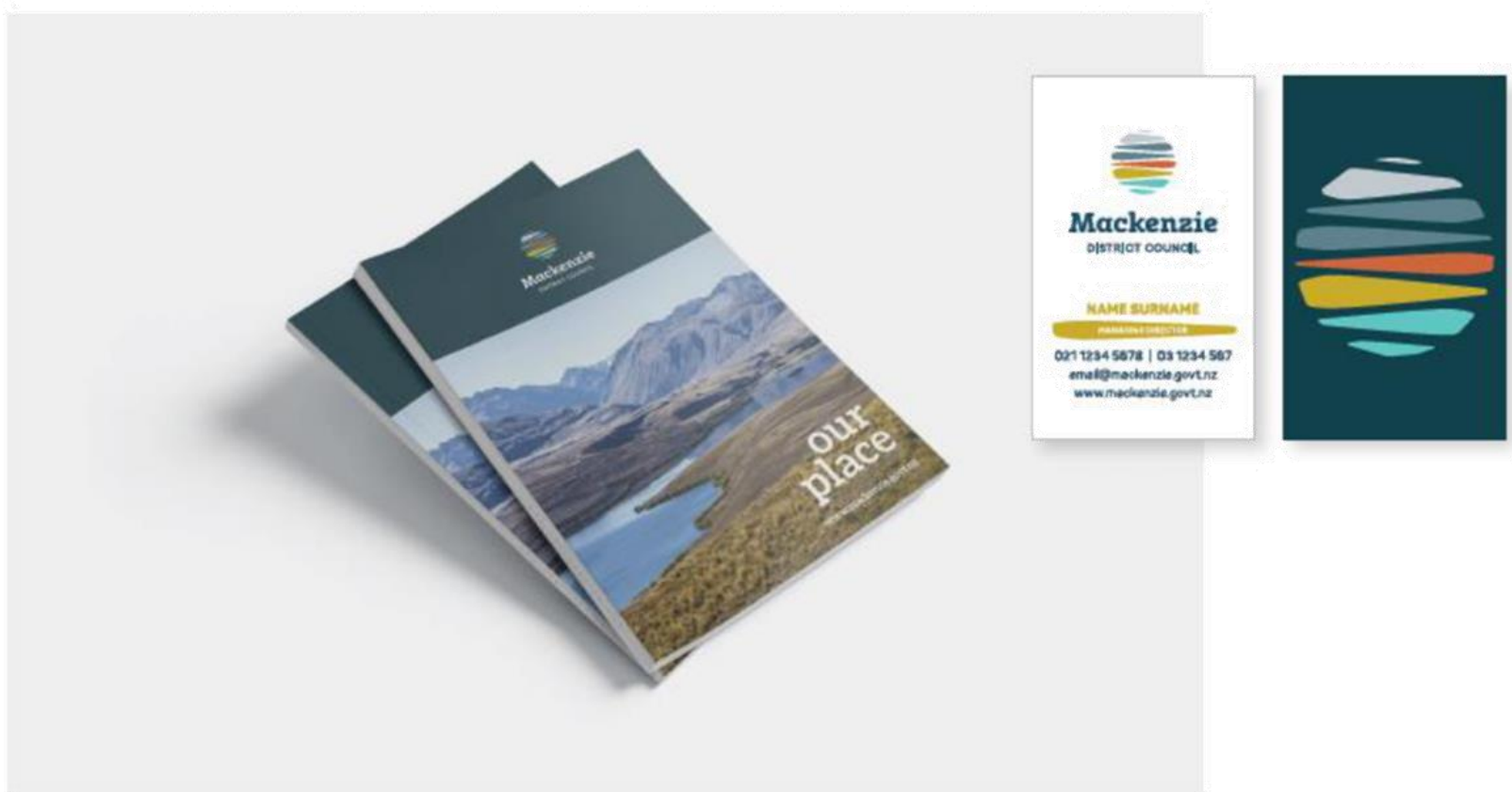
A robust typeface with plenty of character adds to the visual representation of the district in this concept.



Reflection: This deconstructs the landscape into slashes of colour represented in the logo like reflection on water. It is an abstract interpretation of the uniquely Mackenzie landscape without being distinctly one scene.

A robust typeface with plenty of character adds to the visual representation of the district in this concept.





Concept only: not necessarily indicative of the final design.

4.3 COMMUNICATIONS STRATEGY AND POLICIES FOR ADOPTION

Author: Chris Clarke, Communications Advisor

Authoriser: Paul Numan, General Manager Corporate Services

Attachments:

1. MDC Comms & Engagement Strategy Draft [↓](#) 
2. MDC Communications Policy [↓](#) 
3. Comms Policy Map [↓](#) 

PURPOSE OF REPORT

The Communication & Engagement Strategy, Communications Policy and Social Media Guidelines are attached for approval and adoption by Council.

STAFF RECOMMENDATIONS

1. That the report be received.
2. That the Communications & Engagement Strategy and associated policies are adopted by Council.

BACKGROUND

The Communications Engagement Strategy helps to define Mackenzie District Council's relationship with the public, iwi, partners and stakeholders. It outlines the steps we will take to achieve our goals and objectives, and it reflects our mission and values. Its purpose is to inform decision making to better understand community needs; to raise awareness of services or issues; to build and strengthen relationships; to develop acceptance of proposed change; and to increase trust and confidence in Council.

There are a number of policies and guidelines which provide further detail and outline our approach in more specific areas including a Communications Policy and Social Media Guidelines which are now presented for adoption.

Several further policies and plans are in development (as outlined in the attachment) and will be presented for consideration by Council in due course.

SIGNIFICANCE OF DECISION

In accordance with the Council's Significance and Engagement Policy, adoption of this item has been assessed as having low significance and will not require community consultation. Note that the Significance and Engagement Policy has been revised: we are required to undertake consultation before adoption and this will come before Council at a later date.

CONSIDERATIONS

Legal

N/A

Financial

N/A

CONCLUSION

It is recommended that Council adopt the Communications & Engagement Strategy, Communications Policy and Social Media Guidelines.



Communication & Engagement Strategy

Purpose

The Communications & Engagement Strategy helps to define Mackenzie District Council's relationship with the public, iwi, partners and stakeholders. It outlines the steps to achieve our goals and objectives, and it reflects our mission and values. Its purpose is to inform decision making; to better understand community needs; to raise awareness of services or issues; to build & strengthen relationships; to develop acceptance of proposed change and to increase trust and confidence in Council.

Key Objective

Our communication and engagement activity will support and enhance the relationship between Mackenzie District Council and all stakeholders, facilitating informed decision making and leading to the best possible outcomes for our communities.

Principles

- Proactivity
- Transparency
- Responsiveness
- Consistency
- Collaboration
- Integrity
- Listening and understanding
- Managing expectations
- Encouraging dialogue
- Respecting diversity
- Respecting the principles of the Treaty of Waitangi

Outcomes

- Enhanced community input into planning and decision making
- Improved trust, confidence and awareness between Council and the public, iwi, partners and stakeholders
- An informed and engaged community
- Proactive approach: communications and engagement plans developed at project initiation
- Staff are provided with tools for effective engagement
- Metrics to measure success

Objectives

1. Council communication & engagement with stakeholder groups will be recognised as timely and relevant. It will be clear, consistent and credible and will meet their needs. *This objective focuses on the systems and processes to ensure all communication and engagement channels are delivering information that gives confidence: it will be credible, consistent and have clarity of purpose; and ensure stakeholders have access to the information they need.*
2. All engagement will demonstrate best practice. *This objective is owned by the entire Council. The Communications function assists to ensure best practice guidelines are in place.*
3. That stakeholders report increased confidence in Councils decision making process. *We will deliver this by identifying opportunities for community involvement and ensuring appropriate levels of engagement occur before decisions are made.*
4. Metrics will be collected to allow monitoring of communications and engagement activity and its effectiveness. *This objective ensures that our key objective is being achieved.*



Communication Policy

1. Purpose

Communications with the public, iwi, partners, and stakeholders is a major part of Council's activity. Mackenzie District Council employs a wide range of communication channels and will actively explore new communication channels to ensure we continue to deliver messaging as efficiently and effectively as possible.

In all communications, Mackenzie District Council staff, elected members and contract representatives will apply the highest possible standards, taking into account the following:

- All communications will be clear, simple and accessible;
- Formal, mandatory communications will comply with all statutory obligations;
- All communications will express fair, unbiased and politically-neutral information;
- All communications will be accurate and complete, based on substantiated facts and expressed consistently with those facts so the target audience may make a full and proper assessment of the subject matter;
- When appropriate the communication must be attractive to the audience (within Mackenzie District Council Brand Guidelines) to ensure it can effectively achieve its desired purpose;
- Communication resources (financial and staff resources) must be applied effectively and efficiently and for legitimate reasons;
- Communication activity and channels will be selected based on their effectiveness in achieving the communication goals, and Council will not favour or endorse any specific channel or provider over others (for example, Council will not offer exclusivity to any member of the media).

2. Scope

This policy applies to any communication by an elected member, an employee or officer of Council in the following circumstances:

- Where the Council meets the cost of that communication;
- Where the person making the communication does so in an official capacity on behalf of the Council or a Community Board.

The policy applies to mandatory and discretionary communications, communications in the Council's own publications, the news media at large (print, radio, television, online), Council-funded advertisements, and other forms of publicity, electronic (website, social media and email) and hard copy publication. Examples of communications include pamphlets/flyers, posters, radio (advertisements, notices, interviews), newspaper (advertisements, advertorial, column), Council newsletters, media releases and media conferences, educational material, speeches and presentations, website and social media channels.

Consultation is addressed in the Mackenzie District Council Significance and Engagement Policy.

This policy applies to all Council-related engagement with media companies and operators by an elected member, an employee or officer of the Council. This policy does not apply to normal day-to-day correspondence between elected members and their constituents, or using their own resources, which are conducted according to the current version of the elected members' Code of Conduct. The exception to this is during a pre-election period (see Principles 9, 10, 11 and 12 of this policy).

3. Policy

3.1 Responsibility

Effective and efficient management for Council communications activities is the responsibility of the Chief Executive. Operational management is delegated to the Information and Engagement Manager.

Communications contains an element of risk. Where risk or the potential for risk is identified, staff, contractors or elected members should alert the Information and Engagement Manager and Chief Executive to any matter likely to require professional advice. Quality control, editorial policy and editorial supervision are the ultimate responsibility of the Chief Executive.

Council communications should be politically-neutral and for that reason the Chief Executive will (after consulting elected members and operational staff) make final decisions on formal publications.

3.2 Spokesperson

Elected members and the executive team share different elements of the communications function. For example an elected member is accountable for a decision or action of the Council, community board or committee. The Mayor, Community Board Chair, or elected members are encouraged to act as spokesperson in this instance. Use of a wide range of spokespeople is encouraged, and the person (manager, employee, and contractor) with the best expertise in a matter may act as a spokesperson for the Council. All media interviews (involving staff and contractors) and press releases will wherever possible be coordinated, facilitated and approved by a member of the communications team.

As a courtesy, elected members are asked to advise the Chief Executive and Communications Advisor of media interviews prior to publication or broadcast (or as soon as possible afterwards), particularly if the Council is likely to receive additional questions on the basis of the interview.

- Council staff and contractors should only make comment if they are comfortable with the subject and fully apprised of the facts.
- Staff and contractors are required to notify the Communications Advisor of any approach by media.
- When a staff member or contractor is not confident when approached by media (either on subject matter or trained in engaging with media) or has not been approved to act as spokesperson, then the Communications Advisor or Chief Executive should be consulted before any comment is made.
- Where accurate and complete answers cannot be facilitated immediately or where a high degree of technical information is involved the media can reasonably be asked to wait for an agreed time and provide questions/requests in writing for clarity. Where significant administrative effort and collation is required consider referring as a request under the Local Government Official Information and Meetings Act 1987 (LGOIMA).
- Requests for official information should ideally be made in writing (email is acceptable), be clear and specific, and notified to the Records Advisor.
- All media enquiries should be referred to the Communications Adviser, who co-ordinate the response and notify appropriate staff and elected members.
- Key Council stakeholders, including the Mayor, Chief Executive, Community Board and Committee Chairs, will be kept informed of media approaches where appropriate.
- Where there are potential liabilities the Communications Advisor will advise the Chief Executive.
- All requests for photo or filming opportunities should be discussed with the Communications Advisor.

3.3 Media Relations

In the interests of providing ratepayers, residents and visitors with unbiased, politically-neutral and fair information Council will not favour or endorse any specific channel or provider over others.

- All press releases will be released to all members of the media at the same time.
- If there is a need for an early release then such releases may be embargoed but issued to all members of the media at the same time.
- Council will not offer exclusivity to any member of the media.
- Council will not enter into negotiations with any member of the media at the exclusion of all others.

3.4 Principles

The following principles are drawn from 'Good practice for Managing Public Communications by Local Authorities (2004)' published by the Controller and Auditor-General | Tumaki o te Mana Arotake.

Legitimacy & Justification

PRINCIPLE 1

The Council can lawfully spend money on communications to meet a community's justifiable need for information about the Council's role and activities.

- Communications are a necessary and legitimate expense.
- No communication should be undertaken without justification. The criteria is to establish a need for information, to ensure that communication method will be effective in reaching the target audience and ensuring the method is cost effective.
- Communications should be evaluated (annual resident and ratepayer opinion survey).
- Council has an obligation to communicate with those people affected by the Council's actions, which will necessarily require ascertaining who those people are.
- Consultation with the community is fundamental to the working of the Local Government Act 2002.

PRINCIPLE 2

Communications should be consistent with the purpose of local government and in the collective interest of the communities the Council serves.

- The Council is a corporate entity, with a statutory role and purpose. The role and purpose includes promoting the well-being of our communities and always acting in the collective interests of them all.
- Although communications might target only one part of the community, all communications should be justifiable as being in the collective interests of them all.

PRINCIPLE 3

Communications should comply with any other applicable Council policies and guidelines.

THE COLLECTIVE POSITION**PRINCIPLE 4**

Communications on policies and decisions must reflect the collective position of the Council.

- Council should always speak with 'one voice' representing the corporate or collective position. The exception to this is the elected member who has a contrary or opposing opinion as an individual.
- Any authorised spokesperson should be identified in their official capacity in terms of the matter being communicated, e.g. committee chairperson.
- Official communications must meet the Council's, not the spokesperson's, objectives and should only reflect the Council's position, not the personal views, perspective or opinions of the spokesperson. Any elected member can, of course, state their personal position outside of an official Council communication.

PRINCIPLE 5

Communications on Council business should be clearly attributed to the Council as the publisher.

- All official printed Council communications must contain the Council's corporate logo, e.g. advertisements, brochures, newsletter. All media releases are to be on the formal media release template.
- Communications meeting statutory obligations should state who has authorised its publication (usually the Chief Executive) and should state the statutory provision under which it is being published.
- From time to time the Council might become involved in a joint venture, for example with the Police, Department of Conservation, a community organisation, etc. In those instances, joint communications such as a media release or brochure should feature the logos of both organisations (refer to the Mackenzie District Council Brand Guidelines document). This also applies to the use of business sponsorship, for example advertising a community event. However, no business sponsorship will be entered into without the consent of the Chief Executive under consultation with the Communications Advisor. This is to address any potential associated risks or perception negativity.
- Commercial advertising to offset the cost of a communication to the community is appropriate in the case of politically neutral and/or educational content. No joint venture partner or sponsor should gain, or be perceived to gain, inappropriate commercial or political advantage. At no time will the Council relinquish editorial control or control over the placement or size of logos, slogans and other sponsorship references.
- Mandatory communications must be funded solely by the Council, e.g. Council Community Plan, statutory public notifications, etc.

STANDARDS OF COMMUNICATION**PRINCIPLE 6**

Communications must be factual, accurate, complete, fair and politically neutral (for exceptions on neutrality see Principle 9).

- No claim or statement should be made that cannot be substantiated.
- A communication will be complete when it allows the audience to make a full and proper assessment of the subject matter.
- The audience should be able to distinguish fact from analysis, comment or opinion.
- The information will be politically neutral when it presents Council's collective position.

CONSULTATION AND PUBLIC DEBATE**PRINCIPLE 7**

Communications about matters under consideration by the Council or that are a matter of public debate should be presented in an even-handed and non-partisan way.

- Communications about matters that will be the subject of a future decision by the Council should be distinctly different from those that follow a decision.
- Communications must avoid pre-determination, be objective, and state advantages and disadvantages.
- Communications must avoid representing the individual elected member's position or that of any political parties.
- Once a decision has been taken the emphasis should be on what has been decided and its implications for the council and the community.
- This principle applies whether the purpose of the communication is to satisfy Local Government Act 2002 requirements or otherwise.

PRINCIPLE 8

If engaging in public debate with an interest group or section of the community avoid Council funded publications.

- If communications are responding to publicity that is unfair, unbalanced or inaccurate, Council should use the new media for the purposes of putting the record straight, including a measure of rebuttal. Balanced written statements or media releases are appropriate, with the provision of an authorised spokesperson for interview if required.

COMMUNICATION BY MEMBERS**PRINCIPLE 9**

Members' communications should be relevant to the role of the Council.

- Members are encouraged to contribute ideas and suggestions for publication through Council's communication channels.
- Final editorial and quality control will be the responsibility of the Communications Advisor in the first instance with final approval from the Chief Executive.
- Elected members should refer to Council's Standing Orders and elected members' Code of Conduct, with particular regards to conduct towards each other and the disclosure of Council information.

The following policy has been provided by the Auditor General | Tumuaki o te Mana Arotake (Good Practice for Managing Public Communications by Local Authorities, 2004. Ref 4.38):

- It is not appropriate for a member to use a Council newsletter or website to express views on a matter of Central Government responsibility if that matter has no direct bearing on Council activities.
- It may be appropriate (but only when undertaking formal consultation) for a member to use Council facilities to consult with the public. However, a member cannot use Council facilities to seek political support on an issue yet to be considered by the Council. References to, or the use of a logo or slogan of a political party or grouping are unacceptable.
- Members must not use Council communications for political or re-election purposes (see Principle 12).
- Staff protocols on the use of the Internet, email, and other communication facilities for personal purposes apply to members.

PRINCIPLE 10

Politically motivated criticism of another Member is not acceptable in any Council- funded communication, by a Member. Refer to the Code of Conduct.

- Members are free to use their own resources for such purposes.

MEMBERS' PERSONAL PROFILE**PRINCIPLE 11**

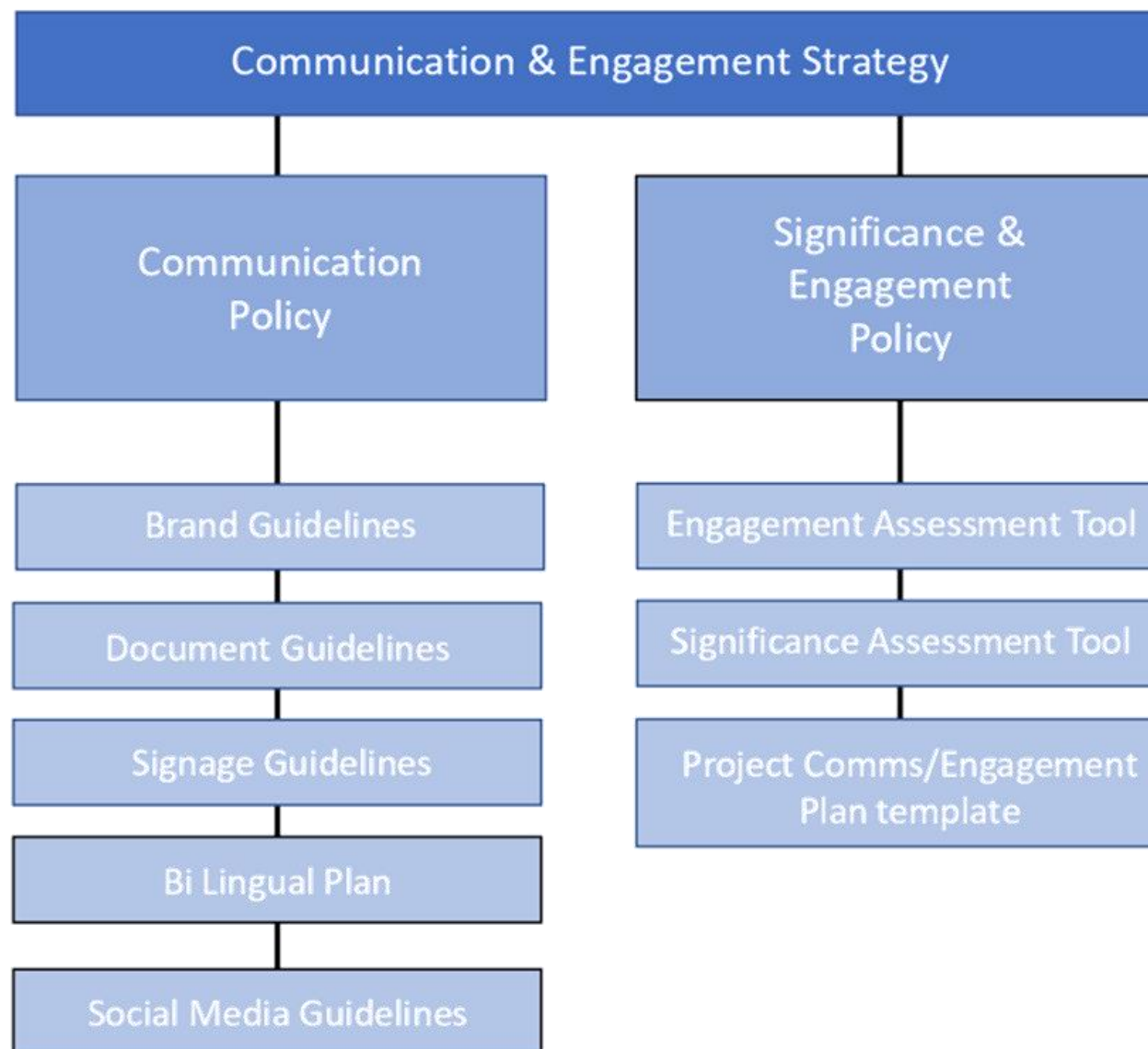
Careful consideration and equity must be given to the use of Council resources to raise a Member's personal profile. Refer to the Code of Conduct.

- The Council has a responsibility to let the public know who the elected members are, such as through the council newsletter or website.
- Where appropriate, comments or photo opportunities should include the relevant elected members, for example comment by the Assets Committee Chair regarding roading developments, or Planning and Regulatory Committee Chair regarding building consent service improvements.
- Council may give communications a "human face" to make it more relevant and understandable to the audience, by including elected members' comments and/or photographs as appropriate.

PRINCIPLE 12

A local authority must not promote, nor be perceived to promote re-election prospects of a sitting member. The use of Council resources for re-election purposes is unacceptable and possibly unlawful. Refer to the Code of Conduct.

- Promoting the re-election prospect of a sitting member, directly or indirectly, is not part of the proper role of a local authority.
- Council communications facilities, including stationery, postage, internet, email, etc. cannot be used explicitly for campaign purposes.
- The Auditor General | Tumuaki o te Mana Arotake recommends communications, such as the Mackenzie Messenger, are suspended three months prior to the election. The publishing schedule will be adjusted accordingly during an election year.
- A breach of the Local Electoral Act 2001 can result in an election result being overturned.
- In some cases the use of Council resources, for example the reasonable market value of any materials applied in respect to electoral activity of the cost of printing or postage can be deemed "electoral expenses" (see Local Electoral Act 2001, section 104) but must be declared.



5 PUBLIC EXCLUDED**RESOLUTION TO EXCLUDE THE PUBLIC****RECOMMENDATION**

That the public be excluded from the following parts of the proceedings of this meeting.

The general subject matter of each matter to be considered while the public is excluded, the reason for passing this resolution in relation to each matter, and the specific grounds under section 48 of the Local Government Official Information and Meetings Act 1987 for the passing of this resolution are as follows:

General subject of each matter to be considered	Reason for passing this resolution in relation to each matter	Ground(s) under section 48 for the passing of this resolution
5.1 - Mackenzie District Council Evaluation Panel Report for the Twizel Watermain Renewals Package 1	s7(2)(h) - the withholding of the information is necessary to enable Council to carry out, without prejudice or disadvantage, commercial activities s7(2)(i) - the withholding of the information is necessary to enable Council to carry on, without prejudice or disadvantage, negotiations (including commercial and industrial negotiations)	s48(1)(a)(i) - the public conduct of the relevant part of the proceedings of the meeting would be likely to result in the disclosure of information for which good reason for withholding would exist under section 6 or section 7