

# Regional Comms SIG

Taking back our role

**Regional Sector Special Interest Group  
(SIG) Network - Comms**



# Communications SIG

Improvement to external and internal communications through:

- More effective and proactive communications from the Sector that strengthens its value proposition and place in NZ society
- National recognition of the role and function of the Regional Sector
- Greater influence in shaping the national conversation around issues that sit within the role and function of the sector
- Develop a whole sector Communications Strategy based on key strategic priorities

# Communications SIG

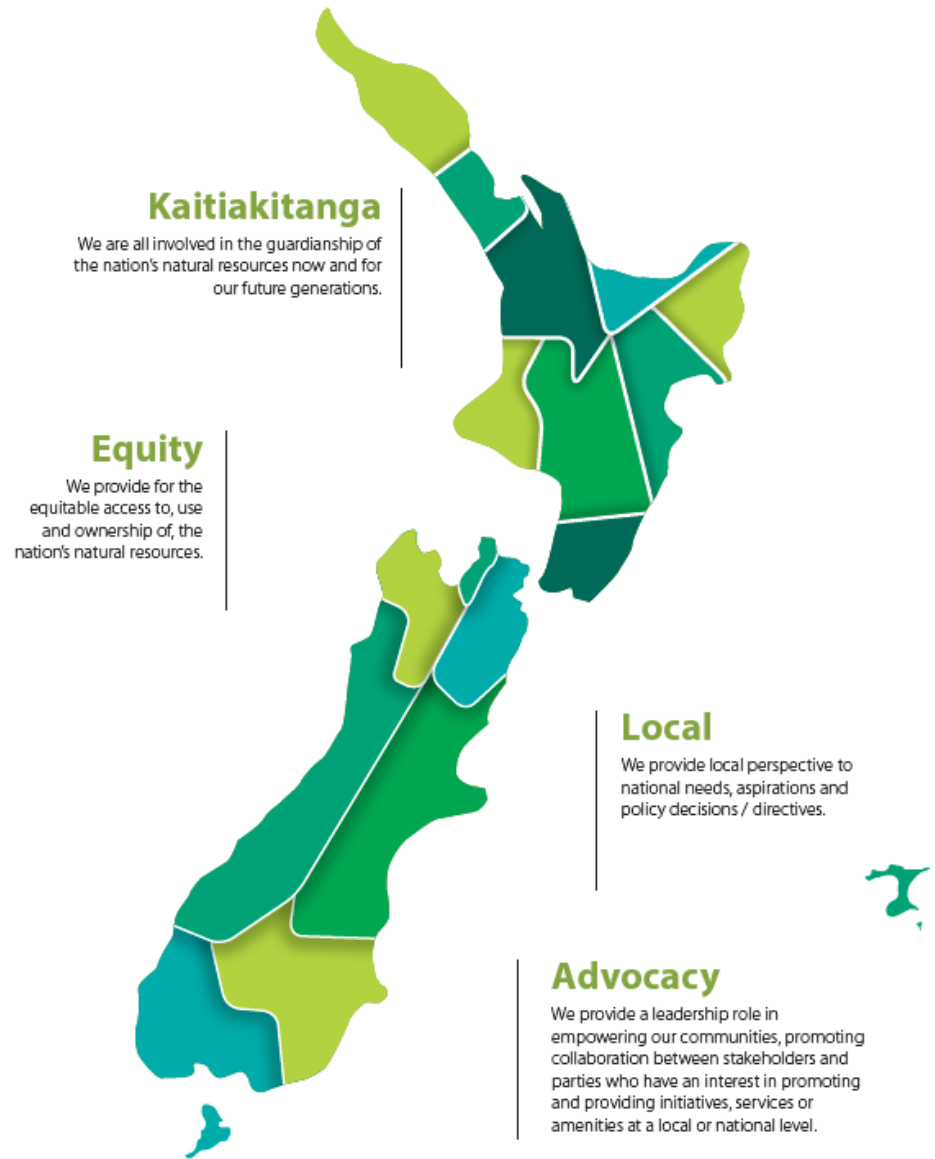
- Represented by all regions except Auckland
- Created a Sub SIG devoted to water
- In an effort to meet the strategic need identified by the RCEO's to improve the understanding and value and, ultimately, the reputation of Regional Councils a number of shared principles have been created to inform our shared language and approach.

Kaitiakitanga

Equity

Local

Advocacy



### Kaitiakitanga

We are all involved in the guardianship of the nation's natural resources now and for our future generations.

### Equity

We provide for the equitable access to, use and ownership of, the nation's natural resources.

### Local

We provide local perspective to national needs, aspirations and policy decisions / directives.

### Advocacy

We provide a leadership role in empowering our communities, promoting collaboration between stakeholders and parties who have an interest in promoting and providing initiatives, services or amenities at a local or national level.

**WE ARE.  
REGIONAL.**

**Regional Councils are  
New Zealand's natural  
resource guardians.**

# Communications SIG

We have identified a number of immediate initiatives to improve and highlight the role of regional councils; (while national strategy is being developed)

- **Media guide**

We will produce a guide for media of regional council experts focused on reclaiming our space as the holders of resource information, data and expertise.

- **Water Comms SubGroup**

This small group will be charged with taking the lead in developing the base key messages and resources for RC's around water, LAWA and our relationships with CEEF and MfE.

- **Reality TV**

Development of reality tv proposal Based on the work of regional councils, the people who work there and the diversity of the issues we deal with it, will be a means of displaying the RC role in local and national perspective.