



AGENDA

Council Workshop meeting Tuesday, 26 May 2026

I hereby give notice that a Council Workshop meeting will be held on:

Date: Tuesday, 26 May 2026

Time: 9:30 am

**Location: Tauranga City Council Chambers
L1, 90 Devonport Road
Tauranga**

**Marty Grenfell
Chief Executive**

Order of Business

1	Business.....	4
1.1	Future Voice Workshop - Reimagining how Council Communicates and Engages.....	4

1 BUSINESS

1.1 Future Voice Workshop - Reimagining how Council Communicates and Engages

File Number: A20323777

Author: Susan Davidson, Head of Communications and Engagement

Authoriser: Christine Jones, General Manager: Strategy, Partnerships & Growth

Presenter(s):

Susan Davidson

Workshop information

Purpose of workshop

1. The workshop has 2 parts:
 - a) Shaping the Communications and Engagement Strategy and Improvement Plan
 - b) Shaping the Communications and Engagement Social Media Plan.

Background information

2. The Elected Members requested that a Communications and Engagement Strategy with a supporting Improvement Plan be developed.
3. In August 2025 a Community Relations Improvement Action Plan was developed. It was designed as an interim plan, intended to be effective until the new Head of Communication and Engagement role was recruited and that person would then be responsible for delivering the new strategy.
4. Susan Davidson commenced as Head of Communications in late January. The Mauao tragedy and associated events meant that communications resources have been focused on Mauao as a priority, and therefore the development of Strategy and Improvement Plan has commenced later than was originally anticipated.
5. This workshop is a key conversation with elected members to shape the Strategy and Improvement Plan.

Issues

6. There is no current agreed Communication and Engagement Strategy which both elected members and the organisation are working to.
7. Council currently has an opportunity to strengthen community trust and confidence by improving the effectiveness, consistency, and visibility of its communications and engagement. There is a need to better align messaging, clarify the role of elected members, and enhance how Council connects with the community—including making more strategic

use of social media and considering new engagement mechanisms such as community panels.

Outcomes sought

8. Direction is sought from elected members as to your views on what matters most, how you want to be involved in communicating with the community, and what you would like the organisation to deliver in terms of communication and engagement. This includes how visible you want to be, what messages should be prioritised, and your thoughts on ideas like social media use and community panels.

Next steps

9. The directions from elected members will be incorporated into the final approach.

Attachments

Nil

