



Record of
Council Workshop
Thursday, 17 September 2026

Workshop record

Meeting held at the Tauranga City Council Chambers, L1 90 Devonport Road, Tauranga on Thursday, 17 September 2026 at 12:00 pm Comms/Engagement Strategy & Social Media Plan Part 2

Presenters:	Susan Davidson
Members:	Deputy Mayor Jen Scoular (Chair), Cr Hautapu Baker, Cr Glen Crowther, Cr Rick Curach, Cr Steve Morris, Cr Marten Rozeboom, Cr Rod Taylor, Cr Hēmi Rolleston
TCC Staff Attendees:	Christine Jones (General Manager: Strategy, Partnerships & Growth), Gareth Green (Manager of the Mayoral Office), Jeremy Boase (Head of Strategy, Governance & Climate Resilience), Alison Law (Head of City Operations) and Quinn Tawaka (Governance Advisor).
Apologies:	Mayor Mahé Drysdale

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1.1 Presentation - Comms & Engagement Strategy & Implementation Plan - & - Comms & Engagement Social Media Plan

Staff Susan Davidson, Head of Communications and Engagement.

Topics Covered

- What I need from you today
- Strategic Priorities Shaping Communications and Engagement Direction
- How We Work: From Priority to Connection
- Elected Members
- Communications & Engagement North Star
- Our Impact Goals
- How We Work Goals
- How We Deliver
- Thought starters, not proposed projects
- Putting the Community at the Heart of Engagement
- Communications and Engagement: What's Working and What Could Change
- Communications and Engagement
- Over to you, have we got it right?
- Appendix
- Our Operation Model
- Working as One
- Structured to Deliver Strategy
- Real People, Real Impact, Real Tauranga

- Our Key Messages
- Full Engagement Lifecycle
- Engaging Tauranga Together
- Where we Focus Priority Projects/Programmes & Community Impact
- Earlier Clearer More Connected: Our Ambition For Tauranga

Actions Requested:

That Staff:

- Provide data about the media, social media, and communications analytics across the Council communications ecosystem.
- Social Media Policy: Revise the Policy to allow staff to engage with Councillor's content via media, social media and online avenues and platforms.
- Social Media Fact Checking: Staff to consider what role Council has in terms of the correction of facts across Council social media platforms.

The workshop closed at 1.02pm.