

Collateral

- **Consultation Document – medium version (that the website content is based on)**
50 pp, friendly inclusive tone, illustration and photographs
- **Long Term Plan – Long form document**
To look similar to consultation document design but includes much more detail and less graphic as quite text heavy
- **Consultation hand out – short version**
High level information (six priorities) with a feedback form/survey questions that can be posted in
- **Rates newsletter insert**
Simple message advertising consultation period and call to action to engage (ie attend a meeting, vote online etc)
- **Posters**
7x one general and six based on each theme to be bright colourful and focused on a call to action to go online
- **Signage (digital and street)**
Bright colourful and focused on a call to action to go online
- **Tool kit ie social media tiles, power point template, email signature**
Call to action focused for Councillors, community and staff tool kits

Councillors tool kit to include flyers on key topics – includes Rates policy, Development Contributions Policy, Naenae pool, Petone Wharf, and Riverlink
- **Newspaper advertising**
Call to action focused sizes and deadlines to come
- **Videos**
General video (introducing the six themes and some of the decisions we're seeking feedback on)

Rates video
- **Website**
Digital modelling of the consultation document

Includes rates calculator and seamless links to the BTT – Have Your Say site

Key Timings

- 18 Feb DRAFT CD complete
- 23 Feb Auditors begin audit of CD
- 11 Mar Amendments complete and CD submitted for Sub committee
- 15 Mar Newspaper advertisements begin
- 15/28 Mar Videos
- 22 Mar Sub committee and Council approve CD
- 22 Mar Rates newsletter distributed
- 24 Mar Flyers for Councillors toolkit – Rates policy, DC policy, Naenae pool, Petone Wharf, Riverlink
- 29 Mar Web site live
- 29 Mar Signboards live on streets
- 30 Mar Physical collateral distributed
- 3, 10, 17 Apr Consultation events – Riverbank Market, NaeNae market and Queensgate
- 29 Mar-3 May Consultation period
TBC Neighbourhood meetings
TBC Community Group meetings