



GENERAL MANAGER'S REPORT

9th August 2005

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| GM2 | CORPORATE IMAGE, COMMUNICATIONS AND PUBLIC RELATIONS STRATEGY |
| FILE: * MAM | { Folio No. * } |

SUMMARY:

Reporting that the Corporate Image, Communications and Public Relations Strategy has been reviewed and updated for the year 2005 / 06.



DESCRIPTION:

The Corporate Image, Communications and Public Relations Strategy has been reviewed and updated and an Action Plan prepared. A copy of the Strategy has been issued to Councillors, the General Manager and Directors. Once endorsed by Council, a copy will be posted on Council's website.

A copy of the strategy has been forwarded to Councillors under separate cover.

REPORT IMPLICATIONS:

- *Environmental*

Nil

- *Social*

The Strategy provides communication and consultation opportunities for the community and Council to interact in a positive way.

- *Economic (Financial)*

Activities to be undertaken within the Strategy and Action Plan have been budgeted for in the Estimates

- *Policy or Statutory*

Nil

RECOMMENDATION:

That Council endorses the Corporate Image, Communication and Public Relations Strategy and Action Plan for 2005 / 06.

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A V Burgess
GENERAL MANAGER