

Communications



To help lower future rates and keep services sustainable, Council is reviewing whether services should stay the same, change, be reduced or stop.

Good communication helps people understand what Council is doing, why decisions are being made, and how they can have their say. We do this through the Council website, social media, Antenno app, media releases, and community engagement. The function also supports elected members, the Mayor, and other Council teams by providing advice and communication materials.

Ruapehu has one dedicated communications employee. Many councils of a similar size have three or four communications staff often with dedicated roles for social media, websites, and graphic design.

Who benefits and how is it funded?

Residents, businesses, community groups, visitors, elected members, and Council staff all rely on accurate information to stay informed and make decisions. This activity is funded mainly through general rates because it benefits the whole community.

What level of service should Council provide?

Some communication activities are required by law, such as public notices, consultation, and emergency communications. Other activities go beyond the minimum requirements and are intended to improve how Council connects with the community. We want to know whether you think these services are at the right level.

Advertising, promotion and community education

1. Is Council's current level of advertising, promotion and community education:

- ☐ Too low - Council should do more
- ☐ About right
- ☐ Too high - Council should do less
- ☐ Unsure

Document design and presentation

2. How would you rate the current standard of Council publications, reports and consultation documents?

- ☐ Needs improvement
- ☐ About right
- ☐ Higher than necessary
- ☐ Unsure

Keeping the community informed

3. How well does Council keep the community informed about decisions, projects and services?

- ☐ Very well
- ☐ Adequately
- ☐ Poorly
- ☐ Unsure



Consultation and engagement

4. Do you feel you have enough opportunities to provide input on important Council decisions?

- ☐ Yes, enough opportunities
- ☐ No, more opportunities are needed
- ☐ Not sure

5. Do you have any other feedback about Communications?

6. Where do you live?

- | | | |
|-------------------------------------|------------------------------------|------------------------------------|
| ☐ Taumarunui | ☐ Ohura | ☐ Ongarue |
| ☐ Owhango | ☐ Waimarino | ☐ Rangataua |
| ☐ Ohakune | ☐ Raetihi | ☐ Waouru |
| ☐ Other | | |