

Report 01.246

12 April 2001

File: CC/1/1/8

Report to the Policy and Finance Committee
from John Allard, Corporate Policy Manager

Proposed Communications Strategy

1. Purpose

For the Committee to recommend to Council the adoption, in principle, of a Communications Plan as set out in the attached appendix.

2. Background

As Councillors are well aware, the communications strategy development has been a measured process. Mr Small of Hill and Knowlton gave a presentation at the previous meeting outlining the possible strategy – centered on the Council's concepts for the future of the Region.

Given the high level of comfort expressed, it now remains to adopt the plan.

3. Comment

Clearly a great deal of work has now to happen to put the flesh on the bones of the strategy, but we will be able to do so now if the strategy is adopted as it provides a clear way forward. No doubt some specifics may be modified in the implementation but the proposed strategy will enable us to do so with confidence.

4. Recommendation

That the Policy and Finance Committee recommends to the Regional Council that it:

- (i) *Adopts the attached Communications Plan*
- (ii) *Requests the General Manager to proceed to implement the Plan*
- (iii) *Requests the General Manager to report at a future meeting any budgetary implications which may need to be addressed.*

JOHN ALLARD
Corporate Policy Manager