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1 ENGAGEMENT CHANNELS

List the specific channels QLDC can use to inform the community about Shotover WWTP Alternative Discharge:

- **Media Stand Up:** Announcement if a discharge solution is selected/voted upon by Councillors, or general commentary on decision made
- **Town Hall/Open House:** Some form of event or multiple events where the public is invited to come and speak with staff/Elected Members to understand the decision they have made and provide more detail around what it means
- **GIS Storymap:** Follow up from previous content to include decision made, reasoning, and next steps
- **Updates to QLDC Major Projects webpages:** Short-term, Long-term, and S3 upgrades page updates, along with any relevant information on the Wastewater page under Services
- **Let’s Talk Kōrero Mai stories where applicable**
- **Media advisories**
- **Online FAQs/Q&As**
- **Social Media:** Use of video, simple animations, “three things you need to know” and other regular posting to educate and inform the wider public of the decision made
- **Lunch & Learn:** Internal for staff to understand the decision made and next steps.

2 COLLATERAL

Specific deliverables required to run engagement include:

- Maps/imagery/diagrams for use in story map, on website, social media, etc
- Poster (A3)
- QLDC digital screens
- Social media tiles
- Video animations
- Open House collateral (corflute boards)

3 KEY DATES

Key dates for this engagement include:

THURSDAY 19 FEBRUARY	Councillor Workshop
THURSDAY 19 MARCH	Full Council Meeting (Decision on shortlist option to proceed with)

4 ENGAGEMENT CALENDAR

All dates for different engagement opportunities include:

DATE	CHANNEL	CONTENT	WHO
THURSDAY 19 MARCH	Full Council Meeting	Decision on shortlist option to proceed with/outcome of future disposal solution project.	
	Media advisory	Detailing Council decision on the matter, and next steps as a result of decision.	
	Social media	Share media advisory detailing decision on the matter and next steps.	
	Website	Update to include decision made and next steps. Clear expectations shared around how the community will be updated on the project.	
	Let's Talk Kōrero Mai	Ratepayer magazine story detailing decision on the matter and next steps.	
	Stakeholder emails	Updates on the project and outcome of decision shared with key stakeholders.	
<p><i>The following comms steps can potentially be adopted, pending QLDC and Councillor interest to carry them out and depending on the decision made on Thursday 17 March.</i></p>			

	Media stand up	<p>Hold media stand up at Council Chambers or Shotover WWTP, to discuss decision made.</p> <p>Likely to be fronted by Mayor/Elected Members (decision makers), with support from P&I SMEs (Tony A, Simon M, Scott P).</p>	
	Social media	<p>Depending on the decision made, explanation around the decision made.</p> <p>If a solution is selected, detailed infographics/video explaining the process and how it would work in future.</p> <p>Provide clear next steps/timeframes the community can expect, along with when/how they will be kept up to date on the project.</p>	
	Open house/drop-in sessions	<p>Opportunity to host more drop-in sessions around the decision made and reasoning behind it.</p> <p>If a solution is selected, detailed infographics explaining the process and how it would work in future, along with next steps as par tof the project.</p>	
	Video	POV video of Elected Member(s) speaking to the project and the decision made. Can be used on LinkedIn, Facebook, future Storymap updates, etc.	
	Editorials	Use of print media to provide articles/columns on the matter to address decision made and reasoning behind it.	
	Storymap	Update the existing storymap to include details about the decision made, reasoning behind it, and next steps in the process/project.	
	Lunch & Learn	Internal presentation to staff, run by P&I, detailing any decision made and what this means for the organisation and community – include next steps to expect as part of the project.	