

Key Initiatives

Initiative	Start Date	Completion Date	Flag	Work plan achievements
#1 Develop a formal group strategy and plan	Jan 2018	Completed July 2018		A quarterly review group met 11 October 2018 to ensure progress on the initiatives identified in the Action Plan. This group also has oversight of group procurement opportunities currently identified/being explored (refer Recommendation 6).
#2 Implement cost efficiency plans (parent)	Jan 2018	FY19 completed October 2018		<p>\$0.464m of efficiencies have been identified and removed from the FY19 Communications budget.</p> <p>Beyond FY19, other significant opportunities to improve value for money are being investigated as part of the Communications Department new strategy, including:</p> <ul style="list-style-type: none"> Further expansion of the design studio model - building on the 37% savings in external agency spend since 2014 through in-housing of BAU design - including provision of services for CCOs. Revenue generation through advertising partnerships for OurAuckland print (with opportunities to expand to digital in the future) Use of commercial partnerships to improve reach, revenue and impact for key campaigns
#3 Planning process	Jan 2018	Completed July 2018		The new Communications Department strategy is now embedded into the everyday workflow of the department. It is being used to prioritise both budget and resource across the department using clear objectives, investment logic and linkages back to the organisational strategy and Mayoral vision.
#4 Maori engagement	Apr 2018	April 2019		<p>Parent: Te Waka Anga Mua ki Uta and C&E are continuing to progress key aspects of their joint strategy and action plan for addressing key Māori engagement challenges within the parent.</p> <p>Key supporting work-streams include:</p> <ul style="list-style-type: none"> Council-wide implementation of the Engagement Performance Framework Dec 2017 and associated practice standards Development and delivery of a Māori Information Portal by June 19, including improved Māori engagement calendar management, contacts and engagement process guides tools and systems Supporting development of the Regional Mana Whenua Kaitiaki Forum 2018/19 work programme Extending Mataawaka/Māori communities engagement partnering pilot to improve breadth depth and effectiveness of Māori input into council decision-making, including a rangatahi focus area <p>The above initiatives are being fed into the group-wide programme now also being developed as noted below.</p> <p>Group: A steering group has been convened to develop and deliver the programme of work to address challenges from a group-wide perspective with Phil Wilson as sponsor. It will report to the Te Toa Takitini Executive Leadership Group (ELG).</p> <p>The group has agreed to:</p> <ul style="list-style-type: none"> focus on mana whenua engagement first; current mataawaka initiatives will continue, but the group-wide collaboration programme will focus on improvements in mana whenua engagement a for at least the first 12 months. The full programme is anticipated to cover a three-year period. to review the various engagement forums and supporting systems and processes for effectiveness in line with CE expectations, and consider a centralised model for engagement adopt a collaborative approach with mana whenua, shaping solutions in partnership <p>The group is currently reviewing options and constraints for an integrated engagement model, and integrated forward-work programme ahead of engagement with mana whenua.</p>

				<p>A group-wide stocktake of issues, current practice, improvement gaps and opportunities has been completed and is informing this work.</p> <p>Mana whenua were briefed by the sponsor via a memo tabled with the Kaitiaki Forum in October. Formal engagement will commence on 22 November.</p> <p>Our activities across the group will be formalised into a programme for delivery of the Effective Participation Māori Outcome area by 21 December.</p>
#5 Performance measures	May 2018	Completed June 2018		KPIs to measure the effectiveness of communication campaigns are embedded in the department's FY19 business plan.
#6 Joint procurement	May 2018	BAU		<p>The Communications Department and council Procurement have been working together to identify opportunities for savings through joint procurement across the group.</p> <p>Opportunities identified that have been completed / significantly progressed:</p> <ol style="list-style-type: none"> 1. Pool of freelance graphic designers Auckland Council has hired six casual contractors to date. They will be utilised across the council group to help manage periods of peak workflow. AC Studio is currently awaiting briefs and work plans from ATEED to start diverting BAU graphic design work from ATEED's current agencies to the in-house design studio. 2. Media Monitoring The new group contract commenced 01 October 2018 and will deliver 5% year on year savings over the next four years, resulting in \$0.1m in savings across the group. Additional services are also available to some of the CCOs as part of the new contract. 3. Public Notices Investigations remain ongoing with Legal and Democracy Services.
		October 2018		
		Ongoing		

Flag information

Green - Work will progress as planned, due date will be met or if the due date has been revised it will not affect the project critical path or a dependent project.

Amber - Due date has or will possibly be missed and this may affect the project critical path or a dependent project, or an issue has arisen that may affect this project or a dependent project.

Red - Due date has or will imminently be missed and this will affect the project critical path or a dependent project, or an issue has arisen that will negatively impact this project or a dependent project.

Commentary:

Project comment is required that briefly describes progress made and any issues that have arisen.

All milestones due in the next three months require comment that briefly describes progress made and any issues that have arisen.

If the status is **Amber** or **Red** the comment must include a reason why and what action or suggested action is to be taken.

Risk

An uncertain event or set of events that, should it occur, will have an effect on the achievement of objectives. A risk is measured by a combination of the probability of a perceived threat or opportunity occurring, and the magnitude of its impact on objectives.

Issue

A relevant event that has happened, was not planned, and requires management action. It can be any concern, query, and request for change, suggestion or off specification raised during a project. Project issues can be about anything to do with the project.