
REPORT 7
(1215/12/IM)

UPDATE ON PROGRESS OF THE TAWA COMMUNITY CENTRE

1. Purpose of Report

To inform the Tawa Community Board about the progress made towards the commissioning of the Tawa Community Centre (formerly the Tawa Service Centre).

2. Executive Summary

Wellington City Council is to open a community centre in Tawa in mid-March 2007.

The Centre will house permanent tenants who will provide services to Tawa's communities. In addition there will be dedicated meeting spaces available for hire. The recreation space in the former ANZ Bank will be treated as part of the Centre.

The proposal is consistent with Council's long term outcomes, the Long Term Community Plan for Wellington City and the Annual Plan. A report has been made to the Tawa Community Board previously.

Refurbishment of the building – at the time this report was written – has been arranged with contractors and is expected to be completed by early March. Public promotion and the employment of a co-ordinator will proceed subsequent to the Board receiving this report.

3. Recommendations

It is recommended that the Tawa Community Board:

- 1. Receive the information.*
- 2. Provide comment to Council officers on the appendices.*

4. Background

Building

The building we are now calling the Tawa Community Centre was initially constructed as the Tawa Borough Council Offices.

The building is also the emergency back-up centre for Wellington City Council (WCC) activities should key city buildings become unusable.

Annual Plan

From the Tawa Community Facilities Study, undertaken in 2003, a new initiative was developed and included by the Council in the Annual 2004/05 Plan.

Community Centre Purpose

The purpose of the Tawa Community Centre will be consistent with the purpose of Community Centres, specifically the provision of:

- community meeting and activity space
- affordable accommodation for permanent tenants who are primarily community-focused; and
- a base for outreach and community development work.

5. Discussion

The following table outlines broadly the work needed to get the Centre operational.

Action	Status	Finish date
Accessibility <ul style="list-style-type: none"> • door handles • external access • carpet • parking 	contractor (Chubb) has been booked application for funding from Health & Safety Committee declined see "Refurbishment" below mobility park has been planned for front of building	complete n/a 9 Mar tba
Booking <ul style="list-style-type: none"> • booking process • charges 	booking system set up on WCC computer system schedule of charges developed (see Appendix I)	complete complete
Tenants <ul style="list-style-type: none"> • tenancing process • charges 	a process for tenancing the facility has been developed schedule of charges developed (see Appendix II)	complete complete
Security <ul style="list-style-type: none"> • re-keying • alarms • video surveillance • controlled access 	locks have been re-keyed and new keys issued WCC's Knowledge Solutions (IT) and Civil Defence rooms to remain alarmed monitored camera for rear entrance foyer procedures to be developed to ensure strict key control and building access	complete complete tba complete

Refurbishment <ul style="list-style-type: none"> • carpet • walls • lights • furniture • partitioning • other 	old carpet will be replaced with carpet tiles walls will be repaired and painted bulbs will be replaced to emulate natural lighting Westpac has donated approx. \$25,000 furniture partitions to be erected in former service centre signage will read “Tawa Community Centre”	Mar 9 Mar 9 Mar 9 complete Mar 12 Mar 9
Management <ul style="list-style-type: none"> • human resources • promotion 	appoint a part-time coordinator (see Appendix III) promote the Centre to the community	tba Mar 16
Community Advice <ul style="list-style-type: none"> • Community Advisory Group 	assist the formation of an advisory group to represent community interest in the Centre	tba

6. Conclusion

The project – whilst delayed slightly – is proceeding well, with support within Tawa and the Northern Ward.

It is expected that the Centre will be ready for tenancy by mid-March. A donation of furniture by Westpac will greatly enhance the facility for the community.

Advertising for a co-ordinator to work part-time at the Centre will commence subsequent to the presentation of this report.

Contact officer: Jarrod Coburn, Senior Advisor City Communities Unit

Supporting Information

1) Strategic Fit / Strategic Outcome

Specific steps in the achievement of the outcomes for each financial year are set out in the Annual Plan and progress is reported in the Annual Report. The Key Achievement Areas relating to this facility are: Participation; Access to resources; Quality of life; Recreation Opportunities; Compact city.

2) LTCCP/Annual Plan reference and long term financial impact

The Tawa Community Facilities Study, undertaken in 2003, identified that a number of community facilities were either lacking or deficient. One of these was a community centre. From this study a new initiative was developed and approved by the Management Board for inclusion in the Annual Plan.

The 2004/05 Annual Plan stated that “we are going to revamp the Tawa Service Centre to allow it to be better utilised by community groups. This will include space for recreational activities such as yoga or preschool activities and setting aside some space for community organisations to work from. The service centre, beside the Tawa Library in Cambridge Street, is used for community board meetings but is generally under-utilised. We think that, with a modest refurbishment, the centre would be a great community asset. We will spend \$35,000 during the 2004/05 year and \$5,000 the following year to carry out repairs and make minor alterations. We have also budgeted \$20,000 a year on running costs due to the increased use.”

The project is contained in the Council Plan # C130B. The operation of the new centre will be funded from existing budget plus revenue generated from rental. Operational expenditure to cover 0.5FTE is anticipated for the remainder of this financial year, to be reviewed for the following year.

3) Treaty of Waitangi considerations

The land and building have been used for a number of decades by successive Councils.

Local Maori cultural groups could benefit from the Centre through having a space to practice or perform.

Incorporating cultural influences into the Centre have been discussed with the Advisor, Maori Communities.

4) Decision-Making

This report does not seek any decisions.

5) Consultation**a) General Consultation**

The Tawa Community Board have formed a sub-committee and City Communities have met with this sub-committee and received their advice, which in part has informed this report.

b) Consultation with Maori

The project has been discussed with the Advisor, Maori Communities.

6) Legal Implications

Nil.

7) Consistency with existing policy

This report is consistent with existing policy.

APPENDIX 1

Tawa Community Centre Booking Process

Tawa Community Centre Booking Process

Background

The Tawa Community Centre will be a facility open for hire to community groups and other organisations. All users of the building must reserve space in the Centre through a booking process.

Critical Success Factors

To be successful the booking process must be accessible, simple, easy to use, and accurate.

Best Practice

The WCC Community Centre Management Guidelines outline best practice on managing bookings for a community centre.

Room Bookings

Only the Tawa Community Centre Coordinator (or a nominated proxy in their absence) will make bookings for the Centre. This single point of contact for users will ensure no double-ups.

Other staff may take messages for the Community Centre Coordinator or ask the caller to call back during a specific time (probably 10AM~Midday, Monday to Friday), or email.

Payment for Bookings

Payments will be made prior to the use of the centre. An invoice will be raised and use of internet banking to pay the invoice will be encouraged. Cash or cheque payments will be able to be made at other Council facilities.

When receiving payment, a record will be placed on the booking form and Centre diary including:

- Amount paid
- Receipt number
- Date of payment
- Bank receipt
- Booking form

Receiving Bonds

Bonds may be required in certain circumstances (e.g. private functions) and will be dealt with as per above. A record is made on the booking form including the bond amount, date bond received, and receipt number.

Once an inspection of the centre is completed a bond refund will be issued.

APPENDIX 1

Tawa Community Centre Booking Process

Scope of System

Bookings will be taken for the use of the new community centre (including the former Borough Council chambers) and the existing recreation space (as this now comes under the management of City Communities Unit).

Booking System

MS Outlook will be used to keep track of bookings. This will be backed up by a printout each week.

Acceptable Use

A standard for acceptable use of the Tawa Community Centre by members of the public will be developed to assist those making bookings. In the interim, discretion by the Co-ordinator will be required.

Charges

There is no schedule of charges for use of WCC community centre. To maintain a level of consistency we have proposed the following charges, which are based upon Recreation Wellington's schedule of fees for community hall facilities. The fees are very similar to those charged by Johnsonville Community Centre and Pember House.

ID#	Area	Hourly (Community/WCC)	Hourly (Commercial)
n/a	Small meeting room (various in centre)	\$5 ^{.00}	\$10 ^{.00}
1	Open space in main centre	\$10 ^{.00}	\$15 ^{.00}
2	Council chambers and side room	\$15 ^{.00}	\$25 ^{.00}
3	Recreation space	negotiable	negotiable

User Agreement

A user agreement similar to that used by Recreation Wellington will ensure a contract exists between all users of the centre. This will cover health and safety requirements, acceptable use, cleaning, access, and duties of care.

Access to Centre

The Centre has been re-keyed to better suit the needs of the tenants and casual users. Keys will be closely monitored and a key register maintained. No key will be issued to an external party without a signed User Agreement in place.

Casual users will gain access to the building via a keypad at the rear of the facility and will be issued with an internal key for the room they have booked. This will reduce the number of external access keys issued. The key code will be changed on a monthly basis or more frequently as required.

APPENDIX 1

Tawa Community Centre Booking Process

Business Continuity Training

The facility has a regular booking made by WEMO to undertake exercises and training relating to the Council's business continuity plan. This booking is charged out at the standard community/WCC rate. The standing booking is for the partitioned meeting room in the Community Centre proper, and for the year 2007 is as follows:

Month	Date	Unit
February	16~23	City Housing
March	16~23	BCLS
April	13~20	Finance
May	18~25	Human Resources
June	15~22	CitiOps
July	13~20	Convention Centre
August	17~24	Contact/Web Centre
September	14~21	KSS/WEMO

Tawa Community Centre Tenanting Process

Background

The initial action plan for the Tawa Community Centre project identified three key areas. These were a Tenanting Process, Tenancy Criteria, and Possible Uses that fit the Criteria.

Tenanting Process

The process was described in three parts. These are described below, along with actions and resolutions:

1. Overall layout

The Centre is divided into casual areas (parts designed to be let on a casual basis), committed areas (parts that are permanently tenanted), and casual non-committed areas (parts of the Centre intended for permanent tenants but not yet let).

There are three casual areas: the partitioned space in the main centre; the former Council chamber; and the recreation space (formerly ANZ bank). These may be booked by community, government, or commercial interests.

There are currently four committed areas for the Community Centre Coordinator, Push Play Coordinator, Council officers working onsite, and University of the Third Age. In addition there are five other potential spaces that could house permanent tenants.

All other space (aside from utility areas and those already designated for Knowledge Solutions and WEMO) are casual non-committed areas and are available to be let on a casual basis.

2. Approach to rent/cost covering for tenants and users

A desire to maintain consistency has resulted in a schedule of casual rates that link closely to those charged by Recreation Wellington. This includes concessions for community groups. Rental of the Recreation Space will be by negotiation, depending upon the purpose. This is to ensure we cover costs should a wedding reception (or the like) be held there, but don't over-charge those using the space for bona fide recreation purposes.

The charges for permanent space reflect the size of the space, the services provided, and a considerable concession. The most expensive rooms will be \$5,000 plus GST. This includes services such as power, heating, cleaning, etc. Smaller spaces will be rented out at a reduced price, with the lowest rental \$3,000 plus GST.

Both Johnsonville Community Centre and Pember House (Porirua) were consulted, and the charges above are very closely aligned to theirs.

APPENDIX 2

Tawa Community Centre Tenanting Process

3. Attracting expressions of interest

A variety of promotion methods will be used to raise interest in the permanent spaces offered at the Centre:

- The Tawa Community Board and Council officers will be asked to provide suggestions of groups they are aware of who would benefit through being based in the facility
- Emails and letters outlining the opportunity will be sent out through local networks
- Public notices and media releases will be issued (see Appendix IV).

Those applicants who fit the criteria outlined below will be short-listed. Meetings with each short-listed applicant (to fully understand needs and wants) will be held and a decision made by City Communities Unit in consultation with representatives of the Tawa Community Board.

Tenancy Criteria

The criteria for permanent tenants is as follows:

- Not-for-profit organisations that provide service to Tawa residents (including community and governmental organisations);
- Ability to pay rent and cover costs
- Having a good 'fit' with other tenants
- Preference given to Tawa-based organisations
- Preference will be given to those organisations that will increase foot traffic for the Centre

APPENDIX 3

Tawa Community Centre Co-ordinator Job Description

Tawa Community Centre Co-ordinator Job Description

Role Title:	Community Centre Co-ordinator (Tawa)
Position Number: Business Unit:	City Communities
Wellington City Council	<p>Wellington City Council's goal for the city is quality of life, growth and prosperity.</p> <p>Wellington has identified its global competitive advantage is its creativity. We articulate this in our city vision – <i>Creative Wellington, Innovation Capital</i>.</p> <p>Our foundation values are integrity and respect. We expect all employees to exhibit these values in everything they do.</p> <p>Further, Wellington City Council employees need to be committed, competent and confident – these 'three Cs' (as we call them) are our personal values. We also have organisational values, which we follow in all our work. These state that we: <i>are enterprising, deliver, work together, take responsibility, take pride</i>.</p>
Role of Business Unit:	<p>The City Communities Business Unit is located within the Community Services and Treaty Relations Directorate. City Communities promotes social cohesion, community participation and sound social infrastructure, and is specifically mandated to develop and improve relationships within the city's communities, with a strong focus on developing capability internally and externally to enable the achievement of community outcomes.</p> <p>City Communities has a particular focus on</p> <ul style="list-style-type: none">• Strengthening the Council's external relationships with the city's diverse communities• Providing internal expertise to enable other operational and corporate units to develop and maintain viable relationships with the wide range of city stakeholders. <p>City Communities also has responsibilities around</p> <ul style="list-style-type: none">• Management of contracts with community agencies• Delivery of community and youth events• Project management engagement in some significant capital expenditure projects such as the development and construction of community facilities• Input to Council's strategy and policy programme
Purpose of Role:	To manage the operation of the Tawa Community Centre,

APPENDIX 3

Tawa Community Centre Co-ordinator Job Description

	offering a high standard of service delivery, facility presentation, volunteer, asset and equipment management. Part time (20 hrs/week) – fixed term (6 months)
Reports to:	Senior Advisor
Direct Reports:	Community Centre Volunteers
Interpersonal Contacts:	Tenants/Centre Users Local Community Groups and NGOs City Communities Staff Recreation Wellington Staff Tawa Community Board Tawa Library Staff Local Business People Community Centre Co-ordinators Service Contractors and Suppliers

KEY RESPONSIBILITIES

OUTCOMES OF THE ROLE

- Tawa Community Centre is well coordinated and well-known in the community
- A programme of activities is available to the community at the Centre
- Community services and events are operating from the centre
- Increased Council knowledge of community organisations and activities in Tawa

Centre Relationship Management

- Actively develop and maintain positive relationships with tenants, user groups, and regular customers, seeking always to promote a cooperative, friendly, and positive culture and environment
- Provide effective customer service adopting a welcoming, helpful, caring, considerate and courteous manner at all times to all customers
- Encourage and respond positively to customer feedback and seek a positive resolution to all customer issues
- Manage customer feedback processes to ensure Council customer service standards are met

Facility Management

- Pro-actively identify, manage and seek a positive outcome to any facility issue, including maintenance
- Assist with the planning, development and improvement of the facility

APPENDIX 3

Tawa Community Centre Co-ordinator Job Description

- Manage access to the building, following Council standards on security and personal safety

Community Relationship Management

- Build a positive working relationship with the Tawa Community Centre Advisory Group (TCCAG)
- Pro-actively develop and maintain positive relationships with schools, community groups, local businesses and community stakeholders
- Provide clear and accurate information to the community about the facility's services and programmes
- Actively seek to expand usage of the Centre

Programme Management

- Coordinate a programme of centre-based activities for the community

Centre Volunteer Management

- Identify appropriate involvement for volunteers in the Centre
- Build and lead the team of Centre volunteers
- Maintain rosters and facility procedures

Health and Safety

- Take all reasonable and practical steps to ensure the safety of customers and staff/volunteers using the facility
- Ensure customers are educated in the safe use of facility equipment, services and activities
- Maintain and report on hazard identification and risk management processes
- Ensure regular inspections are made of the facility

TECHNICAL REQUIREMENTS

- The ability to work and communicate effectively with a wide range of people to build and sustain strong relationships
- Effective organisational skills
- Personal initiative and flexibility
- Experience of working with volunteers
- The ability to work independently and pro-actively
- Ability to manage the safety and security of a small facility
- Experience with Microsoft Office suite of products
- Marketing and public relations skills
- Experience in managing conflict situations in a calm and professional manner
- Respect for diversity

COUNCIL STAFF – CORE COMPETENCIES

APPENDIX 3

Tawa Community Centre Co-ordinator Job Description

PROFESSIONALISM - Demonstrating behaviours and commitment to the vision, values and decisions of the Council, your unit, and your team.

All Staff

- Supports and models the Council's values at all times
- Values the Council's partnership with Iwi Treaty partners and its relationship with the wider Maori community
- Complies with and actively supports the Council's policies, standards and procedures
(HR guidelines, Finance guidelines, Marketing guidelines, Code of Conduct)
- Displays integrity and takes responsibility for own actions
- Understands and practices the concept of work/life balance
- Makes balanced judgements that are in line with Council policies and procedures
- Takes an active approach to acknowledging, learning about and understanding diversity in the workplace
- Identifies and participates in learning opportunities as appropriate for personal and career development
- Accepts and manages personal responses to change in a positive manner
- Demonstrates a commitment to achieving quality outcomes for ratepayers and the Wellington community
- Works collaboratively within their team, business unit, and across Council to deliver the best outcome for the Wellington community

EFFECTIVENESS FOR MAORI - Understanding and meeting the needs of Māori in the Council's internal working environment and in the delivery of services to the Wellington community.

All Staff

- Appreciates, understands and applies a bi-cultural perspective in internal and external interactions
- Ensures that the Council's services meet the needs of our Treaty partners and the wider Māori community wherever possible
- Looks for opportunities to implement practices that enhance the Council's Effectiveness for Maori
- Contributes positively to relationships with Tangata Whenua
- Understands and takes into account the relationship between Iwi Treaty partners and physical resources; land, air, water, waahi tapu, flora and fauna and other taonga

APPENDIX 3

Tawa Community Centre Co-ordinator Job Description

COMMUNICATION - Delivering messages effectively (and using the most effective means) to individuals or groups so that they are clearly understood and accepted. Includes writing, speaking and listening skills.

Role requires verbal and written communication at a day to day level, generally stakeholder or internal customer interactions.

Verbal

- Conveys simple/routine information clearly, logically and accurately (e.g. meetings, discussions, phone calls)
- Strives to learn and use correct Te Reo/Maori pronunciation
- Listens and asks questions to maximise own understanding of situations
- Is open to the views of others and is professional when communicating with a wide variety of people
- Applies the Council values during all workplace interactions

Written

- Writes in a style that is easily understood and uses appropriate tone for the audience
- Checks for accuracy (edits) in own work before distribution
- Meets Council standards for all written work (Plain English, Marketing guidelines etc)

RELATIONSHIP MANAGEMENT - Interacting with your team, other staff, and members of the public, communities and other contacts in a way that inspires confidence and builds productive relationships.

Role needs to maintain contact within established frameworks to manage day to day relationships.

- Actively builds and maintains positive and productive working relationships with internal (direct team and Council) and external customer/stakeholders
- Works appropriately with all networks (including Iwi Treaty Partners and wider Maori Community)
- Seeks feedback on the quality of service provided and addresses issues raised
- Accepts constructive criticism and learns from it
- Demonstrates the ability to work effectively with staff at all levels of the organisation

PLANNING AND ORGANISING FOR RESULTS - Organising your own work or work of others, or project resources to achieve outputs.

Role needs to plan and organise own day to day work with assigned tasks.

- Has a structured approach to organising materials, information or workflow to accomplish tasks
- Works to, or within timeframes by managing workload and priorities
- Accepts responsibility for tasks and monitors own performance to meet deadlines

APPENDIX 3

Tawa Community Centre Co-ordinator Job Description

- Achieves targets /standards or escalates issues in appropriate and timely manner

PROBLEM SOLVING (AND DECISION MAKING) - Effective analysis of situation or problem to make sound decisions based on consultation and knowledge. Consideration is given to impact of immediate and strategic situations.

Role requires making straightforward decisions.

- Makes reasoned and timely decisions on matters as and when required
- Analyses information and identifies risks and opportunities in each case
- Where appropriate, escalates decisions to higher levels
- Is aware of services provided within own business unit and across Council, and actively contributes to solving problems where possible

PEOPLE MANAGEMENT - Managing and motivating staff using Human Resources (HR) policies and good employer practices to achieve results in line with Council goals and values.

Needs to manage people and (volunteer) staff

- Understands and adheres to HR policies and processes
- Fosters an open, honest and participative environment for staff
- Models the Council's values
- Manages and values diversity i.e. supports and takes into account individual needs and differences (*culture, gender, personal/ family circumstances*)
- Effectively manages and allocates staff workloads
- Completes performance development plans within a month of the start of the annual cycle
- Ensures clear performance expectations are agreed and negotiated with staff. Consults HR for advice in this area if necessary
- Quickly, fairly and consistently addresses any issues of non performance in the team
- Gives staff honest, regular and constructive feedback and coaching on their performance
- Sends a clear message to all about the standard of performance expected at the Council
- Addresses staff training and development needs to ensure people capability is continually improved by using Council resources
- Applies a constructive and fair approach to all direct reports
- Manages change (*planned or reactive*) by providing the appropriate support for staff, maintaining objectivity and

APPENDIX 3

Tawa Community Centre Co-ordinator Job Description



- ensuring continuity of day to day operations
- Promotes a healthy, happy and satisfying workplace (motivates staff)

APPENDIX 4

Draft Tawa Community Centre Communications Strategy

Draft Tawa Community Centre Communications Strategy

Communications Objectives

Objectives	Measures
Action – frank and honest communication between council and community	<ul style="list-style-type: none"> • Good feedback from community leaders and key stakeholders
Information – good intelligence on the needs, opinions, and feelings of local communities	<ul style="list-style-type: none"> • The Council's information matches that reported in local newsletters and newspapers and anecdotal feedback received from the community
Attitude – key stakeholders will buy-in to the project at an early stage	<ul style="list-style-type: none"> • A high level of cooperation between individual representatives (Tawa Community Board, tenants) and council staff
Attitude – Tawa communities will feel positive toward the WCC	<ul style="list-style-type: none"> • Anecdotal and formal research will reveal a high level of satisfaction with WCC in relation to the Tawa Community Centre project
Attitude – WCC has a sincere approach to involving the community	<ul style="list-style-type: none"> • Anecdotal feedback from the community reflects a sincere feeling of inclusion and consultation

Project Objectives

Objectives	Measures
Create awareness – understand why the project is where it is and what it will deliver	<ul style="list-style-type: none"> • Increased number of visits to the Council website project page • Feedback to Council officers and elected members is well-informed
Behaviour – supportive of the project so that the community actively and eagerly utilises it	<ul style="list-style-type: none"> • Queries on how the community can utilise what is provided at the Centre • Community groups approaching and working with the Council to provide activities that are run from or within the centre • Good use of local media, notice boards, and other communication tools to promote the Centre
Behaviour – WCC viewed in a positive fashion	<ul style="list-style-type: none"> • Positive articles in local media • No negative contacts/comments received by Council officers, Elected Members, or the Mayor

APPENDIX 4

Draft Tawa Community Centre Communications Strategy

Target audience

Community Centre Co-ordinator (1)

Potential users/clients of community centre

- Wellington City Council
 - Recreation Wellington
 - Knowledge Solutions
 - WEMO
 - Tawa Community Board
- Elderly
- Local youth
- Local schools
- Local organisations
- Local business people
- Government agencies

Tawa community stakeholders

- Barnardos New Zealand
- Boys' Brigade Tawa
- Combined Probus Club of Tawa Inc
- Friends of Tawa Bush Reserves
- Guides Tawa
- Kapi Mana Multiple Birth Club
- Kidstart Johnsonville / Tawa
- Lacemakers of Tawa
- Mana Tawa Grey Power
- Redwood Primary School Tawa
- Salvation Army - Tawa
- Scouts Tawa
- Tawa - Linden Anglican Church
- Tawa - Linden Playcentre
- Tawa - Linden Walkers
- Tawa & Districts Highland Pipe Band
- Tawa / Linden Pop-in
- Tawa Art & Craft Society Inc
- Tawa Bowling Club
- Tawa Central Kindergarten
- Tawa Community Theatre Inc
- Tawa Cricket Club

¹ Statistics NZ 2006 Census

² *ibid.*

APPENDIX 4

Draft Tawa Community Centre Communications Strategy

- Tawa District Midweek Table Tennis Club
- Tawa Healing Group
- Tawa Historical Society
- Tawa Hockey Club
- Tawa Junior Rugby Club
- Tawa Linden Care & Craft
- Tawa Linden Plunket
- Tawa Orchestra
- Tawa Progressive & Ratepayers' Association
- Tawa Recreation Centre
- Tawa Scottish Country Dance Club
- Tawa Senior Citizens' Club
- Tawa Squash Club
- Tawa Te Kohanga Reo
- Tawa Women's Institute
- Tawa Yoga
- Tawa Linden Indoor Bowls Club
- University of the Third Age
- WCC Tawa Rescue
- Wellington Area Girls' Brigade
- any other community organisation omitted here

Residents:

- Tawa (7,866¹)
- Linden (3,813²)

Business owners – Tawa (approx 70)

Ward Councillors (3)

Council staff, in particular the following business units:

- City Communities (20)
- Democratic Services (3)
- External Communications (1)

APPENDIX 4

Draft Tawa Community Centre Communications Strategy

Audience size

12,000

Perceptions

Currently there is little known in the community about the new centre. To ensure a gradual growth of the centre – and to avoid developing unreasonable demand or expectations – the promotion of the Tawa Community Centre will initially be understated and factual.

Community notice boards, a page on Council's website, and information posted within the facility should be sufficient in the interim, until the Centre is fully operational.

Once a co-ordinator has been employed, and permanent tenants have settled in, then an official opening will be held.

Key messages

No.	Messages (rank in order of importance)
1	The new community centre will provide a boost to Tawa and Linden residents through: <ul style="list-style-type: none">- providing affordable meeting and activity space for local groups, businesses, or government agencies- providing affordable accommodation to organisations and agencies serving the local community- being a base for community-focused programmes and events- complementing Mervyn Kemp Library as a source of community interaction
2	WCC is sincerely interested in the needs of local people with regards to a new community centre. You can have input or participate by contacting Jarrod Coburn on 801 4031, or jarrod.coburn@wcc.govt.nz.
3	The Tawa Community Centre is for the use and benefit of all Tawa communities.
4	The Tawa Community Centre will include bookable meeting space, a comfortable drop-in area, information from Wellington City Council, a community notice board, special events from time to time.

Essential information

- Point of contact (Jarrod Coburn)
- Supporting comments from Tawa Community Board
- Supporting comments from portfolio and ward Councillors
- Website URL

Seasonality/Timing

1. March 2007: initial communication on the Centre and what we envisage it will deliver
2. April 2007: official opening
3. Ongoing marketing and communication after the opening will be undertaken by the Co-ordinator

APPENDIX 4

Draft Tawa Community Centre Communications Strategy

Suggested tools/tactics

Community newspapers
Community notice boards
Council Daily (Council intranet news)
APW newspaper
Feeling Great
On the Plate
Council staff briefings
Flyers
Intranet homepage
Letters
Media releases
Posters
Public meetings
Signage
Website