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Committee Policy, Finance and Strategy Committee
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Social Marketing Programme – Progress Report from Reference Group

1. Purpose

This report provides an update on the development of the social marketing programme and provides an opportunity for endorsement of the programme.

2. Background

A social marketing programme to encourage residents to adopt behaviours that contribute to achieving a sustainable region is one of the communication tools in Greater Wellington's communication strategy. The programme, to be launched in January/February 2004, is explicitly included in the Communications Business Plan approved as part of the LTCCP process.

The Council resolved on 5 August 2003 (Report 03.418) to establish a Councillors Reference Group for the social marketing programme, with membership comprising the Chairs of the Environment, Passenger Transport, Landcare and Utility Services committees.

As noted, in report 03.418, Clemenger BBDO has been appointed, as a result of a competitive process, to work with Greater Wellington on the programme.

The Reference Group has, to date, met four times (9 and 24 September, 14 and 29 October).

3. Guidelines for Social Marketing Programme

As a result of its deliberations and discussions with officers and Clemenger BBDO staff, the Reference Group is of the view that the following framework should guide Greater Wellington's social marketing programme.

The social marketing programme needs to:

- focus on individual behaviour change – to make personal contributions towards a sustainable Wellington region a normal and beneficial way of life
- complement the strategies and policies of the territorial authorities in the region, including allowing for sub-regional differences
- focus on “early wins” in a couple of key areas, rather than attempt to cover all of Greater Wellington’s work
- be closely integrated with other tools the Council uses to achieve behavioural change, such as education, regulation and enforcement
- be positive in tone rather than use scare tactics
- be a long term campaign that is both persistent and consistent

4. Be the Difference – Social Marketing Programme Details

Officers have been working with staff of Clemenger BBDO to develop the details of a social marketing programme using direct mail marketing tools. Whilst the programme development has had as a starting point the model of Auckland Regional Council’s Big Clean Up campaign, it has been designed for the unique circumstances and motivations of residents of the Wellington region.

The advantage of direct mail as a communication tool is that Greater Wellington can build a relationship with a group of individuals who are interested in making a personal contribution towards a sustainable Wellington region. Compared to mass media advertising, it is cost effective because the audience has elected to receive the communications material and there is an opportunity to build a two-way dialogue.

The Reference Group is comfortable that the social marketing programme will run broadly as follows:

- The overarching campaign theme will be “Be the Difference” – reflecting a positive call to take action to contribute to a sustainable region.
- All households in the region will be invited through a mailer in January / February 2004 to “join” the Be the Difference programme.
- The first behavioural change messages will focus on water quality with some focus on water conservation. Water has the advantage that it is an area of significant concern across the region and it has strong linkages across the Take Ten, e.g. with waste and bio-diversity.
- Individuals / households that elect to join the programme will receive direct mail in the form of an action kit, describing simple actions they can take to improve water quality and conserve water. They will receive

further regular direct communications from us, focusing on other sustainability topics, approximately each quarter.

- Mass media channels, including Greater Wellington's Elements newspaper, will be used to raise awareness for the campaign and reinforce the messages of the direct mail.

5. Research and Monitoring

The chosen communication channel of direct mail will enable Greater Wellington to truly engage with a group of individuals / households to encourage behavioural change. This is a new concept for the Council and we will be learning as we go along, therefore it is vital that we measure if behaviour change takes place and understand any barriers to change.

The market research company TNS (formerly NFO New Zealand) is working with officers and Clemenger BBDO on a research strategy that will benchmark current environmental attitudes and behaviours across the whole region and monitor change amongst individuals/households who've joined the programme.

6. Partnerships with Territorial Authorities

As noted above, the Reference Group is keen that the social marketing programme complements the strategies and policies of the territorial authorities in the region. We hope to start discussing the programme with our colleagues in the territorial authorities as soon as we can and we are currently seeking advice through chief executives as to the best way to engage with each council.

7. Recommendation

That the Committee:

- 1. Note progress on the development of the social marketing programme.*
- 2. Endorse the programme as outlined above.*

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