

## **ELECTED MEMBERS' BRIEFING SESSION**

**Date of Workshop:** Monday, 13 February 2023  
**Time Start (approx.):** 6.30pm  
**Subject (1):** Development of Communications Strategy  
**Department:** Business Support & Improvement  
**Presenter(s):** Jane Miller, Consultant  
**Session:** Open to the public.

### **PURPOSE**

To seek Council's input to the development of the Draft Communications Strategy. Council has endorsed the development the strategy through the adoption of the CEO's Performance KPI's for 2022/23.

**Time Start (approx.):** 7.30pm  
**Subject (2):** Events Planning  
**Department:** City Services  
**Presenter(s):** Stuart O'Grady and Joanne Chadwick, Events South Australia Tourism Commission  
**Session:** Confidential.

### **PURPOSE**

To provide information regarding the results of the 2023 Santos Tour Down Under, discuss future plans for the event, and answer any questions that Council may have.

## ELECTED MEMBERS' BRIEFING SESSION COVER SHEET

<b>Date of Workshop:</b>	13 February 2023
<b>Subject:</b>	Development of Communications Strategy
<b>Department:</b>	Business Support & Improvement
<b>Presenter(s):</b>	Jane Miller, Consultant
<b>Session:</b>	Open to the public.
<b>Attachments:</b>	Nil

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### **PURPOSE**

To seek Council's input to the development of the Draft Communications Strategy. Council has endorsed the development the strategy through the adoption of the CEO's Performance KPI's for 2022/23.

### **DISCUSSION**

SynergyIQ has been engaged to assist Council in the development of a four year strategy and to review Council's Engagement Toolkit.

Jane Miller is the lead consultant and has a wealth of experience in marketing and communications across many industries including government.

The workshop is to gain a clear understanding of the Council's intent in developing a communications strategy, and provides an opportunity to draw on the broad community engagement by members during the recent election.

The following questions will be posed to assist in the process:

1. Are their perceived gaps and opportunities to be addressed?
2. What are the objectives or outcomes the strategy should aim to achieve?
3. What will success look like, how might this be measured?

### **SPEAKERS**

Jane Miller, Consultant SynergyIQ  
Nicola Tinning, General Manager Business Support & Improvement

### ***THE BRIEFING IS OPEN TO THE PUBLIC***

- *The cover sheet is public.*

**ITEM 2**

**Confidential – removed from the public agenda**