

Canterbury Communications and Engagement Forum: Terms of reference (November 2023)

Background

1. These terms of reference are for the Canterbury Communications and Engagement Forum

Purpose

2. The purpose of the Forum is to:
 - 2.1. provide visibility of planned activity across the region to identify opportunities to have clear conversations with the community on specific topics
 - 2.2. share best practice and ideas between communications and engagement professionals across the region
 - 2.3. upskill in a consistent and mutually acceptable engagement practice with mana whenua
 - 2.4. report and provide clear line of sight for the CEs/Mayoral Forum on community activity that Canterbury's ratepayers are being asked to engage with
 - 2.5. provide further opportunity to reduce confusion for ratepayers by collaborating on election campaigns, and Long-Term Plan campaigns at a high level, to provide context for locally branded campaigns
 - 2.6. consider impacts on councils of new initiatives in advance – for example, an idea such as *It's Time Canterbury* would have a place to discuss early development work and collective ownership prior to launch
 - 2.7. reduce duplication of communications and engagement effort and support smaller councils when assessing national and regional initiatives.
3. The Forum reports to the Canterbury Chief Executives Forum and is mandated by the Canterbury Local Authorities' Triennial Agreement 2020–22.

Mayors standing together for Canterbury.

Secretariat, E: secretariat@canterburymayors.org.nz W: www.canterburymayors.org.nz
C/- Environment Canterbury, PO Box 345, Christchurch 8140 T: 03 345 9323

Membership and operation

4. The members of the Forum are communications and engagement director/managers from each of the 11 local authorities in Canterbury region
5. The Forum will actively engage with Te Rūnanga o Ngāi Tahu's communications and engagement team, sharing agendas and extending an open invitation to attend meetings of the Forum.
6. The Forum may invite other agencies to present and participate in its consideration of local government communications and engagement issues, as the Forum considers appropriate.
7. A Chair shall be appointed annually by the Chief Executives Forum from its membership. The Chair is eligible for reappointment. The regional forum's secretariat will provide secretariat support.
8. The forum may elect a deputy chair from its members to support the Chair.

Work programme

9. The Forum will develop its work programme annually and report on this quarterly to the Chief Executives Forum.
10. The Forum's work programme will include but not be limited to the following:
 - 10.1. identify communications and engagement activity across the region, for visibility by the CEs Forum and to enable the C&E Forum to pick up opportunities for joined up community conversations
 - 10.2. monitor the progress of wider community engagement and consultations, providing analytics and feeding back to the Forum where activity is being successful and/or where we are not reaching parts of the community effectively
 - 10.3. identify emerging issues impacting the communities' interest and ability to engage, specifically using research undertaken by the 11 councils, to form a combined view of the region
 - 10.4. consider evidence on an ongoing basis around community sentiment and where there are information gaps, and make recommendations for co-investment where necessary (reactive)
 - 10.5. identify areas of future activity where co-investment may be appropriate (proactive), to extend the reach of local government information and engagement opportunities
 - 10.6. identify training and development needs to build communications and community engagement capability in Canterbury councils.
11. From time to time, Forum members may be called upon to present findings and submissions to the Chief Executives Forum and/or Mayoral Forum or other decision-making bodies.
12. The Forum will meet virtually or in person at least quarterly.

Review and amendment of these terms of reference

13. The Forum may recommend changes to its terms of reference to the Chief Executives Forum.
14. The Chief Executives Forum will review the terms of reference three-yearly in the year following local authority elections.

Approved by the Canterbury Chief Executives Forum, 6 November 2023