# Communications report for SIRA meeting 6 June 2021

CB Floyd

I. **Meeting re Council communications**: Colin, CB, Shane, Sharon and Brian met to discuss council communications. The outcomes of this meeting were:

**Council communications**

Council communications should be emailed to:

- President – Colin
- Relevant subcommittee head
- Communications head -CB, as well as Shane (social media)

If the communication needs to go out to the community, Comms, or President, should send to Secretary – Juliet – for putting out in SIRA News. Such communications should have this disclaimer at the bottom.

> *This is a communication from the Northern Beaches Council [or other institution]. SIRA is sharing it with our membership for informational purposes only.*

**Communications to community from subcommittees**

The process is:

1. Subcommittee head sends to Comms head, Shane, and President, explaining which channels the communication should go out on (SIRA News and/or social media; SIRA News is now automatically uploaded to the website).
2. Comms head edits if necessary (keeping in mind principle of minimal editing) using Track Changes and sends back to subcommittee head, copying Colin.
3. Agreed text then sent to
   a. Secretary for SIRA News issue

**Agenda for a meeting with Trish Cheney**

Colin can organise a meeting with Trish Cheney, possibly on Zoom,  to discuss how we can improve communications between Council and SIRA. Our proposal will be that

- Trish directs communications to Colin and to the relevant subcommittee and Comms, using we an organisational chart with emails that we provide
- SIRA receives updates on major projects on a quarterly basis, with some detail

The meeting will seek Trish's feedback on this proposal; e.g. is it desirable to have Council head direct relevant personnel to provide these updates? We will also seek a list of those we contact for major projects.

There was a discussion about contacting relevant Council personnel directly re major projects, instead of channelling everything through Colin/Trish. The meeting agreed that this could be done, but that Trish and Colin should be copied on such communications.  No decision was made about what to do if such communications are by phone.

Before Colin arranges the meeting we need to:

- Complete our organisation chart **(Shane to create)**
- Complete a list of our major projects **(see below)**

II.    List of projects: Feedback is sought in the SIRA meeting for this list:

a) Road improvements (should we be more specific here?) From Juliet: are new roads have conduit pipes laid underneath them in preparation for future services like water and sewage?
b) Gazetting of trail to top of the island as a road
c) Sydney water and sewerage connection
d) Plan for Catherine Park
e) Repairs on old Kindy
f) Wharves upgrade (should we be more specific here?)
g) Removal of dumped vehicles and boats (feedback from Juliet)

III.    **Website:**

Alec has added our new page on the Recreation Hall including booking facilities. Kindy page deleted. Need to update the Community Hall document – looking for the Word document so we can do this. Website review sheet has been sent out and CB is awaiting people to sign up to update sections of it and the Directory.

Alec has also designed a progress chart section for updating the community as to the developments on key projects, such as Buggies, Roads, Wharves, Parking, etc. This will be discussed at the next Comms meeting.

Alec has also, with the help of Julian, streamlined an aspect of SIRA News. From now on, when a SIRA News is sent, it will automatically be also published onto the website's News page. To do this Alec created a dummy SIRA member who will receive the SIRA NEWS as normal. When email is received by this email address, the website converts it and publishes it as a post. Alec found it fiddly to set up but this is a great development.

Please note that the subject of the email becomes the blog's heading. As default, that is "SIRA News". If the subject is amended Juliet when sending out the news to "SIRA News - buggy, roadworks, NBN" for example, then that will be the post's heading too.

A notice about the RMS delaying buggy approval was put up under News.

Usage reports: the numbers showing on our WordPress analytics are not realistic. Alec will put in place Google analytics or something similar to try to obtain usage figures.

**SIRA News**

The committee should be aware to:

- Send Word documents to Juliet if we want full text with links in SIRA News
- Arrange to have any pdfs we want to link to uploaded to the website (by sending to you or me or other website admins -Shane?-). Once this is done, a link can be published.
- Restrict the use of images unless important to the message as they need to be downloaded to Juliet's computer and then uploaded to the message.

- Link to the PON wherever possible in SIRA News messages – if the item has already been in the PON, there is no need to reproduce it in the News.

**Social media:** Shane is controlling this, and the monitoring is working well.