



Ref: s.7(2)(a) -  
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12 April 2021

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s.7(2)(a) -  
protect the  
privacy of  
natural persons  
including dcs'd

Dear s.7(2)(a) -  
t t

## **OFFICIAL INFORMATION REQUEST FOR INFORMATION ON 'OUR NELSON' AND COMMUNICATIONS PRACTICES**

I refer to your information request dated 15 March for information about the staff or contractors who produce 'Our Nelson', their membership of professional bodies and the standards they adhere to in producing the publication. We have treated this request for information as a request under the Local Government Official Information and Meetings Act.

The information you requested is enclosed.

**Do any of the staff or contractors who produce "Our Nelson" hold membership of a professional body such as the PRINZ (Public Relations Institute of NZ) or other organisation (such as the Etu Union), where they are bound by a Journalist or PR practitioner Code of Ethics?**

One staff member is a member of PRINZ. No staff members are members of any organisation representing journalists, as the Nelson City Council is not a news organisation.

Staff are solely responsible for the production of written content for 'Our Nelson'. No contractors are used.

**What relevant associations do the "Our Nelson" staff /contractors belong to? What job titles do these people hold?**

As listed above, one staff member is a member of PRINZ. This staff member's job title is Manager Communications.

**Does NCC pay or reimburse membership fees for these people?**

Yes. Nelson City Council considers professional membership to play an important role in the ongoing development and training of senior professional staff.

Internal Document ID: A2616500

**Does NCC consider itself bound by any journalistic code of ethics or principles when producing "Our Nelson" eg NZ Media Council Principles?**

'Our Nelson' is a communications document, not a newspaper, meaning New Zealand Media Council principles are not directly relevant.

Nelson City Council's communication work is guided by the Communications and Engagement Strategy that was adopted by Council in June 2019.

Under the Strategy the principles that Council will adopt in all of its communications and engagement are:

- Transparency
- Responsiveness
- Consistency
- Collaborative approach
- Respect the principles of the Treaty of Waitangi
- Reflect our community's diversity
- Set appropriate expectations
- Encourage a respectful dialogue

**What standards are NCC staff/contractors required to abide by when producing "Our Nelson"?**

As stated above, Nelson City Council's communication work is guided by the principles in the Communications and Engagement Strategy.

**If a reader of "Our Nelson" believes that the publication has breached journalistic standards of accuracy, fairness and balance, or has deliberately misled or misinformed readers by commission or omission, what avenues of complaint exist and what process would NCC follow in dealing with such a complaint?**

Members of the public who have concerns can use Council's formal feedback and complaints process. More information can be found here: [www.nelson.govt.nz/have-your-say/feedback-2/complaint/](http://www.nelson.govt.nz/have-your-say/feedback-2/complaint/)

You have the right to seek an investigation and review by the Ombudsman of this response. Information about how to make a complaint is available at [www.ombudsman.parliament.nz](http://www.ombudsman.parliament.nz) or Freephone 0800 802 602.

Yours sincerely



**Nicky McDonald**

Group Manager Communications and Strategy