

# Report for Rotorua Lakes Council communication study combined waves

## Response Counts

Completion Rate:

74.3%



Complete



382

Partial



114

Disqualified

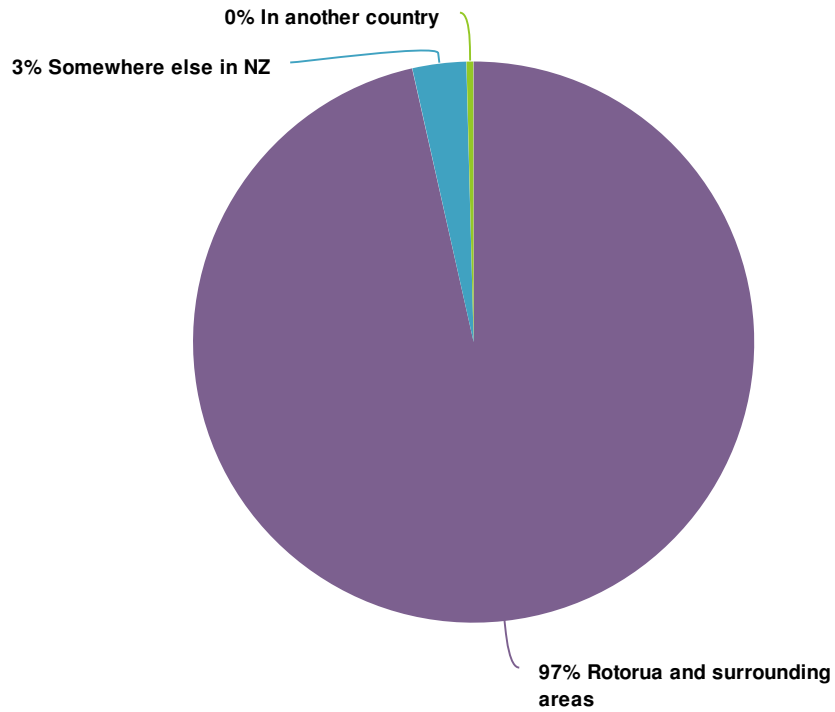


18

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Totals: 514

1. Kia ora! Thank you for opening this survey, we value feedback. Where do you currently live?



Value	Percent	Responses
Rotorua and surrounding areas	96.5%	494
Somewhere else in NZ	3.1%	16
In another country	0.4%	2

Totals: 512

## 2. How likely or unlikely are you to agree that Rotorua Lakes Council communicates effectively with the community?

NPS® Score: -31.2

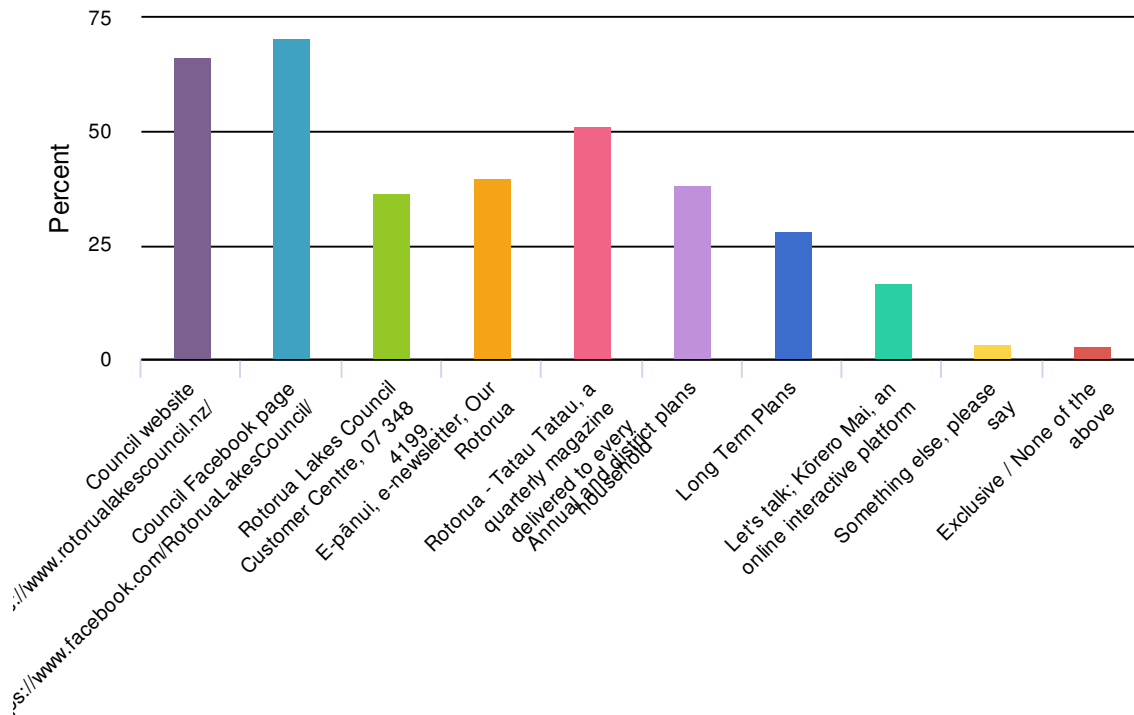


Promoters		16.6%	80
Passives		35.6%	172
Detractors		47.8%	231

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**Totals: 483**

### 3. Rotorua Lakes Council communicates with the community in several ways. Which of the following are you aware of?



Value	Percent	Responses
Council website <a href="https://www.rotorualakescouncil.nz/">https://www.rotorualakescouncil.nz/</a>	66.4%	285
Council Facebook page <a href="https://www.facebook.com/RotoruaLakesCouncil/">https://www.facebook.com/RotoruaLakesCouncil/</a>	70.6%	303
Rotorua Lakes Council Customer Centre, 07 348 4199.	36.6%	157
E-pānui, e-newsletter, Our Rotorua	39.9%	171
Rotorua - Tatau Tatau, a quarterly magazine delivered to every household	51.5%	221
Annual and district plans	38.2%	164
Long Term Plans	28.2%	121
Let's talk; Kōrero Mai, an online interactive platform	16.8%	72
Something else, please say	3.3%	14
Exclusive / None of the above	3.0%	13

<b>Something else, please say</b>	<b>Count</b>
Daily Post	2
Community engagement at events	1
Don't live in town but get Facebook for Sunday market	1
Have your say days	1
Inrary	1
Newspapers, most of the news I get from council is from this platform.	1
Occasional information centres e.g. re Wellness Hub/ library rebuild	1
Public forums/meetings, Facebook Live Q&A sessions, open house discussions, invite only discussions	1
U	1
Weekly newsprint	1
YouTube, Live streaming council meetings, Project Updates at the Library and Facebook Live	1
reading what people are saying on social media	1
<b>Totals</b>	<b>13</b>

4. In what other ways should Rotorua Lakes Council be communicating?



ResponseID	Response
13	Txting would be great
13	All areas covered
14	N/a
14	Telepathically?
15	Cellphone texts?
15	
16	Cellphone texts?
17	I think you are doing well
18	
18	It could be effective to communicate using interactive approach with the involvement of the readers in social media and other easy access platform of communication.
19	Local media
19	Current is fine.
20	Pass
21	Kanohi ki te kanohi opportunities would be good

## ResponseID Response

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21

22

Organise some programmes, provide some questionnaire survey forms and distribute with the bills and one important communicating way is banners.. because everyone is busy in their daily life they dont have any time to read the magazine and all but if they going in mall they can see the banners, if they going paksave, countdown and any other areas , they can see the poster, banners and this one give the vital impact on our community.

25

All good

26

27

27

28

Local news paper Notice board in the city

29

29

30

Not sure

30

33

Instagram

34

Local Radio Stations

35

With the community with what they want and need no unnecessary changes that are not beneficial to the community

36

In everyway possible aparantky theres heaps of ways they do now but have not seen any emails letters magazines etc

37

40

Email if you sign up

41

Email would be nice

41

Information emails to local businesses

45

Local radio

46

Open days at the council.

## ResponseID Response

46 Social media, post

48 Not sure? Maybe through more community meetings, e.g housing sessions, museum updates at the library, those are great!

48 Maybe? Keeping up with the community meetings like the housing sessions, and updates about the redwoods at the library, great info sessions!

49

49 More social media led communication

50 More social media

50 Post

52 All social media apps

53 It's not the way they communicate it's that they're not very transparent

53

55 I think they do a great job communicating with the community

55

56

58 Fine as it is

58 More meetings in evenings and weekends

60 Getting rid of quarterly magazine. Replace with single A5 flier in letterbox saying " the latest propaganda is available on our website"

60 Physical newsletters for those who don't have access to the internet

62

62 Community events

64 They have covered everything I even follow on Instagram

64 Kanohi ki te kanohi at marae meetings and within the surrounding areas.

65



## ResponseID Response

67 Above is good but it needs to be more user friendly and people need to be made aware of the options.

68 Snapchat instagram radio

69 Cheaper than the Glossy Mag, total waste of money. There are staff at the council who are paid by the ratepayers and should be available to provide answers to the ratepayers.

69 Make it easier to understand and use your current options. Not very user friendly at times.

71

72 Social media presence

72 No other thoughts

73 Maybe more mailers - then we would miss being informed

73 More information via social media, news articles, it also comes down to the topic, project, issue or problem

74 Facebook works incredibly effectively! I am very impressed by how well the council communicates with the community

75 Mailer would be handy

75 All bases seem covered

76 Never received the magazine

78 More public meetings to listen to to us.

79 Not jus at election time but thr out the term

79

80 Emails.

81 Broadcast on local radio.

82 Radio advertising Promote tv advertising More visible notice around town Papers

82

83

84 News letter outside stores

## ResponseID Response

84

85 Every avenue to their disposal. Social media, billboards. They spend more time hiding things from the public than telling us as they haven't bother to update how they do things. No one reads a newspaper why use them and have a legal requirement for liquor license premises to advertise when no one sees it anymore

85 More public meetings . No more closed ones

86 Radio

86 More surveys

88 I think, the way of communicating is good.

89

91 Post box flyers

91 In their plans , and telling us what they are improving on and the day to day activities

92 Going into our schools and sharing what they can offer more to the wider community, extend their normal followers. Make more of an effect around Rotorua.

92 Use social media more

93 Actively using social media to hit the demographic trend of young kids and adults.

94 Instagram, Twitter, more current social platforms. Pop-up stalls at markets and in the CBD. Through videographer content. The council comms strategy seem to be dated. Also- a fresher, more energetic voice when promoting arts & culture events. Often it's just "This is on tomorrow at 7PM. Don't miss it". But there are no reviews, community quotes, or much more enthusiastic correspondence apart from the action of sharing something. There needs to be more information around the "why". For example- why is it important to tune in to the Redwoods development update? I think in general the comms need to be more engaging, personable and relevant. Some research may be require for current trends and ways to engage your community

95 Pretty much got it covered but obviously everyone isn't aware of it

96

96

97 Honestly and openly

97 Every way possibl

## ResponseID Response

98	
98	Possibly a notification system of important news whether public input is involved or not. Keep the public clearly aware of how Rotorua spends funds in the community.
99	Maybe a smart phone app where everything we need will be there, eg. Applications, events, even announcement, stablishments, kinda like a citizen's charter
99	Local news is good enough for me
100	Social media. Billboards pamphlets.
100	Social media, more school interaction, community groups like the mca
101	Maybe just more frequently
102	Stop publishing glossy magazines that end up in the trash and start using more cost effective methods. Social media for the young and print media for the not so young.
102	I've liked the recent talks at the library on lakefront development, museum, forrest, etc – please keep these up (and great that they are live-streamed)
103	Radio
103	Facebook works good for me
104	Daily Post Newspaper
105	Radio advertising
106	I think facebook and other media are good ways,
108	A monthly update to the community given by the Mayor, or other Council person, at a set day and time of the month. Perhaps through Facebook Live where followers can ask questions. And then shared throughout all channels.
108	jghj ghjg
109	Giving leaflets to schoolchildren
109	Back the other way - listening and getting feedback in online surveys with raw results that are automatically published.
110	
111	I think social media is the biggest audience they have and they could get an even bigger audience by widening the horizon on the social media platform

## ResponseID Response

112	Honestly
113	Daily Post
114	
114	Radio, alot on social media
116	Really not interested
116	More social media, on regularly used platforms NOT council websites
117	
117	
118	Via email. RLC have had my email address for years, but I never get anything sent to it.
119	sms that updates people real time about activities/events. but this can be very difficult if database is not big enough
120	Great to hear that the council has many platforms of communication but I feel those are not quite well known yet.
121	Community paper Local workplace visits
122	
123	They use most platforms. Could try street surveys.
123	
124	
125	Probly don't need to i think yous doing fine the way yous communicate now
125	
126	Text reminders for rates, dog registration, and major events
126	Monthly newsletters
127	Social media
127	
128	In the local newspaper

## ResponseID Response

129 I dont get the magasines. I dont have time to always visit the websites, Its great that it is on FB- BUT most of my local news is still consumed through the local newspapers. That is how I stay informed

132 More social media presence

132

133

133 I think you're doing a pretty good job at broad communication from my point of view. However, I think all the ways you communicate should be emphasized more for people to pick up on.

134 Not sure

136 At markets???

138 I am happy receiving emails.

139 I find that often what is being said is not what is going to happen. Like plans are covered up with clever twisting of the truth. Really sick of the truth being coloured.

140 How they are not spending our money

141

141 Unknown

142 More community meetings. And really listen to the rate payers.

143 Texting

144 I can't think of anything else

144 Communication seems fine the way it is.

145 Mail drop/ newspaper/ magazine

147

147 maybe random set-ups like outside shops/malls/parks/lakes and get people to do a 2minute survey then openly chat to people ,get them to join your facebook page etc

148 Public talks - low key relaxed

149

## ResponseID Response

150 Open communication to all Rotorua rate payers . Every year rate is increasing without taking any consideration from the landlord. Letters are sent regarding this without any communication.

150

153

155

155 More Daily Post articles. Coverage on radio esp national

156 Clinics?

156 Local Paper.

159 Emails

160 Email, newsletter, include in campus newsletter

161 That's enough ways. I think residents just need to access the ways that already exist if they want/need to know stuff.

162 dont know

162 Fix TYPO's like this in your emails "Pakâ€™nâ€™Save voucher!!"

164

165 I mess via facebook got a reply i emailed them concerning rubbish got a reply but just nothing was done

166 Holding public meetings

167 Both print : local weekly newsprint, magazines etc & non-print : social media sites-local council site, facebook, instagram etc

168 With honesty and openness-both sadly lacking

169 New letters

170 More community methods in local newsletters.

172 Being more open to talk instead of having the gate keepers on guard when you ring the council

173 Is the something weekly for non internet users? Eg the local free paper? I never read it so not sure

## ResponseID Response

175	They might be communicating but they don't really listen to the people if they hold an opposing view.
175	Maybe a newsletter in the mail if there isn't one already as not everyone has internet
176	Just to have a day to be seen in public for people to ask questions face to face
177	Radio, Television
177	Just the facts, drop the glossy expensive pamphlets etc, drop the spin. Honesty.
178	None they doing a great job
179	As they are in the previous question. I think social media is a huge platform these days. But still the need of someone at the end of the phone call.
180	As a thought setting up stands at markets. This would allow people to ask questions, give suggestions, hear what is happening and would show the council is out and about.
181	Inner CBD 'mini'office...eg, a shop in Tutaneikai St. Something like they used to have in the old City Focus... with notice boards etc. One on one communication with citizens.
182	That's enough unless you use daily post
182	I have only aware of two of those options so make others more available
183	Newsletters
183	Out in the community a chance to get to know the people Kanohi ki te kanohi
184	Making conversations with the community
184	electronic street signage in the CBD and at other key tourist places, saying "what's happening" in the city. Eg that there is a Thursday night market, Saturday market, Glow event, etc happening. Need to more effectively connect with tourists & visitors. Could we used to display other new project information as well, eg waterfront development.
185	By supporting a Te Tatau communication person/team to communicate with Te Arawa and other Maori living in the district
186	Newsletters on upcoming events
186	post on facebook
187	Kanohi ki te kanohi It works both ways... if Public really want to know something; they should make the time and effort!!

## ResponseID Response

188 Regular fliers pertaining to areas of interest eg. neighbourhoods being affected by council developments.

189 It would be good to have some local access i.e in Ngongotaha. there are so many things to do when I go into town it's hard to fit in everything. More pre-election candidate meetings would have been good, I had to be away the one week they were on here.

191 Radio Station. App.

192 I do still like something written, addressed personally

192 Free news papers.

193 They have done a awesome job as it is

193 The weekender is a paper that goes to most homes

194 More opportunities hosted by groups where the mayor and councillors respond to locals questions. I feel communication is one-sided and not always transparent.

195 Maybe more on social media

196 Short update videos on social media would be cool

196 Using all our local radio stations

197 any of the above but how does the community know. Ive heard of none of those!

197 Call

198 In the weekly E-pānui, a link to several things: - who the elected Councillors are and their roles - summary of decisions from Council meetings - who voted which way on what issues - digestible summary of income & expenditure It is difficult to find those things when deciding who to vote for!

199 Your doing Okay!

199 Signage and daily post :)

200 Think they have already covered all options

201 They should get right the communication now!

201 Through local tv advertising

202 Dont know

203 As many platforms to ensure it reaches to the masses



## ResponseID Response

203	Communication seems fine the way it is.
204	It's up to the individual to seek out information. I had no idea about the previous questions.
204	Mail drop/ newspaper/ magazine
205	Holding events
206	maybe random set-ups like outside shops/malls/parks/lakes and get people to do a 2minute survey then openly chat to people ,get them to join your facebook page etc
207	Public talks - low key relaxed
209	Not sure
210	Need to look at getting more housing for the homeless
210	Open communication to all Rotorua rate payers . Every year rate is increasing without taking any consideration from the landlord. Letters are sent regarding this without any communication.
211	Social Media TXT
212	Well maybe Animal Control can start posting on council website dogs that have been impounded.Up to date homeless hounds as I share lost & found pet post almost daily. Every other council does. It would help get them home faster. Quite common for people to ring and told dogs not there but when they go in their dog is. It will also help find owners or rehoming them.People tend to post on facebook these days. It would be good if you had a facebook page for impounded dogs if not on your website works at other councils. More dogs will make it home or be rehomed. Thank you
213	More discussion forums not just the providing of information about proposed changes but time to ask questions informally.
214	More Daily Post articles. Coverage on radio esp national
214	Perhaps presenting to Marae committees at their AGMs providing an update on significant changes that affect our community
215	Clinics?
216	Local Paper.
216	Text
217	Emails
218	Email, newsletter, include in campus newsletter

## ResponseID Response

218	Talking
219	That's enough ways. I think residents just need to access the ways that already exist if they want/need to know stuff.
221	dont know
222	Fix TYPO's like this in your emails "Pakâ€™nâ€™Save voucher!!"
223	Personal letters
224	I mess via facebook got a reply i emailed them concerning rubbish got a reply but just nothing was done
11	Txting would be great
154	Social media is about the best!
227	Holding public meetings
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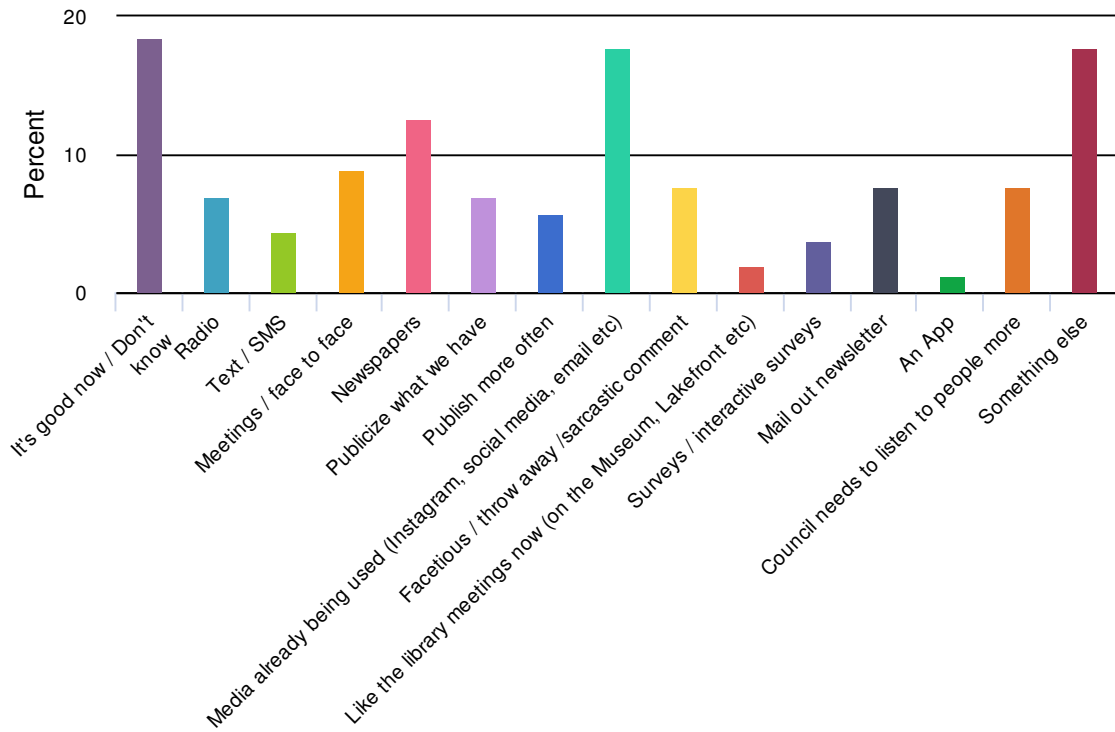
282 Free news papers.
















284 They have done a awesome job as it is

## ResponseID Response

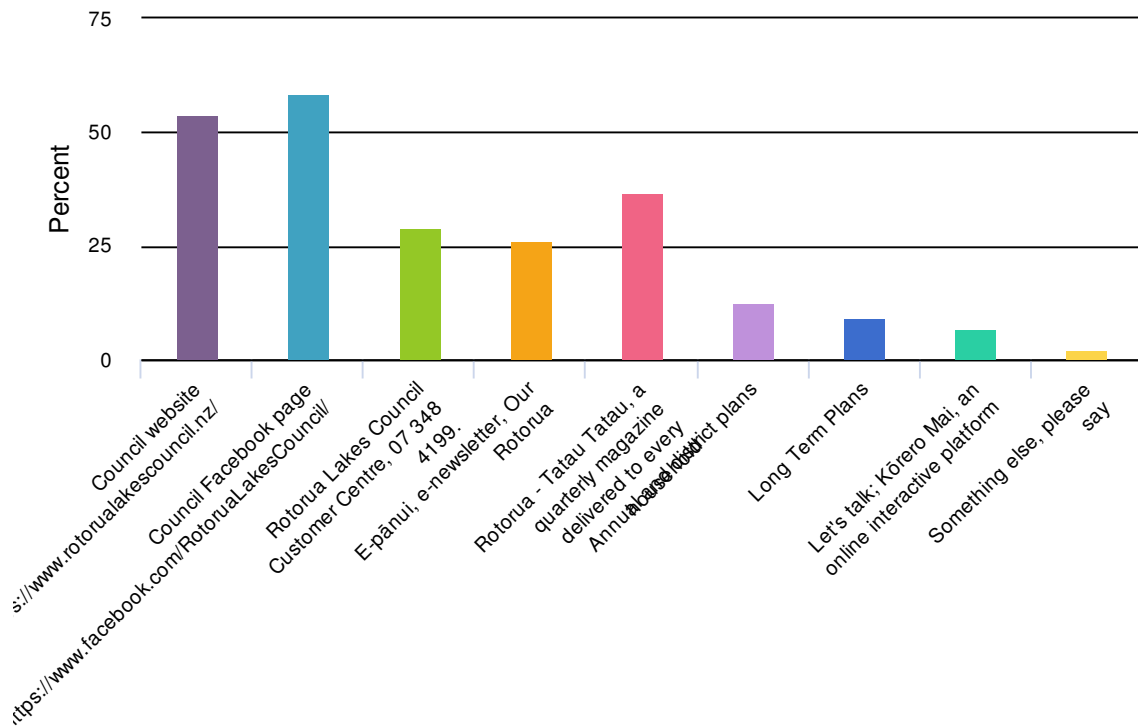
285	The weekender is a paper that goes to most homes
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290	Using all our local radio stations
291	any of the above but how does the community know. Ive heard of none of those!
294	Call
295	In the weekly E-pānui, a link to several things: - who the elected Councillors are and their roles - summary of decisions from Council meetings - who voted which way on what issues - digestible summary of income & expenditure It is difficult to find those things when deciding who to vote for!
297	Your doing Okay!
298	Signage and daily post :)
300	Think they have already covered all options
305	They should get right the communication now!
306	Through local tv advertising
307	Dont know

## 5. Other ways they want the council to communicate



Value		Percent	Responses
It's good now / Don't know		18.5%	29
Radio		7.0%	11
Text / SMS		4.5%	7
Meetings / face to face		8.9%	14
Newspapers		12.7%	20
Publicize what we have		7.0%	11
Publish more often		5.7%	9
Media already being used (Instagram, social media, email etc)		17.8%	28
Facetious / throw away /sarcastic comment		7.6%	12
Like the library meetings now (on the Museum, Lakefront etc)		1.9%	3
Surveys / interactive surveys		3.8%	6
Mail out newsletter		7.6%	12
An App		1.3%	2
Council needs to listen to people more		7.6%	12
Something else		17.8%	28

## 6. Which ones have you used, called, followed, read or interacted with in any way?



Value	Percent	Responses
Council website <a href="https://www.rotorualakescouncil.nz/">https://www.rotorualakescouncil.nz/</a>	53.8%	212
Council Facebook page <a href="https://www.facebook.com/RotoruaLakesCouncil/">https://www.facebook.com/RotoruaLakesCouncil/</a>	58.6%	231
Rotorua Lakes Council Customer Centre, 07 348 4199.	28.9%	114
E-pānui, e-newsletter, Our Rotorua	26.1%	103
Rotorua - Tatau Tatau, a quarterly magazine delivered to every household	36.5%	144
Annual and district plans	12.7%	50
Long Term Plans	9.1%	36
Let's talk; Kōrero Mai, an online interactive platform	6.9%	27
Something else, please say	2.3%	9

### Something else, please say

### Count

Totals

0

7. How likely or unlikely are you to recommend [question('piped title')] to others who need information from Rotorua Lakes

Council? **Selected from: Which ones have you used, called, followed, read or interacted with in any way?**

8. How likely or unlikely are you to recommend [question('piped title')] to others who need information from Rotorua Lakes

Council? **Selected: Council website <https://www.rotorualakescouncil.nz/>**

NPS® Score: 12.3



Promoters 36.8% 39

Passives 38.7% 41

Detractors 24.5% 26

Totals: 106

9. How likely or unlikely are you to recommend [question('piped title')] to others who need information from Rotorua Lakes

Council? **Selected: Council Facebook page <https://www.facebook.com/RotoruaLakesCouncil/>**

NPS® Score: 6.2



Promoters 32.8% 42

Passives 40.6% 52

Detractors 26.6% 34

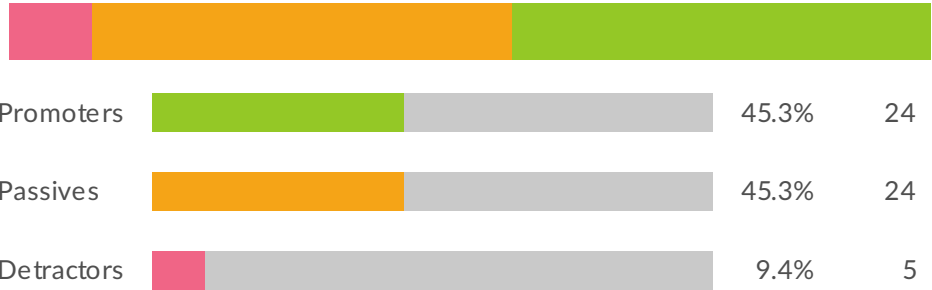
Totals: 128

10. How likely or unlikely are you to recommend [question('piped title')] to others who need information from Rotorua Lakes

Council? **Selected: Rotorua Lakes Council Customer Centre, 07 348 4199.**



NPS® Score: 35.9

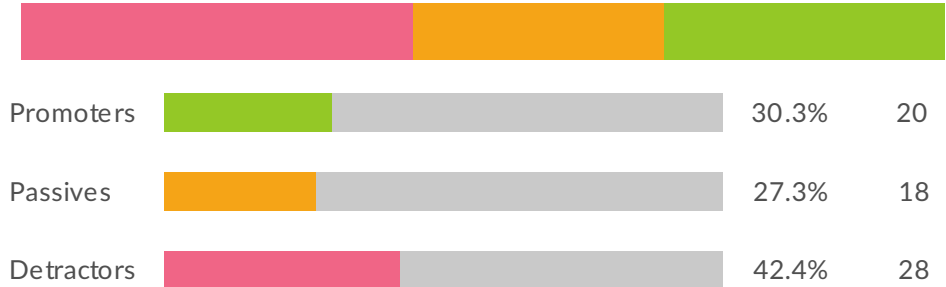


Totals: 53

11. How likely or unlikely are you to recommend [question('piped title')] to others who need information from Rotorua Lakes Council?

Selected: Rotorua - Tatau Tatau, a quarterly magazine delivered to every household

NPS® Score: -12.1

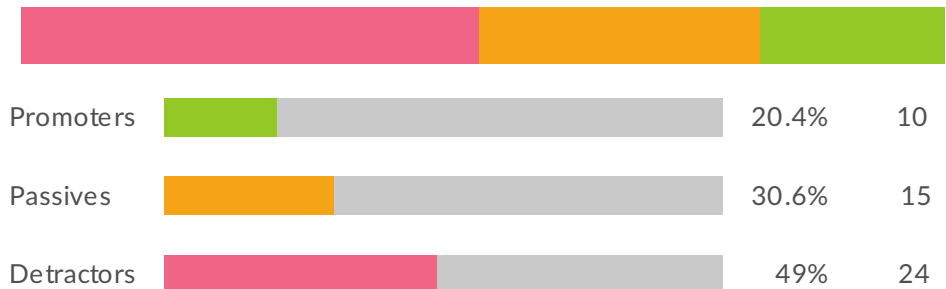


Totals: 66

12. How likely or unlikely are you to recommend [question('piped title')] to others who need information from Rotorua Lakes Council?

Selected: Annual and district plans

NPS® Score: -28.6

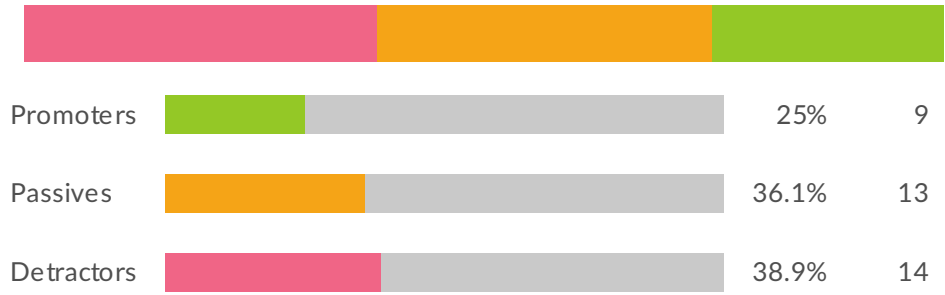


Totals: 49

13. How likely or unlikely are you to recommend [question('piped title')] to others who need information from Rotorua Lakes Council?

Selected: Long Term Plans

NPS® Score: -13.9

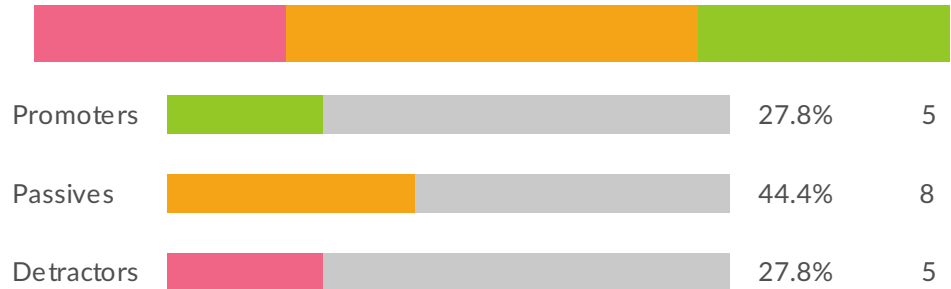


Totals: 36

14. How likely or unlikely are you to recommend [question('piped title')] to others who need information from Rotorua Lakes

Council? **Selected: Let's talk; Kōrero Mai, an online interactive platform**

NPS® Score: 0

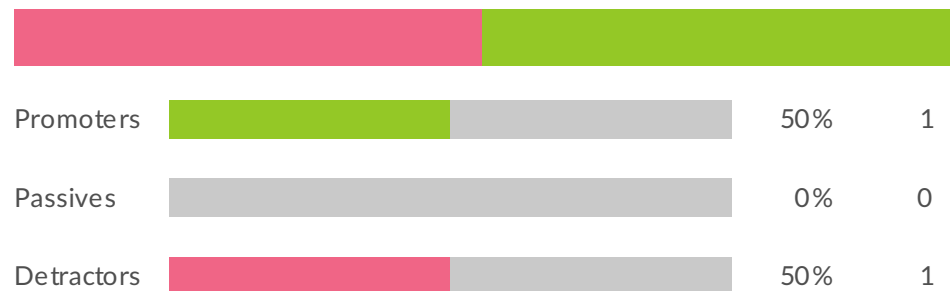


Totals: 18

15. How likely or unlikely are you to recommend [question('piped title')] to others who need information from Rotorua Lakes

Council? **Selected: Something else, please say**

NPS® Score: 0



Totals: 2

16. How likely or unlikely are you to recommend [question('piped title')] to others who need information from Rotorua Lakes

Council? **Selected: E-pānui, e-newsletter, Our Rotorua**

NPS® Score: 0



Promoters 31.7% 19

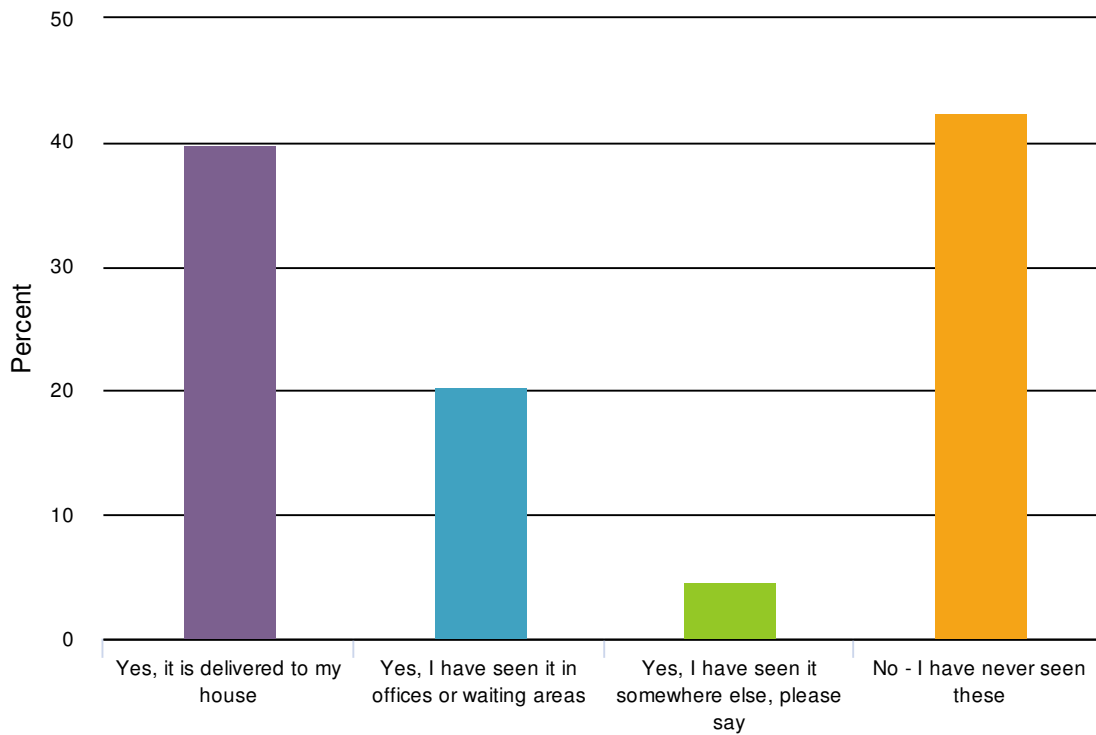
Passives 36.7% 22

Detractors 31.7% 19

Totals: 60

17. Here are recent issues of Rotorua - Tatau Tatau. Do you recall seeing them

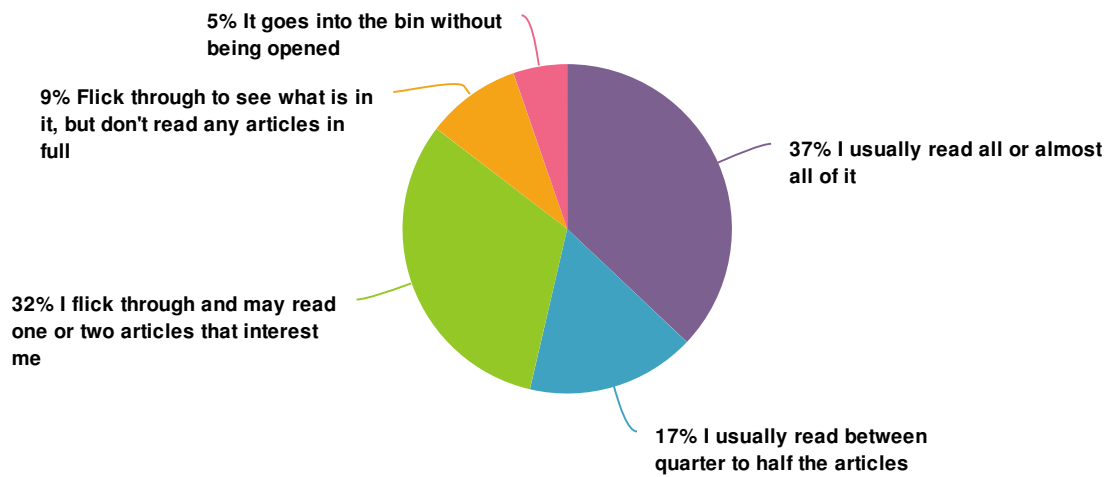
anywhere?



Value	Percent	Responses
Yes, it is delivered to my house	39.8%	151
Yes, I have seen it in offices or waiting areas	20.3%	77
Yes, I have seen it somewhere else, please say	4.7%	18
No - I have never seen these	42.5%	161

Yes, I have seen it somewhere else, please say	Count
Library	5
Rotorua Library	2
At my parents address	1
At work in our staff room!	1
Both my sons are walkers to deliver flyers etc. It would be great if council could reevaluate how many of these issues they print. Between my 2 boys they deliver approximately 450 issues per quarter, but always have at least 2 BOXES left over. And this just 2 walkers! It sounds like potentially a huge amount of waste.	1
Doctors surgery waiting room, cafes	1
Not sure	1
School	1
Uni & shops i go to	1
at my work... we dont recieve these at our home	1
Totals	15

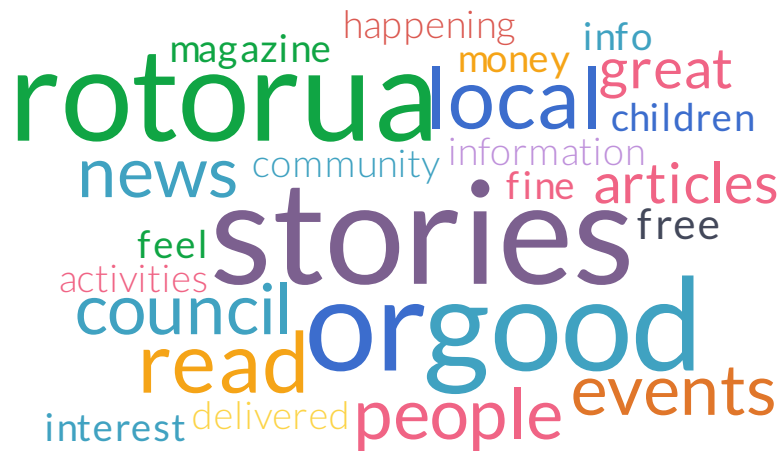
18. When the Rotorua-Tatau magazine is delivered to your home, which of the following comes closest to describing what you do with it?



Value	Percent	Responses
I usually read all or almost all of it	37.1%	56
I usually read between quarter to half the articles	16.6%	25
I flick through and may read one or two articles that interest me	31.8%	48
Flick through to see what is in it, but don't read any articles in full	9.3%	14
It goes into the bin without being opened	5.3%	8

Totals: 151

19. What would make Rotorua - T atau T atau more relevant to you and your household? What could we include that would interest you enough to read more of it?



ResponseID	Response
13	All good
13	Other social media platforms
16	Maybe make the council logo more noticeable so that more people are intrigued to find out more about what's currently happening in Rotorua
18	Some sort of really cool life hacks or innovative recycling, community food sharing, maps for free fruit trees THAT I HAVE ASKED FOR FROM YOU REPEATEDLY OVER 4 YEARS.
18	
19	I think it's pretty good as is, but with most print material some content will be outdated fairly quickly.
19	
20	I am asian, i am interested to know more about Nz's places, prides, culture and activities.
27	Community stories, how completed projects are making a difference to the community they are in
27	
28	Turn it into a genuine information pamphlet reporting on what the Council is doing /has done' Rather than a propaganda mag
29	

## ResponseID Response

---

33 I see it at work... Rotorua I-Site

33 Maybe things to do with children

34

35

37 Posting updates on projects and activities

41 Nil

46 Club news school news

50 More on schools and their involvement with council.

53

55 Nothing, its good!

56

58 More family and children related things, first home, renovation information

60

64 I read what interests me and my family, I think it has some good stories

65

67 Updates news and local offers etc

71 Pass

74 Waste less paper and don't bother producing it

75 Something that suits all ages, topics relevant to living and working in Rotorua, feel good topics

75

76 Updates on community activities. Volunteer stories. Meet n greet spots new staff. Updates on those groups who have gotten funding from RLC and what they have done.

79

80 ...



## ResponseID Response

81

82

Great as it is

82

Lots of updates on what's going on around the area, projects, events etc and also future decisions/ plans

84

More local events and outreach programs

86

What funding support is there for homeowners? Insulation, heating. Discounts for the dump. Where to find free parking in the city.

88

92

Maybe highlight each suburb in Rotorua & surrounding districts in no particular order : its location; history: local identities; current issues in this area; major changes if any; old & new photos; successes; major developments etc. Maybe it can be a pullout section so people can keep this (children might be able to use it for schoolwork?), maybe get the views of different people who live in the area. Just a few thoughts.

92

It's fine

94

96

97

Tv, cafe area

99

101

It's very good as it is...Im happy with the information they publish

102

More incentives

104

I've never paid much attention to it at all. To make it relevant will be making a change in our community and sticking to the promises made. Not just big talk during election time.

108

I prefer not to have paper

109

Include the macrons "Tātau Tātau". You use the macrons on the inside cover for the mission statement. You have the macrons on the "Tātau Tātau" there. You either need to remove the macrons on the mission statement on the inside cover, or add macrons to the front page of the magazine I think this is a wasted resource. More face to face and online interaction on the social platforms would be more beneficial

111

112

## ResponseID Response

---

114

117 Every day life etc

118

123 History of the district, Maori and colonial

124 Nothing save money we don't need you to tell us what you do just do it.

126 I like the stories about people living here and who have moved here — showing the interest from younger people in living here and why

126 Add discounts on adventure

127 We haven't got a copy yet? I live in Rotorua (Fairy Springs)

128 Anything base on children and how we are making rotorua great

131 It's fine 😊

133 It feels like propaganda that is biased. Would love it to feel like a more honest representation of the great things but also the challenges. It also feels like it is old news - most of what we see in there has already been known about. It would be great to have more dreaming in there - blue sky picture of where Rotorua could be in five / ten years time and what is being done to achieve that. It would also be nice to see businesses promoted for the good they're doing to values we want represented for the whole of the city.

133 At the moment is it good enough for us with the content that it holds, maybe more familiar faces and familiar places that the 'average joe' would visit.

141 Honedtyinstead of whitewashed BS

142 Nothing I really like getting the mag

143 Its fine, i just have young children so struggle to find the time

144 I think it's fine

147

147

148 Probably keep it as it is

149 Nothing really it's been ok so far

## ResponseID Response

150 The reporting seems more like propoganda and not really neutral. I guess it is an advertisement of sorts.

150

156

160

161 Sports

162 Some rural stuff in it.

165 Stop spending our money on glory projects

167

169 More items on what individual councillors are doing beyond attending meetings

175 Articles that are relevant to particular areas and age groups. Nit just outdoors and families.

177 Nothing much. The info is stale or fluff if you also follow Council's other comms.

180

182 Reduce rates

183 nothing really its pretty attractive magazine , if anything more informo on community happenings like the te nge park up-grade.

186 I don't receive it

189

194 How the budget is spent. New achievement, new projects currently undergo.

196

196

197

197 Delivered wkly basis. Highlight parking meters and charges that have changed.

198 It's great as it is

199 i read what interests me, often already seen it in the email news letter

## ResponseID Response

200

202 Having it delivered to my house

204 Include a migrant section : shared insights and advices of new migrants and migrants who have become a citizen

205 Comes across as propaganda telling a clearly untrue story.

205 More regarding planned works/upgrades. Points from the annual plans, how things are moving forward. What's happening/planned in the different areas of town

206 I'll have to read one in full to answer

207 It doesn't need to be such a glossy magazine, just an easy to read format supplying the relevant information. Keep costs as low as possible.

208 Lots of small articals of interest scattered throughout the whole magazine

209 It should be delivered to our house or online link on internet and FB page

211 What about more personal stories. Talk to cafes and get popular recipes. Maybe ask schools to get students to contribute what is happening in their school and communities.

213 Nothing

214 Fun and exciting things that catches the audience attention

216 More inclusive of local issues

219 Events in Rotorua for young families, that are free or local discounted

221 nothing at this point

223 Information on basic services e.g weed and litter control, street cleaning. Do we still have keep Rotorua Beautiful? Litter is a huge issue for me as I walk a lot locally and it is everywhere. Does anyone ever inspect our footpaths? There are some very old broken and overgrown paths in central Ngongotaha.

227 I would like to see more council led youth opportunities and discussion around keeping our young people active and out of trouble. An example would be something similar to the Rainbow Springs Kiwi Ranger Programme.

229 News about what Council are doing in our suburbs.

231 More park and event

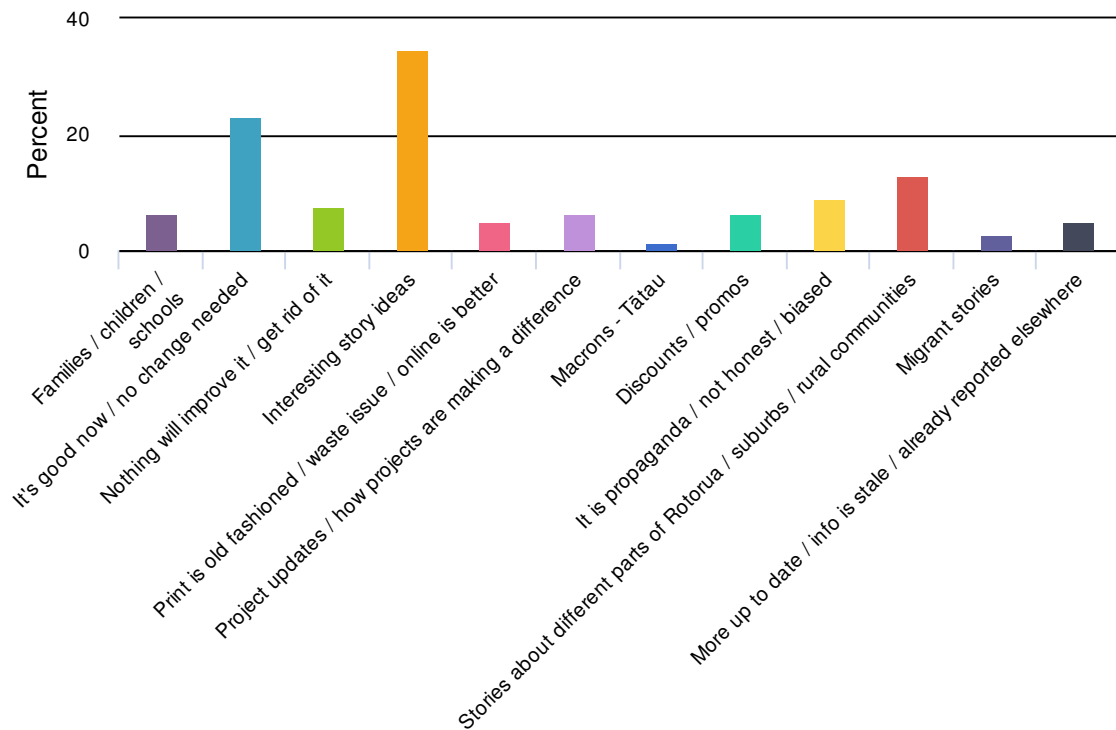
## ResponseID Response

235	More concise! Half the length would be better for most stories. Had you noticed the rise of a new acronym on-line? tl:dr It means "too long - didn't read" and often appears as the caption to a 50 word summary below the title. It make it easier for viewers to decide if the full version is worth reading or not. Recent study - between 7-10am at any given moment 1/3 of Kiwis are spending their time reading! Much much more than ever before. Please don't add to the clutter.
240	Localised Okareka / lake community news perhaps
241	More info on local events
244	Stop using it as a propaganda document pushing your agenda. Needs to to something for residents to respond to
250	it is great.
253	I think Tatau Tatau is really well done and covers a representative cross section of our community. I think continuing to highlight youth achievements or actions is really important. Perhaps one addition could be highlighting when RLC or Rotorua-based initiatives collaborate with other councils or organisations both within and beyond our district to achieve outcomes.
257	Pacific section We live in diverse community Alot of Pacific families here that are homeowners too
269	Dont know. Dont always read it.
273	More inclusive of local issues
275	Events in Rotorua for young families, that are free or local discounted
276	nothing at this point
277	Information on basic services e.g weed and litter control, street cleaning. Do we still have keep Rotorua Beautiful? Litter is a huge issue for me as I walk a lot locally and it is everywhere. Does anyone ever inspect our footpaths? There are some very old broken and overgrown paths in central Ngongotaha.
286	I would like to see more council led youth opportunities and discussion around keeping our young people active and out of trouble. An example would be something similar to the Rainbow Springs Kiwi Ranger Programme.
290	News about what Council are doing in our suburbs.
294	More park and event

## ResponseID Response

295	More concise! Half the length would be better for most stories. Had you noticed the rise of a new acronym on-line? tl:dr It means "too long - didn't read" and often appears as the caption to a 50 word summary below the title. It make it easier for viewers to decide if the full version is worth reading or not. Recent study - between 7-10am at any given moment 1/3 of Kiwis are spending their time reading! Much much more than ever before. Please don't add to the clutter.
297	Localised Okareka / lake community news perhaps
300	More info on local events
302	Stop using it as a propaganda document pushing your agenda. Needs to to something for residents to respond to
303	it is great.
304	I think Tatau Tatau is really well done and covers a representative cross section of our community. I think continuing to highlight youth achievements or actions is really important. Perhaps one addition could be highlighting when RLC or Rotorua-based initiatives collaborate with other councils or organisations both within and beyond our district to achieve outcomes.
306	Pacific section We live in diverse community Alot of Pacific families here that are homeowners too
307	Dont know. Dont always read it.

## 20. What would make Rotorua - Tatau Tatau more relevant - Text Analysis



Value	Percent	Responses
Families / children / schools	6.4%	5
It's good now / no change needed	23.1%	18
Nothing will improve it / get rid of it	7.7%	6
Interesting story ideas	34.6%	27
Print is old fashioned / waste issue / online is better	5.1%	4
Project updates / how projects are making a difference	6.4%	5
Macrons - Tātau	1.3%	1
Discounts / promos	6.4%	5
It is propaganda / not honest / biased	9.0%	7
Stories about different parts of Rotorua / suburbs / rural communities	12.8%	10
Migrant stories	2.6%	2
More up to date / info is stale / already reported elsewhere	5.1%	4

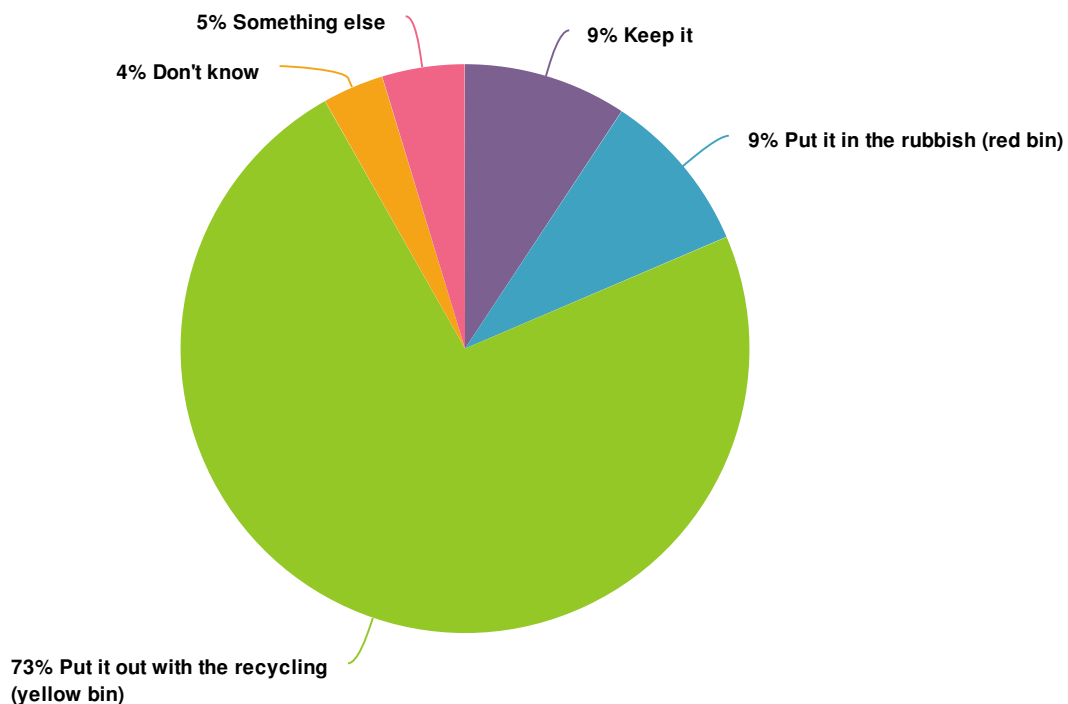
21. Here are some article ideas for Rotorua - Tatau Tatau. Put them in order of those you are most interested in seeing in the magazine?

Item	Overall Rank	Rank Distribution	Score	No. of Rankings
Upcoming Rotorua events	1		2,920	358
Environmental issues	2		2,213	336
Investing in Rotorua - new businesses, new opportunities	3		1,785	328
Rotorua heroes	4		1,631	304
Arts and culture	5		1,623	308
Museum and Sir Howard Morrison centre building updates	6		1,439	310
Reorua - bilingual Rotorua	7		1,361	298
Council worker profiles (e.g. librarian, building consents, animal management)	8		1,123	303
Councillor profiles	9		908	288





## 22. What do you do with the magazine after you have read it?



Value	Percent	Responses
Keep it	9.3%	8
Put it in the rubbish (red bin)	9.3%	8
Put it out with the recycling (yellow bin)	73.3%	63
Don't know	3.5%	3
Something else	4.7%	4

Totals: 86

Something else	Count
Burn it	1
I don't read it	1
Send it to family in Australia.	1
Take it to work to share with Colleagues	1
Totals	4

23. Any other comments and thoughts on Rotorua - T atau T atau?



ResponseID	Response
13	No
14	Not at this time
15	No
16	
18	Make the council logo more noticeable so that more people are intrigued to find out more about what currently happening in Rotorua
18	Nope :)
19	Always look vibrant
19	
20	I haven't read the article but looks like a good read to me
21	No
26	No
27	
27	The best part in this magazine is council focusing in neighbourhood safety as well. Dog and cats are good to see and love to play with them but sometimes they dangerous for us as well. This article helps and guide many people around it.

**ResponseID Response**

28

29 No

29

30

33 No

34 Would be good to have free pick up locations in cafes and local businesses not sure if you do this already but haven't seen them

35 it been really good seeing more things online as I don't see the papers or the tatau magazines and it's picking up my interest but still unaware that some events in town are happening

41 Concillors need to put themselves out to our community way more i know nothing about any of the candidates

47

49

49 No

50 Can you get it electronically?

50

52

53 Great magazine

55 No

56

58 No

59

60 Nope

60 I can't say as in the 4 years I have lived in Rotorua I have never seen this magazine

62

**ResponseID** **Response**

64

65

No

67

68

69

72

Feels like it doesn't provide information we don't already know

73

No

75

76

78

79

Keep it up

81

82

Add some games for all ages eg: crossword with little prizes...

82

83

84

Great work, well done :)

85

Most of it I find not very relevant to me and my family. So often it's just skim read for important info

86

Nil

88

Nope, very happy with it as is

89

92

Its a great resource

94

NO

96

97

No

## ResponseID Response

97

98

98

99 Never seen it before. Why use magazines when they are not good for environment and add to waste. You even had previous question regarding environment issues and have a magazine that's printed many times and most likely not read, kept or collected. Just adding to wastage

99

100 Fantastic job to the publishers

101 Public vehicle

102

103 No

108

109 How is this different from the Rotorua events guide and the council e panui? I think less printing (the paper footprint is almost as big as the plastic footprint) and more interaction online via the social platforms. Alternatively- more public meetings and consultation sessions.

111

113 I wonder if it's a good sustainable choice delivering magazines

114 No

114

116 None

117 Never heard of it. Rotorua is a pretty bad place for advertising anything. Just being honest. And when you do hear about something either missed out or too late.

117 Lakes Council is definitely more diverse than other districts, but, I would like to see other councillors apart from Mayor be more visible in community.

119 Stop it. Save money.

## ResponseID Response

120 Good job! Make sure it is delivered to every house not just ratepayers (I assume it already is, but I've not received it since living in a rental property), and PO Boxes as well as many of us use our PO Box more than residential letterbox

123 Nope

123 Love it

125 No

126 No, well done

126 Add a contents page

127

129

133

133 None at the moment

134

136

140

141 We live in Pukehangi and never receive the Tatau Tatau magazine. We get all other junk mail, but this is never delivered. I'd rather receive it electronically via email.

141 No

143

144

147 Perhaps every two months

148

149 No

150

150

153

## ResponseID Response

155

156

I live in Sophia Street and have never received one.

160

I've never seen or heard of it in the 18 months I've lived here

162

164

167

Now I'm unsure why I haven't ever received one of these

170

It seems quite hard to get anything done when you ring the call center.

173

Great city.

175

Make it compostable, Not shiny paper.

176

Yes, stop spending our rates on glory projects, sorry, stop borrowing money for glory projects

177

A waste of money really it could be put into our roadways and tidying up the fairysprings rd and highway frim ngongotaha. Its looks so untidy yet it could look nice with the likes of flowers that the centre of town is flooded with.

179

.

180

181

None

182

Complete waste

184

185

187

we would like to receive these articles in our mail so that we are aware of this

188

189

191

I don't get a copy because I don't accept junkmail. Shame as it's not junk

192

Any changes the public need to know.

193

Roading, traffic improvements

## ResponseID Response

195 None

196 Kao

196

197 How often is this distributed?

197 i enjoy reading this print, seems needed to include migrant column

200 Should be online huge waste of paper

202 Stop wasting money on legacy things and spend it on infrastructure that is councils core business. Stop pouring sewerage into our lakes. This is what the council is for not for someones vanity projects.

203 Need sections relevant to areas of Rotorua- e.g. Hannah's bay, owhata. Most info relates to town and events. Never stuff about locations in and around region

204 It's just another cost to the rate payer

204 No

205 None

205 A great magazine. Just had a thought, what about competitions in each magazine with the prize morning tea at Cafe etc. Answers to questions will be found in the magazine.

208 More full time jobs needed for locals.

209 No love the Facebook page as that is where I get my information from

210 No

210 A history section in partnership and led by a Te Tatau communication team

211 No

213 A great media ro catch up on local events

214 Be good if they stopped wasting ratepayers money.

214 I don't see a lot of Council feeds. Maybe invest in having the council news as public fees and sponsored on Facebook?

216 I would be interested to see one

216 Not interested.



## ResponseID Response

217 None

218 As mentioned earlier, revise the number of issues printed, as my sons who deliver 450 issues between them, are ALWAYS left with at least 2 boxes. And this is just two of the walkers who make deliveries. It seems like a huge waste of resource and \$\$\$. I'd also like council to consider removing the glossy print for something simpler that could then be composted.

218 -

219 No

223 sounds good pity ive never seen them amd ive been a home owner for 34 years

11 None

154 Yawn!

227 I would like to know more about it. I have not received or read one before (live on Tarewa Road and Pukuatua Street).

229 Not sure I've had it delivered to my home. Is it every household?

231 Your newsletter re: Lakefront development had a map and details of the forest hub.

232 More free activities for locals

235 Ni

236 It's just another cost to the rate payer

242 No

247 None

253 A great magazine. Just had a thought, what about competitions in each magazine with the prize morning tea at Cafe etc. Answers to questions will be found in the magazine.

256 More full time jobs needed for locals.

258 No love the Facebook page as that is where I get my information from

261 No

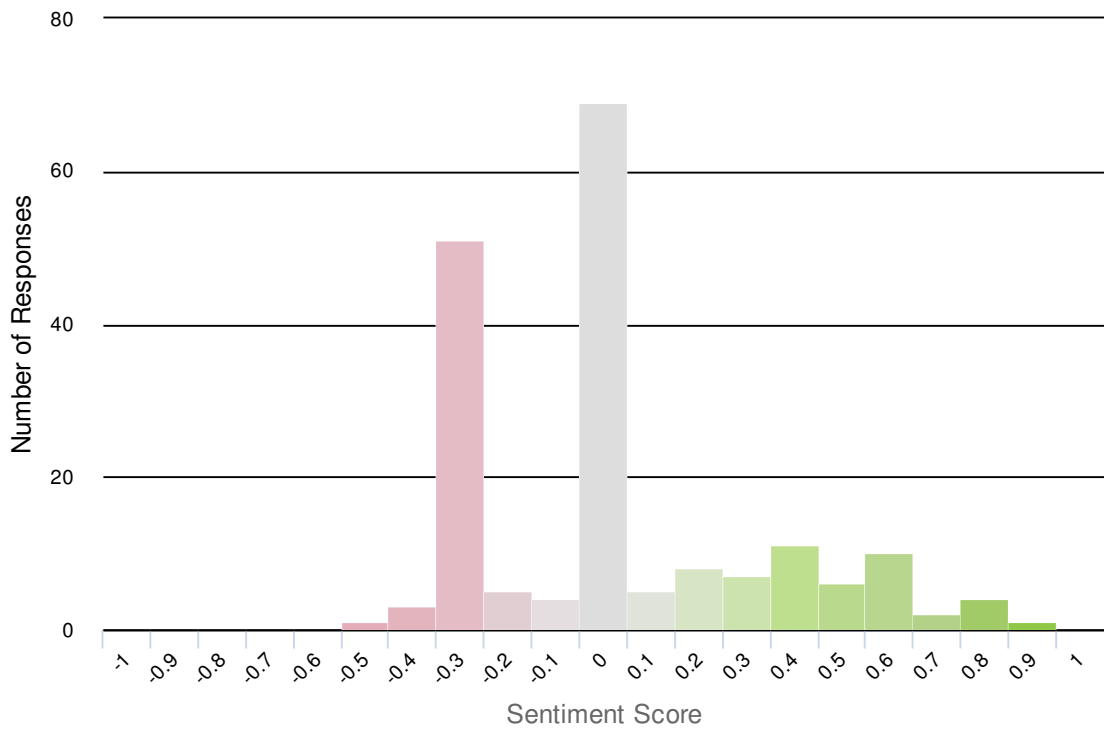
272 A history section in partnership and led by a Te Tatau communication team

273 No

## ResponseID Response

275	A great media ro catch up on local events
276	Be good if they stopped wasting ratepayers money.
279	I don't see a lot of Council feeds. Maybe invest in having the council news as public fees and sponsored on Facebook?
281	I would be interested to see one
282	Not interested.
284	None
286	As mentioned earlier, revise the number of issues printed, as my sons who deliver 450 issues between them, are ALWAYS left with at least 2 boxes. And this is just two of the walkers who make deliveries. It seems like a huge waste of resource and \$\$\$. I'd also like council to consider removing the glossy print for something simpler that could then be composted.
287	-
289	No
291	sounds good pity ive never seen them amd ive been a home owner for 34 years
294	None
295	Yawn!
298	I would like to know more about it. I have not received or read one before (live on Tarewa Road and Pukuatua Street).
300	Not sure I've had it delivered to my home. Is it every household?
305	Your newsletter re: Lakefront development had a map and details of the forest hub.
306	More free activities for locals
307	Ni

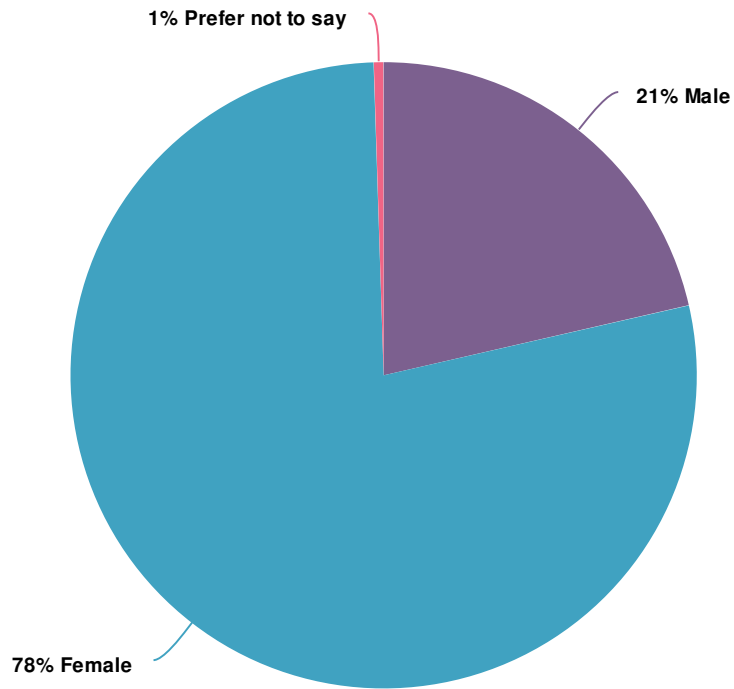
# Sentiment: Any other comments and thoughts on Rotorua - Tatau Tatau?



24. Please tell us your age group.

	14 to 17 years	18 to 34 years	35 to 64 years	65 years and older	Responses
My age group					
Count	4	103	243	28	378
Row %	1.1%	27.2%	64.3%	7.4%	
Totals					
Total Responses					378

25. Which gender do you identify with?

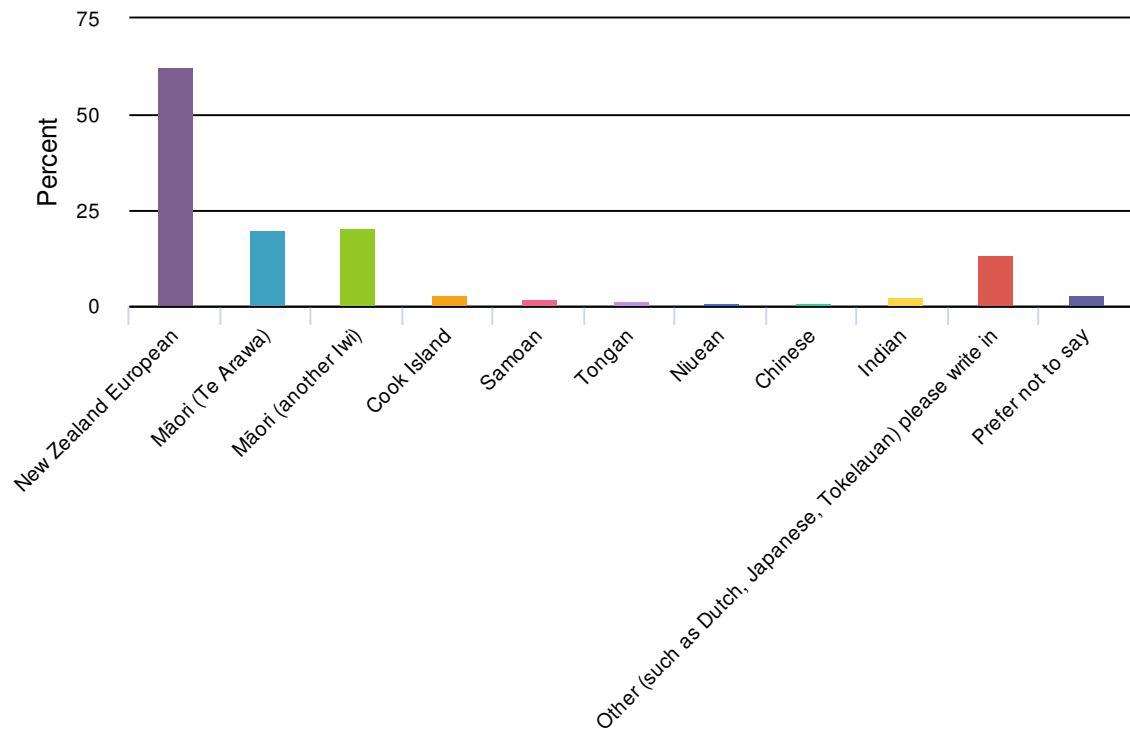


Value	Percent	Responses
Male	21.4%	81
Female	78.0%	295
Prefer not to say	0.5%	2

Totals: 378

Write in	Count
Totals	0

26. No tēhea, ehea mātāwaka koe? Which ethnic group or groups do you belong to?



Value	Percent	Responses
New Zealand European	62.5%	237
Māori (Te Arawa)	19.8%	75
Māori (another Iwi)	20.3%	77
Cook Island	3.2%	12
Samoan	2.1%	8
Tongan	1.6%	6
Niuean	0.8%	3
Chinese	1.1%	4
Indian	2.4%	9
Other (such as Dutch, Japanese, Tokelauan) please write in	13.5%	51
Prefer not to say	2.9%	11

Other (such as Dutch, Japanese, Tokelauan) please write in

Count

Totals

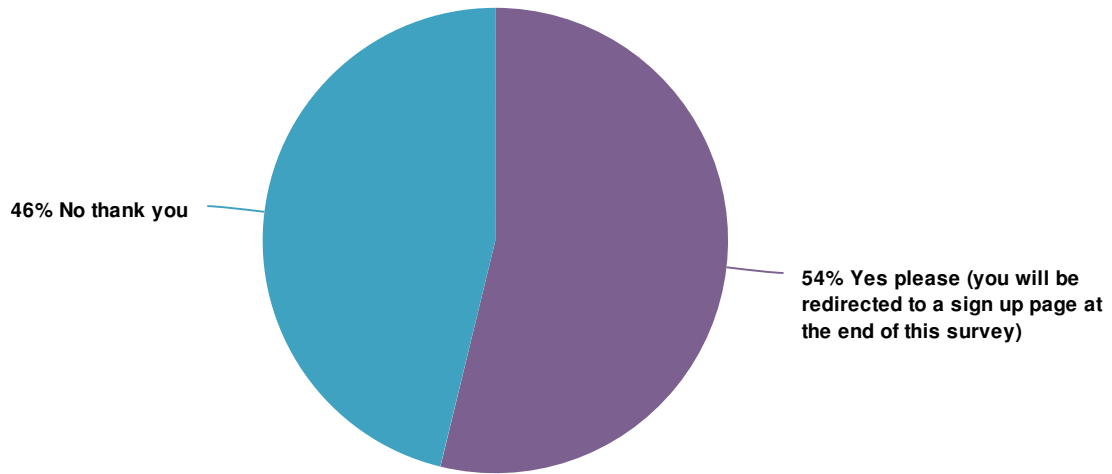
48



Other (such as Dutch, Japanese, Tokelauan) please write in	Count
Filipino	8
Fijian	4
British	3
Asian	2
New Zealander	2
Scottish	2
African	1
American	1
American Hispanic	1
Australian	1
Australian	1
Dutch/Indonesian	1
European	1
European	1
Fijian indian. Now new zealander	1
Finnish	1
French	1
German	1
Greek	1
Irish	1
Japanese	1
Japanese	1
Korean	1
Totals	48

Other (such as Dutch, Japanese, Tokelauan) please write in	Count
Nepali	1
New Zealander	1
New Zealander , I am a Moriori, Maori and European decent	1
Other European	1
Polish	1
Pākehā	1
South African	1
South african	1
Tokelauan	1
filipino	1
Totals	48



27. Would you like to receive regular information about what's on in Rotorua?



Value		Percent	Responses
Yes please (you will be redirected to a sign up page at the end of this survey)		53.8%	204
No thank you		46.2%	175

Totals: 379