

Wellington City Council

Service Centre | Post Campaign Report

STRATEGY
MEDIA

Reporting Period: 19th May 2019 – 3rd June 2019

Campaign Overview

- This report provides an overview of the activity that ran for the Wellington City Council Service Centre campaign during the reporting period, followed by an update of the channel performance.
- This campaign was scheduled to go live on the 19th of May 2019 and ran until the 3rd of June 2019.
- The objective of the campaign was to build awareness within the Wellington community that on the 28th of May, the council Service Centre would be moving.
- We ran two different creative messages to support this, version one leading up to the move and version two for after the move.
- We have been briefed on reaching and engaging the residents of Wellington with the main objective being awareness and as a result, we have generated mass impressions as opposed to clicks.
- Radio performed well in generating awareness for the campaign with a 53% reach to the key target audience.
- Over the 2 weeks that the adverts have been in market, the activity has generated **over 1,431,641 digital ad impressions and 684 clicks through to the landing page.**



Channel Performance

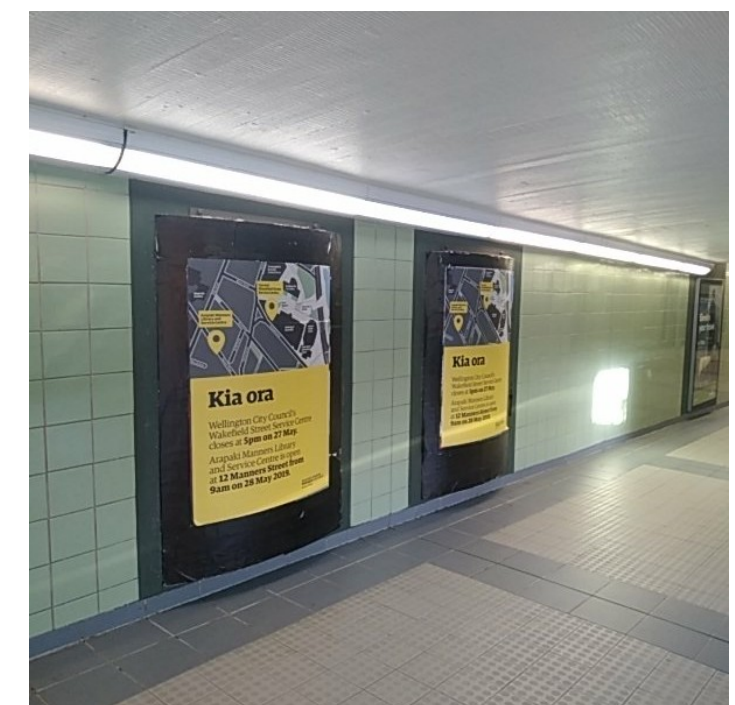
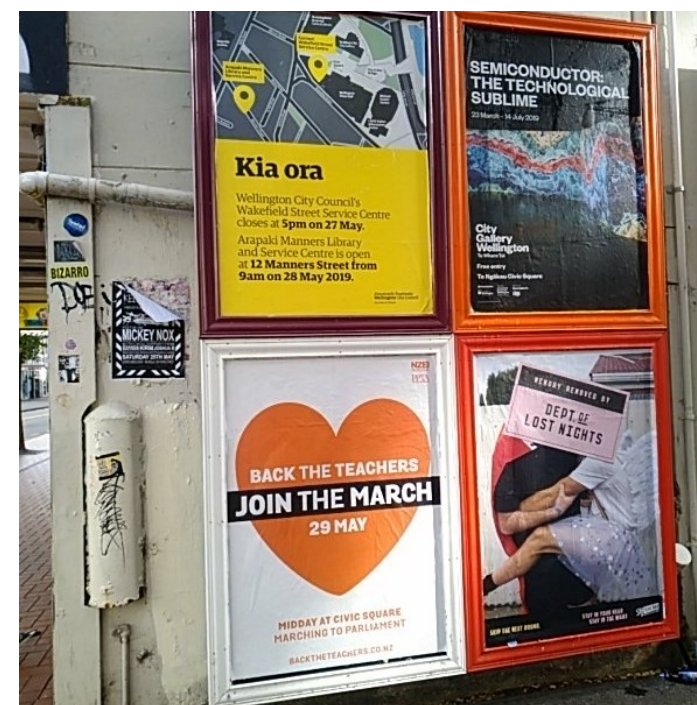
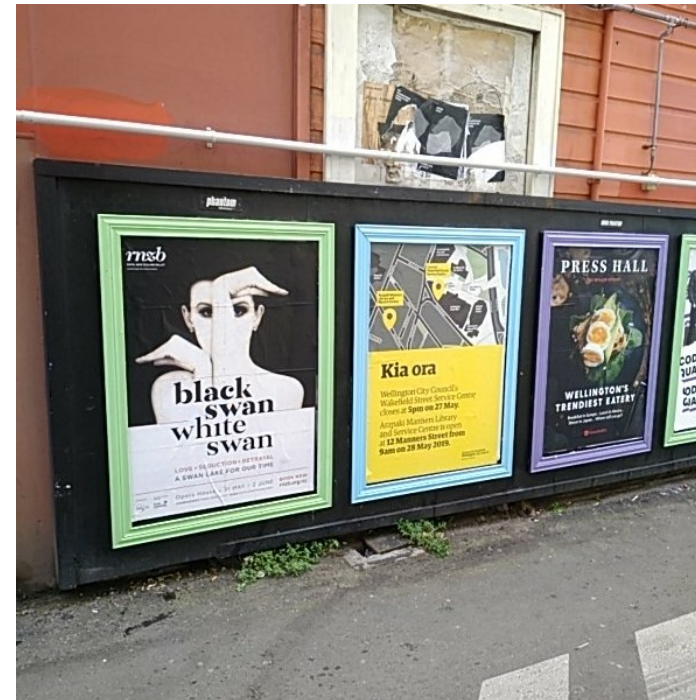


Outdoor

Reporting Period: 19th May 2019 – 3rd June 2019

Billstickers

- Max A0 format posters ran in the Wellington CBD from the 19th of May to the 1st of June.
- The billstickers had a CBD placement focus.
- Both variations of the creative ran on the appropriate dates.
- Some examples of the creative in situ





Print

Dominion Post

➤ Publisher Estimated Circulation: 42,703 weekly

➤ ¼ page horizontal advert ran on Tuesday 22nd & 28th of May

The Dominion Post Wednesday, May 22, 2019

6 News

Donations still needed for extra ambulance

Funding
Jessica Long
jessicalong@stuff.co.nz

The Government's \$21 million "one-off" funding boost will help stretched ambulance services such as Wellington Free Ambulance but that doesn't mean donations are no longer needed. Wellington Free Ambulance chief executive Mike Grant said there was a risk the public could think yesterday's announcement meant people could stop donating.

The Government also allocated \$17.2m in operational funding as part of Budget 2019 and Deputy Prime Minister Winston Peters suggested plans for long-term change were in the works, amid growing calls for a fully funded service.

But the capital's emergency response team, which services the Greater Wellington region and Wairarapa, is still reliant on fundraising efforts "for the foreseeable future".

"All our campaigns will continue," Grant said. There was still a way to go before services could consider easing off on the fundraising throttle.

Donors helped keep emergency cars on the road, buy equipment and instruments used to save lives, he said.

Increasingly, complex healthcare challenges had put pressure on the emergency services, which the Government appeared to have taken seriously, he said.

It was hoped a fully funded service would be provided in future. But for now the cash injection would help put an extra 24-hour service vehicle, worth \$1m a year, on Wellington roads, bumping services to 18 vehicles during the day and 14 at night.

However, the public would still need to help raise \$10.6m for the extra ambulance vehicle.

"Over time we should see the spending improve, response times, with the addition to our 24-hour ambulance fleet."

Wellington Free Ambulance will hand its joint submission with St John Ambulance to the Treasury before the end of the year for the 2020 Budget. Pay negotiations will expire on June 30, 2020, with hopes a new collective agreement will help increase staff satisfaction related to shifts.

Paramedic Jimmy Crombie has worked in Wellington for eight years.

He said crews were under "so much pressure" and that had increased every year. Now, they could celebrate a little.

"It's good for now. We're going to need more in the future," he said.

At the moment our crews are going from job to job. When we see that vehicle get out of the road, that will be a huge relief."

Wellington had needed a new vehicle for at least a couple of years.

It was positive knowing the Government had made a commitment to looking at the future of the ambulance sector, he said.

\$21 million lifeline
READ MORE PAGE 15

Christchurch
Accused faces terror charge

The man accused of committing the Christchurch terror attack is now facing three more charges, including one under the Terrorism Suppression Act. The 28-year-old Australian national already faces 50 charges of murder and 38 of attempted murder. Police Commissioner Mike Bush said the man has now been charged with engaging in a terrorist act under section 6A of the Terrorism Suppression Act 2002. The charge alleges a terrorist act was carried out in Christchurch on March 15. It follows consultation between police, Crown Law and the Christchurch Crown Solicitor's Office. The accused gunman is also facing an additional murder charge and two more attempted murder charges.

Housing
11,067 families waiting

The public housing waitlist remains at near-record highs with 11,067 eligible households waiting for a place to live at the end of March. This was up from 10,712 in December 2018, but down from a peak in February, when the waitlist hit 11,491, according to an Official Information Act request. The record of 12,195 was in 2004. The waitlist has more than doubled in the past two years. The median wait time for a household to get into housing or transfer to more suitable housing has grown to 107 days, up nine days on the figure for the end of 2018.

Palmerston North
Alleged gun thief in court

The man accused of burgling the Palmerston North police station and stealing 11 guns is yet to plead to any charges. Alan James Harris, 36, appeared in the Palmerston North District Court yesterday charged with the burglary. Police have previously said someone walked into the station through an open door on Anzac Day morning, beat down the door to the armoury and took the guns. The open door was a case of human error, police said. Harris also faces an assortment of other charges, including theft, unlawfully taking a motor vehicle and breach of community work. Defence lawyer Mike Ryan said he was waiting for evidence to be disclosed.

Masterton
Woman suffers head injury

A woman is in a critical condition in Wairarapa Hospital after suffering a serious head injury on Monday night. Police are investigating the cause of the injury and could not say if it was suspicious. Police found the 62-year-old in her Kereru Place house in Masterton in the early hours of yesterday and she was taken to hospital. Detective Senior Sergeant Haley Ryan said it was unclear when the injury occurred, but she believed it was some time on Monday evening. "It's not yet established if it is suspicious or not. She could have well fallen" this.

Supporting their heroes

Marcos Garcia
Marcos Garcia's heart stopped working for 70 minutes and he lived to tell the tale. Garcia's wife, Kris, 50, said she thought he was having a nightmare but then realised something was very wrong and called 111. "They told me to put him on the floor."

Adam Bird
For the past four years, 15-year-old Adam Bird has saved up money to donate to Wellington Free Ambulance. He knows how important the service is to the community after his father's heart attack and his own experience of a feared spinal injury, suffered during a rugby match. Bird said the Government's extra funding support showed "they really value what the ambulance service provides - to help people when they need it". "It makes sense for the Government to fund them," he said.

Irene Thomason
Irene Thomason fell and broke her pelvis two years ago but the care she received from Wellington Free Ambulance is still fresh in the now 84-year-old's mind. She said paramedics would visit her in hospital where she was stuck for six weeks after her fall. "I couldn't fault them. They're magnificent and they're kind. "You couldn't give the money to a better cause," Thomason said of the Government's cash injection. That's why she helped raise money for the service during its Onekete Day appeal. "Without a free service, people just wouldn't be able to afford to go to hospital in an emergency," she said.

The Dominion Post Tuesday, May 28, 2019

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Updated at 4:45 pm **Stuff**

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Transport
Melling Link delay a 'potential catastrophe'

Delaying the Melling Link is a "catastrophe" that threatens the future of Lower Hutt's central business district.

That was the blunt message from Pru Lammason, a Greater Wellington Regional councillor from the Lower Hutt ward, to a meeting last night on the future of the proposed interchange on State Highway 2.

The New Zealand Transport Agency (NZTA) recently announced that a decision on funding the Melling Link had been delayed until at least 2028.

Councillor Lammason told the meeting - organised by National's Hutt South MP Chris Bishop - that the real purpose of the project was in danger of being lost.

"What is at stake is a potential catastrophe... Greater Wellington and, I believe, the Government must honour the promise that has been made to the people of Hutt City, which is that we will provide for the safety of people and assets from the increasing likelihood of flooding driven by more and more volatile weather."

Lammason said the Government was playing "Russian roulette" with the lives and livelihoods of Hutt residents.

Greater Wellington remains committed to improving flood protection but without a new bridge the project is significantly compromised.

Bishop said he was delighted by the turnout of nearly 400 but he was "annoyed" that NZTA did not attend.

The message he wants NZTA to take on board is that Melling Link is more than just a road project.

It had benefits that went well beyond easing congestion on State Highway 2 and was vitally important for the future economic viability of the city, he said.

If NZTA had attended the meeting, he would have asked why there was no money for such an important project.

"People want to know why no money has been approved for this."

Greater Wellington Regional councillor Pru Lammason speaking out at last night's public meeting.

Justice
Old prisoner denied parole

An elderly man imprisoned for over 50 years has failed to convince the Parole Board he is safe for release. Alfred Thomas Vincent, 81, is New Zealand's longest-serving inmate. Vincent, pictured in his youth, was sentenced to preventive detention in 1968 for indecent assaults on five boys after two previous jail stints for similar offending. He is believed to have sexually abused more than 100 boys. Vincent, originally from Kalapoi in Canterbury, is housed in Rimutaka Prison's high dependency unit due to health conditions that include mental impairment, understood to be dementia, and a heart condition. He has hearing aids in both ears and a glass eye. In a decision yesterday, the Parole Board said there was no normal release plan for Vincent - and as a result, they would not release him. His health had deteriorated to the point where "there was no ability for the board to engage with him directly".

Freeview
Spark deal close

Getting Spark's Sport, Rugby World Cup coverage and Freeview On Demand on to big screen TV should become a little easier. Freeview was very hopeful it would announce an agreement with Spark within days that would allow it to add Spark Sport to the range of apps promoted on the home page of the Freeview Android television media player.

Freeview chief executive Jason Foden said it would also add Freeview On Demand to the device this week, which would mean people would be able to browse shows from TVNZ OnDemand, ThreeNow and Māori Television On Demand in one spot.

Gangs
Patch ban meeting

A rise in gang activity and violence in Hawke's Bay has prompted the region's four mayors to discuss extending a patch ban to public places. Yesterday, the mayors of Hastings, Waioira, Central Hawke's Bay, Napier's acting mayor, and the chair of Hawke's Bay Regional Council, met to discuss concerns about the "confronting" rise in gang population in Hawke's Bay, as well as the increase in gang violence and use of methamphetamine. It follows police coming under fire from the National Party for closing the public road up to Mata Poik on May 4 while a Mongrel Mob patching ceremony was underway, due to what police said were "potential risks" with vehicle congestion. After that incident, Mob bosses met with Hastings District Council and police to discuss protocol.

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Kia ora Wellington City Council's Wakefield Street Service Centre will close at **5pm on 27 May.**

Kia ora Arapaki Manners Library and Service Centre will open at **9am on 28 May 2019.**

Absolutely Positively Wellington City Council
Ma Heke Ki Pōwhiri

Kia ora Arapaki Manners Library and Service Centre is now open at **12 Manners Street.**

Kia ora Wellington City Council's Wakefield Street Service Centre has closed.

Absolutely Positively Wellington City Council
Ma Heke Ki Pōwhiri



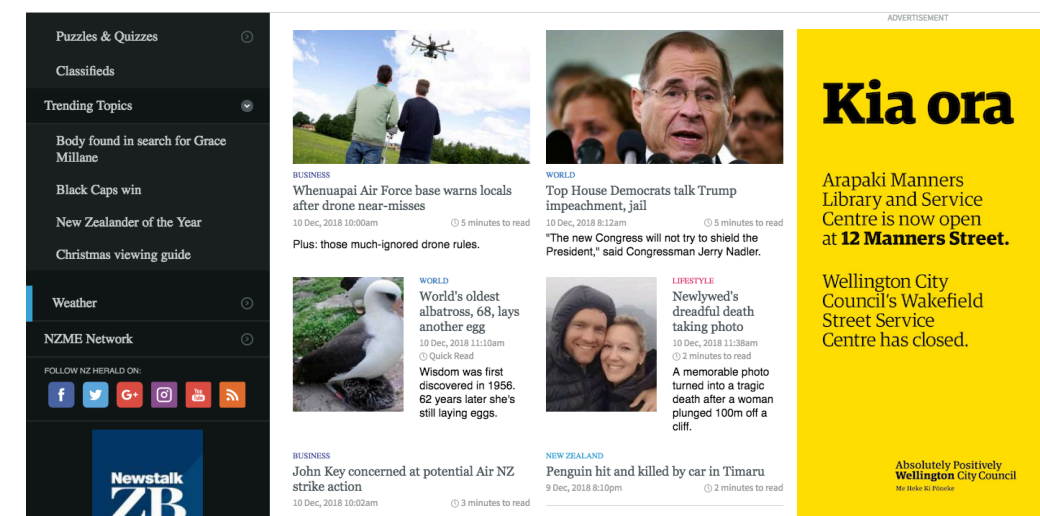
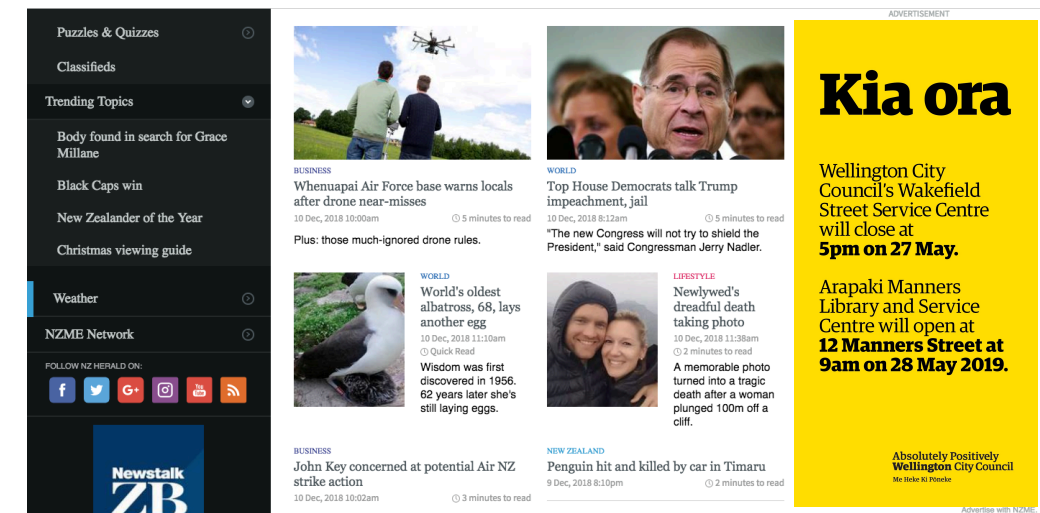
Digital Performance

Reporting Period: 19th May 2019 – 3rd June 2019

Display

| Impressions | Clicks | CTR | CPM | CPC | Spend |
|-------------|--------|-------|--------|--------|------------|
| 1,431,641 | 684 | 0.05% | \$1.91 | \$4.00 | \$2,736.00 |

- Display focus was to generate awareness of the move through driving impressions and reach among Wellington residents.
- Initially, we estimated 300,000 impressions for this campaign. The campaign has generated over 1.4million impressions and 684 clicks through to the website.
- The end results exceeded the initial estimations as a result of the optimisations that were made during the campaign period.
- The display component was able to generate **42%** more impressions than the initial estimation.
- The optimisations throughout the campaign also meant that we were able to achieve an extremely affordable cost per





Radio

Thank You



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