



Habitat ECan

A bi-monthly update on Environment Canterbury people, activities and opportunities.



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For more information on current vacancies at Environment Canterbury please log on to: www.ecan.govt.nz
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Environment Canterbury, 58 Kilmore Street, Christchurch 8013

Mixing communications expertise & environmental management

Katherine Trought joined Environment Canterbury as its Communications and Marketing Manager nine months ago.

Coming from the science sector, Katherine says the issues around environmental sustainability are not dissimilar but she's reveling in the opportunity to play a role in local government.

"Local government is such an important part of the democratic process that it's great to be part of it and help communicate how its activities impact on the lives of all of us in the community."

"Working in regional government at Environment Canterbury is an ideal combination for people who have an interest in science and the environment."

After gaining a Zoology Honours Degree, Katherine went on to complete a Diploma in Journalism at the University of Canterbury. Five years in the media followed, and then public relations work in the arts and energy sectors, consultancy work and five years at Crop and Food Research as its Communications and Marketing Manager.

Katherine sought out the role at Environment Canterbury for the opportunity to broaden her management experience and play a role in the organisation's communication of very complex and hotly debated issues – such as the competing interests for water.

With 17 staff, Katherine has wide management responsibilities. Staff come from backgrounds as diverse as publishing, business, design, parks and recreation, teaching and local government.

Her key requirement for staff however is "a good attitude, along with a strong work ethic and professional reputation". The ability to work well in the team and relate to a wide variety of people across Environment Canterbury is also crucial.

As someone who has become accredited in PR (Public Relations Institute of New Zealand) and has undertaken a Masters in Business Studies, endorsed in Communications, she also supports ongoing professional development.

Katherine's vision for her section is to cement a reputation within the organisation "as a place where people go to find out what is happening". Helping Environment Canterbury work towards its aim of collaborative governance is the bigger picture.

Walking the Talk

The Communications and Marketing Section is an integral part of Environment Canterbury.

The section provides communications, marketing and media advice to staff, provides direction and oversight of its extensive website, and undertakes design, advertising and publishing for council initiatives. Council and community meetings generate plenty of media interest in the organisation and staff are kept busy responding to media enquiries. Marketing staff devise and implement campaigns for the council's key brands; Clean Heat and Metro. The section also assists during Civil Defence events.

Staff in the Section include (from back left) Katherine Trought, Corinne Paine, Daniel Park, Andrea McLeay, Olivia Day, Adrienne Schwartzfeger, Louise Starkey, Matthew Elliott and Frances Adank.



Publications galore

Within the wider Communications and Marketing section sits the Publications team of Environment Canterbury.



Team leader Matthew Elliott oversees production for hundreds of publications each year from a weighty annual plan and annual report, to web based access to notified resource consents, to the smaller brochures and leaflets that help the organisation raise awareness of environmental issues.

With two web officers, four graphic designers and a publications administrator, Matthew says the team is used to meeting regular deadlines and producing a wide range of work.

As well as the Environment Canterbury website, the team looks after internet sites for the Clean Heat and Metro brands and Canterbury Civil Defence. A major re-design of Environment Canterbury's website is due later this year. As well as a new look, website users can expect a new structure and clearer navigation which will make it easier to access Environment Canterbury's information and services.

The flagship Environment Canterbury newspaper Living Here is also produced by the Publications Team six times a year. "The goal of our designers is to enrich meaning and inspire action. Helping the organisation come up with creative ways to effectively communicate messages about sustainable environmental management is the key objective for us," says Matthew.



WATER aware

Forty percent of Christchurch people surveyed for a new environmental campaign didn't know or got it wrong as to where stormwater ends up when it leaves the gutter.

If you wash your brushes near a drain that's not all you wash up

Washing paint brushes into stormwater drains contributes to the pollution of our waterways. The paint chemicals are carried through a network of pipes, straight into the Avon, Heathcote and Styx rivers and then into the sea. Play your part - make sure your paint doesn't pollute our waterways. Visit our website to get tips on how to dispose of paint properly. It's one way you can help keep our waterways clean.

Christchurch Waterways. Let's change our ways, to change our waterways.

Christchurch City Council | Environment Canterbury

Tai hū te marea o Tangaroa. Tai hū te marea o Tāne. Tai hū te kai. If we look after the waters and land around us, we will be looked after in turn. cleanwaterways.org.nz

Everything you drop here affects every drop here

When it rains, our stormwater system takes the rainwater from roofs, driveways, parks, streets and sewers. The rainwater washes dropped litter down stormwater drains. That litter is carried through a network of pipes, straight into the Avon, Heathcote and Styx rivers and into the sea. Disposing of litter properly takes no effort, but it makes a big difference to our waterways.

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Environment Canterbury is working to increase public understanding with a new urban waterways campaign. The campaign was conceived following public concern about a large diesel spill which polluted the Heathcote River in 2005.

Demonstrating graphically where your cigarette butt or coke can end up once kicked off the footpath should motivate people to stop using drains and stormwater systems as dumping grounds, says Jenny Bond, Senior Resource Care Officer and programme leader of the project. "This will become more than raising awareness. Ultimately we want to create behavior change and that's our next step."

The campaign is focusing on Christchurch residents at the moment, but by 2016, if all goes to plan, will have been rolled out in urban catchments across Canterbury.

Jenny worked with the Communications and Marketing Section to develop the campaign's tools, including advertising, website material and media releases. An agency helped refine the concepts, but the next stage of the campaign will tap further into the talents of Environment Canterbury's own marketing staff to inspire locals to protect their waterways.