From:

Matthew O'Driscoll

Sent:

Monday, 20 May 2019 9:50 AM

To:

Hannah Geddis

Subject:

Re: Tramways Union AGM 21 May - campaign brief

Yes please - can you make it 9am

On 20/05/2019, at 9:45 AM, Hannah Geddis < Hannah.Geddis@gw.govt.nz > wrote:

Morning team,

Do you have an RTI message that you'd like me to put up for the AGM?

"On Tues 21 May, some bus services will be reduced between 9:30am and 3pm while drivers attend their union AGM. More info at Metlink.org.nz" or something like that?

We're limited to 140 characters.

Cheers,

Hannah Geddis | Service Delivery Coordinator Metlink | Greater Wellington Regional Council

DD 04 830 4104 | M 021 896375

L2, 15 Walter St, Te Aro, Wellington 6011 | PO Box 11646, Manners St, Wellington 6142

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<image001.jpg>

Think green: read on the screen.

From: Kristin Cains < Kristin.Cains@gw.govt.nz>

Sent: Friday, 17 May 2019 3:37 PM

To: Contact Centre <ContactCentre@gw.govt.nz>; Matthew O'Driscoll

<Matthew.ODriscoll@gw.govt.nz>; Jonathan Hales <Jonathan.Hales@gw.govt.nz>; Ali Kaye

< Ali. Kaye@gw.govt.nz >; Lindsey Brittain < Lindsey. Brittain@gw.govt.nz >; Kaitlin Wiles

<Kaitlin.Wiles@gw.govt.nz>; Matthew Lear <Matthew.Lear@gw.govt.nz>; Rob Braddock

<Rob.Braddock@gw.govt.nz>; Hannah Geddis <Hannah.Geddis@gw.govt.nz>; Pippa Simm

< Pippa. Simm@gw.govt.nz >; Susan Wilson < Susan. Wilson@gw.govt.nz >; Gail Reeves

<<u>Gail.Reeves@gw.govt.nz</u>>; Greg Pollock <<u>Greg.Pollock@gw.govt.nz</u>>; Emma Harrison

< Emma. Harrison@gw.govt.nz >; Bruce Horsefield < Bruce. Horsefield@gw.govt.nz >

Subject: Tramways Union AGM 21 May - campaign brief

Hi there

Please find attached the campaign brief for Tramways Union AGM 21 May disruption. The service update is live and paid media kicks off this afternoon.

Let me know if you have any questions.

Cheers, Kristin

Kristin Cains | Customer Information Advisor **Metlink**

M 021 936 733

L2, 15 Walter St, Te Aro, Wellington 6011 | PO Box 11646, Manners St, Wellington 6142 Follow us online: Facebook | Twitter

To find out how to plan your journey, go to metlink.org.nz

<image001.jpg>

From: Matthew O'Driscoll

Sent: Friday, 17 May 2019 10:24 AM

To: Kristin Cains

Subject: RE: Union AGM 21st May

Good job we pulled radio

From: Kristin Cains < Kristin.Cains@gw.govt.nz>

Sent: Friday, 17 May 2019 10:24 AM

To: Matthew O'Driscoll <Matthew.ODriscoll@gw.govt.nz>; Ali Kaye <Ali.Kaye@gw.govt.nz>

Cc: Jonathan Hales < Jonathan. Hales@gw.govt.nz>

Subject: RE: Union AGM 21st May

FYI – NZ Bus still haven't confirmed the routes that will be reduced when I checked with Service Delivery just before. Matt Lear and team are chasing at the moment.

From: Kristin Cains

Sent: Thursday, 16 May 2019 4:10 PM

To: Matthew O'Driscoll < Matthew. ODriscoll@gw.govt.nz >; Ali Kaye < Ali. Kaye@gw.govt.nz >

Cc: Jonathan Hales < Jonathan. Hales@gw.govt.nz>

Subject: FW: Union AGM 21st May

FYI see below – we'll know more in the morning in regards to what will be on the website, as per Rob's email.

Radio advertising has been pulled for tomorrow so we'll discuss further tomorrow morning.

From: Rob Braddock < Rob. Braddock@gw.govt.nz>

Sent: Thursday, 16 May 2019 4:01 PM

To: Susan Wilson < Susan. Wilson@gw.govt.nz >; Hannah Geddis < Hannah. Geddis@gw.govt.nz >; Kristin Cains

< Kristin.Cains@gw.govt.nz >; Pippa Simm < Pippa.Simm@gw.govt.nz >

Subject: Fwd: Union AGM 21st May

Almost there with the list will check again in the morning

Sent from my iPhone

Begin forwarded message:

From: Andrew Gillanders < Andrew. Gillanders @nzbus.co.nz>

Date: 16 May 2019 at 2:24:16 PM NZST

To: Rob Braddock < Rob.Braddock@gw.govt.nz >

Subject: FW: Union AGM 21st May

Hi Rob

The team are still working on the list. Will have confirmation of trips that will be covered tomorrow.

Andrew

From: Lance Strathern

Sent: Thursday, 16 May 2019 1:52 p.m.

To: Andrew Gillanders < Andrew.Gillanders@nzbus.co.nz >; Guramrit Singh

<Guramrit.Singh@nzbus.co.nz>

Cc: Frank Rodgers < Frank.Rodgers@nzbus.co.nz >

Subject: FW: Union AGM 21st May

AG,

Trips that could be dropped at the moment, will confirm exact tomorrow. Eg, the first 2 on list can be ran, run off from Seatoun. Lucky and I will have a good look tomorrow morning.

Lance

From: Stephen Marsh

Sent: Thursday, 16 May 2019 12:22 p.m.

To: Frank Rodgers < Frank.Rodgers@nzbus.co.nz > **Cc:** Lance Strathern < Lance.Strathern@nzbus.co.nz >

Subject: RE: Union AGM 21st May

Frank

List of cancelled trips attached, this is similar to what has been sent to GWRC in the past

Cheers

Steve

From: Frank Rodgers < Frank.Rodgers@nzbus.co.nz >

Sent: Thursday, 16 May 2019 11:27 AM

To: Stephen Marsh < Stephen.Marsh@nzbus.co.nz Cc:LanceStrathern@nzbus.co.nz

Subject: FW: Union AGM 21st May

Hi Steve,

Can you assist with this?

Cheers, Frank

From: Andrew Gillanders < Andrew. Gillanders @nzbus.co.nz >

Sent: Wednesday, 15 May 2019 4:01 PM

To: Lance Strathern < Lance.Strathern@nzbus.co.nz > Cc: Frank Rodgers < Frank.Rodgers@nzbus.co.nz >

Subject: Union AGM 21st May

Hi Lance

I can confirm that the Union AGM will be between the hours of 10.30am and 1.30pm on Tuesday the 21st May. Can you have Lucky provide a list of last trips run before the meeting and 1st trips run after the meeting. GWRC require the information by the end of the day Thursday 16th so that they can put their coms together. WE will need to allow operaters time to travi to the venue after completing their last trip before the meeting and and the get to their 1st stop after the meeting.

Regards

Andrew

From: Matthew O'Driscoll

Sent: Thursday, 16 May 2019 3:43 PM

To: Contact Centre; Mark Gilmour; Bruce Horsefield
Cc: Kristin Cains; Jonathan Hales; Emma Harrison; Ali Kaye

Subject: AGM FAQs

Hi folks,

Some FAQs for next week's tramways stop work meeting:

What's happening?

Next Tuesday (21 May) members of the tramways union will be attending their Annual General Meeting.

What does that mean for bus customers?

Some drivers will be attending the AGM and this will affect off-peak service (9:30-3pm).

This means some off peak services will be reduced during these times.

What routes are affected?

Largely NZ Bus routes at this stage but we'll confirm exactly which routes on the website soon (Rob Braddock getting final list tomorrow)

We are in constant contact with our operators, and are providing the most up-to-date information via our website and app.

Why are other services affected?

Drivers from other companies may also wish to attend the AGM.

Customers seeking alternative travel arrangements may take up capacity on other routes.

Why are you letting this happen?

GWRC has no role in the AGM, this is a union led initiative. However, we support drivers attending this important meeting.

Matthew O'Driscoll | External Relations & Media Lead

GREATER WELLINGTON REGIONAL COUNCIL

15 Walter Street, Te Aro, Wellington, 6011

M: 022 681 8441 www.gw.govt.nz

From: Matthew O'Driscoll

Sent: Thursday, 16 May 2019 3:00 PM

To: Kristin Cains

Subject: RE: AGM social post

Looks good - can you get 'some' in the following

Disruption to some off-peak services

From: Kristin Cains < Kristin.Cains@gw.govt.nz>

Sent: Thursday, 16 May 2019 2:58 PM

To: Matthew O'Driscoll < Matthew.ODriscoll@gw.govt.nz>; Jonathan Hales < Jonathan.Hales@gw.govt.nz>

Subject: AGM social post

Does this look ok for the social post? I tweaked the copy a bit – feel free to change.

We have paid social and will also put on our own Facebook & Neighbourly.

Kristin Cains | Customer Information Advisor Metlink

M 021 936 733

L2, 15 Walter St, Te Aro, Wellington 6011 | PO Box 11646, Manners St, Wellington 6142

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From: Matthew O'Driscoll

Sent: Wednesday, 15 May 2019 11:22 AM

To: Rob Braddock; Matthew Lear

Cc:Jonathan HalesSubject:AGM comms

Attachments: Messaging for Tramways AGM.docx

Hi Matthew and Rob

Can you cast your eye over the attached and provide marked-up track changes on anything that needs altering.

Ignore the press ad copy as Rob and Jono H have worked on this already.

Matt

Matthew O'Driscoll | External Relations & Media Lead

GREATER WELLINGTON REGIONAL COUNCIL

15 Walter Street, Te Aro, Wellington, 6011

M: 022 681 8441 www.gw.govt.nz

From: Matthew O'Driscoll

Sent: Tuesday, 14 May 2019 12:02 PM

To: Jonathan Hales

Subject:Messaging for tramways union's AGMAttachments:Messaging for Tramways AGM.docx

Hi Jono

Can you please have a look through this and edit as appropriate

Hopefully we've captured everything.

Thanks Matt

Matthew O'Driscoll | External Relations & Media Lead

GREATER WELLINGTON REGIONAL COUNCIL

15 Walter Street, Te Aro, Wellington, 6011

M: 022 681 8441 www.gw.govt.nz

From: Matthew O'Driscoll

Sent: Friday, 17 May 2019 1:45 PM

To: Ali Kaye

Subject: RE: Draft Comms for Tramways AGM

Beaut! Please go ahead!

Thanks for getting this up

From: Ali Kaye <Ali.Kaye@gw.govt.nz> Sent: Friday, 17 May 2019 1:44 PM

To: Matthew O'Driscoll <Matthew.ODriscoll@gw.govt.nz>

Subject: RE: Draft Comms for Tramways AGM

Thanks Matt! Here's the draft - did we want that live now?

From: Matthew O'Driscoll

Sent: Friday, 17 May 2019 1:35 PM To: Ali Kaye <<u>Ali.Kaye@gw.govt.nz</u>>

Subject: FW: Draft Comms for Tramways AGM

Importance: High

From: Jo Pritchard < Jo. Pritchard@gw.govt.nz >

Sent: Friday, 17 May 2019 12:47 PM

To: Matthew O'Driscoll < <u>Matthew.ODriscoll@gw.govt.nz</u>>; Kristin Cains < <u>Kristin.Cains@gw.govt.nz</u>> **Cc:** Matthew Lear < <u>Matthew.Lear@gw.govt.nz</u>>; Rita Aiono < <u>Rita.Aiono@gw.govt.nz</u>>; Mark Gilmour

<Mark.Gilmour@gw.govt.nz>; Hannah Geddis <Hannah.Geddis@gw.govt.nz>; Susan Wilson

<<u>Susan.Wilson@gw.govt.nz></u>; Pippa Simm <Pippa.Simm@gw.govt.nz>

Subject: Draft Comms for Tramways AGM

Importance: High

Hi Matt and Kristin,

Below is really basic draft comms for you to use, including the affected routes. We are hoping to get the full list of times from NZBus really soon, but it's looking very unlikely that we will have this to you by 1pm.

Feel free to do what you will with the draft below, but we do feel like the sentence at the bottom regarding the Airport Flyer should be in there. If it isn't there, the Contact Centre will get the enquiries anyway. We think that we can easily front foot that and get those enquiries off to NZ Bus direct rather than through to the contact centre in the first instance.

Cheers

Jo

"The Tramways Union are holding their Annual Stop Work Meeting on Tuesday 21 May 2019.

This means that the following routes will be disrupted between 9am and 3pm on Tuesday:

Route 2

Route 3

Route 12

Route 12e

Route 14

Route 18

Route 18e

Route 20

Route 21

Route 22

Route 30x

Route 31x

Route 33

Route 34

Route 81

Route 83

Exact times for these services will be displayed on the Metlink website once these details have been confirmed."

Thanks!

Jo

Jo Pritchard | Service Delivery Advisor Greater Wellington Regional Council and Metlink

Te Pane Matua Taiao

Level 2, 15 Walter Street, Te Aro, Wellington 6011

T: 04 831 3303 I M: 021 729 131

To find out how to plan your journey, go to metlink.org.nz



Think green: read on the screen.

^{*}NZ Bus have also confirmed that the **Route 91 – Airport Flyer** will also be affected by this Stop Work Meeting. Please contact NZ Bus for details.

From: Matthew O'Driscoll

Sent: Monday, 20 May 2019 9:50 AM

To: Hannah Geddis

Subject: Re: Tramways Union AGM 21 May - campaign brief

Yes please - can you make it 9am

On 20/05/2019, at 9:45 AM, Hannah Geddis < Hannah.Geddis@gw.govt.nz > wrote:

Morning team,

Do you have an RTI message that you'd like me to put up for the AGM?

"On Tues 21 May, some bus services will be reduced between 9:30am and 3pm while drivers attend their union AGM. More info at Metlink.org.nz" or something like that?

We're limited to 140 characters.

Cheers,

Hannah Geddis | Service Delivery Coordinator Metlink | Greater Wellington Regional Council

DD 04 830 4104 | M 021 896375

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<image001.jpg>

Think green: read on the screen.

From: Kristin Cains < Kristin.Cains@gw.govt.nz>

Sent: Friday, 17 May 2019 3:37 PM

To: Contact Centre < ContactCentre@gw.govt.nz>; Matthew O'Driscoll

- <<u>Matthew.ODriscoll@gw.govt.nz</u>>; Jonathan Hales <<u>Jonathan.Hales@gw.govt.nz</u>>; Ali Kaye
- Ali.Kaye@gw.govt.nz; Kaitlin Wiles
- <Kaitlin.Wiles@gw.govt.nz>; Matthew Lear <Matthew.Lear@gw.govt.nz>; Rob Braddock
- <Rob.Braddock@gw.govt.nz>; Hannah Geddis <Hannah.Geddis@gw.govt.nz>; Pippa Simm
- <Pippa.Simm@gw.govt.nz>; Susan Wilson <Susan.Wilson@gw.govt.nz>; Gail Reeves
- <<u>Gail.Reeves@gw.govt.nz</u>>; Greg Pollock <<u>Greg.Pollock@gw.govt.nz</u>>; Emma Harrison
- <Emma.Harrison@gw.govt.nz>; Bruce Horsefield <Bruce.Horsefield@gw.govt.nz>

Subject: Tramways Union AGM 21 May - campaign brief

Hi there

Please find attached the campaign brief for Tramways Union AGM 21 May disruption. The service update is live and paid media kicks off this afternoon.

Let me know if you have any questions.

Cheers, Kristin

Kristin Cains | Customer Information Advisor Metlink

M 021 936 733

L2, 15 Walter St, Te Aro, Wellington 6011 | PO Box 11646, Manners St, Wellington 6142 Follow us online: Facebook | Twitter

To find out how to plan your journey, go to metlink.org.nz

<image001.jpg>

Metlink industrial action guidelines

Purpose

The purpose of this document is to outly the process, collateral and requirements of GWRC during bus industrial action to ensure bus customers are affectively communicated with and aware of the disruption.

Background:

Routinely our bus operators and the Tramways Union enter into negotiations around staffing issues and contracts. At times these interactions can escalate into industrial action, which causes various levels of disruption to bus customers. This often leads to direct criticism of Greater Wellington Regional Council and the Metlink brand.

Greater Wellington's role in industrial action:

While Greater Wellington Regional Council is often publically criticised for industrial action, legally we have no role to play, and are not allowed to get involved in negotiations or dispute.

As such our public messaging is generally along the lines of "we hope for a quick resolution and are working with the operator to minimise disruption to bus customers"

One role that we do have to play in industrial action is communicating with bus customers to ensure they have the right information the need to make informed decisions about the their travel options. This happens across a range of paid, owned and earned media – the process of which is outlined within this document.

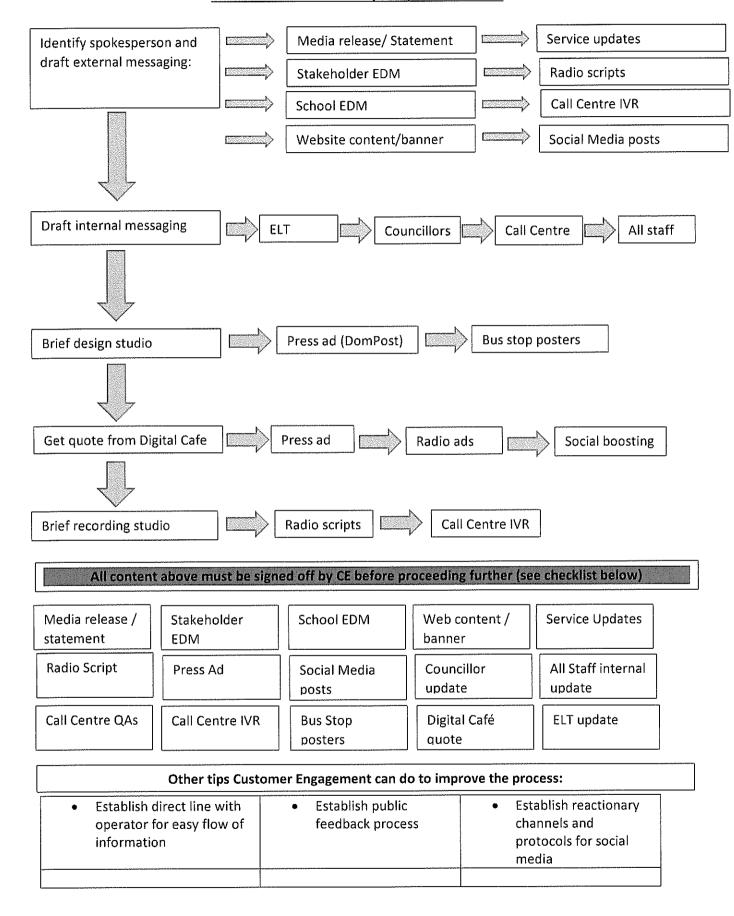
Within this document you will find:

- 1) Pre-sign off collateral list and flow chart
- 2) Post-sign off collateral list and process chart
- 3) Key roles and responsibilities
- 4) Draft messaging templates

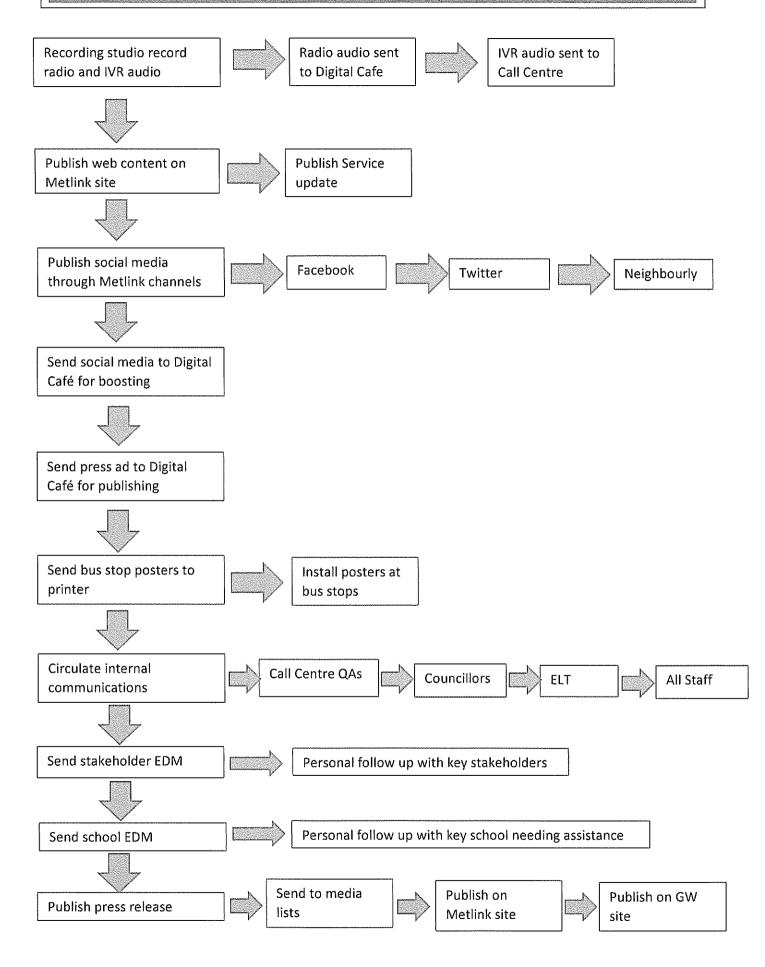
If you require more information:

Please discuss with Media Team Leader, Matthew O'Driscoll - matthew.odriscoll@gw.govt.nz

Strike Action - how to keep the public informed



Once CE approval has been given (see pre-approval checklist above):



KEY PEOPLE:

Name	Title	Contact details
Greg	Chief Executive	
Campbell		
Greg Pollock	PT General Manager	
Matthew Lear	Bus Operations Manager	
Matthew	Media Team Leader	
O'Driscoll		
Emma	Digital Team Leader	
Harrison		
Jono Hales	Marketing Team Leader	
Stephen	Design Team Leader	
Boxall		
Matt McNeil	Account manager – Digital Cafe	

ROLES AND RESPONSIBILITIES:

Name	Contact Details	Responsible for
	11-20-1	

	-	
<u> </u>		
MAN .		

From:

Rob Braddock

Sent:

Thursday, 13 June 2019 1:24 PM

To: Cc: Jonathan Hales Mary Quigg

Subject:

Notice of stop work meeting

Here is the notice we received, and was the trigger for letting customers know.

Note the disruption timeframes we discussed in our advertisements were based on our experience of the effect of these meetings, often held over the same time period (10.30am to 1.30pm).

From: Andrew Gillanders < Andrew. Gillanders @nzbus.co.nz>

Sent: Wednesday, 8 May 2019 12:14 PM

To: Rob Braddock < Rob. Braddock@gw.govt.nz >; Matthew Lear < Matthew.Lear@gw.govt.nz >

Cc: Susan Wilson <Susan.Wilson@gw.govt.nz>; Frank Rodgers - NZBus <Frank.Rodgers@nzbus.co.nz>; Pippa Simm

<Pippa.Simm@gw.govt.nz>

Subject: FW: AGM

Hi

Tramways union have requested a stop work (AGM) meeting for their members on the 21st May, 10.30am to 1.30pm. This will affect both Wellington and Eastbourne operators. I will confirm by the end of the day if we are able to provide any cover. At this point I would expect that we will not be able to cover our trips during this period of time. We would be looking at having to take operators off the road 45min prior and post meeting to allow for travelling to the meeting.

Regards Andrew



Andrew Gillanders | Regional Operations Supervisor-City/Wellington Email andrew.gillanders@nzbus.co.nz Mobile +64 021913108



Kristin Cains

From: Rob Braddock

Sent: Wednesday, 15 May 2019 1:31 PM

To: Kristin Cains

Subject: RE: AGM meeting disruption

That's the bit we're waiting on......I'm not expecting a complete list till at least end of play tomorrow (3)

That list will include last trips of the morning and first trips of the afternoon. We can assume that all NZ Bus routes will be affected but the question is around Tranzurban at the mo.....

Thanks!

From: Kristin Cains < Kristin.Cains@gw.govt.nz>
Sent: Wednesday, 15 May 2019 1:17 PM
To: Rob Braddock < Rob.Braddock@gw.govt.nz>

Subject: AGM meeting disruption

Hi Rob

Jono spoke to you about the disruption ad we're doing for the Tramways AGM. Would you mind letting me know what bus routes will be affected so I can add to the copy?

Cheers, Kristin

Kristin Cains | Customer Information Advisor Metlink

M 021 936 733

L2, 15 Walter St, Te Aro, Wellington 6011 | PO Box 11646, Manners St, Wellington 6142

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Kristin Cains

From: Rob Braddock

Sent: Thursday, 16 May 2019 4:01 PM

To: Susan Wilson; Hannah Geddis; Kristin Cains; Pippa Simm

Subject: Fwd: Union AGM 21st May

Attachments: image001.jpg; ATT00001.htm; image002.png; ATT00002.htm; Stopwork

Cancellations 20190521.xlsx; ATT00003.htm

Almost there with the list will check again in the morning

Sent from my iPhone

Begin forwarded message:

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Date: 16 May 2019 at 2:24:16 PM NZST

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Subject: FW: Union AGM 21st May

Hi Rob

The team are still working on the list. Will have confirmation of trips that will be covered tomorrow.

Andrew

From: Lance Strathern

Sent: Thursday, 16 May 2019 1:52 p.m.

To: Andrew Gillanders < Andrew Gillanders @nzbus.co.nz >; Guramrit Singh

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AG,

Trips that could be dropped at the moment, will confirm exact tomorrow.

Eg, the first 2 on list can be ran, run off from Seatoun. Lucky and I will have a good look tomorrow morning.

Lance

From: Stephen Marsh

Sent: Thursday, 16 May 2019 12:22 p.m.

To: Frank Rodgers < Frank.Rodgers@nzbus.co.nz > **Cc:** Lance Strathern < Lance.Strathern@nzbus.co.nz >

Subject: RE: Union AGM 21st May

Frank

List of cancelled trips attached, this is similar to what has been sent to GWRC in the past

Cheers

Steve

From: Frank Rodgers < Frank.Rodgers@nzbus.co.nz >

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To: Stephen Marsh < Stephen.Marsh@nzbus.co.nz Ce:LanceStrathern@nzbus.co.nz Lance.Strathern@nzbus.co.nz <a href="mailto:Lance.Strathern@nz] <a h

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Regards Andrew

Kristin Cains

From: Rob Braddock

Sent: Friday, 17 May 2019 9:36 AM

To: Kristin Cains

Cc: Susan Wilson; Hannah Geddis; Pippa Simm

Subject: Re: Union AGM 21st May

I'm off crook today but keeping an eye out for that info. I'll let Andrew know to contact Susan & Pippa direct. No I don't have an ETA sorry will see what I can do.

Sent from my iPhone

On 17/05/2019, at 8:51 AM, Kristin Cains < Kristin.Cains@gw.govt.nz> wrote:

Might be too early to follow up, but asking anyway [©] Do you know an ETA?

Happy Friday!

From: Rob Braddock < Rob. Braddock@gw.govt.nz>

Sent: Thursday, 16 May 2019 4:01 PM

To: Susan Wilson <Susan.Wilson@gw.govt.nz>; Hannah Geddis <Hannah.Geddis@gw.govt.nz>;

Kristin Cains < Kristin.Cains@gw.govt.nz >; Pippa Simm < Pippa.Simm@gw.govt.nz >

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Regards Andrew

Kristin Cains

From: Jo Pritchard

Sent: Friday, 17 May 2019 12:

Sent: Friday, 17 May 2019 12:47 PM **To:** Matthew O'Driscoll; Kristin Cains

Cc: Matthew Lear; Rita Aiono; Mark Gilmour; Hannah Geddis; Susan Wilson; Pippa Simm

Subject: Draft Comms for Tramways AGM

Importance: High

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Route 3

Route 12

Route 12e

Route 14

Route 18

Route 18e

Route 20

Route 21

Route 22

Route 30x

Route 31x

Route 33

Route 34

Route 81

Route 83

Exact times for these services will be displayed on the Metlink website once these details have been confirmed."

Thanks!

Jo

Jo Pritchard | Service Delivery Advisor

Greater Wellington Regional Council and Metlink

^{*}NZ Bus have also confirmed that the **Route 91 – Airport Flyer** will also be affected by this Stop Work Meeting. Please contact NZ Bus for details.

Te Pane Matua Taiao

Level 2, 15 Walter Street, Te Aro, Wellington 6011

T: 04 831 3303 IM: 021 729 131

To find out how to plan your journey, go to metlink.org.nz



A Think green: read on the screen.

Marketing Communications Campaign Brief	ampaign Brief	
	Campaign/Activity	У
Campaign/activity name:	Tramways Union AGM – 21 May	
Objective(s):	To inform customers using who travel off-peak that there should make alternative travel arrangements.	at there will be reduced services on some bus routes. They
Launch date and duration:	Fri 18 May – Tue 21 May	
Background:	Bus routes affected: 2, 3, 12, 12e, 14, 18, 18e, 20, 21, 22, 30x, 31x, 33, 34, 81, 83	21, 22, 30x, 31x, 33, 34, 81, 83
(Include transport featured)	Service update: https://www.metlink.org.nz/servicereduced/	Service update: https://www.metlink.org.nz/service-updates/union-agm-tuesday-21-may-some-off-peak-services-reduced/
Channels:	Radio	Sat 18 May – Tue 21 May
	 Dominion Post 	Sat 18 May
	 Posters at bus stops 	Mon 20 May — Tue 21 May
	 Facebook/Instagram – sponsored 	Fri 17 May — Tue 21 May
	 Facebook/Instagram – organic 	Fri 17 May
	 Neighbourly – organic 	Mon 20 May
	Key Messages and Call to Action	o Action
Key messages: There w	There will be reduced services on some routes between 9.30 – 3pm	30 – 3pm
Call to action:	Make alternative arrangements & check affected services	services

Creative Examples

ress ad:



Disruption to some off-peak bus services -Tuesday 21 May.

On Tuesday 21 May, some Metlink bus services will be reduced between 9:30am and 3pm while drivers attend their union AGM.

We regret the impact this has on our services but fully support drivers attending this important meeting.

e following services are affected:

Bus routes 2, 3, 12, 12e, 14, 18, 18e, 20, 21, 22, 30x, 31x, 33, 34, 81, 83

We are advising customers to make alternative travel arrangements.

For more information on affected services visit metlink.org.nz or call us on 0800 801 700.

metlink on our way

ıkorg.nz | 0800 801 700 | 🔰 Bmetlinkwyth | 🗓 /metlinkensu

A3 poster:



Disruption to some off-peak bus services - Tuesday 21 May.

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We regret the impact this has on our services but fully support drivers attending this important meeting.

We are additional streamer to make alternative travel.

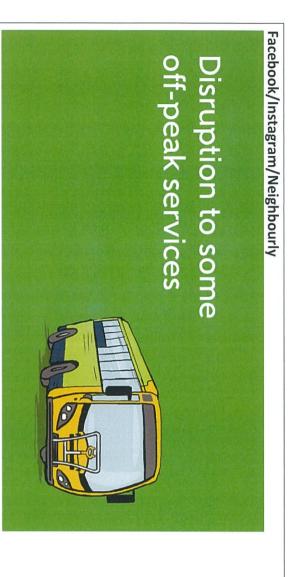
We are advising customers to make alternative travel arrangements.

For more information on affected services visit metlink.org.nz or call us on 0800 801 700.

metlink <mark>o</mark>n our way

poz | 0800 801 700 | 🔰 Smetlinkwytn | 🗐 /metlinkeneurws

$$\label{eq:comparison} \begin{split} & \textbf{Product/service} \mid \textbf{Campaign/activity name} \\ & \textbf{Commercial in Confidence} \mid \textbf{Page 2 of 4} \end{split}$$



COPY:

are affected visit metlink.org.nz or call 0800 801 700. customers to make alternative travel arrangements and we regret the impact this has on our services. For more information on which services On Tuesday 21 May, some Metlink bus services will be reduced between 9:30am and 3pm while drivers attend their union AGM. We advise

Radio





Metlink Bus AGM Metlink Bus AGM PRIOR TO TUES 15.m TODAY.mp3

Channel planning

How are the customers most likely to contact us - phone, email:

There will be an increased level of contact using all methods (phone, email, social media).

Contacts

Campaign contact: Kristin Cains - kristin.cains@gw.govt.nz

Matt O'Driscoll - Matthew.ODriscoll@gw.govt.nz (Media & External Relations)

Operations contact: Rob Braddock - Rob.Braddock@gw.govt.nz , Hannah Geddis - Hannah.Geddis@gw.govt.nz , Pippa Simm -

Pippa.Simm@gw.govt.nz , Matthew Lear - Matthew.Lear@gw.govt.nz



GWRC - SERVICE DISRUPTION ADVERTISING SCHEDULE

AS AT	AS AT: 15 May 2019									Burn int fire str
	CHANNELS	DETAILS	COST	QUANTITY	TOTAL	12/May 18/May 19/May 20/May	y 21/May	22/May	23/May	MATERIAL
						FRI SAT SUN MON	TUE	WED	THU	
						×				
RADIO	MEDIAWORKS	15" - BROAD REACH	\$3,500	1	\$3,500					
	NZME	15" - BROAD REACH	\$3,500	1	\$3,500	KUNNING FKI IIL PKE 3PM I UESDAY	UESDAY			2pm THU
										annana ir annina
PRESS	DOMINION POST	6X6 PAGE (274h X 190w)	\$2,822	1	\$2,822	×				2pm FRI
SOCIAL	FACEBOOK & INSTAGRAM	18+ WELLINGTON REGION (UNIV. 370,000)	\$1,500	H	\$1,500	RUNNING FRI TIL PRE 3PM TUESDAY	UESDAY			LET TDC KNOW WHEN POST
		BOOSTING METLINK ORGANIC POST								
DIGITAL CAFÉ FEE - ME	DIGITAL CAFÉ FEE - MEDIA PLANNING , BUYING & MANAGEMENT	ANAGEMENT			\$900					
COMMITTED OVERALL TOTAL (EXC GST)	. TOTAL (EXC GST)				\$12,222					