

OP GRAND

16 December 2004

EXHIBIT No. 14
DeHawatts CLERK

1. Objectives
2. Strategy
3. Consensus on issues
4. The Resource
5. Next action

Objectives

- To achieve consensus among a select group of Councillors and Candidates that acknowledge public concern on (5) key issues that are top of mind across all Divisions. And most importantly to promote a desire on the part of this group to jointly work together to achieve prompt, cost effective solutions.
- To work to re-establishing on the part of the electorate, pride and respect in these Councillors/candidates as a result of their professional conduct and their consensus on solutions they propose to key city issue problems.
- To focus public opinion on these individual Councillors/candidates in that they recognize/understand the frustrations of rate payers and business houses alike and are willing to adopt a joint common sense approach to solutions.
- To develop a resource of management & marketing expertise plus funding, that individual Councillors/candidates can access as required to compliment their own Campaign Committee structures. This combined resource being initially to harness the experience of sitting Councillors and Quadrant's marketing skills and be available only to individuals in the nominated group for the purpose of projecting an agreed position on the 'key city issues'.

Strategy

- The overall plan is comprised of four elements –
 1. group consensus on above objectives;
 2. agreement on a defined 'charter' that can be presented to campaign donors to engender confidence;
 3. an agreed media position once awareness of this resource for 'Campaign for Commonsense in Council' (working title) becomes public and finally...
 4. the development and management of the resource inventory.

Consensus on Issues

Suggested 'key city issue' topics in no particular order are:

- ⑤ • Environment
- ② • Growth management
- ⑦ • Crime / public safety
- ① • Water -Conservation/supply
- ④ • Water - Flood prevention
- ③ • Public transport
- ⑥ • Roads
- Any other 'key topic' not included?

The Resource

The extent of the Resource will naturally depend on the size of the funding achieved. Where various jobs can be combined, costs efficiencies can apply. The Resource could potentially include:

- Research (city wide and by division)
- Professional graphic art & design resource
- Professional copy writing resource
- Photography co-ordination
- Advertising & public relations
- Corflute signage & brochure printing e.g. 'how to vote' literature

- Campaign strategy development
- Pre election planning e.g. door knocking
- Booth worker recruitment and management
- Election Day check list

Next Action

- Consensus on Objectives
- Consensus on key city issues
- Attitude to eventual Media position
- Funding
- Resource requirements