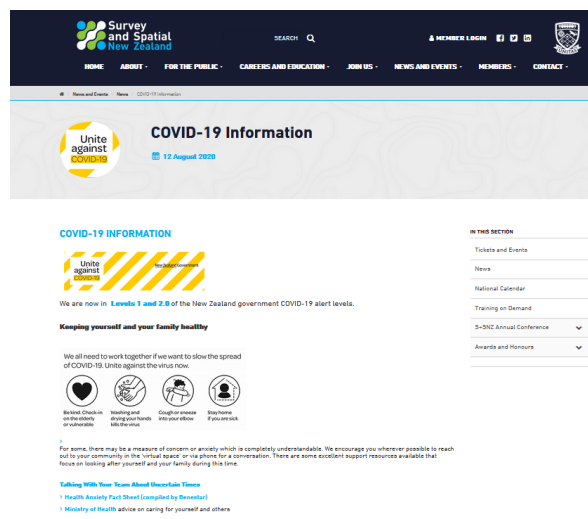




Communications

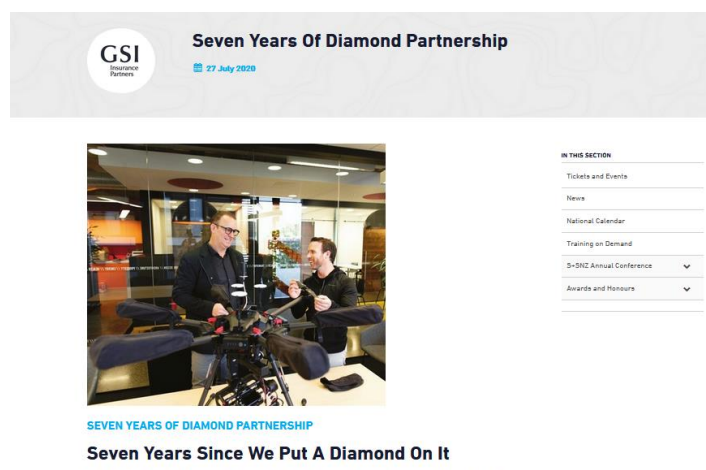
Publications

The newsletter was dominated in the early part of 2020 by COVID-19. Seven updates were emailed to members during lock-down, over April –May providing relevant information to the sector. A [new section](#) was created on the website with links provided to information on protocols and, general health and wellbeing and the government information page.



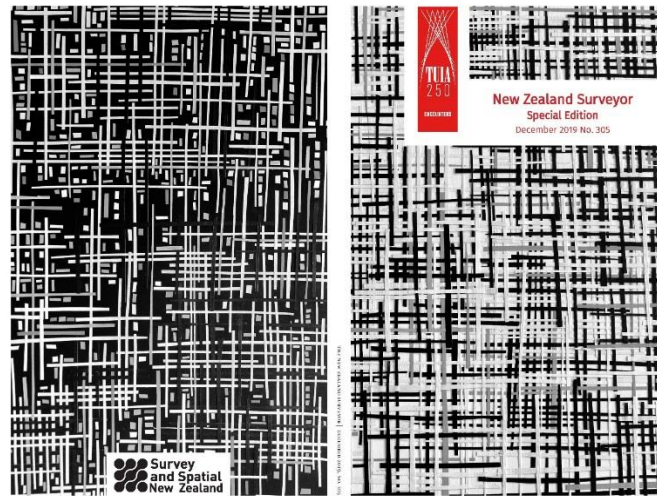
A refresh of publications has been underway with a new template developed for the monthly newsletter and quarterly magazine receiving a re-design for the September 2020 edition.

Our long -standing partnership with GSI Partners, who went through a re-brand earlier this year, was celebrated with a [news release](#) and a feature in the June *Surveying+Spatial* magazine.



NZ Surveyor Journal

A commemorative edition of the NZ Surveyor Journal titled Tuia 250 was published to celebrate Aotearoa NZ's history and 250 years of nation-building since Cook's voyage to NZ. Permission to use the Tuia 250 logo was obtained from the Ministry of Culture and Heritage.



Surveying+Spatial Magazine

The editor Rachel Smith continues to publish a quality magazine with both in-depth technical articles, relevant opinion pieces and regular columns from the Otago University, the Surveyor-General and Stephanie Harris of law firm Glaister Ennor. We thank these regular contributors who help us to keep the magazine interesting and up to date with top-quality content.

In the December issue we celebrated the milestone of our 100th issue of the magazine with a celebratory article including comments from previous editors and a selection of previous cover images. We look forward to a refreshed magazine in 2020-21.



2019-20 covers

The Gift of a Māori Name



The launch of the new Māori name, Tātai Whenua announced at the 2019 AGM was been delayed due to Covid-19. In the process of gaining a Māori name it was important that our intentions were good, and

our approach was thoughtful and respectful. To ensure this, we engaged with highly regarded Māori experts to help and guide us in the process. Tātai Whenua has been recommended by our advisors.

In adopting Tātai Whenua as the Māori name, we reflect the primary senses of tātai that are relevant to the work of our members which are;

- to measure
- to arrange, set in order, make sense of (tātai aro rangi – rangi meaning sky – is the term used for studying the heavens/sky for guidance in navigation)
- to join the component parts of something
- a plan
- a company or group (of people or other things, hence tātai whetū equals ‘cluster of stars, constellation’).

Social Media

We continue to use social media as a key channel for all the messaging and news items. Work on an enhanced social media strategy has commenced as a part of the broader changes that we’re making in the way that we communicate to Survey and Spatial members and the public at large.

The changes are intended to modernise us as an organisation; to make us more accessible to, and better understood by, the public; and to make us attractive as a representative body for potential members.

An important part of that strategy will involve a significant lift in the volume and quality of the content that we post on various social media platforms – in particular LinkedIn, Facebook, Twitter and Instagram. To achieve this leverage of our social media activity contributions from S_+SNZ groups and members has been encouraged.

The aim is to personalise social media content and make it less ‘corporate’. This will mean continuing to use social media as a comms channel for events and activities – but also as a showcase for achievements, social functions, ideas, news and even humour. It is our expectation that our audience will be quite large, quite quickly.