

**Title:** Communications and Engagement

**Purpose:** To advise the Te Awarua o Porirua Whaitua Committee of the options available for communication and engagement with the community

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**Date:** March 2015

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### **Background:**

As a formal committee of the Greater Wellington Regional Council (GWRC), Te Awarua o Porirua Whaitua Committee is guided by council's communications and brand standards and the GWRC communications team will provide communications advice and support.

A draft communications plan has been prepared for the committee's consideration. The plan sets out three distinct communication periods throughout the life of the committee, broadly defined as information gathering, feedback and consultation.

A tactics and timing schedule outlines the communication that might be used in each of the phases over and above the underlying communication around the committee's purpose, activities and progress.

Te Awarua o Porirua Whaitua is home to a culturally and socially diverse community where the use of a variety of communication channels may be appropriate for different audiences. Demographic and ethnic media profiles have been commissioned to establish communication parameters and the best methods for reaching various communities.

### **Communication channels and tools:**

The council's Environment Management Communications Advisor is the contact point for:

**Communications planning:** Strategic advice and communications planning.

**Media:** Media releases, media liaison and monitoring services.

**Web:** A web page has been set up on the GWRC for Te Awarua o Porirua Whaitua.

**Social media:** GWRC Facebook and Twitter accounts and training.

**Advertising:** Advertising design and placement, feature pages.

**Radio:** Radio advertising campaigns and interviews.

**Print and design:** Preparation of printed materials, brochures, flyers, mail drops etc.

**Video:** Production of video and visual media channels.

**Presentations:** Public presentations and displays.

**Electronic engagement:** Development of feedback and survey sites for the collection of

feedback via the internet.

**Other channels:** Communication through channels owned by partner agencies and groups.

Members are likely to engage on an individual basis within their own communities and a system to record feedback and comment from these contacts is being investigated.

The communications plan is a guide to communications and it is both flexible and responsive to emerging issues and opportunities.

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**Date** 19 March 2015

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**Report approved by**

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## Draft Communications plan

# Te Awarua o Porirua Whaitua Committee

Date: March 2015

## 1. Background

Te Awarua o Porirua Whaitua Committee was established in January 2015. It is the second of five committees being formed to contribute a catchment perspective to the Natural Resources Plan for the Wellington Region.

The committee will work in partnership with Greater Wellington Regional Council to develop a management approach for water quality and quantity, and associated land use. It will also identify methods for achieving freshwater objectives, including setting or modifying catchment water use limits that will be implemented through changes to the Regional Plan.

The committee is expected to function for a period of approximately two years. During this time it will consider a broad range of matters relevant to the management of natural and coastal water quality, tangata whenua values, environmental health, cultural and human health and the economic vitality of the region.

Working together with the community the committee will develop a Whaitua Implementation Plan and make recommendations to modify provisions in the Regional Plan through plan changes.

This communications plan provides a guideline to communication that will be needed with a diverse range of audiences to ensure the community is aware and involved in the process.

## 2. Overall communications objectives

- The wider community understands the objectives of the committee
- People understand that the whaitua includes the coast and upper reaches of the catchment
- People are engaged and informed throughout the process
- People are comfortable providing feedback at all stages

## 3. Approach

There are likely to be three distinct communications periods throughout the life of the Whaitua Committee. These are broadly defined as:

### **Information gathering:**

In the first stage information is gathered to increase understanding of the current and future state of the whaitua. There is opportunity for committee members to educate the community by sharing the knowledge they gain along the way.

**Feedback period:**

The committee presents the current and future state of the whaitua to the community and seeks informal feedback into the values, vision and development of the Whaitua Implementation Plan.

**Consultation:**

A draft Whaitua Implementation Plan is presented and feedback sought. Progress towards adoption for inclusion in the Natural Plan is communicated.

This communication plan has been prepared as an indicative guide to the communication and engagement activities that could occur over the period of the committee's existence. The true course of the project will be determined by the committee as progress is made, and the communications plan will adapt to suit the issues and opportunities that present.

**Stage one: Information gathering****Learning together – March 2015 to September 2015**

In this stage the committee will explore a range of issues around fresh and coastal water quality, tangata whenua values, historic values, bio-diversity, community and environmental interaction, economic development and future opportunities. The information will be provided to the committee via fieldtrips, workshops, meetings, presentations and reports and these provide opportunities to involve the community in learning about the issues facing the catchment as well as to inform on the objectives of the committee.

**Timeline of actions**

Action	Date	Messages	Indicative Costs
Committee profiles on web	March	Introduce the members The committee is part of the community	
Marae visit on web / Our Region	March	Iwi are partners	
Intro Kapi Mana News	Mid-April	Introduce committee and objectives, meeting timetable	\$ 510
Committee Updates (Web)	Monthly	Members discuss what they have learned	¼ pg. x 6 \$4000
Radio interviews	Monthly	Members and experts discuss some key issues	\$1,000
TLA channels (WCC&PCC)	As defined	As above	
Facebook (other channels)	Throughout	Introduce committee and objectives, meeting timetable Information contacts	
Members social media training		Facebook and Twitter for members	
		Total	\$5,510

## Stage two: Feedback period

### State of the Whaitua – September 2015 to April 2016

During this stage the committee will present a picture of the current and future state of the whaitua based on the information they have collated during stage one. This “state of the whaitua” report forms a basis of engagement seeking community feedback on future vision and possible solutions.

#### Timeline of actions

Action	Date	Messages	Indicative cost
Full Page Flyer (double DLE)	End September	Current state and trends Options for the future Having your say is important How to have your say	\$6,000
Media releases	Throughout	Focus on individual issues/solutions	
Posters			\$500
Radio spots	March	As above	\$2,000
Specialist media		As above	
Bang the Table	September to April	As above	
Public events presentations	Summer 2016	As above	
Stakeholder, public and community group meetings	Throughout	As above	
Social media (other channels) TLA channels (WCC and PCC)	January to April	Having your say is important How to have your say	

## Stage three: Consultation

### Check back on the draft - April 2016 to September 2017

Having gathered community opinion the committee will inform the community of the results and how they plan to respond as they work to develop a Whaitua Implementation Plan and recommendations to the Te Upoko Taiao Committee.

### Timeline of actions

Action	Date	Messages	Indicative costs
Media release (all channels)	May	This is what you said This what we will do	
Full page Kapi Mana & Wellingtonian	July	Summary of the Draft WIP Feedback form	\$1488 \$2020
Social media (other channels) TLA channels (WCC and PCC)	July to Sept	Having your say is important How to have your say	
Bang the Table	Throughout	Feedback on draft	
Stakeholder, public and community group meetings	July - September	Feedback on draft	
Web site	Throughout	Feedback on draft	
Media release	September	Adoption of the Final WIP This is where to view the WIP	

### 4. Success criteria

Success measure	Judged by
Community is informed of the issues	Feedback and discussions are based on sound understanding
Level of community understanding of the Whaitua process	Upper catchment involvement Quantity of feedback
Community is engaged and comfortable providing information	Quantity feedback and members perception

### 5. Risks

Risk/issue	Mitigated by
Confusion between various harbour initiatives	Co-ordination and alignment between initiatives Clarity of message around all of catchment approach
Subject fatigue	Clarity of message around all of catchment approach Two year window
Community diversity and reach	Community profile and cultural marketing advice Range of channels and techniques, flexible and responsive
Political ownership and mixed messaging	Media management through GWRC Identified spokespersons

## 6. Audiences

As defined by Te Awarua o Porirua Profile.

## 7. Definition of terms:

**Communications:** Provision of information (mass comms), includes informal monitoring feedback.

**Engagement:** Collection of information (identifiable feedback), often guided by statutory requirements and processes.

**Marketing:** Developing a demand for a product or service via pricing, positioning, promotion

In the public sector the main activity is communications which includes aspects of all of the above activities.

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