

Revised External Communications plan

Te Awarua-o-Porirua Whaitua Committee

Date: FINAL | 7 June 2016



1. Background

Te Awarua-o-Porirua Whaitua Committee was established in December 2014. It is the second of five community-based committees being formed to meet our obligations under the National Policy Statement for Freshwater Management by contributing a catchment perspective to the Natural Resources Plan for the Wellington Region (the Regional Plan). A draft communications plan was developed in March 2015.

This plan builds on that work as well as the work undertaken in early 2016 by the Stakeholder Engagement team. It also builds on the work presented in the overall Draft Whaitua Programme Risk Based Communications Strategy – especially the stakeholder analysis work in this document developed from a communications perspective.

2. Scope

This communications plan provides a guideline to communications activities and when they will occur over the next 17 months. Proposed activities outline options for the project team and committee to complete. They are designed to keep promoting the role of Te Awarua-o-Porirua Whaitua Committee during this whole period. This will ensure the wider community is aware of what is happening as well as how they can contact the committee with their views, especially when there is not specific community engagement happening.

Based on the draft project team timeframes this communications plan covers the time-period from May 2016 (where we are modelling the status quo) through to September 2017 when Water Wheel scenarios are being completed. The proposed communications activities take place between bursts of stakeholder engagement.

A separate communications plan will then need to be from October 2017. Then decision-making will be nearly completed and the next lot of stakeholder engagement will be happening. It is intended this next communications plan will manage expectations around finalising the writing of the Whaitua Implementation Programme (WIP) and presenting it to council in February 2018. The reason for proposing a separate approach is to take into account any possible changes that happen before the end of next year. In addition, after receiving feedback on the WIP, the Committee will need to re-engage with their community to inform them of their progress toward having the suggestions in the WIP included in the Regional Plan. We cannot

propose communications activities yet if we do not know what recommendations the Committee will be putting forward and if the community will approve or disapprove of these recommendations.

3. Committee

The Committee works in partnership with GWRC and other local territorial authorities. Their role is to develop a management approach for water quality and quantity, and associated land use. They are also identifying methods for achieving freshwater objectives, including setting or modifying catchment water use limits that will be implemented through changes to the Regional Plan.

Leading up to the development and presentation to Council of the WIP, the Committee will consider a broad range of matters relevant to the management of water quality and quantity including tangata whenua values, environmental health, cultural health, human health and the economic vitality of the region.

From time to time, the Committee will request additional communications support over and above what is included in this plan. This will be looked at in context of timeframes, deliverables and resources. There is an expectation that the Committee will share with their community contacts and links copies of the material suggested in the activities list (for example if we do a press release we will send it out to media and give the Committee a copy to send out to their networks).

4. Overall communications objectives

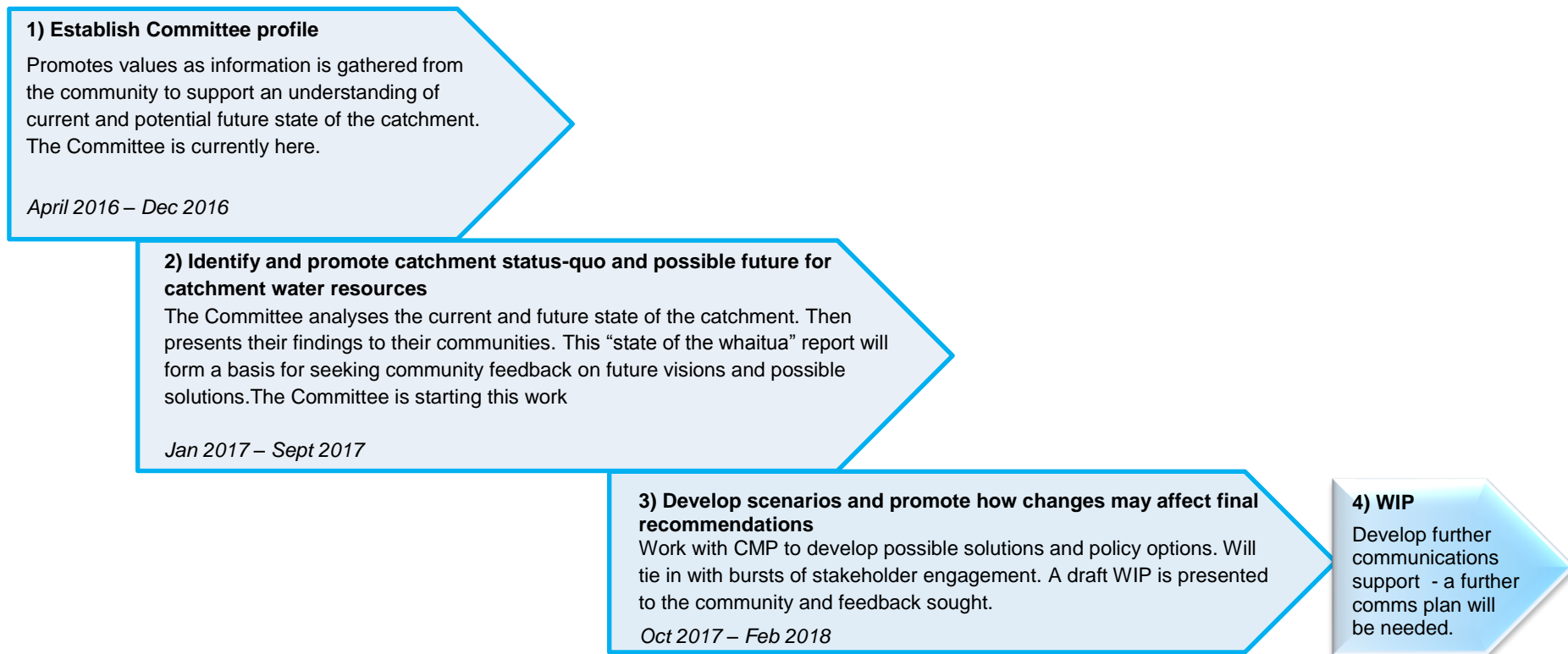
The activities detailed in this plan will support the following objectives:

- The wider community and key stakeholders understand the role of Te Awarua-o-Porirua Whaitua Committee
- They are informed of key activities and milestones throughout the process
- They also value and trust the information provided to the Committee by the Collaborative Modelling Project (the support science behind the final decisions of the Committee).

5. Approach

In the Porirua region there are likely to be three overlapping communications phases throughout the life of Te Awarua-o-Porirua Whaitua Committee until as they work to deliver a WIP. This will include an element of “public” education around the Whaitua Process however some of this ‘education’ may come from Community Engagement work.

The approach focuses around using key GWRC channels such as the website for the wider community and key stakeholders to find out more, which is reflected in the activities list and follows best practice in terms of communication activities to promote the work and purpose of the Whaitua Programme and more specifically Te Awarua-o-Porirua Whaitua Committee. This plan is provided on the expectation that communications activities suggested are jointly branded GWRC and Te Awarua-o-Porirua Whaitua Committee. As such, the scope includes key channels managed by GWRC to promote the work of the committee. Plain English principals will apply to all communications activities.



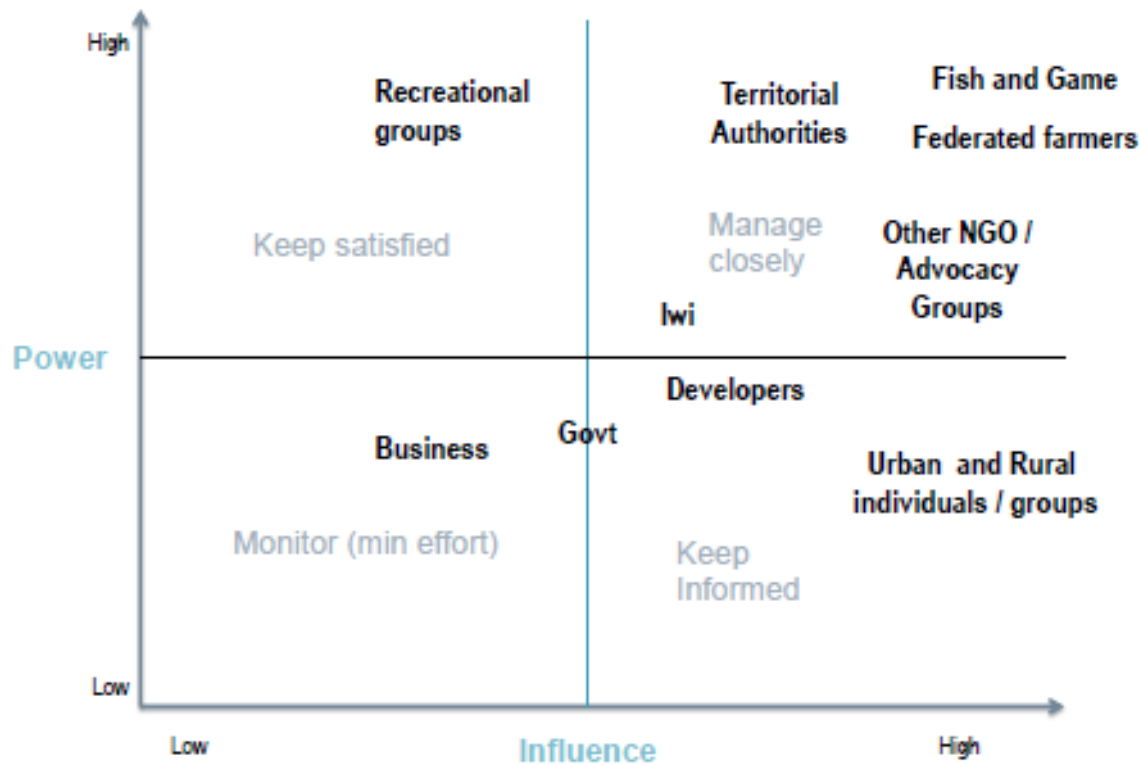
This plan has been prepared as an indicative guide to the communication activities that will support the Committee during the first two phases of the Committee’s existence.

Further communications support following the decision-making and WIP is still to be scoped, as it is too early to do this until outcomes in the WIP are known.

6. Key Audiences

Work is underway or has been completed by the Project team; the organisation as a whole; Community Engagement and Comms and Marketing (in the draft Risk-based Communications Strategy) looking at key audiences and stakeholders.

For the purposes of this communications plan, activities proposed target the groups in this stakeholder matrix with the exception of Iwi (as that is being covered by the Project team) and the groups with low influence. The reason for this is these groups will be picked up at an organisation level and it is key to direct our communications at the groups we can influence. The point to be aware of is that some activities proposed are targeting Fish and Game and Federated Farmers but at a communications level only. Ongoing management of these two key stakeholder groups will be picked up directly at either an organisation level or Project and Committee level.



7. Key messages

PRIMARY

- Whaitua Committees make recommendations on the future management of land and water resources
- Te Awarua-o-Porirua Whaitua Committee, along with the community, will produce a Whaitua Implementation Programme (WIP) for the Porirua whaitua.
- The benefit of this approach is local people decide how to manage their catchment water resources which means targeted environmental, economic and social outcomes for the Porirua whaitua.

SECONDARY

- The regulatory elements of the WIP – which is a programme of recommendations– are translated into a Te Awarua-o-Porirua Whaitua chapter in the GWRC Proposed Natural Resources Plan (PNRP). Any non-regulatory elements of the WIP will be further developed within Greater Wellington and in conjunction with relevant groups.
- The GWRC Natural Resources Plan is the blue print on how we manage all natural resources in the greater Wellington Region.
- The WIP balances the cultural, economic and ecological health of the region and reflects the communities' views.
- Proposed urban developments will place extra demands on catchments and management of water resources.
- Water quality is everyone's responsibility.
- GWRC is responsible for water quality under the Resource Management Act.
- Whaitua processes are our response to government's introduction of new freshwater management regulations.
- Changes to the way New Zealander's manage their water resources is inevitable.

8. Activities

These activities presented are what can be directly provided and managed by the Communications team with input from Te Awarua-o-Porirua Whaitua Committee and Project Team. There will be other activities in line with the associated work the Collaborative Modelling Project is undertaking.

While a separate communications plan may be developed for the Collaborative Modelling Project any cross over communications activities can only increase people's knowledge of the process and meet the communications objectives outlined above.

A range of communication activities have been suggested here as options to be rolled out as bare minimum to meet communications requirements as resources allow. These may be added to or removed as the Whaitua Process moves along and this plan is updated. These activities have been included as a start and it may be that further investigations show alternative ways of delivering this information.

| 1) Establish Committee profile | | | | | | |
|--|--|--|--|--------------|------------------------|---------------------------------|
| Action | Date | Why | <ul style="list-style-type: none"> How To Whom | Responsible | Who will do it | Status |
| Review and recommend a course of action for the website | 27 May | Key information is easy to find and we can upload new information easily | <ul style="list-style-type: none"> Report to the Project team | Comms | Comms / Channels team | Underway. |
| Update and check Committee profiles and contact details on the website | 1 May | Introduce the members The committee is part of the community | <ul style="list-style-type: none"> Add to the website For all stakeholders | Coms | Comms | Underway |
| Re-develop website (if recommended) and update website with key milestones. Keep website up-to-date | 16 May / Ongoing (as per calendar below) | One stop shop to find information | <ul style="list-style-type: none"> Review copy and structure plus add links and pdfs for future download. Announce on GWRC facebook/ Twitter Short news story for committee to flick to local groups for their newsletters Promote through GWRC newsletters (Whaitua and PNRP) For all stakeholders | Comms | Comms / Channels teams | Started awaiting recommendation |
| Promote the final values document | Week beginning 23 May | A key milestone of the committees work | <ul style="list-style-type: none"> Email channel Upload to website Newsletter link Announce on GWRC/TAs facebook/ Twitter Press release | Project team | Comms | |

| | | | | | | |
|--|--|--|---|--------------|---------------------------------|--|
| | | | <ul style="list-style-type: none"> Promote through GWRC newsletters (Whaitua and PNRP) Short news story for committee to flick to local groups for their newsletters <i>For all stakeholders</i> | | | |
| Promote the values through specific advertorials/inserts. | One in June One in August/Sept | A key milestone of the committees work and linking to the committee webpages <i>NB: Possible advertorials will need to be costed</i> | <ul style="list-style-type: none"> Advertorial in Water magazine. Advertorial in Rural News. Advertorial in Hunting and Fishing | Comms | Comms/ Project team / Committee | |
| Review and recommend a course of action for social media specific to the committee | June | Key information is easy to find and we can upload new information easily | <ul style="list-style-type: none"> Report to the Project team | Comms | TBC if goes ahead. | |
| Review stakeholder email list | July | To make sure we are targeting all groups the committee want to be in touch with their newsletter and for on-going emails and press releases. | <ul style="list-style-type: none"> Committee review | Project team | Project team / Committee | |
| Regular newsletters from the committee | Monthly | Introduce committee and objectives, timetable updates, lessons learned | <ul style="list-style-type: none"> Email channel <i>For all stakeholders</i> | Project team | Comms / committee | |
| Paid advertorial feature in local papers | Monthly from May 2016 - Dec 2016 (NB: Individuals not to be profiled in election brown out) | Featuring profiles of each of the committee members (to keep awareness of process between stakeholder engagements.) <i>NB: Possible advertorials will need to be costed</i> | <ul style="list-style-type: none"> Local news <i>Mostly updating advocacy groups/ TAs, urban and rural stakeholder groups</i> | Comms | Comms/ Project team | |

2) Identify and promote catchment status-quo and possible future for catchment water resources

| Action | Date | Why | <ul style="list-style-type: none"> How To Whom | Responsible | Who will do it | Status |
|--|-----------------------|--|---|-----------------------------|--|--|
| Introduce Collaborative Modelling Project to stakeholders – develop brochure | Sept 2016 | Publish on website and link to from monthly newsletter. Press release | <ul style="list-style-type: none"> Email all stakeholders on newsletter distribution list with information and link to PDF brochure and finalised FAQs on website. Announce on GWRC/TAs facebook/ Twitter All stakeholders | Comms | Comms/ Project team / CMP team / Committee | FAQs developed and with CMP for checking |
| Publish CMP material (Wheel of Water status quo TBC) and ongoing CMP modelling results | Dec 2016 | Publish on website and link to from monthly newsletter. Press release | <ul style="list-style-type: none"> Email all stakeholders on newsletter distribution list with information and link to PDF brochure and finalised FAQs on website. Announce on GWRC facebook/ Twitter Press release Promote through GWRC newsletters Short news story for committee to flick to local groups for their newsletters All stakeholders | CMP team / Project team TBC | Comms/ Project team / CMP team / Committee | |
| Develop videos for You tube- TBC | Feb 2017 – March 2017 | Content to be developed | <ul style="list-style-type: none"> Press release and promote links in our GWRC newsletters. Announce on GWRC facebook/ Twitter | Comms | Comms/ Project team / CMP team / Committee | |

| | | | | | | |
|---|------------------------|--|---|--------------|---|--|
| | | | <ul style="list-style-type: none"> • Press release • Promote through GWRC newsletters (Whaitua and PNRP) • Short news story for committee to flick to local groups for their newsletters • <i>All stakeholders</i> | | | |
| Regular newsletters from the committee | Monthly – Sept 2017 | Introduce committee and objectives, timetable updates, lessons learn | <ul style="list-style-type: none"> • Email channel • <i>For all stakeholders</i> | Project team | Comms / Committee | |
| Promote the Collaborative Modelling Project / Whaitua work to key stakeholder influences | March 2017 – June 2017 | <p>A key milestone of the committees work and linking to the committee webpages</p> <p><i>NB: W Possible advertorials will need to be costed</i></p> | <ul style="list-style-type: none"> • Advertorial in Water magazine. • Advertorial in Rural News. • Advertorial in Hunting and Fishing | Comms | Comms/ Project team / CMP team /Committee | |
| Promote generally the Collaborative Modelling Project / Whaitua work in local advertorials. | June 2017 – Sept 2017 | <p><i>NB: Possible advertorials will need to be costed</i></p> | <ul style="list-style-type: none"> • Local news • Post on our website. • Announce on GWRC /TAs Facebook/ Twitter • Press release • Promote through GWRC newsletters (Whaitua and PNRP) • Short news story for committee to flick to local groups for their newsletters • <i>Mostly updating advocacy groups/ TAs, urban and rural stakeholder groups</i> | Comms | Comms/ Project team / CMP team /Committee | |

The following calendar maps the tasks listed above to show work throughout the two phases and what will be happening when. There will be cross-over with stakeholder engagement work. Some of the activities will appear separately/ or be combined and dates below may change to tie in with other workloads. The calendar is to give a representation of scope of communications activities planned around the project timeline and community engagement bursts.



| | April | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec/Jan | Feb | March | Apr | May | June | July | Aug | Sept |
|---|-------|--------|-----|-------|--------|-----|----------|-----|----------|-----|-------|-----|-----|------|------|-----|------|
| Review web memo on proposal | ✓ | | | | | | | | | | | | | | | | |
| Update profiles | | | | | | | | | | | | | | | | | |
| Update website | | Review | | | Values | | | | Brochure | | Video | | | | | | |
| Promote values | | | | | | | | | | | | | | | | | |
| Review social media | | | | | | | | | | | | | | | | | |
| Review list of contacts | | | | | | | | | | | | | | | | | |
| Regular newsletter | | | | | | | | | | | | | | | | | |
| Pd advertorials (NB: election brown out advertorials will need to be general) | | | | Brown | ----- | Out | Election | | | | | | | | | | |
| CMP brochure | | | | | | | | | | | | | | | | | |
| Publish waterwheels | | | | | | | | | | | | | | | | | |
| You tube video | | | | | | | | | | | | | | | | | |
| CMP advertorials - targetted | | | | | | | | | | | | | | | | | |
| CMP advertorials - general | | | | | | | | | | | | | | | | | |

9. Evaluation

| Success measure | Measured by |
|--|--|
| Community is informed of the issues | <p>Feedback and discussions are based on sound understanding</p> <p>Increase in website hits and social media shares when we direct communities to information on our website site</p> |
| Level of community understanding of the Whaitua process | <p>Community involvement</p> <p>Quantity of feedback</p> <p>Low levels of negative feedback</p> |
| Community is engaged and comfortable providing information | Quantity feedback and Committee members perception |