



Report 10.183
Date 12 April 2010
File ENV/33/02/05

Committee Te Upoko Taiao - Natural Resource Plan Committee
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Engagement and Communications Plan

1. Purpose

To present the Committee with the draft Engagement and Communications plan for approval.

2. Significance of the decision

The matters for decision in this report **do not** trigger the significance policy of the Council or otherwise trigger section 76(3)(b) of the Local Government Act 2002.

3. Aim of the Engagement and Communications Plan

The aim of the Engagement and Communications Plan (refer to **Attachment 1**, copy of the draft Engagement and Communications Plan) is to provide an opportunity for ratepayers and stakeholders in the Wellington region to contribute towards developing policies for natural resource management and the development of a proposed regional plan.

The draft Engagement and Communication Plan has two parts:

- An Engagement Strategy using public events and a web-page with regional communities for input about the communities natural resource priorities.
- A Communications Strategy for building and maintaining public interest across the region, and engaging Greater Wellington staff.

4. Engagement Strategy

The engagement strategy is based around a number of key actions:

Invitation

A range of interested professional and community groups will be individually invited to participate in the engagement and consultation process.

Ratepayers will be informed about the consultation through mass media (newspapers and radio), outdoor advertising, a webpage and Our Region articles. If requested to do so, staff will visit invited groups to build a positive relationship and respond to any concerns.

Directed Workshops

These workshops are for Greater Wellington to gather information and to learn about the participants' expectations regarding the management of natural resources in the region. There are 20 workshops planned, which have the capacity to involve up to 200 people each.

Typically, participants at the workshops will be formed into subgroups of 3-8 people and complete a worksheet with set questions. Six open questions are provided, addressing the following four topics:

- resource state and gaps between state and community expectations
- natural resource management options
- community responsibility towards natural resource management, and
- the Regional Council's role in supporting the natural resource management options.

Participants in the subgroups will write their ideas down on post-it notes and attach these to a workshop template (one for each subgroup).

The results of the directed workshops will be contained in an engagement report which will be made available to participants and interested parties.

Consultation Website

A consultation website is planned to provide the public with information about the state of natural resources in the region and details on consultation activities. It will also provide individuals with an opportunity to contribute towards the consultation directly by answering a specific set of questions and will initially be active for about 100 days. A report will be prepared summarising the material gathered through the website.

Workgroups

The workshops are intended to be public activities, the workgroup members will be selectively invited depending upon their interest and ability to contribute to technical development of the Natural Resources Plan. These workgroup meetings will gather advice about policy options to address natural resource issues. It is expected that the workgroups will discuss and adapt options raised at the directed workshops. Those people who have an existing relationship with Greater Wellington or who have participated in the previous engagement events and activities may be approached to take part in the workgroups.

Workgroups will be formed around a range of natural resource topic areas and specific catchment areas.

5. Communication Strategy

An engagement and communications slogan has been developed which will accompany all communication around our engagement process.

VALUING OUR ENVIRONMENT - TE UPOKO TAIAO:
Land, waterways, coast, air, biodiversity.

A summary of the communications strategy from the attached plan, is shown in the table below.

Stage	Purpose	Start Date	Completion Date
Our Region articles	Introduce the regional plan and engagement process and to maintain awareness during the review period	May 2010	
Dedicated website and Facebook page	Raise awareness and provide details about consultation events	May 2000 2010	
Stakeholder invitation to engagement and consultation	Raise awareness and personalise the invitation to a cross-section of stakeholder groups	May 2010	May 2010
Directed-workshop consultation workshops	Collect information on policy options and implementation roles	June 2010	August 2010
Web-based consultation	Collection of information from the general public	June 2010	August 2010
Analysis	Produce a participant report from engagement results	September 2010	December 2010
Workgroups	Clarify and test policy options	By June 2011	
Proposed Regional Plan	Proposed Regional Plan	To be determined	
Advertising and updates	Encourage community "ownership" of the consultation and its results	April 2010	

6. Recommendations

That the Committee:

1. ***Receives the report.***
2. ***Approves the attached Engagement and Communications Plan.***

Report prepared by:

Report approved by:

Report approved by:

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Attachment 1: Draft Engagement and Communications Plan