



Kaipara te Oranganui

**KAIPARA  
DISTRICT**

Two Oceans Two Harbours

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## **Kaipara District Council Long Term Plan Briefing Agenda**

**Date:** Wednesday, 10 February 2021

**Time:** 1:00 p.m.

**Location:** Northern Wairoa War Memorial Hall  
37 Hokianga Road  
Dargaville

**Elected Members:** Mayor Dr Jason Smith  
Deputy Mayor Anna Curnow  
Councillor Victoria del la Varis-Woodcock  
Councillor Karen Joyce-Paki  
Councillor Jonathan Larsen  
Councillor Mark Vincent  
Councillor Peter Wethey  
Councillor David Wills  
Councillor Eryn Wilson-Collins

*For any queries regarding this meeting please contact  
the Kaipara District Council on (09) 439 7059*

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## **Issues and options – equalising water and wastewater rates**

**Meeting:** Council Briefing  
**Date of meeting:** 10 February 2021  
**Reporting officer:** Sue Davidson, GM Sustainable Growth & Investment

### **Purpose/Ngā whāinga**

This report provides Elected members with an overview of the existing charges related to wastewater and water supply rates. It discusses the implications of the decision to equalise these rates and proposes an option to smooth the transition for the communities most impacted by the change in policy.

### **Context/Horopaki**

Councillors recently discussed the Revenue and Financing Policy. (RFP) Staff were guided to provide options relating to equalising the costs of both wastewater and water supply rates, given that the current system is not clear about how costs are shared, it's not well understood and hasn't been applied uniformly. The modelling has highlighted that for both scenarios some communities will see a large increase, whilst others will see a marked reduction in the amount payable for these services. This paper considers the issues and options around this to be presented in the LTP consultation CD.

### **Discussion/Ngā kōrerorero**

Currently Council operates a hybrid funding system for water supply and wastewater where operating costs are merged together, and capital costs are charged separately. The two options identified and being proposed for consultation going forward are:

- i. Maintaining separate scheme rates for each of the water supply and wastewater schemes; or
- ii. Rating users across the district equally for water supply and wastewater

Council indicated it's preference for having one bucket for all costs relating to wastewater and another bucket for costs associated with water supply. This is because each connection across the district receives the same (or very similar) service levels. That is, each user connected to water supply can turn on a tap for potable water and each connected user is able to flush their toilet, and dispose of wastewater, irrespective of the scheme they are connected to.

It also means that any one scheme does not have to bear the costs of capital investment which can mean a jump in costs in a particular year of capital investment - it smooths costs. It also gives recognition that some schemes are benefitting from recent government funding and others not.

Unifying the cost of the service provision for water supply and wastewater has been previously discussed (9 December 2020 Council Briefing). The briefing on 20 January 2021 provided rates modelling for both scenario's and because of the large fluctuation in rates from the current year to the proposed for some communities, Councillors requested an investigation into the options around smoothing the rates.

### **Wastewater**

Smoothing as a rating tool transitions the impact over a period of time, say three years. That is, the Council works towards what the true equalised amount would be over the transition period of 3 years. Te Kopuru would need to be transitioning up to the equalised amount.

The transitioning proposed could be picked up by the other schemes (proposed) This would mean the rate for Te Kopuru wastewater would move each year further towards the equalised rate meeting it in the third year.

This change could be made as an overall impact adjustment (in terms of section 101(3)(b) of the LGA 02), and as such should be recorded as such in the final RFP adopted. Depending on how the RFP is presented, there may also need to be adjustments to the activity analysis tables included in the draft report if the tables are to capture the final position including overall impact adjustments.

**Table showing wastewater supply rate options**

Scheme	Current (2020-21)	Equalised scheme Option 1		Equalised scheme over 3 years (Proposed) Option 2	
		Next Year (2021-22)	Variance	Next Year (2021-22)	Variance
Dargaville *	920	1,044	124	1,051	131
Glinks	1,299	1,044	-255	1,051	-248
Kaiwaka *	1,150	1,044	-106	1,051	-99
Mangawhai	1,357	1,044	-313	1,051	-306
Mangaturoto	1,259	1,044	-215	1,051	-207
Te Kopuru *	668	1,044	376	860	192

Scheme	Current (2020-21)	Individual schemes Option 1	
		Next Year (2021-22)	Variance
Dargaville *	920	655	-265
Glinks	1,299	3,130	2,609
Kaiwaka *	1,150	1,675	525
Mangawhai	1,357	1,253	-104
Mangaturoto	1,259	1,507	248
Te Kopuru *	668	860	192

\*These schemes will receive government subsidy on work to be completed over the next two years

Please refer to Attachment A which details the wastewater connected rates for both scenarios over the 10 years of the Long Term Plan.

## Water Supply

Water charges are more complex as there are 3 separate charges per scheme

- Volumetric charge for the first meter
- Volumetric charge for the balance of meters used
- Fixed charge per rating unit

The capital costs proposed plus the costs of operation have increased markedly for water in the first year. These proposed charges both equalised (which is proposed), and for separate schemes are shown in Attachment B.

To help with understanding what this will mean for households and how what is being proposed will impact each household, we have come up with some examples.

Average water usage differs markedly from household to household, however the following assumptions have been made:

2 people (m3 per year) 175

2 adults and 2 children (m3 per year) 245

Household of 2 people	Per year (based on assumed usage 175 m3)		
	Current year (\$)	Next year (equalised) (\$)	Next year (scheme by scheme) (\$)
Dargaville **	643	919	725
Glinks Gully	627	919	3,498
Mangawhai	767	919	4,083
Maungaturoto Station Village **	1,013	919	1,726
Maungaturoto Township **	1,028	919	1,726
Ruawai **	1,183	919	1,962

Household of 4 people	Per year (based on usage 245 m3)		
	Current year (\$)	Next year (equalised) (\$)	Next year (scheme by scheme) (\$)
Dargaville **	849	1,163	913
Glinks Gully	735	1,163	4,747
Mangawhai	1,023	1,163	3,098
Maungaturoto Station Village **	1,297	1,163	2,187
Maungaturoto Township **	1,324	1,163	2,187
Ruawai	1,563	1,163	2,610

\*\*These schemes will receive government subsidy on work to be completed over the next two years

	<b>Proposal</b>
<b>Description</b>	Equalising water supply and wastewater rates
<b>Option Outline</b>	Water supply and wastewater rates move to the equalised charge in the 2021-22 year with Te Kopuru moving to the equalised wastewater rate over 3 years
<b>Pros</b>	Less complication. Some communities will see a decrease in the rate they pay for water supply and/or wastewater. All users pay the same for the essentially the same service
<b>Cons</b>	Some communities will see a large increase in the water supply and/or wastewater rates in the 2021-22 year
<b>Risks/Dependencies</b>	Communities that will see a decrease in the rates will support this option, without giving consideration to the financial impact that other communities will be faced with.

### **Policy and planning implications**

The Local Government Act 2002 provides that the Revenue and Financing Policy is required to be reviewed as part of the Long Term Plan process.

### **Financial implications**

The changes to the Revenue and Financing policy impact the distribution of rates across the community.

### **Risks and mitigations**

Council must ensure it follows the Local Government Act 2002 when completing the analysis of the Revenue and Financing policy.

### **Significance and engagement/Hirahira me ngā whakapapa**

The decisions or matters of this report do not trigger the significance criteria outlined in Council's Significance and Engagement Policy, and the public will be informed via agenda on the website.

Consultation will occur as part of the draft Long Term Plan consultation.

### **Next steps/E whaiake nei**

These changes and specific consultation issues will be included in the draft Long Term Plan

### **Attachments**

- A Wastewater Scenarios – Table of wastewater charges both equalised and table for direct charges of wastewater to each scheme

- B Water Scenarios - Table of water charges both equalised and table for direct charges of water to each scheme

## Rates Modelling Wastewater connected rates - Updated to consider smoothing of equalised rate for Te Kopuru

Equalised	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031
All schemes (except Te Kopuru)	1,051	1,085	1,125	1,166	1,193	1,236	1,307	1,398	1,449	1,494
Te Kopuru	860	999	1,125	1,166	1,193	1,236	1,307	1,398	1,449	1,494

Each scheme self funds	Current CAPEX/OPEX split	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031
Dargaville	920.07	665	703	715	726	709	723	767	857	883	908
Glinks	1,298.99	3,130	3,785	3,345	3,409	3,544	3,681	3,761	3,684	3,856	4,038
Kaiwaka	1,150.52	1,675	1,551	1,572	1,543	1,647	1,684	1,738	1,786	1,898	1,945
Mangawhai	1,356.99	1,253	1,322	1,397	1,480	1,536	1,607	1,701	1,779	1,850	1,914
Mangaturoto	1,258.66	1,507	1,412	1,445	1,427	1,466	1,509	1,600	1,806	1,855	1,882
Te Kopuru	667.86	860	898	938	949	973	998	1,036	1,123	1,152	1,183

Rates Modelling - Water scenarios (including GST)

		2022	2023	2024	2025	2026	2027	2028	2029	2030	2031
Equalised	Metered Properties - Volumetric charge (up to and including the first m3)	306.23	334.41	363.53	365.75	376.22	388.61	396.37	405.22	436.97	445.84
	Metered Properties - Volumetric charge (per m3 beyond the first m3)	3.50	3.82	4.16	4.18	4.30	4.44	4.53	4.63	4.99	5.10
	Other Properties - Fixed amount per Rating Unit	229.67	250.81	272.65	274.31	282.17	291.46	297.28	303.91	327.73	334.38

		Current CAPEX/OPEX split	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031
Each scheme self funds												
Dargaville	Metered Properties - Volumetric charge (up to and including the first m3)	124.23	252.31	273.23	307.40	306.26	316.63	326.82	333.26	340.88	356.54	364.49
	Metered Properties - Volumetric charge (per m3 beyond the first m3)	2.96	2.70	2.92	3.29	3.27	3.38	3.49	3.56	3.64	3.81	3.90
	Other Properties - Fixed amount per Rating Unit	93.17	189.23	204.92	230.55	229.70	237.47	245.11	249.95	255.66	267.40	273.36
Glinks Gully	Metered Properties - Volumetric charge (up to and including the first m3)	364.97	357.62	369.52	387.28	418.99	434.46	450.90	453.80	466.00	478.98	485.28
	Metered Properties - Volumetric charge (per m3 beyond the first m3)	1.55	17.92	18.52	19.41	21.00	21.77	22.60	22.74	23.35	24.00	24.32
	Other Properties - Fixed amount per Rating Unit	273.73	268.22	277.14	290.46	314.25	325.85	338.17	340.35	349.50	359.23	363.96
Mangawhai	Metered Properties - Volumetric charge (up to and including the first m3)	124.23	1,955.70	2,017.98	2,082.27	2,148.29	2,219.64	2,294.57	2,356.58	2,434.09	2,513.95	2,596.60
	Metered Properties - Volumetric charge (per m3 beyond the first m3)	3.67	12.14	12.53	12.93	13.34	13.78	14.24	14.63	15.11	15.61	16.12
	Other Properties - Fixed amount per Rating Unit	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Maungaturoto Station Village	Metered Properties - Volumetric charge (up to and including the first m3)	297.97	567.13	653.15	660.90	673.30	680.44	704.09	719.70	731.05	877.66	887.49
	Metered Properties - Volumetric charge (per m3 beyond the first m3)	4.08	6.62	7.62	7.71	7.85	7.94	8.21	8.40	8.53	10.24	10.35
	Other Properties - Fixed amount per Rating Unit	223.47	425.35	489.87	495.67	504.98	510.33	528.07	539.77	548.28	658.25	665.62
Maungaturoto Township	Metered Properties - Volumetric charge (up to and including the first m3)	285.28	567.13	653.15	660.90	673.30	680.44	704.09	719.70	731.05	877.66	887.49
	Metered Properties - Volumetric charge (per m3 beyond the first m3)	4.24	6.62	7.62	7.71	7.85	7.94	8.21	8.40	8.53	10.24	10.35
	Other Properties - Fixed amount per Rating Unit	213.96	425.35	489.87	495.67	504.98	510.33	528.07	539.77	548.28	658.25	665.62
Ruawai	Metered Properties - Volumetric charge (up to and including the first m3)	227.85	334.66	345.26	355.53	364.94	377.12	389.28	396.00	409.01	422.28	436.10
	Metered Properties - Volumetric charge (per m3 beyond the first m3)	5.45	9.29	9.58	9.87	10.13	10.47	10.81	10.99	11.35	11.72	12.11
	Other Properties - Fixed amount per Rating Unit	170.89	251.00	258.95	266.65	273.71	282.84	291.96	297.00	306.76	316.71	327.08

## Impact of proposed new rates on properties

**Meeting:** Council Briefing  
**Date of meeting:** 10 February 2021  
**Reporting officer:** Sue Davidson, GM Sustainable Growth & Investment

### Purpose/Ngā whāinga

Elected members will get an overview of the impact of the changes to individual properties in the District.

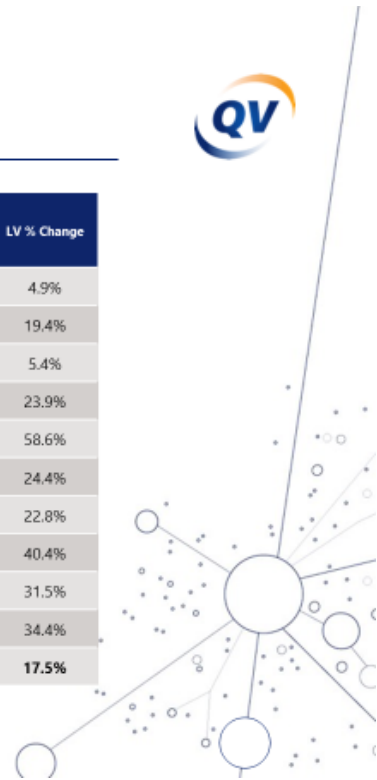
### Context/Horopaki

Councillors recently had Quotable Value present to them on the impact of valuation increases to properties over Kaipara District. This briefing is to give Elected Members the opportunity to understand how the impact of the budget changes impacts on properties along with the impact of the valuations.

## Revaluation overview

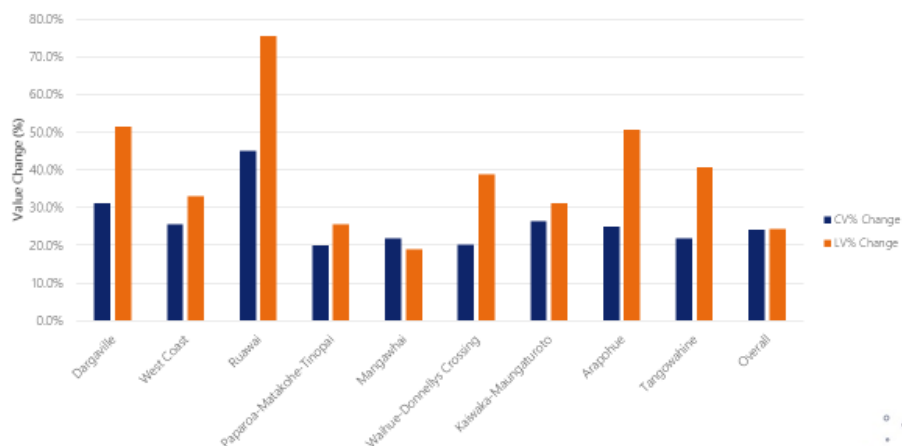


Sector	No. Assets	2020 CV (\$000)	CV % Change	2020 LV (\$000)	LV % Change
Dairy & Pastoral	1,609	\$2,396,132	4.0%	\$1,848,113	4.9%
Arable, Horticultural & Specialist	128	\$127,293	16.5%	\$76,081	19.4%
Forestry	158	\$95,231	5.4%	\$85,531	5.4%
Lifestyle	5,026	\$3,114,329	20.7%	\$1,688,169	23.9%
Mining	15	\$3,974	38.4%	\$2,978	58.6%
Residential	7,228	\$4,220,868	24.2%	\$2,124,678	24.4%
Commercial	288	\$210,005	19.0%	\$80,557	22.8%
Industrial	201	\$131,701	17.6%	\$43,152	40.4%
Other	1,097	\$276,875	14.8%	\$138,359	31.5%
Utilities	44	\$207,842	9.5%	\$3,873	34.4%
<b>TOTAL</b>	<b>15,794</b>	<b>\$10,784,249</b>	<b>17.2%</b>	<b>\$6,091,490</b>	<b>17.5%</b>



Quotable Value discussed the large variations between land value in the various centres. Land value is the methodology that we use as our key rating basis for the general rate.

## Residential dwelling values change 2017-2020



### Discussion/Ngā kōrerorero

So that Elected members can understand the changes that will occur to the rating base there have been some properties selected to demonstrate the changes and how our ratepayers will be impacted. (Attachment A)

The assumption is made that the equalisation of water and wastewater as proposed in these papers is the proposal put in the draft CD for consultation.

Elected members increased the Uniform Annual General Charge (UAGC) in 2020 to spread costs more evenly. No provision has been made this year to alter the UAGC. Section 21 of the Local Government (Rating) Act provides that certain rates must not exceed 30% of total rates revenue. These rates are the UAGC plus targeted rates that are set on a uniform basis (excluding water and wastewater rates). This is currently at 24.24%.

### Policy and planning implications

The Local Government Act 2002 provides that the Revenue and Financing Policy is required to be reviewed as part of the Long Term Plan process.

### Financial implications

The changes to the Revenue and Financing policy impact the distribution of rates across the community.

### Risks and mitigations

Council must ensure it follows the Local Government Act 2002 when completing the analysis of the Revenue and Financing policy.

### Significance and engagement/Hirahira me ngā whakapapa

The decisions or matters of this report do not trigger the significance criteria outlined in Council's Significance and Engagement Policy, and the public will be informed via agenda on the website.

Consultation will occur as part of the draft Long Term Plan consultation.

### Next steps/E whaiake nei

These figures and specific consultation issues will be included in the consultation document.

### **Attachments/Ngā tapiritanga**

	Title
A	Demonstrating the change that the revaluation has on rates for the 2021-22 year

## 2021-22 sample properties - wastewater equalised excluding Te Kopuru

	Land Value 2020-2021	Rates 2020-2021	Land Value 2021-2022	Value-based general rates	Rates 2021-2022 (no change in valuation)								Rates 2021-2022 (properties revalued)										
		Total Rates			UAGC	Stormwater	Wastewater	Land drainage	Other rates	Total Rates	\$ change	% change			UAGC	Stormwater	Wastewater	Land drainage	Other rates	Total Rates	\$ change	% change	
Residential Properties																							
Baylys	136,000	1,447	136,000	419	764	277	-	-	-	1,459	13	0.88%	175,000	464	764	272	-	-	-	-	1,500	54	3.71%
Dargaville	60,000	2,019	60,000	185	764	178	1,051	-	-	2,178	159	7.85%	102,000	271	764	209	1,051	-	-	-	2,295	276	13.65%
Glinks	240,000	2,730	240,000	739	764	-	1,051	-	-	2,554	-175	-6.43%	285,000	756	764	-	1,051	-	-	-	2,572	-158	-5.78%
Kaiwaka	146,000	2,451	146,000	449	764	143	1,051	-	-	2,408	-43	-1.77%	220,000	584	764	147	1,051	-	-	-	2,546	95	3.87%
Mangawhai	300,000	3,046	300,000	923	764	-	1,051	-	80	2,819	-227	-7.45%	350,000	929	764	-	1,051	-	80	-	2,824	-221	-7.27%
Maungaturoto	135,000	2,398	135,000	415	764	-	1,051	-	-	2,231	-167	-6.95%	175,000	464	764	-	1,051	-	-	-	2,280	-118	-4.92%
Pahi	220,000	1,375	220,000	677	764	-	-	-	-	1,441	66	4.80%	275,000	730	764	-	-	-	-	-	1,494	119	8.64%
Paparoa	155,000	1,194	155,000	477	764	-	-	-	-	1,241	47	3.89%	200,000	531	764	-	-	-	-	-	1,295	100	8.39%
Ruawai	52,000	1,121	52,000	160	764	-	-	225	38	1,187	67	5.95%	94,000	249	764	-	-	359	38	1,411	290	25.89%	
Te Kopuru	50,000	1,639	50,000	154	764	69	860	-	-	1,848	209	12.76%	106,000	281	764	102	860	-	-	-	2,007	369	22.50%
Tinopai	165,000	1,222	165,000	508	764	-	-	-	-	1,272	50	4.05%	195,000	517	764	-	-	-	-	-	1,281	59	4.84%
Lifestyle Properties																							
Kaiwaka	250,000	1,458	250,000	769	764	-	-	-	-	1,533	75	5.15%	300,000	796	764	-	-	-	-	-	1,560	102	6.98%
Mangawhai	390,000	1,942	390,000	1,200	764	-	-	-	80	2,044	102	5.27%	445,000	1,181	764	-	-	-	80	-	2,025	83	4.27%
Maungaturoto	225,000	1,733	225,000	1,073	764	-	-	-	-	1,837	105	6.04%	295,000	1,213	764	-	-	-	-	-	1,977	245	14.13%
Paparoa	230,000	1,754	230,000	1,097	764	-	-	-	-	1,861	107	6.10%	265,000	1,090	764	-	-	-	-	-	1,854	100	5.69%
Pastoral Properties																							
Kaihu	340,000	2,228	340,000	1,622	764	-	-	-	-	2,386	158	7.10%	365,000	1,501	764	-	-	-	-	-	2,265	38	1.69%
Kaiwaka	2,020,000	9,599	2,020,000	9,636	764	-	-	-	80	10,480	881	9.17%	2,070,000	8,514	764	-	-	-	80	-	9,358	-241	-2.51%
Poua	780,000	4,122	780,000	3,721	764	-	-	-	-	4,485	363	8.80%	680,000	2,797	764	-	-	-	-	-	3,561	-561	-13.61%
Waipoua	325,000	2,311	325,000	1,550	764	-	-	211	-	2,525	214	9.26%	560,000	2,303	764	-	-	331	-	-	3,399	1,087	47.05%
Dairy Properties																							
Maungaturoto	670,000	3,648	670,000	3,196	764	-	-	-	-	3,960	312	8.54%	740,000	3,044	764	-	-	-	-	-	3,808	160	4.37%
Poua	1,010,000	5,969	1,010,000	4,818	764	-	-	1,488	-	7,070	1,101	18.45%	1,280,000	5,265	764	-	-	1,720	-	-	7,749	1,780	29.83%
Ruawai	2,790,000	20,568	2,790,000	13,308	764	-	-	10,024	38	24,135	3,566	17.34%	2,820,000	11,599	764	-	-	8,940	38	-	21,342	773	3.76%
Tokatoka	790,000	4,467	790,000	3,768	764	-	-	643	-	5,175	708	15.84%	780,000	3,208	764	-	-	578	-	-	4,550	82	1.84%
Horticultural Properties																							
Central	390,000	2,676	390,000	1,860	764	-	-	179	-	2,804	128	4.79%	550,000	2,262	764	-	-	222	-	-	3,248	572	21.39%
Forestry Properties																							
Waipoua	335,000	4,762	335,000	1,598	764	-	-	-	2,658	5,020	258	5.41%	370,000	1,522	764	-	-	-	2,792	-	5,077	316	6.63%
Commercial Properties																							
Dargaville	155,000	3,247	155,000	739	764	459	1,577	-	-	3,539	293	9.02%	165,000	679	764	338	1,577	-	-	-	3,357	111	3.41%
Mangawhai	430,000	10,560	430,000	2,051	764	367	5,783	-	80	9,045	-1,515	-14.35%	485,000	1,995	764	348	5,783	-	80	-	8,969	-1,591	-15.06%
Maungaturoto	300,000	5,831	300,000	1,431	764	-	3,154	-	-	5,350	-482	-8.26%	390,000	1,604	764	-	3,154	-	-	-	5,522	-309	-5.30%
Industrial Properties																							
Dargaville	117,000	2,516	117,000	558	764	346	1,051	-	-	2,720	204	8.09%	165,000	679	764	338	1,051	-	-	-	2,832	315	12.53%

# **LTP consultation, communications and engagement update**

**Meeting:** Council Briefing  
**Date of meeting:** 10 February 2021  
**Reporting officer:** Gillian Bruce, Communications, Community & Engagement Manager

## **Purpose/Ngā whāinga**

To update Elected Members on progress with the consultation document; preview the look and feel of the final document; and outline the approach to communication and engagement.

## **Discussion/Ngā kōrerorero**

### **Previous consultations**

In previous LTP conversations, the Council provided information through the consultation document and held many engagement events in the community. Engagements generally required people to go to a specific event, were poorly attended and placed a burden on Elected Members and Council staff to organise and attend.

Council received 268 submissions in the last LTP.

### **Consultation document**

The consultation document (CD) has been refined and submitted to our auditors for final review. Once our auditors have reviewed the CD it will then be passed to the Office of the Auditor General (OAG) for final review.

At the request of Audit, a further section has been added that outlines our response to growth and the relationship with our infrastructure plans. This includes planning for the possible increase in households as a result of the proposed Mangawhai Central Development.

The document is currently being laid out and designed. As the document is formatted some of the information will become clearer through icons and infographics. For example, using a consistent graphic to show which proposals are already included in the budget and which aren't, will make it clearer how rates are affected by the options.

The final CD text is included at Attachment A. A sample of graphics will be shown at the briefing. Staff will update Council on progress at the briefing with final approval from our auditors and OAG expected by 15 February.

The final graphically designed CD will be presented to the Council meeting on 24 February for adoption.

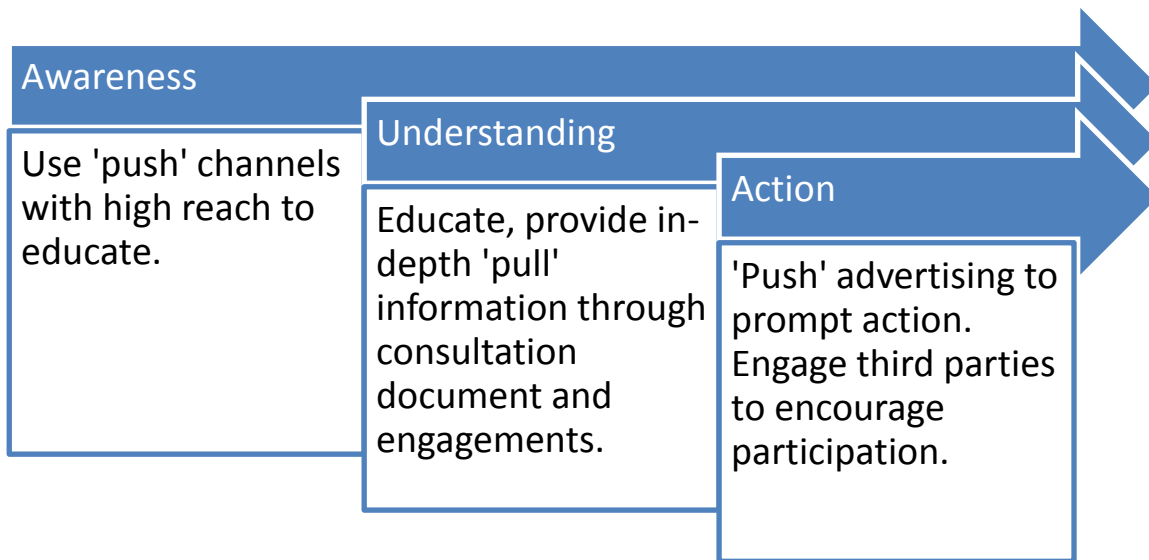
### **Communication**

Traditionally, it is challenging to get communities to engage in LTP consultations. Large documents and formal processes are intimidating and create a barrier to engagement. A common failure of consultations is that we expect people to take in large amounts of information and immediately provide opinions on it.

Our strategy is to provide information over a longer period of time so people have time to learn and think about an issue, and form their views before we ask for their opinion.

Our approach is phased to allow people to move through the information gathering phase to engagement and action. We have started communicating an outline of proposals, with a full page in the Lifestyler Weekender outlining the recycling crate proposal as an example. Further pre-consultation communication is planned. Starting communication before consultation will mean they are already partly engaged and committed before consultation begins.

This is a summary of our phases:



Specific activities are outlined in the communications and engagement plan located at Attachment C.

Because we are communicating consultation topics and proposals before the consultation document is signed off there is a risk that, if further substantive changes are made, the information we have already provided would become inaccurate and misleading.

We have mitigated this risk as far as possible by bringing the draft consultation document to Elected Members multiple times and seeking input. We have also kept communications to a reasonably high level, to leave room for any potential change.

## Engagement

Key online engagements are scheduled for:

- Thursday 4 March 7-8pm
- Tuesday 9 March 7-8pm

Key drop-in community engagements are scheduled at

- Mangawhai Tavern Market Sat 13 March, 8.30am to 1pm
- Te Kōpuru Coronation Hall Thurs 18 March 5.30pm to 7.30pm
- Paparoa market Sat 20 March, 9am to 1pm
- Dargaville Twilight Market Fri 26 March, 4pm to 7pm

## Next steps/E whaiake nei

- Complete design of Consultation document
- Ongoing education and engagement collateral
- Managing events
- Designing and launching campaign

Each of these steps require significant resource and planning.

## Attachments/Ngā tapiritanga

	Title
A	Appendix A: Final draft text (Word document)
B	Appendix B: Consultation document (visual overview, tabled on the day)
C	Appendix C: LTP communications and engagement plan

# LTP Communications and engagement plan

## Background

In previous LTP conversations the Council provided information through the consultation document and held many engagement events in the community. Engagements generally required people to go to a specific event, were poorly attended and placed a burden on Elected Members and Council Officers to organise and attend.

Consultation achieved 268 responses.

This year we held market and online pre-engagements to understand the high level priorities of the community and to start educating them on the purpose and breadth of a Long Term Plan. It also provided an opportunity to raise the profile of Elected Members and for the public to engage directly with them. We achieved 600 market engagements and 336 responses online.

We are now planning an extensive plan of communication and engagement, learning from what we have done in the past.

## Scope

This document covers communications relating to consultation on the LTP. A further plan will be developed to cover the hearings.

## Objectives

Our goals are that the community:

- Is aware of the LTP consultation and its significance
- Understands the issues and proposals
- Takes action to provide feedback

Our objective is to receive 500 formal consultation responses

## Audiences

The audience is the general community. To help reach them we will work through key community individuals and groups who may feel strongly about the topics we are consulting on.

- Facebook groups
- Individuals with large social media following
- Elected Members

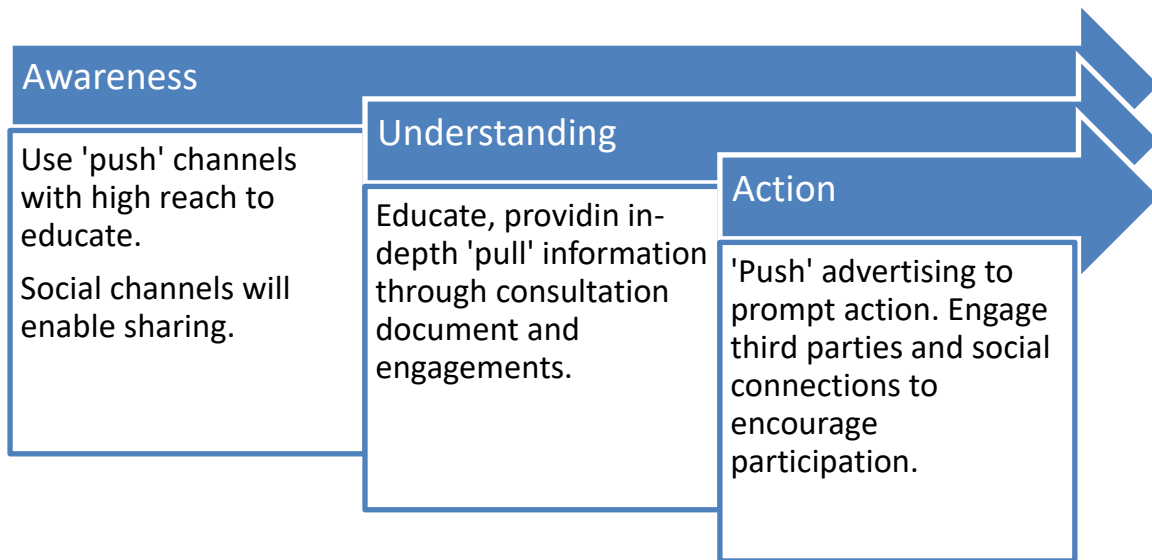
- Environmental groups
- Community groups

## Approach

Instead of asking people to come to us for information about the LTP, we will bring the LTP to people where they are already: in the newspaper, on Facebook, in markets.

We will engage early to give them time to consider the issues, learn more and discuss with others.

Social influence will play a great part in getting people to care. We are using community leaders to endorse our call to action by sharing it among their peers.



Activities will include

Awareness	Understanding	Call to Action
<ul style="list-style-type: none"> <li>• Media release about LTP topics</li> <li>• Newspaper stories about issues and what we are proposing</li> <li>• Independent news stories about selected topics</li> <li>• Facebook video for selected topics that can be shared</li> </ul>	<p>Ongoing awareness-raising plus</p> <ul style="list-style-type: none"> <li>• Consultation document</li> <li>• Online engagements</li> <li>• Market engagements</li> </ul>	<ul style="list-style-type: none"> <li>• Radio</li> <li>• Newspaper</li> <li>• Billboard</li> <li>• Direct email to People's Panel</li> <li>• Facebook</li> <li>• Third party Facebook</li> <li>• Paid online promotion</li> </ul>

## Risks

We will be communicating about key issues and proposals before the consultation document is approved. If there are changes to the consultation proposal there is a risk that information may prove inaccurate, resulting in loss of reputation.

We have mitigated this risk as far as possible by bringing the draft consultation document to Elected Members multiple times and seeking their input. The communications already started in the community are at a reasonably high level, leaving some room to accommodate potential change.

## Key messages

- This Long Term Plan will determine where council focusses for the next ten years.
- The Council has a full planned and budgeted work programme that is already included in a proposed 3.37% rates rise.
- You told us roading was a priority. Government funding has enabled us to increase the level of maintenance on our unsealed roading network.
- Work we have already planned is outlined in our infrastructure strategy.
- The consultation document focusses on areas where we would like your input
- If you care about your community, now is the time to have your say

## Measures

Measures are to assess the effectiveness of communication, not the response to the proposals.

We will know we have succeeded when:

Measure	Goal
Our proposals are shared and viewed widely on Facebook	>40 comments, 2 shares on average for each post
Kaipara korero enewsletter readership	>70%
Online engagement	>50 people
Market engagements	>500 people
Digital advertising	>533,000 impressions
Number of submissions	>500

## Actions

### Pre-consultation

Purpose: to create awareness and capture attention for consultation topics

Date	Topic	Date	Who
27 Jan 2021	Recycling crates	Kaipara Korero eNewsletter	Gillian
29 Jan 2021	Recycling crates	Lifestyler weekender back page	Gillian
2 Feb 2021	Recycling crates	FaceBook	Ruby
3 Feb 2021	All topics	Media release	Ben
4 Feb 2021	Rates equalisation	Media release	Ben
10 Feb 2021	Rates equalisation	Kaipara Korero eNewsletter	Ben
16 Feb 2021	Civic Precinct	Kaipara Lifestyler double page spread	Gillian
17 Feb 2021	Civic Precinct	Kaipara Korero eNewsletter	Gillian
17 Feb 2021	Civic Precinct	FaceBook post	Ruby
23 Feb 2021	Water security	Kaipara Lifestyler full page	Ben
26 Feb 2021	Waste minimisation Rates equalisation Water storage	Youtube videos, promoted through facebook	Ben
2 Mar 2021	Climate change CCO	Kaipara Lifestyler double page	Gillian/Katy
3 Mar	Climate change CCO	Kaipara Korero eNewsletter	Gillian/Katy
8 Mar	Climate change CCO	Mangawhai focus	Gillian/Katy

## Consultation

If you care about your community, now is the time to have your say

Date	Action	Location	Who
3 Feb 2021	All topics	Media release	Ben
24 Feb 2021	LTP next week, have your say on ...	Kaipara Korero eNewsletter	Gillian
1 Mar 2021	Website live		Ben
From 1 Mar	Advertising campaign <ul style="list-style-type: none"> <li>• Digital</li> <li>• Radio</li> <li>• Billboard (Dargaville)</li> <li>• Kaipara Lifestyler and Mangawhai Focus</li> </ul>	Geo located to Kaipara, target 25-54 year olds	Ben

## Engagement

Date	What	Format	Who
2 Mar 2021	Iwi engagement, questions and answers	Key topics, Water storage, CCO, rates equalisation, question and answer	Gillian/Ben/Francis
4 Mar 2021	Online engagement, FaceBook streaming	Short presentation and open questions Collateral – ppt presentation, Q&A	Elected members, council officers
9 Mar 2021	Online engagement, FaceBook streaming	Short presentation and open questions Collateral – ppt presentation, Q&A	Elected members, council officers
13 Mar 2021 8.30am-1pm	Mangawhai tavern Market	Posters for each topic, open engagement Collateral – posters, factsheets, submission forms	Elected members, council officers

18 Mar 2021 5.30-7.30pm	Te Kōpuru Coronation Hall	Posters, Town Hall presentation, open questions Focus on rates equalisation Collateral – ppt presentation, posters, fact sheets, submission forms, Q&A	Elected members, council officers
20 Mar 2021 91m-1pm	Paparoa Market	Posters for each topic, open engagement Collateral – posters, factsheets, submission forms	Elected members, council officers
26 Mar 2021 4-7pm	Dargaville Twilight Market	Posters for each topic, open engagement Collateral – posters, factsheets, submission forms	Elected members, council officers