

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

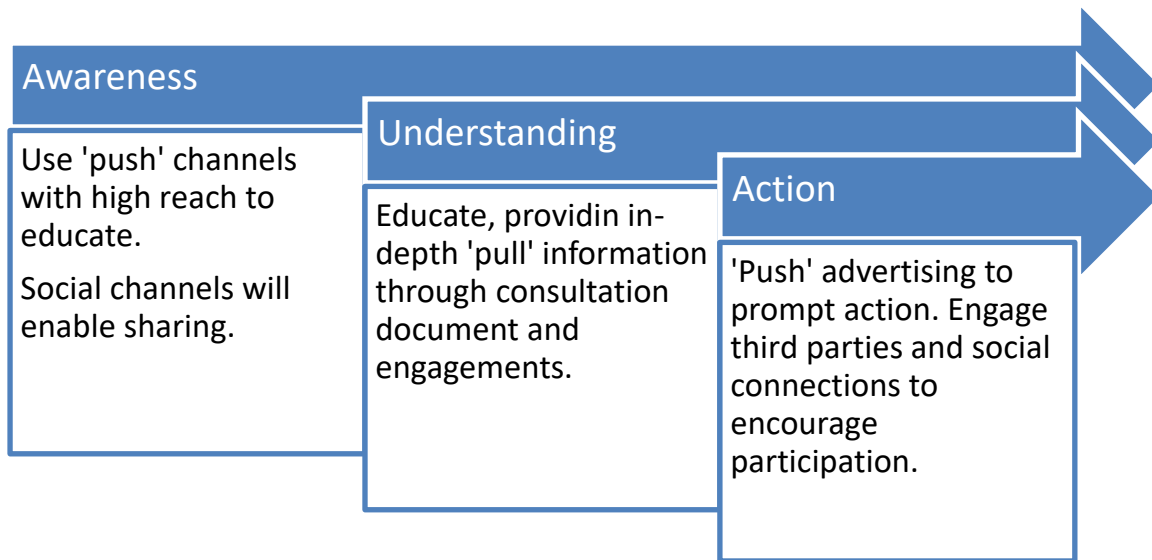
- Environmental groups
- Community groups

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

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"> • Digital • Radio • Billboard (Dargaville) • Kaipara Lifestyler and Mangawhai Focus 	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