

## ATTACHMENT A: Framework of Strategic Documents

DOCUMENT	DIRECTOR APPROVAL	ELT APPROVAL/INFO	BOARD APPROVAL /INFO	BACKGROUND
<b>Communications and marketing plan</b>	Anticipated first draft with Director in March 16	For Information March/April 16	NA	<p>Strategy that will provide the framework and over-arching principles for the individual communication and marketing plans for each development location to deliver a consistent approach <b>Objectives</b></p> <ul style="list-style-type: none"> <li>to ensure Panuku is acknowledged appropriately in all development communications through a clear set of partner protocols</li> <li>to emphasise the importance of the local community in all communication plans</li> </ul>
<b>Media Plan</b>	Approved by CE and Director in October 15	NA	NA	<p>The media strategy for Panuku through to March 2016. <b>Objectives</b></p> <ul style="list-style-type: none"> <li>to position Panuku as an important player alongside Central Government and Auckland Council in the housing supply approach for Auckland. However, it is important to manage expectations and not suggest that Panuku will solve the Auckland housing shortage singlehandedly.</li> <li>to increase awareness of Panuku - outlining what we do and differentiating our work from other council groups with similar mandates.</li> <li>to emphasise the fresh and bold approach Panuku will take to drive investment in Auckland's urban centres.</li> </ul>
<b>Media Policy</b>	Frist draft with Director November 15	For Information at ELT and wider Panuku circulation November 15	Can be provided 'For Information' if required - December 15	<p>The protocols for dealing with media enquiries, issuing media releases and our list of approved media spokespeople. <b>Objectives</b></p> <ul style="list-style-type: none"> <li>to ensure our interactions with media are as proactive and transparent as possible with a focus on providing frank and simple responses</li> <li>to deliver a 'no surprises' media approach with our key partners</li> </ul>
<b>Brand strategy</b>	NA	NA	NA	<p>Framework that explains how our brand fits with other products and with partners' activities. Includes a series of tools to connect authentically with public and stakeholders. <b>Objectives</b></p> <ul style="list-style-type: none"> <li>to increase awareness of Panuku - outlining what we do and differentiating our work from other council groups with similar mandates</li> <li>to create an emotional connection to our projects and show how we are delivering on our vision "Shaping spaces for Aucklanders to love"</li> <li>to emphasise our fresh and bold approach to development</li> </ul>
<b>Local Board Engagement Plan</b>	Draft approved October 15	For Information November 15	Submitted for approval November 15	<p>A templated Auckland Council plan. Is updated annually. It sets out that Panuku will also develop a framework for working with individual local boards on a project specific basis. <b>Objectives</b></p> <ul style="list-style-type: none"> <li>an overarching framework to guide engagement between local boards.</li> <li>a baseline engagement commitment t for all 21 boards</li> <li>a commitment to developing detailed protocols with the various Local Boards where Panuku will initially focus its long term urban regeneration role.</li> </ul>
<b>Mana Whenua Engagement Strategy</b>	Approved in October 15	For Information November 15	Approved in October 15	<p>A clear set of strategically aligned goals and actions to achieve a collaborative partnership approach with Mana whenua and mataawaka in the areas of: joint outcomes, commercial partnerships, and social and environmental decision-making.</p>