

Approach to consultation and engagement

Objectives

1. Deliver high quality, representative feedback to inform decision making on the 10 year budget and Auckland Plan building on experience of past consultations
2. Grow trust and confidence in council by delivering a consultation where Aucklanders
 - Are aware of the consultation
 - Feel they had an opportunity to have a say
 - Found it easy to have a say
 - Know the outcome and how it is relevant to them
 - Understand that the council has a plan and are confident Auckland knows where it's going
3. Staff and elected members are briefed and trained to support engagement
4. There are three key phases to the consultation and engagement process:
 - Phase One: Pre-consultation
 - Phase Two: Consultation, analysis and reporting
 - Phase Three: Closing the loop

Phase One: Pre-consultation

5. Collaborate with identified community partners /stakeholders to increase reach and mobilise targeted communities and specific segments e.g. Chinese New Settlers Services Trust, Ranui 135, Auckland Regional Migrant Services
6. Ensure council presence at key community events over summer to raise awareness e.g. Movies in Parks, Big Gay Out
7. Raise awareness among approximately 27,000 Peoples Panellists
8. Develop training and briefing programme for staff and elected members who will be involved in engagement across council including libraries, service centre and call centre staff, local boards services and volunteers at engagement events.

Phase Two: Consultation, analysis and reporting

9. A March 'have your say' campaign supported by:
 - Council and CCO channels – March edition of Our Auckland print and online, social media, Auckland Conversations, CCO real estate e.g. train stations, local board-led stories
 - paid promotional campaign to build broad awareness
 - proactive media relations

- Targeted community engagement to ensure feedback represents all Aucklanders
10. Digital and face-to-face led engagement, but wide accessibility for those who prefer print.
 11. Akhaveyoursay.nz (hosted by the Auckland Council website) will act as the engagement hub for the 10-year budget and the Auckland Plan.. The campaign and communications activities will raise awareness and point people to the website for more information.
 12. To ensure accessibility, information will be available online and in hard copy in the following languages/formats: Māori, Simplified Chinese, Korean, Tongan, Samoan, NZSL and Easy Read, accessible pdfs and Word documents for screen readers. Feedback forms will also be available in these languages/formats.
 13. Feedback forms can be submitted via freepost, email or completed online
 14. Hard copies of all documents will be available in libraries, local board offices, service centres and on request.
 15. Public feedback will also be collected at Have Your Say and community feedback events scheduled from 28 February 2018. The primary purpose of these is for council staff and elected members to listen to the views of Aucklanders. Staff will ensure public feedback is accurately recorded. Have Your Say events were a successful avenue for raising awareness and gathering feedback during consultation on the LTP 2015- 2025 and the Annual Budget 2018. Some events will target certain communities as outlined below.
 16. Have Your Say events are planned to take place across the region, made up of the following Additional events may be scheduled. See Attachment B for a schedule of all events and event type definitions) :
 - Approximately 26 Have Your Say meetings across local board areas. These will take place in the following three formats: round table, town hall or hearing style.
 - Approximately 35 community feedback events. These will take place as drop in sessions or roadshows at libraries, local board offices or existing events.
 - Four regional stakeholder events will be held in a traditional hearing style in the Auckland Town Hall. These will be with listed regional stakeholders, infrastructure stakeholders, transport stakeholders and central government stakeholders.
 - Two fonos tailored for our Pasifika community – one held in South Auckland, one in West Auckland
 - One hui with Southern Māori communities
 - Two mana whenua events with the combined Finance and Performance and Planning Committees
 - Advisory panel led event – organised by the Seniors Panel.
 17. In addition, one event (not classified as Have Your Say) will be held to focus on the Tūpuna Maunga Authority draft operational plan. This will be attended by Tūpuna Maunga Authority members including the Councillors on the authority board.

18. A further four large scale existing regional events (e.g. Pasifika, Lantern Festival) will be attended not only to raise awareness but also to collect feedback.
19. Two Auckland Conversations events will be held during the consultation period to discuss Transport and Environment themes which are central to the 10-year Budget and Auckland Plan. Feedback will be gathered as well.
20. A range of formats are available for the structure and format of the Have Your Say events – see Attachment B. This flexibility will enable events to be tailored to account for logistical variations in the number of Aucklanders who attend, what they would like to talk about and the number and mix of elected members available. At events, where possible, we will capture people’s contact details so we can contact them to advise of the decisions made.
21. Additional community feedback events may be set up by some local boards to support more tailored engagement on local issues in local board agreements. These will be supported by the Local Board Services department and will tend to focus on ongoing local engagement within the community on local priorities. Public feedback may be recorded at these events.
22. Public feedback will be collected and processed from all channels:
 - Written feedback will be received through feedback forms (online and hard copy), emails, letters, proformas etc and will be processed through the feedback management system
 - Feedback from events will be collected by trained notetakers and processed through the feedback management system
 - Feedback received from digital/social media will be collected and analysed by the social media team from the Communications and Engagement department.
23. Feedback from all channels will be analysed by a senior staff member responsible for a particular regional theme or local board. Briefing reports will be developed providing a summary of the feedback received across each channel through consultation. Feedback received on topics not related to the consultation items will be forwarded on to the appropriate department for follow-up action.
24. An independently commissioned quantitative survey will be also be conducted for the 10-year budget with a statistically representative sample of Aucklanders that aligns with the demographic profile of Auckland.

Phase Three: Closing the loop

25. The Council will ensure people who provided their views have access to a clear description of the decisions made, with explanatory material. We plan to provide this information on the Council website and then communicate this by:
 - Emailing people who have participated in the process and provided their contact details
 - OurAuckland and Council digital and social channels
 - Print and online advertising
26. Following consultation an event or number of events to close the loop with key stakeholders, Maori groups, community partners and mana whenua will be determined given the level of interest.