

Project Name	Manukau Harbour Forum Communications 2018/2019
Local boards	Manukau Harbour Forum member local boards: Franklin, Māngere-Ōtāhuhu, Manurewa, Maungakiekie-Tāmaki, Ōtara-Papatoetoe, Papakura, Puketāpapa, Waitākere Ranges and Whau.
Project Description	To outline the communications activity planned for the 2018/19 financial year.
Project Benefits	<p>Communications activities aim to highlight the work of the Manukau Harbour Forum in the following ways:</p> <ul style="list-style-type: none"> • Generate a positive perception of the Manukau Harbour as a gateway to Auckland and a special and unique place that deserves to be cared for. • Celebrate the significant biodiversity of the harbour and its potential. • Help promote opportunities for people to experience the harbour and its coastline. • Publicise the additional and increasing pressures on the harbour due to new infrastructure requirements.
Key communications objectives	<ul style="list-style-type: none"> • Capture core information about the MHF and its objectives and activities and disseminate it as widely and cost-effectively as possible within budget. • Support the Forum in communicating its work plan and other activities. • Educating the public about the poor health of the Manukau Harbour and how they can help to address this problem. • Help create awareness of the issues and influence decision-making relating to harbour issues.
Regional policies and priorities	<ul style="list-style-type: none"> • The Auckland Plan 2050 includes the direction to “ensure Auckland’s natural environment and cultural heritage is valued and cared for”. • Environment, including coastal management, water quality, wastewater and stormwater infrastructure projects are among the spending priorities of the 10-Year Budget 2018-2028. • Protecting and enhancing the natural environment are among the key outcomes of the Local Board Plans 2017 published by the member boards of the Manukau Harbour Forum.
Budget 2018/2019	<p>For a budget allocation of \$14,000 the general communications project will deliver the following activities:</p> <ul style="list-style-type: none"> • Newsletter (Manukau Harbour Forum Messenger) – June (published), August (published), October, December(tbc), February and April - (Zoe Hawkins, Wilde Media Limited) • Video Content (telling the story of the harbour, its challenges and its future/interviews with forum members) – already filmed Use: Our Auckland online, social media, website, presentations - (Zoe Hawkins, Wilde Media Limited) • Council communication channels (Our Auckland print and online, Kotahi – staff intranet) – minimum of 6 stories per year e.g. Q&A with MHF chair - (Therese Sutherland, Local Communications specialist, AC)

	<p>https://ourauckland.aucklandcouncil.govt.nz/articles/news/2018/7/qa-on-the-manukau-harbour-forum/</p> <ul style="list-style-type: none"> • Media activity – releases/pitching/proactive communications as appropriate e.g. hydrodynamic modelling project - (Local Communications team, AC) • Social media – post to relevant LB Facebook pages/Auckland Council main page/share with appropriate community pages - (Local Communications team, AC) • MHF brochure (FY16) – update and internal design studio refresh - (Zoe Hawkins/Local Communications team) • Optional (for further discussion): - Visual storyboard (story of the Manukau Harbour – for use at events/council locations/schools – requires engagement and distribution mechanisms) - Signage project (key points of interest around harbour e.g. Arataki)
KPIs	<ul style="list-style-type: none"> • Subscription numbers for newsletter • Social media insights (engagement with posts – reach, likes, comments, shares etc) • Online analytics – e.g. Our Auckland traffic/views • Media monitoring
Timeline	Delivery from 1 July 2018 to 30 June 2019
Feasibility	<p>Manukau Harbour Forum communications are led by the Council Communications Department (Local Communications team) with specific collateral/content delivered by Zoe Hawkins (contractor, Wilde Media Limited)</p> <p>No issue with procurement processes.</p>
Risks and Dependencies	<ul style="list-style-type: none"> • Connecting the work of council business partners with the activities of the Forum. • Achieving a cohesive voice through all content produced. • Utilising pre-existing channels in a meaningful way. • Ensuring that the work undertaken this year has lasting value and stands alone, because future funding is not certain. • Prioritising to achieve traction across a very broad audience and with a limited budget.
Māori outcomes	<p>A key objective of the Manukau Harbour Forum is to:</p> <ul style="list-style-type: none"> • Raise the profile of the Manukau Harbour as a significant cultural, ecological and economic asset and taonga. • Mana whenua are a key stakeholder and audience for communications outputs.
Māori engagement	Mana whenua and the wider Māori community will be consulted with as required through stakeholder engagement activity.
Public engagement	Medium to High