

# PAPAKURA KEY MESSAGES



Key Messages and Recommendations for  
Medium Term Implementation

# The brief for this work:

To build on the work already completed or commissioned and develop a strong narrative for the promotion of Papakura as a destination and an investment opportunity the local board would like to commission research to identify the key messages that can be used to highlight Papakura's attributes and form a strong narrative for the town centre to attract new businesses and visitors.

## **Key deliverables:**

- Stakeholder workshop and one workshop with the Papakura Local Board during the development of the messages.
- A set of three to four key messages that can be used to **promote and advocate** for Papakura town centre
- A PowerPoint presentation outlining the process of identifying the messages and the results of the engagement exercise
- Key year 1 and year 2 initiatives and next steps that can be used to operationalize the messages and deliver outcomes

# Frequently asked questions:

## **What is the desired outcome of this meeting?**

It is a key step in co-designing an authentic and distinctive narrative for Papakura underpinned by three to four key messages

## **What is the outcome going to be used for?**

For all parties to consistently present and tell a narrative / Papakura story that will, over time, strengthen the identity of Papakura

## **Who are we talking to?**

Customers, investors, new businesses, visitors but also the local community, potential funders (govt), new residents, professionals such as urban designers = universally applicable

# What is a narrative?

**Distinctiveness** - What makes your place unique when you compare it to other places / competitors?

**Authenticity** - in place branding is about people co-creating things that matter to them.

**Memorable** - means that the enjoyable experience at that certain place, conquered space in your mind and your heart.

**Co-creation** - will only produce the best results when it is created and maintained through a strong coalition between government, business, civil society and target markets (investors, expats, travel trade, press).

**More than a tag line** - is not about a good slogan, logo and nice promotional campaigns, a good narrative should be supported by policies, innovations, events, structures, investments and symbolic actions.

The challenge.....keep it simple

**SIMPLE IDEAS BECOME  
OBSESSIONS, ALMOST  
LIKE A MEDITATION**

MARY HEILMANN

PICTUREQUOTES.COM

**I GUESS ANY SIMPLE  
IDEA THAT IS REALLY  
GOOD WILL CATCH  
ON QUICKLY**

JOHN HULL

PICTUREQUOTES.COM

# Engagement:

- 12 stakeholder interviews:

Name	Surname	Organisation
Tony	Kake	Papakura Marae
Ted	Ngataki	Ngati Tamaoho
Eleanor	Parkes	Papakura Youth Council
Matt	Hoyes	NZ Police (Senior Sergeant)
John	Rohs	Papakura High School
Sue	Blakely	Rosehill College
Noeline	Hodgins	Bruce Pullman Park Trust
Lynda	Halverson	Lions
Jon	Faber	Rotary
Toni	Elkington	Mormon Church
Peter	Williams	Methodist Church
Richard	Knott	Urban Designer
Joseph	Fa'afiu	The Gate Community Trust

# Stakeholder workshops

## Workshop 1

- 5th July 2018
- 26 people
- Local Board offices



## Workshop 2

- 15<sup>th</sup> August, 2018
- 30 people
- Local Board offices



# Additional engagement

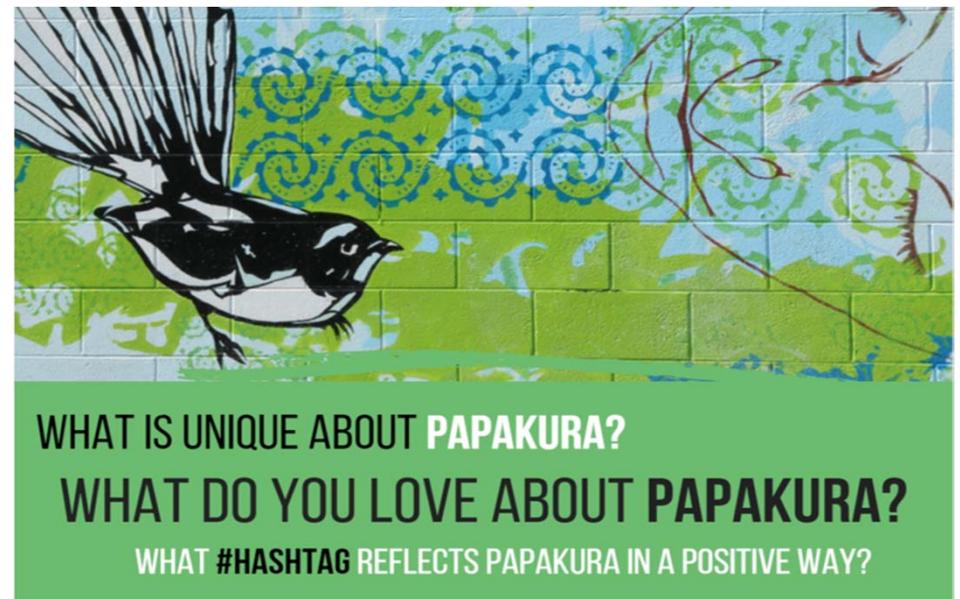
## The Papakura Marae

- Marae dinner – 26<sup>th</sup> August



## UpSouth Call Out

- 144 posts from 86 individuals



Literature	Interviews	Workshop	Marae	Up South	Emerging themes
Community spirit supported by strong amenities	Culturally rich	Family Friendly Accessible facilities Young and old	A friendly helpful community	Creativity, art	??????????
A celebration of cultural diversity	Whanau, family friendly	Strong connected local heart	The Marae – a sense of belonging	People can connect	
An evolving metropolitan centre	Progressive metropolitan centre	Historical roots – Maori, Pakeha	Schools and learning	Business opportunities	??????????
A haven for independent retailers	Connected North and South	Youth – innovative and creative	Rich with amenities	Public transport	
New affordable, modern urban living	Community resource rich Inclusive	Inclusive and collaborative		Education	??????????
Easy access to greater Auckland		Progressive metropolitan centre		Nurturing community	
				Access to everything – beach, country	
				New development	
				Diversity	
				Proud suburb	
				Safe family place	
				Friendly shop keepers	
<b>SUMMARY: ENGAGEMENT OUTCOMES</b>					

Literature	Interviews	Workshop	Marae	Up South	Emerging themes
Community spirit supported by strong amenities	Culturally rich	Family Friendly Accessible facilities Young and old	A friendly helpful community	Creativity, art	Whanau friendly
A celebration of cultural diversity	Whanau, family friendly	Strong connected local heart	The Marae – a sense of belonging	People can connect	Friendly community spirit, learning & education, inclusive, all ages, amenities, opportunities, safe
An evolving metropolitan centre	Progressive metropolitan centre	Historical roots – Maori, Pakeha	Schools and learning	Business opportunities	Emerging metropolitan centre
A haven for independent retailers	Connected North and South	Youth – innovative and creative	Rich with amenities	Public transport	Connected, modern living business opportunities, access & lifestyle
New affordable, modern urban living	Community resource rich Inclusive	Inclusive and collaborative		Education	Cultural richness
Easy access to greater Auckland		Progressive metropolitan centre		Nurturing community	Diversity, Maori, engaged youth, creativity, innovation, proud, food, languages
				Access to everything – beach, country	
				New development	
				Diversity	
				Proud suburb	
				Safe family place	
				Friendly shop keepers	

# RECOMMENDATIONS

# Key Message 1: Whanau family friendly

- Papakura is a family friendly place where opportunities abound through strong connections with education, sport and recreation

My name is eparaima and I have been in and out of living in south Auckland suburbs, but no other place has or will ever compare to my hometown Papakura. I was raised in Papakura pretty much, I've went to red hill primary, Papakura normal, and now currently in my last year of school at Papakura High School. Although Papakura is labelled to some as a bad area, it's not there are many great things to love about Papakura, the food, sports, the people, diverse culture, parks, school, etc, for me nothing could ever compare to my home



Pulman Park Sports Complex | Fun For The Whole Family

[www.pulmanpark.com/sport/complex](http://www.pulmanpark.com/sport/complex) 09-295 0020

## Key message 2: Culturally rich

- Papakura is proud of its inclusive cultural diversity, heritage and the relationship with its unique Maori communities

Jerome Kaino - Auckland Blues / All Blacks

Sir Edmund Hillary- Mountaineer and explorer

Fleur Adcock - Poet

Katrina Grant - Southern Steel netballer and Silver Ferns netballer

Lance Hamilton - Cricketer

Reg Mombassa - Artist and musician

P-Money - hip-hop DJ

Blair Pocock - Cricketer

Kieran Read - All Black

Joe Rokocoko - Rugby union player

David Sabine - Cricketer

Kimberley Smith - Long-distance runner

John Walker- Olympic gold medallist

George Hawkins - New Zealand MP

Keven Mealamu - All Black

John Afoa - All Blacks

## Key message 3: Youthful

- Papakura's engaged youth inject innovation and creative energy into the local community through arts and culture



## Key message 4: New metro centre

- Papakura offers a new lifestyle choice for Aucklanders with modern living environments integrated into a progressive business centre seamlessly connected to North and South



Figure 24: View of Metropolitan Centre from the West, looking along Elliot Street.

## THE PAPAKURA KEY MESSAGES:

### Whanau family friendly

- Papakura is a family friendly place where opportunities abound through strong connections with education, sport and recreation

### Culturally rich

- Papakura is proud of its inclusive cultural diversity, heritage and the relationship with its unique Maori communities

### Youthful

- Papakura's engaged youth inject innovation and creative energy into the local community through arts and culture

### New metro centre

- Papakura offers a new lifestyle choice for Aucklanders with modern living environments integrated into a progressive business centre seamlessly connected to North and South

Our checklist:

**Distinctiveness** - What makes your place unique when you compare it to other places / competitors?

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# Implementation – yr 1

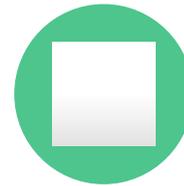
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ESTABLISH PAPA KURA KEY  
MESSAGES WORKING  
GROUP COORDINATED BY  
THE PLB



PROFESSIONAL  
DESIGN AND COPY  
TUNE UP FOR KEY  
MESSAGES



KEY MESSAGES  
POSTERS FOR  
POSITIONING  
AROUND PAPA KURA



LEVERAGE UP  
SOUTH CALL OUT  
CONTENT  
THROUGH SOCIAL  
MEDIA CHANNELS



INTEGRATE KEY  
MESSAGES INTO THE  
PAPA KURA  
METROPOLITAN  
CENTRE  
FRAMEWORK FOR  
ACTION DOCUMENT

# Year one implementation

## **Working group:**

- Promote local ownership of leveraging messages
- Open invitation to all who have been engaged through the project to attend a working group formation meeting
- Develop Terms of References to explain the groups role clearly
- Extra effort to ensure the following attend:
  - JOSPEH FA'AFIU
  - PAPAKURA BUSINESS ASSOCIATION
  - PAPAKURA LOCAL BOARD ENGAGEMENT REP
  - YOUTH COUNCIL REP
  - SCHOOL REPRESENTATIVES
  - THE CORNER REPRESENTATIVE

## **Professional design:**

- Engage a local graphic designer to transform messages into a professionally designed communications tool – see Nelson Tasman example
- Consider the need for a professional writer to fine tune wording of key messages
- UpSouth Call Out contributors and the Corner to be considered as options for service providers
- Working group to coordinate

# Year one implementation

## **Key Messages Poster**

### **Campaign:**

- Once design has been completed, develop a series of stimulating posters conveying each message
- Distribute posters to schools, sport facilities, train station, bus stops, medical centres, anywhere where the community and visitors are exposed to
- Working group to coordinate

### **UpSouth Call Out content:**

- Develop a social media plan that aims to leverage the creative content sourced through the UpSouth Call Out
- Implement plan in a coordinated and effective way
- Working group to coordinate

# Year one implementation

## **Papakura Metropolitan Centre Framework for Action:**

- Work with Richard Knott to integrate the Papakura Key Messages into his Framework for Action document so that it helps transition the document from as concept document into an implementation document
- The Papakura Local Board to approve process for integration and adoption of revised document



# Implementation – yr 2

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FURTHER INTEGRATION OF KEY MESSAGES INTO STRATEGIC DOCUMENTATION - PBA STRATEGIC PLAN, LB PLAN



CLOSER PARTNERSHIP BETWEEN PLB AND PBA = SHARED VISION



LOCAL CHAMPIONS PR CAMPAIGN COORDINATED BY WORKING GROUP



CONTINUE TO DEVELOP ONGOING RELATIONSHIP WITH TSI – FURTHER CALL OUTS, INCREASING PAKAPURA REPRESENTATION ON UPSOUTH (TSI)

# EXAMPLE OF GRAPHICALLY DESIGNED NARRATIVE FOR NELSON TASMAN



## Clever Business

Pure grit and clever thinking have fashioned an extraordinary business story.

[READ MORE](#)



## Stunning Natural Landscapes

Even on an ordinary day, we live amongst extraordinary nature.

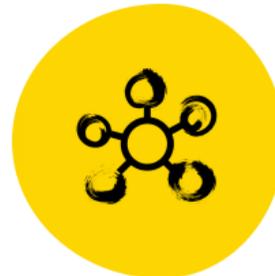
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## Surprisingly Diverse

In our extraordinarily diverse city and towns we live and work together as one.

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## Highly Connected

It is easy to live an extraordinary life here while being connected to each other, the rest of New Zealand and the world.

[READ MORE](#)



## Arts & Artisans

Extraordinary depth of heritage, artists and artisan businesses.

[READ MORE](#)