

**Ōtara-Papatoetoe
Local Board**



Auckland Council

Engagement Strategy

About this Strategy

The Ōtara-Papatoetoe Local Board is committed to making sure that the board effectively engage with our local communities about what matters most to them. The board is responsible for decision-making on local issues, activities and services and providing input into regional strategies, policies and plans. In doing so, the board's key role is to identify and communicate the views of our local communities to the governing body.

Effective public engagement is crucial to the performance of local board. In accordance with the Local Government (Auckland Council) Act (2009) a key focus for Auckland's local boards is "enabling democratic decision making by, and on behalf of, communities" (LG(AC)A 2009, s.10a). They therefore engage with the public regularly to gain insight into community aspirations and concerns, and to work alongside other community actors. Council staff often coordinate this engagement, preparing material and organising events where board members engage directly with the public. In other cases, Council staff are the primary points of contact for the public, and public perspectives are communicated with the boards via reports.

There is a need for local board to set objectives to guide the engagement work done on behalf of boards by Council staff.

Purpose

The purpose of this engagement strategy is to enable delivery of the Ōtara-Papatoetoe Local Board Plan by guiding improvements to the engagement work done by Council staff on behalf of The Board.

Legislative requirement

The Board's engagement occurs within a statutory framework, especially the Local Government Act (LGA) 2009. This strategy seeks to give effect to the principles of the Local Government Act 2002 via the framework provided by Council's Significance and Engagement Policy

Engagement Objectives

The local board will commit to the following objectives when undertaking Engagement:

1. Community is better **informed** and aware of local board services and activities and can participate in its engagement initiatives
2. Community members feel **inclusive, involved** and a valued part of key decision making in their local area
3. Local board is seen as a key driver in advocating for local **communities' interests**, focusing on **collaborating** and forming **relationships**
4. Provide opportunities for Māori to contribute to our decision-making processes through our **Māori Responsiveness Framework**

5. Coordinated and **consistent approach** to communications and community engagement
6. Continuous **improvement and innovation** are evident in how we work
7. Improved skills in the organisation through **education and training**.

Implementation

This strategy is to be co-delivered by the Council departments that undertake engagement and communications, and those that build capacity for better engagement in delivering the Local Board Plan. Council's Significance and Engagement Policy will be embedded in this work via multiple avenues including:

- Reporting on measures of success, (section 6)
- Calendarising upcoming engagement and communications opportunities (section 7),
- Regular Engagement Opportunities led by The Board (section 8),
- High quality and effective communications (section 9),
- Efforts to engage those communities often less-engaged (section 10),
- Special efforts to engage with Maori (section 11), and
- Engagement with communities to enable effective advocacy (section 12).

Engagement Calendar

To address the principles of the Local Government Act departments should seek to identify:

- The items on their work programmes for which public engagement or communication is appropriate
- The appropriate role of board members in any engagement or communications
- The significance of each item for which public communications are required
- The level of community engagement in any decisions
- The role of that department in engagement activities led by other departments
- Measures of success to which they contribute (either by facilitating engagement or building capacity for engagement)

Regular Engagement Mechanisms

The Board seeks to build and maintain ongoing relationships with its communities via the mechanisms outlined in Table 1, below.

Table 1: Ongoing engagement mechanisms and opportunities*	
Provider	Mechanism
Local Board Services	Community hui
	Board meetings
	Office hours/drop-in sessions
	Diversity Forum
External	Otara Network Meeting

Table 1: Ongoing engagement mechanisms and opportunities*	
	Papatoetoe Network Meeting
	Youth providers forum
	Youth advisory group meeting
	Business association meetings
	Community Safety Meeting

*Opportunities will be sought to improve ongoing engagement mechanisms

Communications Mechanisms and Services

For engagement to be successful, high-quality and effective communication is essential. Priority communications mechanisms, their uses and measures of success are outlined in Appendix 1- table 2.

In addition to our key objective of ensuring quality, timely communications are delivered to our community, and encouraging interaction through use of these channels, Local Board Communications will provide the following support services to The Board:

- Communications planning for key projects,
- Media liaison, including advice on speaking to the media,
- Development of media releases for key board-led initiatives where appropriate
- Advice on future improvements to communications processes, plus feedback and evaluation of current methods

Measures of Success

In order to address the principles of the Local Government Act (2002), staff should gauge their contribution to the principles of the Local Government Act using the measures described in Table 2 below. These measures can be used by departments to report back to The Board on their work programmes, particularly with regards to programmed work to facilitate engagement or build capacity for better engagement.

Addressing these measures will require staff to actively record information about engagement and communications activities and feedback from the community on engagement processes. Staff should place emphasis on recording qualitative feedback to provide a more-complete illustration of the value of engagement activities.

In addition to the measures recorded by staff, Local Board Services will investigate options for computer software to enable Council to systematically record information about The Board’s relationships with the community. This might allow The Board to gain insight into who they are communicating with and how, and to improve this communication.

Table 2: Measures of success	
1	Public meeting attendance
2	Number of pieces of feedback per engagement
3	Number of plan/project changes made as result of public feedback
4	Number of new contacts added to local board contacts database
5	Number of new partners in project delivery
6	Qualitative community feedback on engagement methods, timing, and material provided

Local Board Advocacy

The Local Government (Auckland Council) Act 2009 deems the local boards responsible for “identifying and communicating the interests and preferences of the people in its local board area” (LG(AC)A 2009, s.16b). Council staff should enable this advocacy by:

- Proactively seeking out engagement and communications opportunities to enable advocacy,
- Assisting stakeholders to connect or partner with The Board and discuss advocacy,
- Sharing board resolutions regarding advocacy with relevant stakeholders, and

Where appropriate, coordinating meetings between board members and stakeholders to enable collaborating in advocacy.

Engaging with Maori

Since the establishment of Auckland Council, The Board has sought to foster relationships with mana whenua and mataawaka, and to pursue mutual objectives collaboratively. The Board is committed to providing opportunities for Māori to contribute to decision-making processes through the Māori Responsiveness Framework.

Engaging those Less-Engaged

The Board sees potential benefit in engaging more widely within their communities and seeks to engage beyond “the usual suspects”. The above ongoing engagement mechanisms are intended to improve engagement with those less-engaged. In addition to these mechanisms, The Board compels staff to:

- actively seek engagement with those less-engaged where appropriate,
- build capacity among less-engaged groups to engage constructively with The Board,
- use engagement to increase the understanding of Council and the local boards within the community, and
- consider the use of languages other than English when seeking to communicate with or engage unique communities.

Evaluation

Outlined in detail in Appendix 1 – Table 1.

Appendix 1 – Table 1

Implementation and Evaluation Plan		
Objectives	Actions/Deliverables	Outcomes: Success will look like:
Community is better informed and aware of local board services and activities and can participate in its engagement initiatives	<p>Publish all business meeting notices on platforms which are accessible widely such as social media, ethnic media and on its website.</p> <p>Undertake a review of the board’s website including content, structure and management model to improve the navigation, function and accessibility of website.</p> <p>Build on the use of social media as a two-way communication channel and consider how comments received via social media can inform board’s decision making.</p> <p>Educate the community about the role of local boards</p> <ul style="list-style-type: none"> - develop a set of static display resources to promote role of local boards - investigate a short video that could include: the role of local boards, information about the CCO family and who to contact for types of issues, how to progress an idea for council, or get support from council to do something in the community 	<p>Publish all Business meeting notices on social media.</p> <p>Number of page views on website</p> <p>Comparison of results year to year in tailored survey of community perceptions</p> <p>Record the number of views of the video</p>
Community members feel inclusive, involved and a valued part of key decision making in their local area	<p>Establish an ongoing community network event. This network will have representation from key service provider agencies and provide input on top level strategic decision making. The aim would be to engage at a higher more strategic level as well as provide a platform for service providers to have an opportunity to share their</p>	<p>Membership of the network, representing local communities</p> <p>Number of high level engagement activities carried out with the network</p>

Appendix 1 – Table 1

Implementation and Evaluation Plan		
Objectives	Actions/Deliverables	Outcomes: Success will look like:
	<p>aspirations and outcomes with the local board. (could be in addition to the Diversity Forum)</p> <p>Review the local board’s existing web-based engagement tools to ensure best value and to consolidate community engagement activities into an integrated on-line engagement hub hosted on the Council’s website. The hub would be easy to find and easy to navigate and capture all current engagement activities. This should be accessible for public to view.</p>	<p>Qualitative input and strength of influence on key strategic decisions</p> <p>Numbers of page visits to on-line hub</p>
<p>Provide opportunities for Māori to contribute to our decision-making processes through our Māori Responsiveness Framework</p>	<p>Relationship Agreements are maintained and developed with Mana Whenua.</p> <p>The local board continues to deliver the agreed outcomes from the Maori Responsiveness Plan</p> <p>Work with and take into account the advice of the IMSB on ensuring that mana whenua groups and mataawaka of Tāmaki Makaurau input is reflected in the council’s strategies, policies, and plans, and on other matters.</p> <p>complete a stakeholder and community group mapping exercise to identify communities of interest – geography, sector, interest, age, ethnicity</p>	<p>Relationships become characterised as more ‘long term’ rather than ‘one-off’ engagement with key Māori stakeholders.</p> <p>Increase in responsiveness by Māori/Mana Whenua/Mataawaka to local board-initiated consultation and participation processes via the Project Delivery Reference Group.</p> <p>The local board and local board services staff have an accurate picture of the:</p> <ul style="list-style-type: none"> - demographic profile of the population within the local board area - communities of interest in the area
<p>Local board is seen as a key driver in advocating for local communities’ interests, focusing</p>		

Appendix 1 – Table 1

Implementation and Evaluation Plan		
Objectives	Actions/Deliverables	Outcomes: Success will look like:
on collaborating and forming relationships	<p>Support forums for diverse communities to ensure that their views and interests are gathered:</p> <ul style="list-style-type: none"> - Youth Forum - Diversity Forum - Community Safety Network meetings - Business Association meetings - Safety Wardens meetings - Ethnic People’s Advisory Panel - Pacific People’s Advisory Panel - Seniors people’s network - Disability network 	<p>The feedback and views of these diverse groups are gathered through the consultation is incorporated in the final decision - making process.</p>
Continuous improvement and innovation are evident in how we work	<p>Increase the reach of engagement - increase the number of people who engage with OPLB and within the OP Board area</p> <p>Ensure that every regional consultation is promoted through e-news and given local context</p> <p>Facebook is used to promote regional consultations, particularly those of relevant to the local area</p> <p>continue to run local engagement activities for the annual plan, 10- year budget and local board plan, including partnering with existing community groups to deliver engagement events</p>	<p>total number of submissions from all sources increase, resulting in a greater number of people engage with OPLB and Auckland Council</p> <p>number of people who submit on the 10-year budget, annual plan and local board plan</p> <p>number of engagement events run by local board services</p> <p>number of attendees at local board services run events</p>

Appendix 1 – Table 1

Implementation and Evaluation Plan	
Objectives	Outcomes: Success will look like:
<p>Actions/Deliverables</p> <ul style="list-style-type: none"> - provide a written engagement plan for annual plan, 10-year budget and local board plan - focus effort and emphasis on delivering a significant Local Board Plan engagement - deliver local engagement events for the local board <p>ensure engagement with all the groups comprising the ethnic community – work alongside the Specialist advisor and strategic broker work to deliver the diversity forum and two community hui.</p>	<p>number of participants at diversity forum and community hui</p> <p>submissions reflect the ethnic profile of the community</p>
<p>Improved skills in the organisation through education and training.</p>	<p>Number of new staff and Elected members attending the training</p> <p>Internal news items of best practice in engagement within the local board space</p> <p>Recognition within Council – local board services</p>

APPENDIX 1: Table 2: Communications Mechanisms

Channel	Objective	Activity	Tracking	Measurables
Facebook (regular)	<ul style="list-style-type: none"> • Promote a sense of community through localised themes 	<ul style="list-style-type: none"> • Scheduling of key posts using engagement/communications calendar (ie. events, openings, 	<ul style="list-style-type: none"> • Notifications and reporting on page likes, individual post reach, post ‘likes’ and shares 	<ul style="list-style-type: none"> • Page traffic including likes • Interaction with followers such as

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Channel	Objective	Activity	Tracking	Measurables
	<ul style="list-style-type: none"> Provide timely, relevant and informative updates - local news, events, consultations Build relationships with local groups, clubs etc. through sharing of information Promote interactive engagement 	<p>project launches, ceremonies etc.)</p> <ul style="list-style-type: none"> Online user survey to gauge interest/relevance in topic areas and inform future strategy 		<p>comments, posts and photos uploaded</p> <ul style="list-style-type: none"> Feedback at promoted events that it was seen advertised on FB Traffic through links included in posts
Email Bulletins (monthly)	<ul style="list-style-type: none"> Inform and engage community with local board related news, activities, funding opportunities etc. Raise awareness and seek feedback on local board initiatives 	<ul style="list-style-type: none"> Rejuvenate Template to include the use of visuals Work closely with Advisors to capture the most important issues Utilise Engagement and Comms calendar Ubiquity database system 	<ul style="list-style-type: none"> *Monthly reporting including % of bulletins delivered, opened and click-through rates. Online survey to gauge interest and receives feedback (preferably incentivised to encourage responses) 	<ul style="list-style-type: none"> Subscription rate Traffic through links included in posts Feedback
Our Auckland (monthly)	<ul style="list-style-type: none"> One page per issue showcasing a key local board project/event Promote local board and individual members/portfolio holders 	<ul style="list-style-type: none"> Engagement and Comms calendar to effectively schedule in key stories – ie. events, openings, project launches, ceremonies etc. 	<ul style="list-style-type: none"> Annual readership survey Downloads for online articles 	<ul style="list-style-type: none"> Online readership Response to articles seeking community input

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Channel	Objective	Activity	Tracking	Measurables
Other	<ul style="list-style-type: none"> Targeted communications specific to individual campaigns i.e. media releases, print collateral, paid-for advertising 	<ul style="list-style-type: none"> Dependant on factors including: proximity to date of event/activity, priority of activity, capacity, supplier lead-in times, media deadlines etc. 	<ul style="list-style-type: none"> Dependant on channel/method used 	<ul style="list-style-type: none"> Dependant on channel/method used