

MAY, 2019

# *Orākei Visual Framework Engagement Plan*



NGĀTI WHĀTUA ŌRĀKEI

# ENGAGEMENT PLAN

The purpose of this plan is to ensure effective and cohesive communications to build stakeholder confidence and support for the Orākei Visual Framework and raise awareness for the future ambitions of both the Whenua Rangatira and Pourewa.

## OBJECTIVES

### *Primary*

Enable key stakeholders and whānau to provide feedback on the framework in order to finalise this plan for approval by Ngāti Whātua Ōrākei Trust and the Orākei Reserves Board.

### *Secondary*

- Create a strong sense of community ownership and pride in the Orākei area.
- Offer educational and meaningful input opportunities throughout the engagement and implementation processes.
- Provide opportunities for the community to come together to learn about the Orākei Visual Framework, review its directions, and offer meaningful feedback.

## TONE OF VOICE

- Ngāti Whātua Ōrākei
- Engaging
- Inviting

## TIMELINE

Monday 13 May, 2019	Orākei Reserves Board hui
Tuesday 14 May, 2019	Engagement plan launch
14 May, 2019 – 10 June, 2019	Engagement activity
20 June, 2019	Orākei Local Board hui
June, 2019	Update framework to reflect feedback
Friday 5 July, 2019	NWOT review and approve revised plan
August, 2019	Reserves Board review and approve revised plan

## STAKEHOLDERS

As co-governed large pieces of land in urban Tāmaki Makaurau, stakeholders are broad and varied.

It is important here to acknowledge the status of Ngāti Whātua Ōrākei, current owners and mana whenua hapū presiding over a lot of the Orākei area. As major shareholders and stakeholders, any developments or initiatives must first be communicated to Ngāti Whātua Ōrākei, and then dispatched to other stakeholders. Stakeholders are identified below:

### PRIMARY

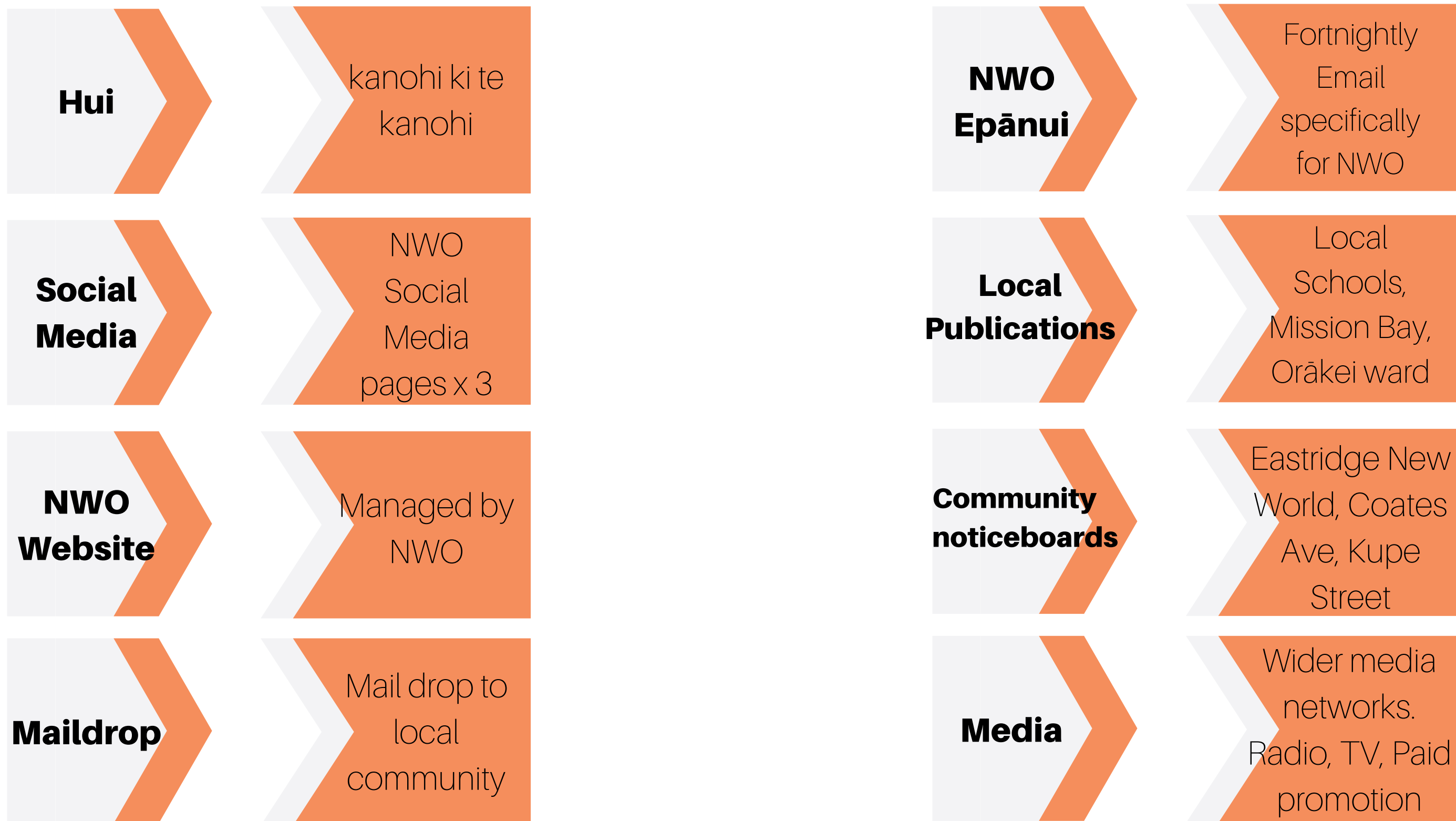
- Ngāti Whātua Ōrākei Trust
- Ngāti Whātua Ōrākei hapū members
- Orākei Reserves Board

### SECONDARY

- Orākei Local Board
- Local Business Associations (Kohimarama and Mission Bay)
- Local schools
- Auckland Council
- Neighbouring residents aligning the effected land areas
- Wider local Orākei community
- Orākei businesses (Kupe St, Coates Ave, Eastridge)
- Auckland CBD
- ATEED

## ENGAGEMENT TOOLS

Eight engagement tools are highlighted below and are illustrated on the timeline found at the end of this document. This plan does not commit to specifically using all these tools or when they will be used, but rather identifies the tool box of engagement options to support the planning process. It is anticipated all tools in the box will be used, but the process needs to be nimble and adaptable to best meet our objectives as well as provide the highest level of meaningful public engagement.



## CONTENT (proposed)

### **STILL**

- Orākei Visual Framework
- All sites imagery
- Project staff and major stakeholders
- Orākei aerial shot
- Historical shots of whenua

### **VIDEO**

- Digitised version of the Orākei Visual Framework
- Orākei whenua tour
- Visual framework
- Interactive map
- timelapse

### **PRINT**

- History of Orākei
- Connection to NWO
- Connection to Reserves Board
- Flyer/poster/pamphlet creation
- Signage

### **INTERVIEWS (Video and print)**

- NWO Trust members
- Tom Irvine (Whai Maia)
- Nursery Staff
- Orākei Reserves Board
- Xanthe White

### **QUESTIONS TO ANSWER**

- History of area
- Prior engagement (to date) and a project timeline
- What is coming soon
- Project priorities
- Developments funded by? Managing the plan and developments, by who?
- Risk Management
- Opportunities for whānau, local community, Tāmaki Makaurau
- Where/how/who you can contact for more info

# PROPOSED ACTIVITY/TIMELINE

Date	Hui	Social Media	NWO Website	Mailedrop	NWO Epānui	Local Publications	Community noticeboards	Print	Media
14/05/19		'Coming soon' post	'Coming soon' graphic						
16/05/19					Bespoke or part of the scheduled hapū e-pānui				
20/05/19		Promote NWO hui						Promotional collateral printed	
03/06/19	Week of 03/06/19 - x 2 NWO hui	Webpage promotion	Promote community hui	Info flyer & Promote community hui	NWO epānui	Promote community hui	Promote community hui		Paid promotion
10/06/19	Week of 10/06/19 - x 2 community hui		Orākei Reserves webpage launch						
<b>Ongoing - reflect developments</b>	Every 6 months	Continuous updates	Ongoing webpage updates	Every 6 months	Every 2nd week (if applicable)	Monthly updates		Every 6 months	Engage for major launch

Communications will be implemented via a multi phased approach.

**Phase 1** Public Outreach & Community Engagement - Comms heavy, to raise awareness of Pourewa and accompanying developments

**Phase 2** Online and Social Media - Ongoing communications to strengthen community knowledge and support for Pourewa

**Phase 3** Media Relations - Major launches and/or developments may see a repeat of Phase 1 initiatives with some added media support

## BUDGET

Hui Venue fee	\$2000.00
Catering	\$2000.00
Content Creation	
Still	\$2000.00
Video	\$11,000.00
Print/Postage	\$8,000.00
Paid Promotion	\$3000.00
Webpage Development	\$4000.00
Outdoor Signage	\$5000.00
Engagement Manager	\$3000.00
<b>TOTAL</b>	<b>\$40,000.00</b>