

Engagement Plan for Ōtara-Papatoetoe Local Board

Team and Department: Ōtara-Papatoetoe Local Board Services

Background

Local board plans are strategic documents that are developed every three years. They set a direction for local boards and reflect community priorities and preferences. They provide a guide for local board activity, funding and investment decision. They also influence local board input into regional strategies and plans, including annual budgets.

Local board plans are a requirement of the Local Government (Auckland Council) Act 2009. Section 20 of the Act states that each local board must:

- adopt their plan by 31 October of the year following an election
- use the special consultative procedure to engage with their communities.

Scope and purpose

The delivery of a communication and engagement plan is co-ordinated in a single project led by the policy and planning team – local boards. It includes input from key council partners.

The community engagement approach for Local Board Plans has three broad purposes:

1. Create quality plans - Development of robust local board plans for each local board.
2. Build public trust - Increased awareness of local boards and what they do and show that they listen.
3. Provide insights to elected members from a diverse range of Aucklanders.

Mana whenua and mataawaka engagement

A separate engagement plan has been developed with local partners Te Ora O Manukau for Maatawaka and with the Southern Project Delivery Group to work with Mana Whenua in South Auckland.

Significance and engagement policy

Every Auckland Council engagement project needs to adhere to council's [Significance and Engagement Policy](#). It outlines our legal, policy and moral obligations when engaging with Aucklanders, based on the following key engagement principles.

Engagement Principles

As defined by the Significance and Engagement Policy, Auckland Council will:

- conduct its business in an open, transparent, and democratically accountable manner; and
- give effect to its identified priorities and outcomes in an efficient and effective manner
- make itself aware of, and should have regard to, the views of all of its communities
- take account of the diversity of the community, and the community's interests; and the interests of future as well as current communities; and the likely impact of any decision on them
- provide opportunities for Māori to contribute to its decision-making processes
- ensure prudent stewardship and the efficient and effective use of its resources in the interests of its district or region, including by planning effectively for the future management of its assets.

Special Consultative Procedure

The special consultative procedure will occur between May and July 2020.

Audience

For the purpose of the engagement phase of the 2020 local board plans development, the community are identified as the primary audience of the local board plans. The intention is to develop and extend the 'Live Local. Love Local' theme to make content and key messages locally relevant to the community.

Elected members and the wider council family are identified as the secondary audience. Internal communications will be used to target these audiences.

Ōtara-Papatoetoe Local Board Target Audiences

Treaty partners

Mana whenua will be targeted to address statutory obligations to engage, and to maximise potential benefits of close collaboration and effective partnership with mana whenua organisations.

Ethnic target audiences

Non-European ethnic groups will be targeted because they have been underrepresented in recent engagement activities. In particular, these include Pacific peoples, Maori and Asian peoples.

At the 2018 Census there were 85,122 usual residents in Ōtara-Papatoetoe, an increase of 9,459 people since the 2013 Census. This represents a 12.5% increase between 2013 and 2018. Ōtara-Papatoetoe has grown more quickly than wider Auckland (11.0% increase). Ōtara-Papatoetoe represents 5.4% of the Auckland population, compared with 5.3% at the 2013 Census.

Ethnic diversity

- 46.0% identified as Pacific Peoples (compared to 15.5% Auckland).
- 35.1% identified as Asian ethnicity (compared to 28.2% Auckland).
- 16.6% identified as European (compared to 53.5% Auckland).
- 15.7% identified as Māori (compared to 11.5% Auckland). 13,392 Māori usually live in Ōtara-Papatoetoe. This is an increase of 2,598 people, or 24.1%, since the 2013 Census.

Ōtara-Papatoetoe had a high growth in Asian population. Since the 2013 Census this ethnic group has increased by 8,484 people, or 39.7%.

At the 2018 Census:

- the median age in Ōtara-Papatoetoe was 29.1 years, compared with 34.7 years in Auckland.
- 24.2% of Ōtara-Papatoetoe Local Board's population was under 15, compared to 20.0% of Auckland.
- 8.2% were 65 or older, compared to 12.0% of Auckland.

LOCAL BOARD	Ōtara-Papatoetoe		
TARGETS	2020 (target)	<u>2017</u>	<u>2014</u>
Total submissions (Demographic targets are based on the Census 2018 proportion of the total submission target.)	275	195	12 9
Age			
15-24 year olds	48	19	
Ethnicity			
Maori	51	20	
Pasifika	127	59	
<i>Samoan</i>	67	36	
<i>Tongan</i>	29	5	
<i>Cook Islands Maori</i>	28	NA	
Asian	97	23	
<i>Chinese</i>	10	0	
<i>Korean</i>	0	0	
<i>Indian</i>	72	16	

**** target audiences**

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Stakeholders

Internal Stakeholders

Internal stakeholder (inside of Auckland Council)	Role in LBP Engagement	Expected level of engagement (IAP2 Spectrum)
Local Board Members	Decision-maker	Empower
Councillors	Advocate	Involve (SCP)
Local Board team	Assistance with organising and delivering engagement events, enable board members to receive feedback	Collaborate
Local Libraries: Manukau, Otara, Tupu, Papatoetoe	Host 1 x drop in session and static display of information	Involve
Te Puke O Tara Community Centre, East Tamaki Community Hall and Papatoetoe Town Hall, OMAC and Fresh Gallery	Static display of information	Involve
Communications Specialist (Swati Sharma)	Promotion of all events and HYS opportunities	Collaborate
Strategic Broker (Dale Sparks)	Connecting groups and assisting with delivery of events	Collaborate
Te Waka Anga Mua (Anne-Marie Shepherd)	Advice and coordination – Maori engagement	Collaborate
Council Engagement Lead (Angeline Barlow)	Delivery of overall Engagement Plan, including digital tools.	Collaborate
Local Board	Overall accountability of the	Collaborate

Services (Emma Golightly)	central Comms & Engagement Plan	
Improving Maori Input into Local Board Decision Making - Project Delivery Team	Advice and coordination – Maori engagement – Mana Whenua	Collaborate

External Stakeholders

External stakeholder (outside of Auckland Council)	Likely interests, issues or values	Expected level of engagement
Bluespur Consulting Ltd	Community Partner/Contractor	Collaborate
Business Community: Manukau Central Business Association, Otara Business Association, Papatoetoe Central Mainstreet, Hunters Corner, Pacific businesses etc	Business growth, opportunities and prosperity	Inform/ Involve /Consult
Churches: Malaeola Catholic, Mormon and Methodist Church in Otara and Papatoetoe (MIT Pacific Church List – member Swaine)	Community Leaders - Community facilities, safety, environment, grants funding, health and wellbeing	Inform/ Involve /Consult
Pacific Health service providers: Tongan Health Society, South Seas in Otara, Otara Health and Pacific health research AUT, MIT, Otara Health.	Health and Well Being, Seniors, Youths, service providers, local services	Inform/ Involve /Consult
Ethnic Communities: Rotuman Community, Tzu Chi Foundation, The Auckland Sikh Society, Sri Dasmesh Darbar Gurudwara(Sikh Temple), Kadampa Buddhist Centre, Pearl of Islands Foundation, Pakistan Association of New Zealand (PANZ), Auckland Cambodian Youth and Recreation Trust, Manukau Indaian Association, Hindu Heritage Research Foundation.	belonging and participation, inclusive and connected communities, confident, engaged communities with a sense of belonging.	Inform/ Involve /Consult
Service Providers: Rotary club Papatoetoe, Papatoetoe Historical Society, English Language Partners Auckland South, Sahaayta Counseling and Social Support, Ōtara Network Action Committee Charitable Trust, Counties Manukau Sports Foundation, Manukau Beautification Charitable Trust, Ōtara Scorpions Rugby League,	inclusive and connected communities, health and wellbeing, sports, environment, climate change, lake and waterways, local businesses	Inform/ Involve /Consult

Otara Waterways and Lake Trust, Pacific Business Trust, Pacific Lawyers Association, Vaka Tautua.		
ECE centres: Safari Multicultural Playgroup in Papatoetoe, TOP Squad Local Networks: Thriving Otara, ONAC, Papatoetoe Network, Treaty partners: Ngāi Tai Ki Tāmaki, Te Kawerau a Maki, Ngāti Tamaoho, Te Akitai Waiohua, Te Ahiwaru Waiohua, Ngāti Te Ata Waiohua, Ngāti Paoa, Ngāti Maru, Ngāti Whanaunga, Ngāti Tamaterā, Waikato-Tainui Manukau Harbour Forum	Children, education, health and wellbeing Youths, employment, arts and culture, education, empowerment connected communities, social issues, grants Maori input/shared aspirations, heritage, environment Manukau Harbour issues, environment	Inform/ Involve /Consult Inform/ Involve /Consult Inform/ Involve /Consult Collobrate Inform/ Involve /Consult
Kainga Ora	Housing developments (Oranga), community integration, events	Inform/ Involve /Consult

Engagement Approach and Methods (How)

There will be three phases of engagement for the Local Board Plans 2020.

Phase One incorporates the Inform and Involve sections of the IAP2 Spectrum and will be an informal engagement period to collect initial feedback from members of the public, community groups, stakeholders, etc to help draft the framework for each Local Board Plan document.

Table 1 has detailed calendar of events for phase 1

Phase Two of the Local Board Plan engagement approach will follow a Special Consultative Procedure as this is a statutory consultation under the LGA. It also incorporates the Inform, Consult and Involve sections of the IAP2 Spectrum. There will be a formal public notification and feedback process (which will include opportunities for the public to provide feedback to an elected member at a formal HYS event).

Table 2 has detailed calendar of events for phase 1

Phase Three will be post adoption of the local board plan document and involve Informing to close the loop with participants and Evaluation and reporting against objectives and process.

Budget

Each local board has an indicative budget of up to \$12,000 to support the delivery of their local engagement. For Ōtara-Papatoetoe Local Board a community partnership with Bluespur Consulting Ltd has been proposed to reach out to the less-engaged communities in our local area. This partnership is costed at \$12,000, which includes engagement opportunities for both, phase 1 and 2, including reporting and data analysis. A further \$10,800 is requested to supplement other engagement initiatives proposed in the plan.

Activity	Amount
Community Partnership Agreement: Bluespur Consulting Ltd	12,000.00
*includes coordination, facilitation, translation and reporting of 4 events for Phase 1 (detailed in table 1)	
*includes coordination and facilitation of 1 event for Phase 2 (detailed in table 2)	
*includes coordination of 250 written submissions from target groups identified in the engagement plan	
Youth Fono - Top Squad	1,500.00
Te Ora O Manukau Partnership	
funded under Maori responsiveness line (3,000)	
Pop Up Events	
Movies in the Park - 8th Feb, Manukau Sports Bowl	700.00
Diversity Festival - 22nd Feb, Hayman Park	700.00
Banners	
2 outdoor banners	1,400.00
2 pull up banners	1,500.00
Posters and Collateral and Feedback Forms	2,000.00
Communications: Social media, Radio and print media	2,000.00
Contingency	1,000.00
Total	

	22,800.00
Current budget allocation	12,000.00
Additional budget needed	- 10,800.00

Table 1: Engagement Approach/Methods for Phase 1 - Inform and Involve (December – March 2020)

(Some examples have been added to Table 1 below as prompts)

Key Audience	Events	Dates	Translations	Collateral Required	Communications Channels	Community Partners	Joined Up Engagement	Additional Notes
Who are you trying to reach?	What kind of events/meetings will suit this target audience	When will the event be held?	What (if anything) needs to be translated for each event?	What collateral will be needed for each event?	How will you raise awareness of these events/communities?	Are there existing relationships with community groups that can be used? If not, which Community Partners will you work with?	What other events can you align with?	Any other useful information?
Mana Whenua	Hui	30 Jan	n/a	TBC	Southern Boards Hui	Yes – existing relationship agreement with Ngati Tamaoho Governance Reference Group meeting Contact Mark Simiona, Otara Health	Invited to join the southern local boards in their combined hui with mana whenua.	Mana Whenua groups confirmed to present back are: Ngati Whanaunga – Martin Timoni Ngati Whatua – Tame Te Rangi
Community Leaders	Fono	TBC – mid Feb	Ethnic/Samoan/Tongan	Yes <ul style="list-style-type: none"> Local board map Achievements Posters Summary doc of draft outcomes – focus on inclusive and connected communities, sustainable and healthy environment, engaged communities, thriving 	Event coordination through community partner – Bluespur as well as email invite through stakeholder group list	Yes, through Bluespur		This will be targeted engagement, with the aim to gather community leaders within the Pacific network, including church leaders.

Seniors – diverse communities	Focus Group session(s)	TBC – End Feb	Ethnic/Pacific	<p>healthy and prosperous people</p> <p>Yes</p> <ul style="list-style-type: none"> Local board map Achievements Posters Summary doc of draft outcomes – focus on sustainable and healthy environment, engaged communities, thriving healthy and prosperous people 	<p>Event coordination through community partner – Bluespur as well as email invite through stakeholder group list</p>	Yes, through Bluespur	Tapping into church groups, seniors groups, Council facility users (via community centres), Maori, Pacific and Indian wardens.
Environmental groups, Manukau Harbour Forum, Tamaki Estuary	workshop	TBC – End Feb	n/a	<p>Yes</p> <ul style="list-style-type: none"> Local board map Achievements Posters <p>Summary doc of draft outcomes – focus on sustainable and healthy environment; Papatoetoe waterways, Neat streets, tree canopy, environmental projects</p>	<p>Event coordination through community partner – Bluespur</p>	<p>Yes, through Bluespur</p> <p>SME - Emma Cowie</p> <p>Auckland's Urban Forest – Ngahere - Debra Langton, Howell Davies</p>	<p>Conservation Volunteers NZ</p> <p>Otara Waterways & Lakes Trust</p> <p>S.T.A.M.P</p> <p>Forest & Bird</p> <p>Panmure Shag Colony Environmental</p> <p>Innovations Ltd</p> <p>Enviroschools</p> <p>Chinese Conservation & Education Trust</p> <p>Eastern Bays Songbird Project</p> <p>Pest Free Howick Sustainable Business Network</p> <p>Our Seas Our Futures</p> <p>Gecko Trust NZ</p>

									Hauraki Gulf Forum Tāmaki Regeneration Company AMETI Ornithological Society Plastics NZ McMullen & Wing Boatbuilders
Business Sector	Focus Group session	Tbc – early March	n/a	Yes <ul style="list-style-type: none"> Local board map Achievements Posters Summary doc of draft outcomes – focus on increased opportunities for business growth, sustainability for BIDS, sustainable and Healthy environment impact	Event coordination through community partner – Bluspur	Yes, through Bluspur Steven Branca, Claire Siddens			Steven Branca, Claire Siddens
Youths	Fono	Feb	n/a	Yes <ul style="list-style-type: none"> Local board map Achievements Posters Summary doc of draft outcomes – focus on youth initiatives, health and well being of young people, inclusive and connected communities	Event coordination through community partner – Top Squad	Top Squad			
Pop Up Events	Movies in the Park	8 th Feb, Manukau Sports Bowl	n/a	Yes <ul style="list-style-type: none"> Local board map Achievements Posters 	Local board services Team				Questions: Tbc – group suggestions?

					Post it note activity on sports and recreational related activities	Local board services Team				Questions: In addition to this festival, what other initiatives would you like to see in the local board area which celebrates local diversity?
	Diversity Festival	22 nd Feb, Hayman Park	n/a	Yes ● Local board map Achievements Posters Post it note activity supporting healthy communities and celebrating diverse cultures	Local board services Team					
Service Providers	Thriving Otara Network meeting	20 Feb, Otara Health	n/a	Yes ● Local board map Achievements Posters Presentation on draft outcomes Feedback form	Local board services Team					
	Papatoetoe Network Meeting	13 February	n/a	Yes ● Local board map Achievements Posters Presentation on draft outcomes Feedback form	Local board services Team					
Māori (mataawaka)	tbc	TBC	n/a	Draft outcomes Feedback forms	Te Ora O Manukau	Yes – existing relationship with Te Ora O Manukau				Te Waka Anga Mua (Anne-Marie Shepherd)

Table 2: Engagement Approach/Methods for Phase 2 - [Special Consultative Procedure](#) (June/July 2020)

Key Audience	Events	Dates	Translations	Collateral Required	Communications Channels	Community Partners	Joined Up Engagement	Additional Notes
<i>Who are you trying to reach?</i>	<i>What kind of events/meetings will suit this target audience</i>		<i>What (if anything) needs to be translated for each event?</i>	<i>What collateral will be needed for each event?</i>	<i>How will you raise awareness of these events/communities?</i>	<i>Are there existing relationships with community groups that can be used? If not, which Community Partners will you work with?</i>	<i>What other events can you align with?</i>	<i>Any other useful information?</i>
Māori (mataawaka)	tbc	TBC	n/a	Draft outcomes Feedback forms TBC	Te Ora O Manukau	Yes – existing relationship with Te Ora O Manukau		Te Waka Anga Mua (Anne-Marie Shepherd)
Mana Whenua	tbc	tbc	n/a		Southern Boards Project Delivery Group			
General Public	2 x Community Forum (Otara Papatoetoe)	July	n/a	Draft Local Board Plans Feedback forms	Local Facebook page Our Auckland Auckland Council Events Network group mailing lists Static displays at library and community centres	Yes – Bluespur		2 x HYS event to collect feedback

Key elements of an engagement project (some of these elements are free of charge but some will incur costs)				
Online	Documents/Collaterals	Face to face	Communications and media	Internal
Have Your Say	Full plan or policy/Summary documents	Have your say events	Advertising	Analysis and reporting of feedback
Online feedback forms	Posters/leaflets/brochures	Workshops	PR campaign	Internal communication stories
Closing the feedback loop	Translations and accessible documents	Information stalls	Social media campaign	I-Know / call centre
Social media	Hardcopy feedback forms	Forums or symposiums	Media releases (Our Auckland)	Libraries, service centres and local board offices

Evaluate

The local board plan engagement project will be evaluated against the objectives and measures outlined in the overall engagement plan. Local board engagement advisors and each local team will need to assist with recording each local event and assisting in managing data capture.

Specific support will be given by the Citizen Insights team for capture and analysis of information and engagement demographics through the Phase Two SCP Consultation methods.

Each engagement advisor will be responsible for developing an engagement evaluation report for their local board cluster. The report will include:

- Reflection on KPIs achievement.
- Does the demographic variance between people engaged with match that of the target audience? If not, what could you do differently to ensure better alignment in future?
- Review internal and external stakeholder participation in and satisfaction with your process.
- What alternative approaches could have improved engagement with the process?
- How will you share any learnings with your colleagues?