

**Date:** Wednesday 19 February 2020  
**Time:** 5.00pm  
**Meeting Room:** Māngere-Ōtāhuhu Local Board Office  
**Venue:** Shop 17B  
93 Bader Drive  
Māngere

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## Māngere-Ōtāhuhu Local Board

# OPEN MINUTE ITEM ATTACHMENTS

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37 Hz

## Keys Down, Real Talk phase 2 update

In 2018, DB Breweries and 37 Hz launched a community-led campaign that aimed to tackle drink driving in South Auckland. Auckland has the second highest number of drink driving fatalities in NZ after the Waikato, and we believe there is an opportunity to address this issue through story-telling, music and creating a different narrative.

Phase 1 featured three powerful, real life stories of people who have had a drink driving experience, with original music from local artists, Swiss, Mareko and Tha Movement. The campaign was very successful, reaching over 200,000 people online and receiving positive feedback from the community.

Following an evaluation of phase 1, we determined that the KDRT campaign and brand had a role to play in normalising responsible drinking and hosting, as well as continuing to promote messages around not drinking and driving. Excessive alcohol consumption is an underlying challenge for the community and this is exacerbated by the proliferation of popular online groups that encourage members to share videos of anti-social drinking behaviour. Through KDRT, we have the opportunity to add a more balanced perspective.

Phase 2 saw the KDRT brand support an online vlog series called *Asking for a mate (AFAM)*, which launched in September 2019. AFAM is a series of informal, recorded conversations between influential members of the South Auckland community, with the tagline 'where the proven share their process'. These conversations provide a platform for guests to share their personal stories and expertise with the community, while demonstrating that participants are able to drink responsibly, hold a meaningful conversation, and leave in taxis or with a sober driver. Each vlog included a discussion around drink driving and drinking culture, with relevant short form content from these conversations posted on KDRT channels from September-December.

### AFAM episodes and guests

- **Episode 1** – King Kapisi and Kas Tha Feelstyle, Samoan hip hop artists
- **Episode 2** – Sima Urale and Ve'a Mafeli'o, Pacifica filmmakers
- **Episode 3** – Ruben Wiki (League player)
- **Episode 4** – Cast and director from *Brown Boys* feature film and Alpha Maiava, Radio Samoa
- **Episode 5** – Hon Aupito Tofae Su'a William Sio, Minister for Pacific Peoples, and Tony Fuemana, mental health worker and formerly part of OMC.
- **Highlights** clips featuring content from phase 1 and 2

### Results

The KDRT campaign continues to grow and has now reached over 400,000 people online and won the community award at the Australasian Road Safety Awards.



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## O'Brien Board Member Report

### Roles assigned by the local board

- Arts, Community and Events (including libraries) (Lead)
- Parks, Sport and Recreation and Community Facilities (Alternate)
- Economic development (Alternate)
- Youth, Children, Seniors and Uniquely Able (Alternate)
- *Delegated roles*: Landowner consents for filming; Events; Alternate to Youth Connections South
- *Appointments to external organisations*: Ōtāhuhu Business Association Committee; Alternate to Ambury Park Centre Committee

### General / assigned roles update

- Landowner consents for filming: Filming - 25/02/2020 - 114320 - Black Hands - Metro Theatre; Proposal for Waterlea Park, Mangere Bridge 14/2/2020–15/2/2020
- M-O Creative Slam information evening held 10 February, in response to MOLB request to extend youth arts opportunities more broadly
- Vunilagi Vou, Ōtāhuhu – exhibition FAT & associated programme underway; community arts sessions underway for 2020
- Māngere Arts Centre: 2 exhibitions opening Friday, 7pm: KENESE & ATEA-A-RANGI
- Civic events: ANZAC DAY planning underway
- Youth Connections strategic discussions
- *Members pse note*: Ambury Park Centre fundraiser / car boot sale, 3 March, 8.30am–1pm; M-O Business Series for 2020 underway

### Meetings / events attended

*(returned from leave 20 January; some meetings missed due to illness Feb)*

- Mangere MP Prayer Breakfast
- Transitional Housing update
- Ōtāhuhu Business Association / mainstreet update
- Ōtāhuhu Town Hall Community Centre update
- Waitangi Ki Manukau
- Portage Crossing Festival, formal powhiri and MOLB engagement
- CRL briefing
- DGFG Youth Tag Tournament

### Disclosures

- N/A

### Acknowledgements (if not cited by other members)

- Condolences to the family of Reverend Dr 'Ilomaisini Lea, former President, United Church of Tonga, and his congregations
- Welcome, new Principal, St Joseph's Ōtāhuhu – Mrs Michele Mill
- Congratulations to Reverend and congregation of St Andrews, Ōtāhuhu, for successful renovations and opening of new parklet

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[Acknowledgements \(if not cited by other members\) continues](#)

- Congratulations to Auckland Women – winners, National Fastpitch Championship women's softball tournament: coach and various players from Ōtāhuhu Softball Club
- Congratulations and thanks to Daxa and Hans Beauty Studio for their inaugural free Pamper Day for Seniors at Ōtāhuhu Youth Space
- Congratulations to Ōtāhuhu College for excellent Haka Waiata 2020

[Recommendation](#)

That this report be received.