

Communications plan

Healthy Rivers: Plan for Change/Wai Ora: He Rautaki Whakapaipai

April 2015 to April 2016

Updated 19 June 2015

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1 Introduction

1.1 Scope

This plan:

- covers internal and external communications for the Healthy Rivers: Plan for Change/Wai Ora: He Rautaki Whakapaipai project from April 2015 to April 2016
- supports the approach to working alongside stakeholders and the community in developing the proposed plan change, as set out in the Stakeholder Engagement Strategy (doc 2154945).
- outlines tactics covered by the project budget as set out in 2012 business case; if budget permits additional tactics may be considered
- will be revised as required as the project progresses and decisions are made by the Collaborative Stakeholder Group on further engagement activities
- links to more detailed communications plans produced for key project milestones, such as the establishment of the Collaborative Stakeholder Group (see Appendix).

1.2 Project phases and timeline

This plan is based on:

- the revised timeline presented to the Collaborative Stakeholder Group at their February 2015 workshop
- the four project phases set out in the Project timeline (doc 2985538):
 1. Understanding the issue from all sides
 2. Develop attributes for setting limits
 3. Develop the options and policy mix
 4. Finalising the policy toolkit

Phases 1 and 2 are complete. Key activities in the revised timeline for remaining phases are:

Phase	Key activities	Details
3 - Develop the options and policy mix	Sep - Nov 2015: Stakeholder forum, community events and survey to get feedback on policy options	The CSG will advise staff on the engagement activities they wish to hold in the project's second intensive engagement period in September to November 2015
4 - Finalising the policy toolkit	Apr 2016: Proposed plan change goes to the council for adoption. May 2016: If the council adopts the proposed plan change in Apr 2016, it will be publicly notified in May 2016.	The CSG will produce: a recommendations report (an overview of its findings on the project, which will be suitable for a number of audiences including the general public) section 32 report Proposed Waikato Regional Plan Change 1: Waikato and Waipa River Catchments

The CSG will guide staff on engagement activities they wish to undertake in the second intensive engagement period (Sep – Nov 2015). As at 19 June, the following timetable is tentative until confirmed by the CSG at their 2-3 July workshop.

2-3 Jul	CSG13 Information available on 'What to expect from models'
26-27 Aug	Additional CSG meeting First run results of modelled scenarios available CSG decides on re-runs of scenarios
28 Aug-4 Sep	Preparing for Part 1: Second intensive engagement period (6 working days)
7-21 Sep	Part 1: Second intensive engagement period <i>Testing broader policy options</i> Online survey #1 Community workshops 'Out and about' days
1-2 Oct	CSG16 Second run results of modelled scenarios available
5-8 Oct	Preparing for Part 2: Second intensive engagement period (4 working days)
9-19 Oct	Part 2: Second intensive engagement period <i>Testing preferred policy options</i> Online survey #2 Large workshop

2 Communications issues

Issue	Communications response
Water quality in the catchments is not yet a 'train wreck'. This could decrease people's interest in engaging in the issue.	Messaging will include the reason for tackling the issues now is to prevent them worsening and becoming more difficult and expensive to fix.
Some dairy farmers feel aggrieved that they have in the past been blamed for causing water quality issues and their industry labelled as 'dirty dairying'. This could decrease their willingness to engage in the process and be part of implementing any solutions.	The key messages, developed at the outset of the project in 2012, acknowledge the work of farmers and others to tackle water quality issues. This message will continue to be reinforced for the project's duration.
Most farmers want to know what the proposed plan change will be and what it will mean for them.	Signal understanding of this in relevant communications. Where possible, provide information to farmers on what different options for the plan change could/would mean
This project follows implementation of Variation 6. Farmers may feel overburdened and frustrated by the	Acknowledge the pressures farmers face and ensure communications are conducted in a considerate, empathetic manner.

changing regulatory environment.	
Dairy farmers face increasing financial pressure, especially in 2015/16, due to drops in milk solid prices, so the prospect of changes to rules they operate under could hit them at an already stressful period.	Directly acknowledge the pressures dairy farms are under and ensure communications are conducted in a considerate, empathetic manner.
Technical Leaders Group members and the wider Technical Alliance members who identify themselves as being involved in the project when speaking at events such as public debates could be perceived as representing the project, when they are in fact attending in another capacity.	Guidelines will be developed for Technical Alliance members to follow regarding identifying their involvement in the project.
A Waikato Regional Council report <i>Waikato River Bioassay River Study 2013-14</i> could be perceived as having implications for HRWO.	Refer to the communications plan for the release of the report EWDOCS_n3148243_v10_communications_plan_release_of_NIWA_bioassay_study.docm

3 Communications objectives

- **Interest and awareness** - generate interest in the project and make those most likely to be affected aware of it.
- **Involvement and attendance** - promote involvement in and attendance at CSG-led engagement activities.
- **Information** - keep people already engaged in the process informed of progress and provide background and context to enable new audiences to get involved.

3.1 External communications

The list provided here is for the purpose of determining messages and tactics within this plan. For a full stakeholder list, see doc 2102487.

Media	Regional and national
Agriculture	DairyNZ DairyNZ Dairy Environment Leadership Group Fonterra Miraka Tatua Open Country Dairies Farmers – dairy, drystock, arable Beef + Lamb New Zealand Drystock farmers Ballance Agri-Nutrients Fertiliser Association of NZ Ravensdown Federated Farmers
Energy	MRP and other relevant electricity generators
Government	<u>Central</u> Ministry for the Environment Ministry for Primary Industries

	Ministry of Economic Development <u>Regional</u> Bay of Plenty Regional Council <u>Local</u> Watercare/Auckland Council Waikato District Council Hamilton City Council Waipa District Council South Waikato District Council Taupo District Council Waitomo District Council Matamata Piako District Council
Others	Economic Impact Study Group WRA University of Waikato Waikato District Health Board
CRIs	NIWA AgResearch Landcare Research
General public	Regional ratepayers and residents
Environment, NGOs and recreation	ACRE Ecologic Foundation Environment Defence Society Fish and Game Forest and Bird Landcare Trust New Zealand Freshwater Anglers Association Waikato Rivercare

3.2 Internal communications

The six project partners as well as components of the project such as the CSG are considered for the purposes of this plan to be 'internal' audiences.

Waikato Regional Council	ELT Councillors Staff dealing directly with stakeholders likely to be affected by the plan change Other staff
Healthy Rivers: Plan for Change/Wai Ora: He Rautaki Whakapaipai	<u>Project partners</u> Maniapoto Maori Trust Board Waikato Raupatu River Trust Raukawa Charitable Trust Te Arawa River Iwi Trust Tuwharetoa Maori Trust Board Te Ropu Hautu (project steering group, comprising staff from the project partners and the Waikato River Authority) Technical Alliance (Technical Leaders Group and Technical Support Group) Collaborative Stakeholder Group

4 Strategy

4.1 External communications

An e-newsletter will be the primary means of direct communication with stakeholders and the community while the proposed plan change is being developed. The CSG is encouraged and supported in using their networks to convey messages about the project. Existing communications channels will be used to convey messages about the project.

4.2 Internal communications

The external e-newsletter and website will be used as internal communications and will be supplemented when required.

5 Key messages

The key messages approved by councillors at the outset of the project have been continuously updated over the course of the project (see doc 3045459).

Additional messages have been developed when required. A list of communications plans and key messages for specific components of the project, such as the establishment of the CSG, are available in the Appendix of this plan.

6 Tactics

6.1 External communications

6.1.1 Project branding

A logo and identity guidelines have been developed (doc 3358138).

6.1.2 Project overview brochure

A project overview brochure with basic information about the project will be maintained for the project's duration. The brochure will be available on the Healthy Rivers Wai Ora web page.

6.1.3 Web pages

Project web pages (waikatoregion.govt.nz/healthyrivers) will be maintained and further developed.

The CSG have been asked to approve use of their photo and contact details on the project webpages.

A function will be added to the web pages that will enable people to type in their address and find out which catchment they are in.

6.1.4 Healthy Rivers Wai Ora e-newsletter

Healthy Rivers Wai Ora News is published usually every 4 to 6 weeks, after each CSG workshop. The subscription list includes stakeholders in the key contacts tab of the stakeholder register (doc 2102487) and subscribers.

People can subscribe to the newsletter online, and there are 676 subscribers at 19 June 2015.

Newsletters to date are available at <http://www.waikatoregion.govt.nz/Council/Policy-and-plans/Plans-under-development/Healthy-Rivers---Plan-for-Change/Newsletters/>

6.1.5 Social media

The project can capitalise on the audience able to be reached via posting on Waikato Regional Council's Facebook page (2007 followers as at 14 April 2015).

Posts are made using the hashtag #healthyrivers. Tweets are also made to the council's Twitter account using the same hashtag.

Targeted Facebook advertising (in the form of promoted posts targeting locations in the Waikato and Waipa river catchments) is used to promote engagement events.

6.1.6 Media releases

When newsworthy content is available, a media release is issued after each CSG workshop, usually based on content of e-newsletter.

Beyond this, media releases will be issued as required to publicise and report on engagement activities and key project milestones and respond to any issues that may arise in the media.

A media release template (doc 2258644) and CSG media protocol have been prepared (doc 2931631).

A series of articles will be pitched to the Waikato Times to appear in the lead up to the Sep

6.1.7 Infosheets

A range of infosheets will be produced and available online and at engagement events. The topics covered will include:

- water quality state, trends and drivers
- economic modelling
- integrated assessment framework
- Mātauranga Māori
- Technical Alliance
- freshwater management units
- policy selection criteria
- values and attributes
- decision making processes
- timetable – what's happening when
- the CSG.

6.1.8 Base set of slides

An up to date base set of slides (doc 2238444) from which to craft presentations is maintained and developed and a branded Powerpoint template (doc 2311817) is available.

6.1.9 Technical reports

Contracted technical writers will be providing summaries of technical reports, such as the Upper Waikato Dairy Support Study, for non-technical audiences. It is expected this and other technical report summaries will be able to be used on the web pages and in printed form.

6.1.10 Your Waikato newsletter and e-newsletter

Stories on the project will appear in Waikato Regional Council's:

- quarterly newsletter, distributed to all households in the region and non-resident ratepayers
- monthly e-newsletter (769 subscribers as at March 2015).

A special edition of Your Waikato will also be used to convey information on the proposed plan change once it is approved by Waikato Regional Council (see 7.1.11).

6.1.11 Public notice

The RMA 1991 requires proposed plan changes to be publicly notified. The public notice must state:

- where the proposed plan change may be inspected
- that any person may make a submission
- the process for public participation
- the closing date for submissions
- the address for service of the local authority.

6.1.12 Information on the proposed plan change

The RMA 1991 requires regional councils to send a copy of the public notice and "such further information as the regional council thinks fit" to "any person who, in the regional council's opinion, is likely to be directly affected" by the proposed plan change.

The council will send a special edition of Your Waikato, covering the proposed plan change and how to make a submission, to all households in the Waikato and Waipa River catchments.

6.1.13 Print advertising

Print advertising, including advertorials, will be placed in both newspapers and farming publications as follows:

Newspapers

- Waikato Times
- Taupo Times
- South Waikato News
- Cambridge Edition

- Hamilton Press
- North Waikato News
- Franklin County News
- Waitomo News
- Te Awamutu Courier

Rural publications*

- Farmers Weekly
- Straight Furrow
- Rural News
- Federated Farmers' bi-monthly National Farming Review will also be used.

*The first three publications listed are the most regularly read for dairy and drystock farmers (according to a 2012 King St survey on media consumption for these two groups)

6.1.14 CSG communications support

CSG members will be offered communications support in undertaking their roles and in promoting engagement events.

For example, in the March to May 2015 intensive engagement period, CSG members were provided with the following resources to use in their networks:

- A5 flyer, A4 flyer/A3 poster
- media release – for publication in sector newsletters etc
- online graphic, for use in social media, e-newsletters, websites etc with a link to <http://www.waikatoregion.govt.nz/Council/Policy-and-plans/Plans-under-development/Healthy-Rivers---Plan-for-Change/Events/Drop-in-sessions1/>

All CSG members have been offered Healthy Rivers Wai Ora CSG business cards so as to identify their part in the project at engagement opportunities.

6.2 Internal communications

6.2.1 Intranet page

An intranet page ourplace/healthyivers has been created which links to the external web pages at waikatoregion.govt.nz/healthyivers for more information. This page will be updated with an FAQ resource to assist staff in communicating about the project.

6.2.2 Healthy Rivers Wai Ora e-newsletter

Waikato Regional Council staff visiting the Healthy Rivers/Wai Ora intranet page are prompted to subscribe to the externally-focussed Healthy Rivers Wai Ora e-newsletter.

The e-newsletter is also suitable for other internal audiences, such as project partner staff, to keep up to date with the project.

6.2.3 Bulletin

Stories in the Bulletin will be used to update staff on project progress.

7 Protocols and guidelines

7.1 External communications protocols

Protocols covering the process for issuing external communications together with other project partners have been produced (doc 2260628).

7.2 Guidelines for TLG to declare involvement

TLG members and the wider Technical Support Group may be asked to participate in public forums, debates and so on external to the project. There is a risk that in identifying themselves as being involved in the project they could be perceived as representing the project. Guidelines are to be developed to minimise this risk.

8 Implementation plan

Date	What	Who	Status
30 Apr 2015	Approval of the revised project timeline by the council		
Apr/May 2015	Healthy Rivers Wai Ora News following CSG11 (23-24 April 2015)	Comms w/s	
	Media release on CSG11	Comms w/s	
Jun 2015	Healthy Rivers Wai Ora News following CSG12 (4-5 June 2015)	Comms w/s	
	Media release on CSG12	Comms w/s	
Jul 2015	Healthy Rivers Wai Ora News following CSG13 (2-3 July 2015)	Comms w/s	
	Media release on CSG13	Comms w/s	
Aug 2015	Healthy Rivers Wai Ora News following CSG14 (10-11 August 2015)	Comms w/s	
	Media release on CSG14	Comms w/s	
Sep 2015	Healthy Rivers Wai Ora News following CSG15 (8-9 September 2015)	Comms w/s	
	Media release on CSG15	Comms w/s	
Sep-Nov 2015	Promotion of engagement events	Comms w/s	
Oct 2015	Healthy Rivers Wai Ora News following CSG16 (1-2 October 2015)	Comms w/s	
	Media release on CSG16	Comms w/s	
Nov/Dec 2015	Healthy Rivers Wai Ora News following CSG18 (23-24 November 2015)	Comms w/s	
	Media release on CSG18	Comms w/s	
Feb 2016	Healthy Rivers Wai Ora News following CSG19 (18-19 February 2016)	Comms w/s	
May 2016	Media release on CSG19	Comms	

		w/s	
	Public notice and delivery of special edition Your Waikato to all households in the Waikato and Waipa river catchments	Comms w/s	
	Public notice to appear in: <ul style="list-style-type: none"> • Waikato Times • Dominion Post • New Zealand Herald 		
	<i>Proposed Waikato Regional Plan Change 1: Waikato and Waipa River Catchments</i> available for submissions using Objective's Uengage	Policy w/s	
	Printed copies of <i>Proposed Waikato Regional Plan Change 1: Waikato and Waipa River Catchments</i> available	Comms w/s	

9 Appendix

9.1 Related communications plans and messages

Communications plan: Establishment of Collaborative Stakeholder Group (CSG) (doc 2881277)

Communications plan: Menu of practices to improve water quality: dairy farms/drystock/cropping land (doc 2347287)

Key messages re change in project timeline (doc 3285851)

Key message re timeline and engagement August 2015 (doc 3480510)

CSG talking points re scenario modelling and first run results 24 September 2015 (doc 3496136)

9.2 Other related documents

Healthy Rivers Wai Ora: supplementary style guide (doc 2184671)