

Agenda

Rārangi Take

Kaipara Moana Remediation Joint Committee
Monday 26 February 2024 at 11.00



kmr.org.nz



Kaipara Moana Remediation Joint Committee Agenda

Rā Date:	Monday 26 February 2024
Tāima Time:	11.00 am
Tauwāhi Location:	Online Link
Ngā Mana whakahaere Members	Tame Te Rangi (Chair), Te Rūnanga o Ngāti Whātua Amy Macdonald (Deputy Chair), Northland Regional Council Cherie Povey, Ngā Maunga Whakahii o Kaipara Georgina Curtis-Connelly, Te Uri o Hau Greg Sayers, Auckland Council Jack Craw, Northland Regional Council Jane Sherard, Ngā Maunga Whakahii o Kaipara John Blackwell, Northland Regional Council Kerrin Leoni, Auckland Council Michelle Carmichael, Auckland Council Taiāwhio Wati, Te Uri o Hau Virginia Warriner, Te Rūnanga o Ngāti Whātua

KARAKIA | WHAKATAU

RĪMITI (ITEM)

Page

1.0 NGĀ RĪMITI / ITEMS

4.1 Kaipara Moana Remediation Briefing Presentation

3

TITLE: Kaipara Moana Remediation Briefing Presentation

Kaituhi Pūrongo |
Report Writer Sophie Bone, PA to Pou Tātaki and Governance Support

Te Kaupapa | Purpose

To present the items of the Joint Committee Presentation to the Kaipara Moana Remediation Joint Committee

Rimiti | Items

1. **Landowner Survey**
Presented by Taciano Milfont – Ministry for the Environment / University of Waikato.
 2. **Staff Engagement Survey Results**
Presented by Justine Daw (Pou Tātaki) – Kaipara Moana Remediation programme.
 3. **Communications and Engagement Update**
Presented by Ben Hope (Ringa-Pārongo), William Wright (Ringa-Hononga Mana Whenua), Griffin Hope (Pūtohu-Hononga Hapū and Hāpori) - Kaipara Moana Remediation.
 4. **Freshwater Farm Plans**
Stephanie Versteeg (Amo-Rautaki Pākihi) – Kaipara Moana Remediation.
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Pirihongi | Attachments

Attachment 1: Joint Committee Briefing Presentation [↓](#) 



Joint Committee Briefing

26 February 2024

Justine Daw, Pou Tātaki

February 2024



Agenda

Welcome - Chair

Scene-setting - Pou Tātaki

Presentations

- Landowner survey - Taciano Milfont (MfE)
- Staff Engagement Survey results - Justine Daw
- Communications and Engagement Update - Ben Hope, Griffin Hope, Willie Wright
- Freshwater Farm Plans - Stephanie Versteeg



Social data to inform KMR

INSIGHTS FROM THE MfE SYSTEM
CHANGE AND CAPABILITY TEAM



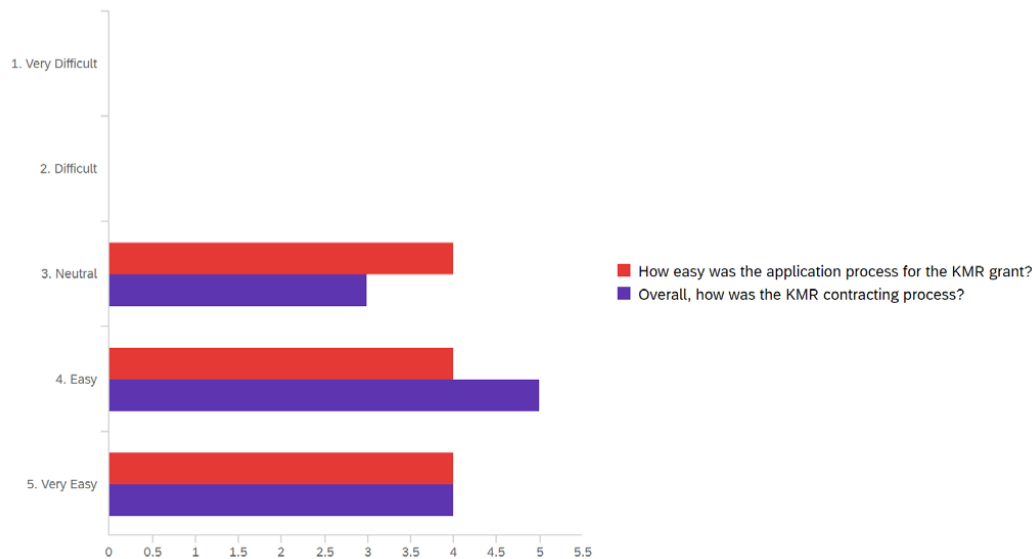
Feedback from KMR grant recipients (Landowner Survey)

2. KMR grant recipients – background 1



- The conclusion of grants gives an opportunity to ask recipients about their interactions with KMR, and how to improve things further
- Ben Hope, KMR Communications Lead, developed a draft post-fund survey, and a final version was agreed after a meeting with Justine Daw (KMR) and Taciano Milfont (MfE)
- We then developed a survey on Qualtrics (an online platform – see Appendix for full survey), which Ben shared with KMR fund recipients
 - 12 respondents completed the survey
 - 10 indicated receiving the Landowner Grant and 2 didn't remember which grant they received

2. KMR grant recipients – feedback on grant process



- Of the 12 respondents, the vast majority indicated:
 - that the application process for the KMR grant was ‘easy’ or ‘very easy’ (66.7%)
 - and that the overall KMR contracting process was ‘easy’ or ‘very easy’ (75%)
- Although some respondents selected the ‘neutral’ option, none indicated that the KMR grant and contracting process was ‘difficult’ or ‘very difficult’

2. KMR grant recipients – grant process

Ways to make KMR grant process easier for future applicants

Timing and contact responses. Starting was slow, but I think KMR was still setting up people and processes.

Phase one has too much admin, but phase two (now underway) is much better.

Some of your fencing rules were too fixed, allow minor practice solutions that don't meet rules, but achieve the same desired outcomes.

None awesome dealings so far hopefully more in the future

We were fortunate enough to be able to do the work ourselves which meant work was completed on our timeframe, working around weather events and other obstacles. One project for planting was a contract job where communication with different contract partners was challenging at times. Just making sure everyone was on the same page did take some time.

We applied and got our case officer who got organised a farm visit very quickly so we were able to start work, weather events slowed things down, Mitchel kept in contact regularly to see how things were progressing.

The main barriers were understanding the what exactly it was going to cost us as a land owner, the field advisor was great at walking us through it.

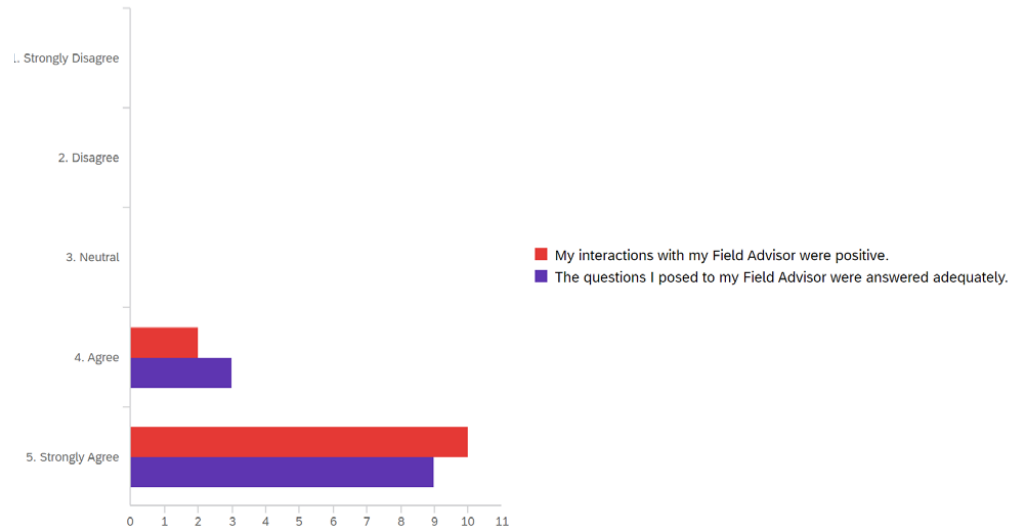
The application and dealing with KMR was all done through a person at The Forest Bridge Trust, thank goodness.

The personal service of the advisors was great

It was a bit confusing dealing with the advisor, then certain things needing to go through KMR

- When asked for ways to improve things, respondents noted that the initial set-up was slow, perhaps due to excessive administration obstacles
- There were also reflections on ways to improve communication, flexibility, and roles and responsibilities

2. KMR grant recipients – feedback on Field Advisors



- Of the 12 respondents, all agreed or strongly agreed that:
 - the interactions with their Field Advisors were positive (66.7%)
 - the questions posed to their Field Advisors were answered adequately (75%)
- No negative interactions with KMR Field Advisors were noted

2. KMR grant recipients – awareness

How did you find out about KMR?

Northland Regional Council newsletter

Word of mouth

Northland regional council

Newspaper article

Advertising

I had been working with NRC for fencing grants previously to KMR taking over this

Beef and Lamb farm day

Word of mouth

Through The Forest Bridge Trust

via NRC

Through a planner we use

Word of mouth

Northland Regional Council newsletter

- Regarding awareness about KMR, the responses indicate that the partnership with the Northland Regional Council, word-or-month, and other advertisements are working
- Although KMR is independent from councils (and need to be seen as such), the ongoing relationship with the Northland Regional Council has helped raise awareness about it



2. KMR grant recipients – way-of-working

- Respondents respond very positively regarding the KMR way-of-working, describing it as easy, efficient and professional
- KMR is commended for getting planting projects underway with the funding, and working towards shared results

What did you like the most about working with KMR?

The support to magnify what we are able to achieve

Relatively easy

Easy to deal with

Clear objectives and professional people

Easy to work with

Very easy people to deal with, able to action a plan and work through it

Mitchell has been awesome to work with, responding to phone calls, emails and setting up farm visits quickly

How helpful the field advisor was about helping us get out projects done

Getting our planting under way

Funding available

Easy to deal with & want to get results so work beside you

Aligned values

2. KMR grant recipients – improvements



What could KMR do better?

Response time back regarding approval of works. This would enable contractors to be engaged earlier so that we don't get pushed back too late into the season (Noting that I aren't always able to respond myself, so know this is not easy sometimes)

Maybe a little less red tape, plus hold your image and keep well away from carbon credit properties.

Need to work with other support partners to provide funding to retire larger rural marginal blocks that drain into the Kaipera

Allow plantings to be used for transferable titles

Found the billing/portioning confusing

- Most respondents could not think of any ways KMR could do things better
- Some of the suggestions refer to reducing barriers/attrition which could be easily implemented (e.g., quicker response time, improving information)
- Other suggestions might be outside the KMR scope

2. KMR grant recipients – meaning

- KMR is seen as a significant, forward-thinking contribution to environmental well-being in the region
- Respondents appreciate the opportunity to kick-start sustainable farming practices and native planting, and that “actions are speaking louder than words”

What does your KMR project mean to you, your wider family, and/or community?

This project has kick started our plan to improve the land use.

I am more green in mind than I discuss but people are starting to notice by actions. It is a terrific way to assist with the long term protection of our fantastic environment that we are doing a great job of destroying.

It paid for our fencing which was a big burden off of our shoulders

Smart incentives to help the environment.

We are farmers but also land custodians we appreciate that others are also keen to protect and enhance our harbour and environment.

We are very excited by the input KMR have had in our fencing and planting of waterways and stock exclusion areas. We are looking forward to a few years down the track and seeing the results of hard work and forward thinking, not to mention the aesthetics of the projects.

Been able to fence off waterways to help provide clarity to Kaipera

Preserving water ways and farming sustainably are so important to us, KMR helps us to speed up the progress we can make in reaching our goals.

Getting native plants and trees into the ground for a better future for the planet

funding for environmental well-being

Improvement of our farms, & of our impact on the Kaipara Harbour which we have always enjoyed for fishing.

It's a long term contribution to the environment and to the wellbeing of everyone

2. KMR grant recipients – other comments



Any other comment about your KMR experience KMR?

I was pleased with the end result of our first year of involvement. I am looking forward to a second year. My main concern in the second year is my ability to fund enough work to maximise the project output for the second year.

Perhaps to be considered at sign off of fencing waterways off there should be an immediate access to seedlings to plant incorporated in the fencing grant

No, just as been an awesome experience right the way through.

KMR is a great way to get started with native planting/riparian. Hopefully it can move further away from the rivers edge in the future.

- Again, the overall experience with KMR is described very positively
- Respondents recognize KMR as an excellent initiative for getting started with native planting and riparian efforts, expressing hope for future expansion

2. KMR grant recipients – Conclusions

- The KMR grant recipients who completed the survey provided glowing feedback about the grant application and contracting processes, about the KMR Field Advisors, and are clearly champions of the project
- Given their commitment with KMR and indication of word-of-mouth as a main way they found out about the project, it would make sense to partner with all former grant recipients to help promote the project further
 - One idea would be to create a ‘KMR Champion’ badge or certificate and send to all recipients with a little gift

Overall Conclusions



- KMR is a voluntary programme and efforts relies on people's willingness to act. Findings in this slide deck illustrates how social data can...
 - Check whether farms/farmers in the KMR catchment differ from their national counterparts
 - Help gauge whether KMR engagement is working
 - Identify ways to improve current engagement and plan others
 - Use population segmentation to identify variability across groups and regions in the catchment
 - Provide an additional ongoing evaluation tool to record KMR impact

Pātai?

Questions?



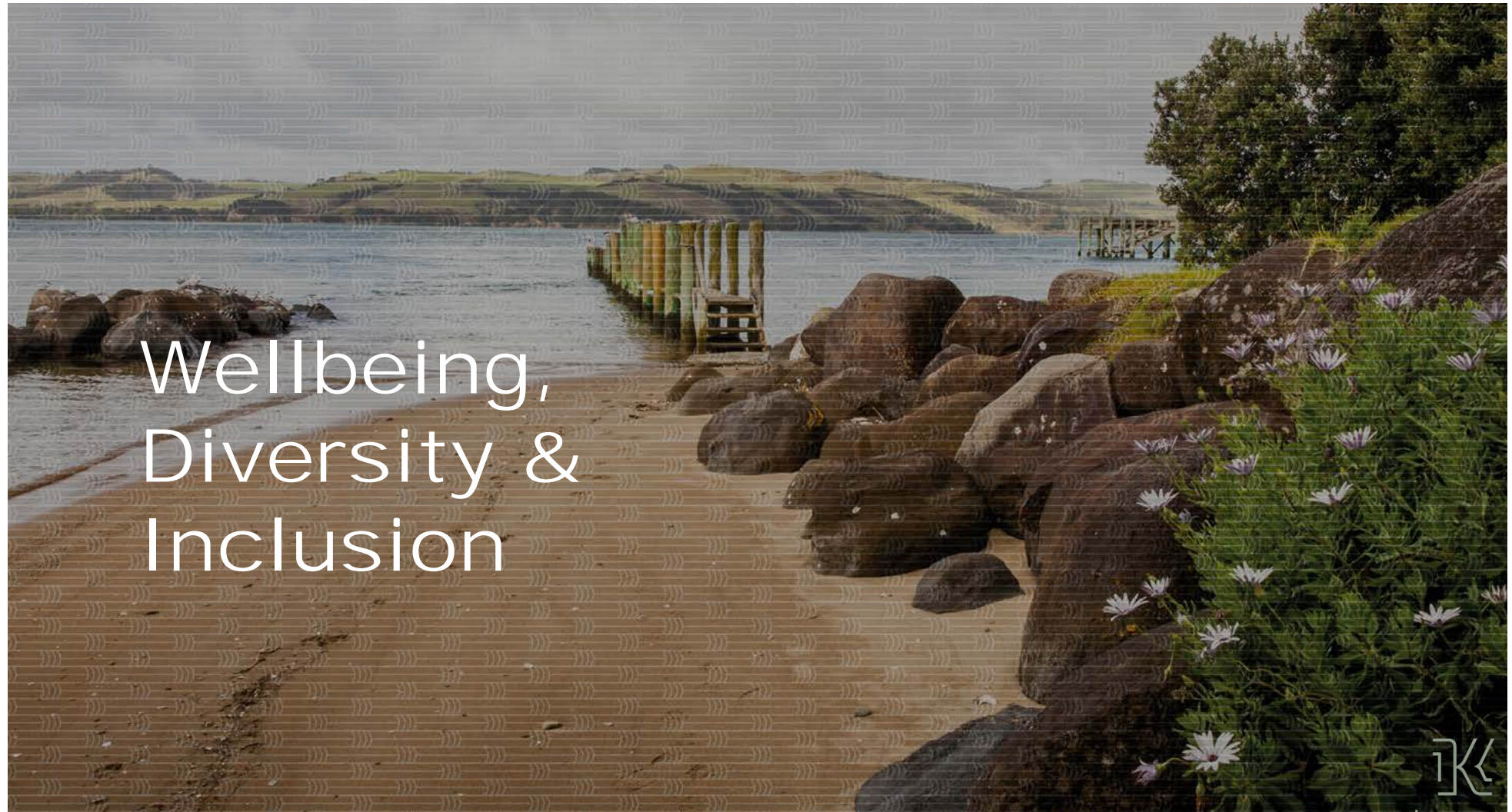


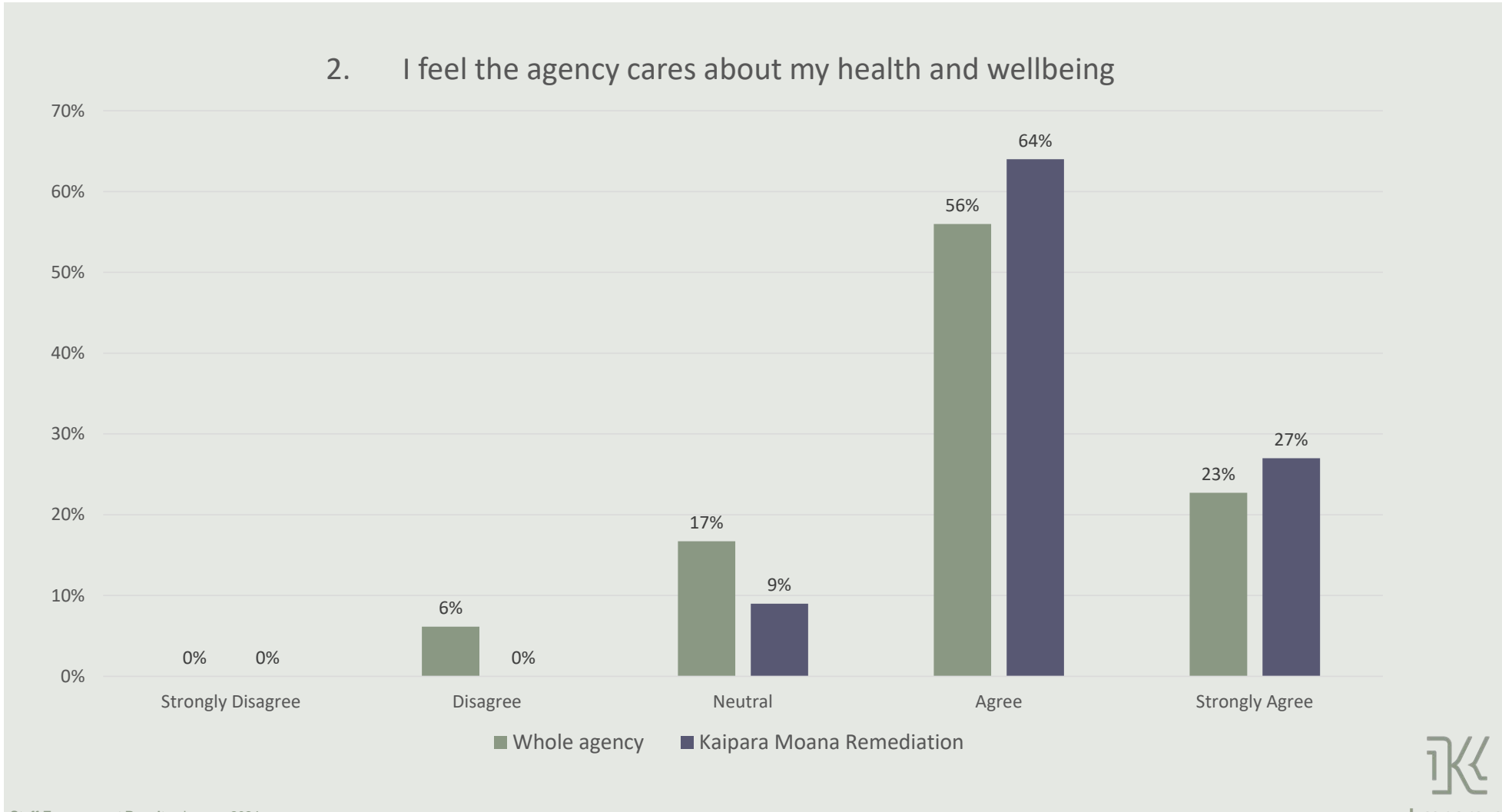
Staff Engagement Survey Results (2023)

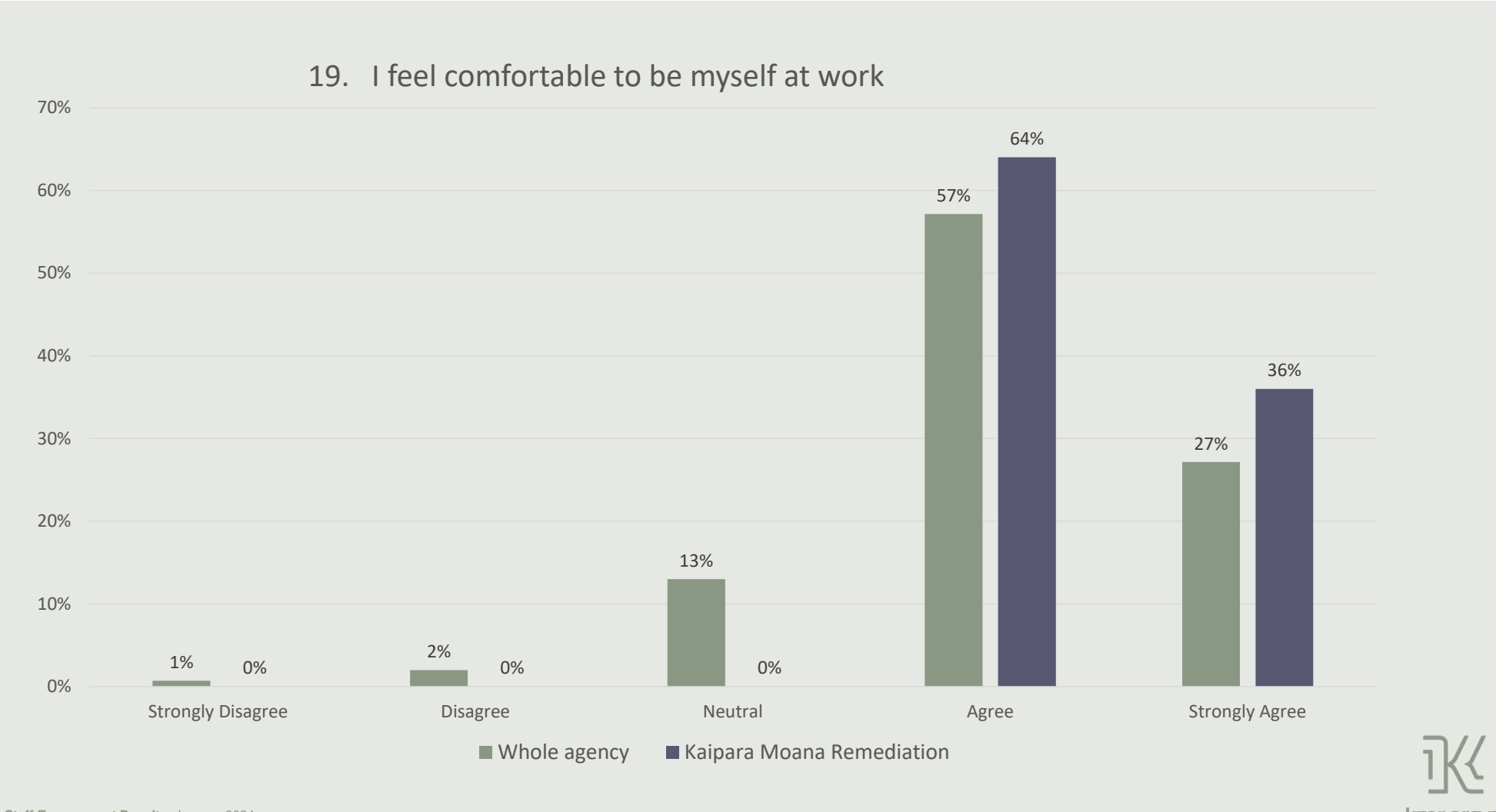
Justine Daw, Pou Tātaki

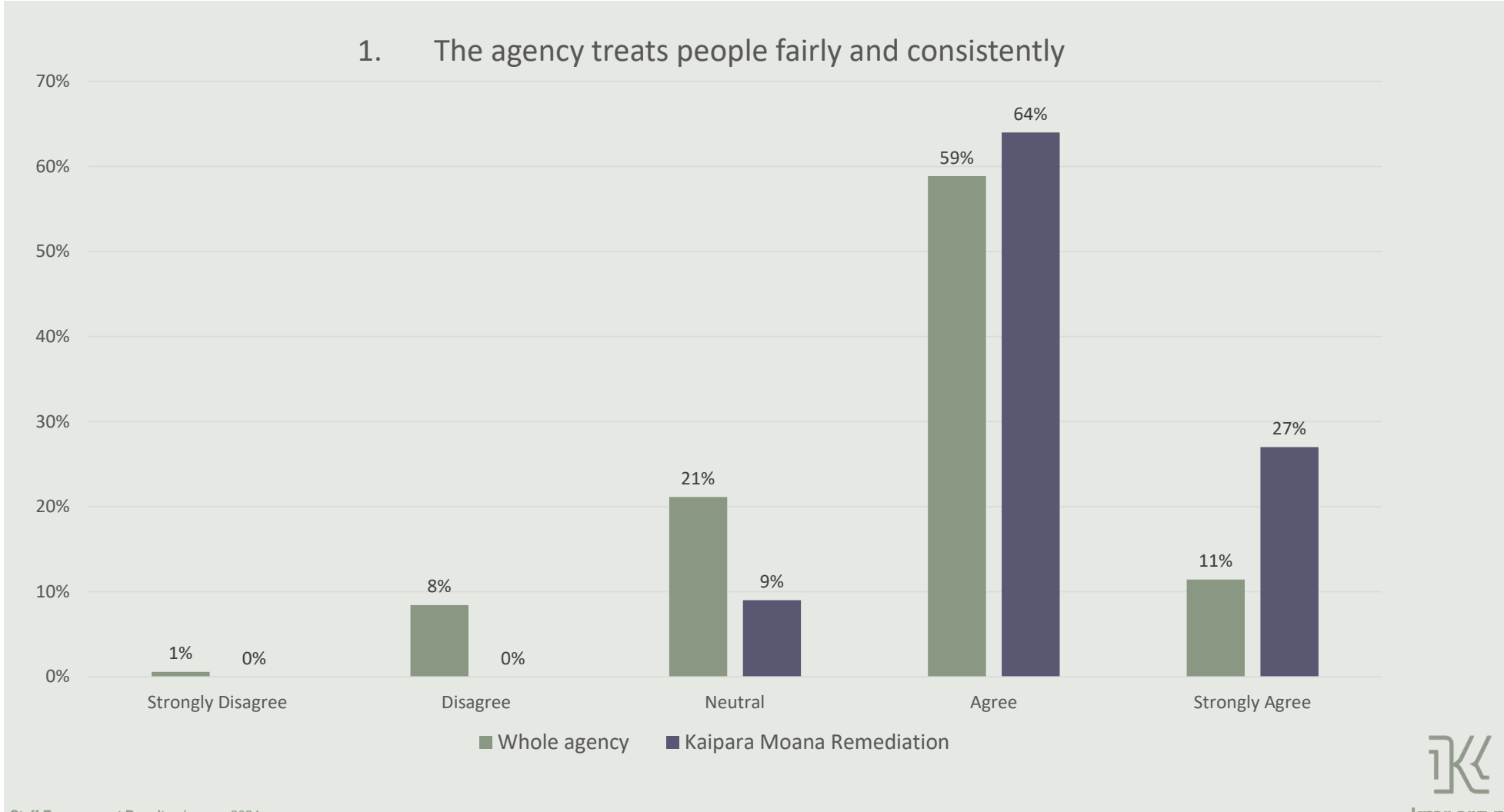
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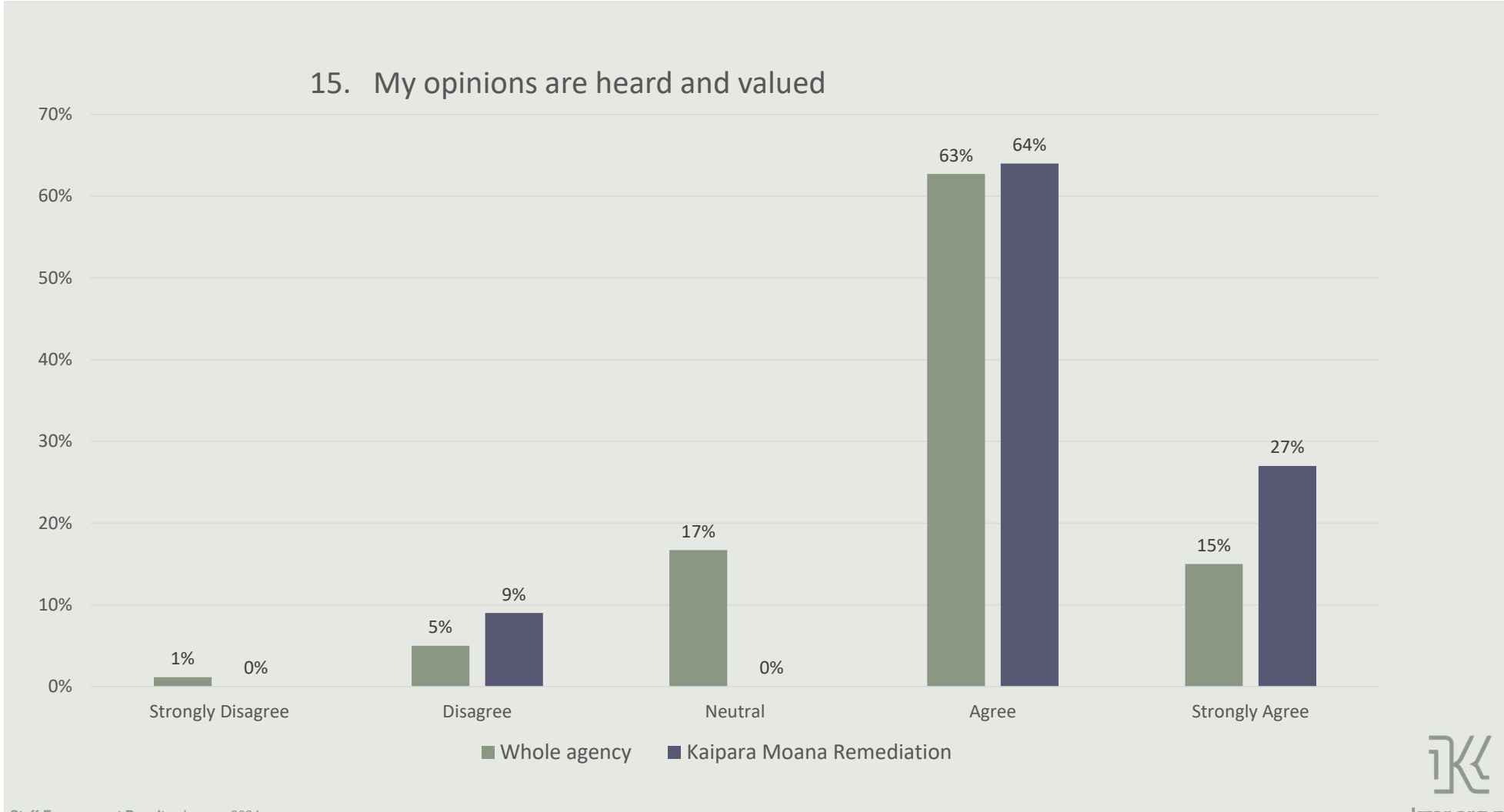


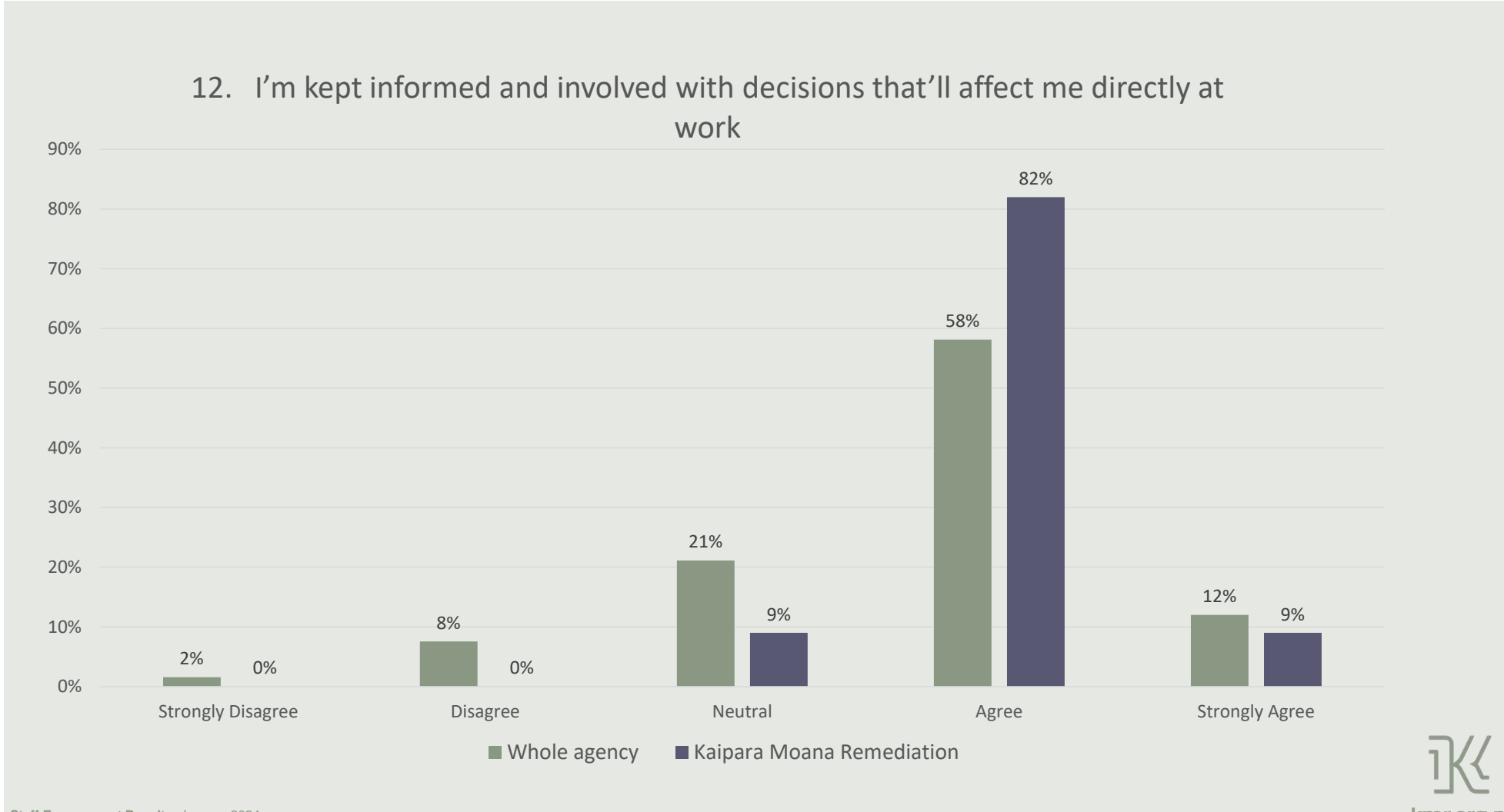


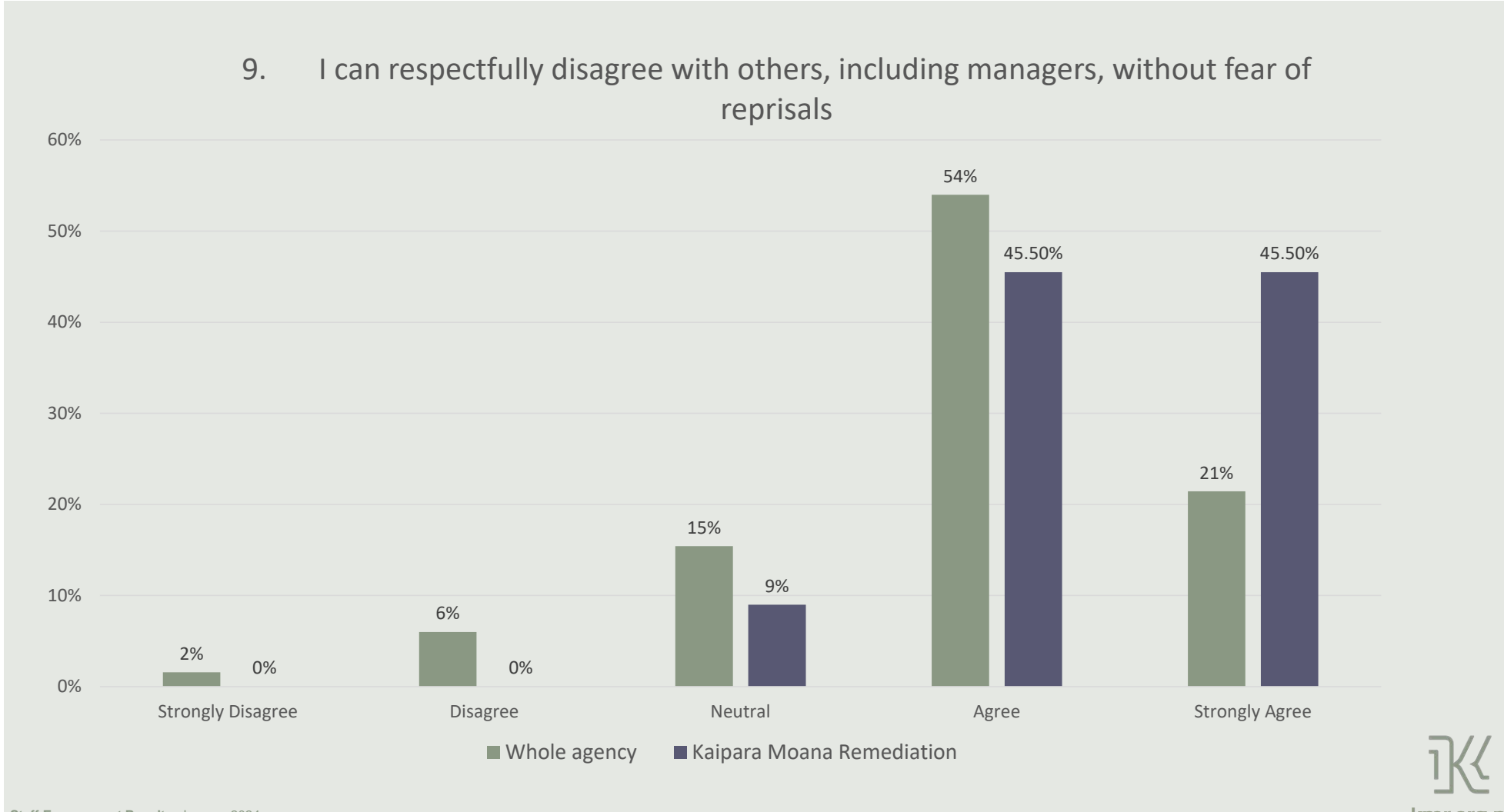


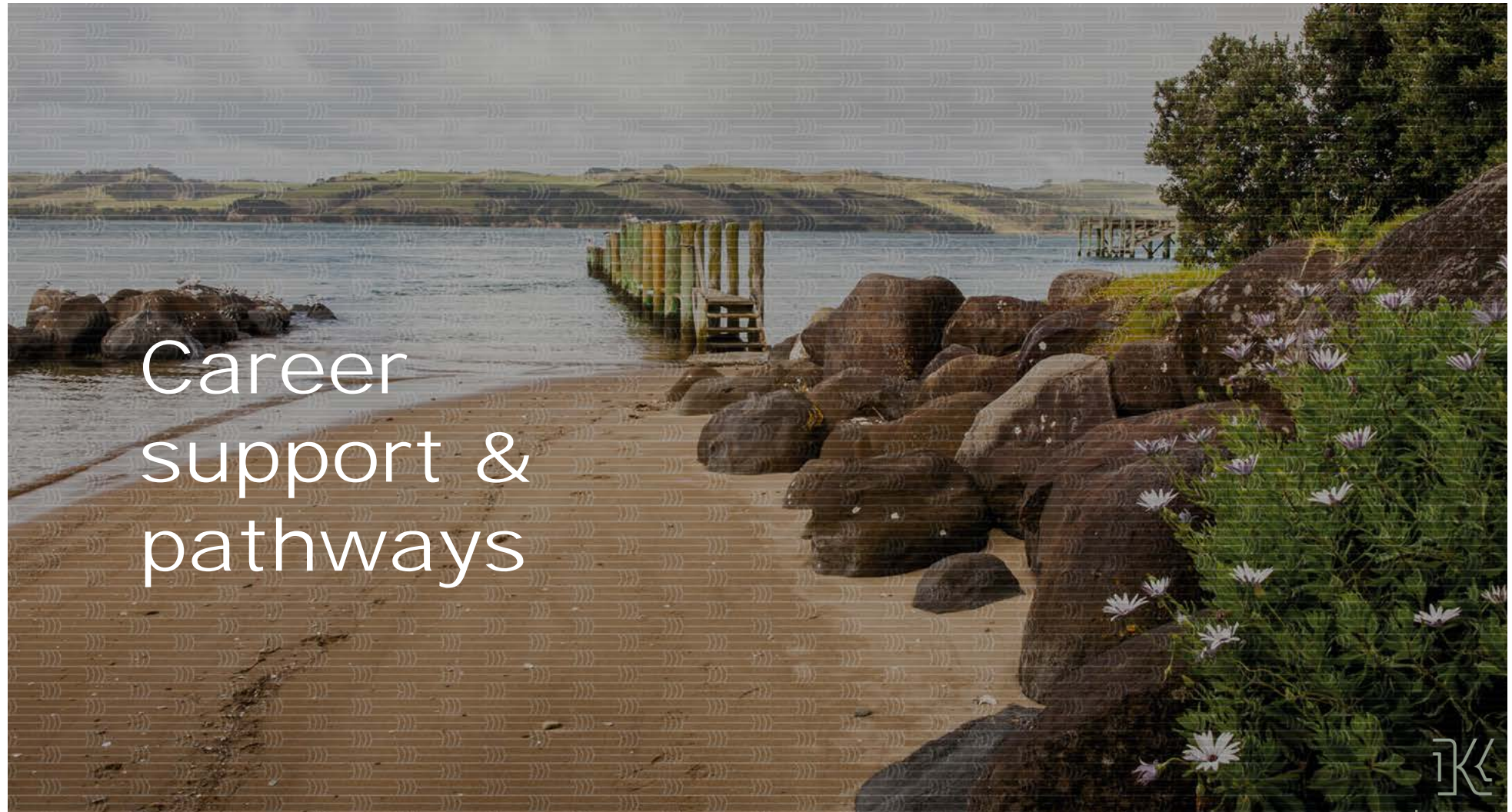


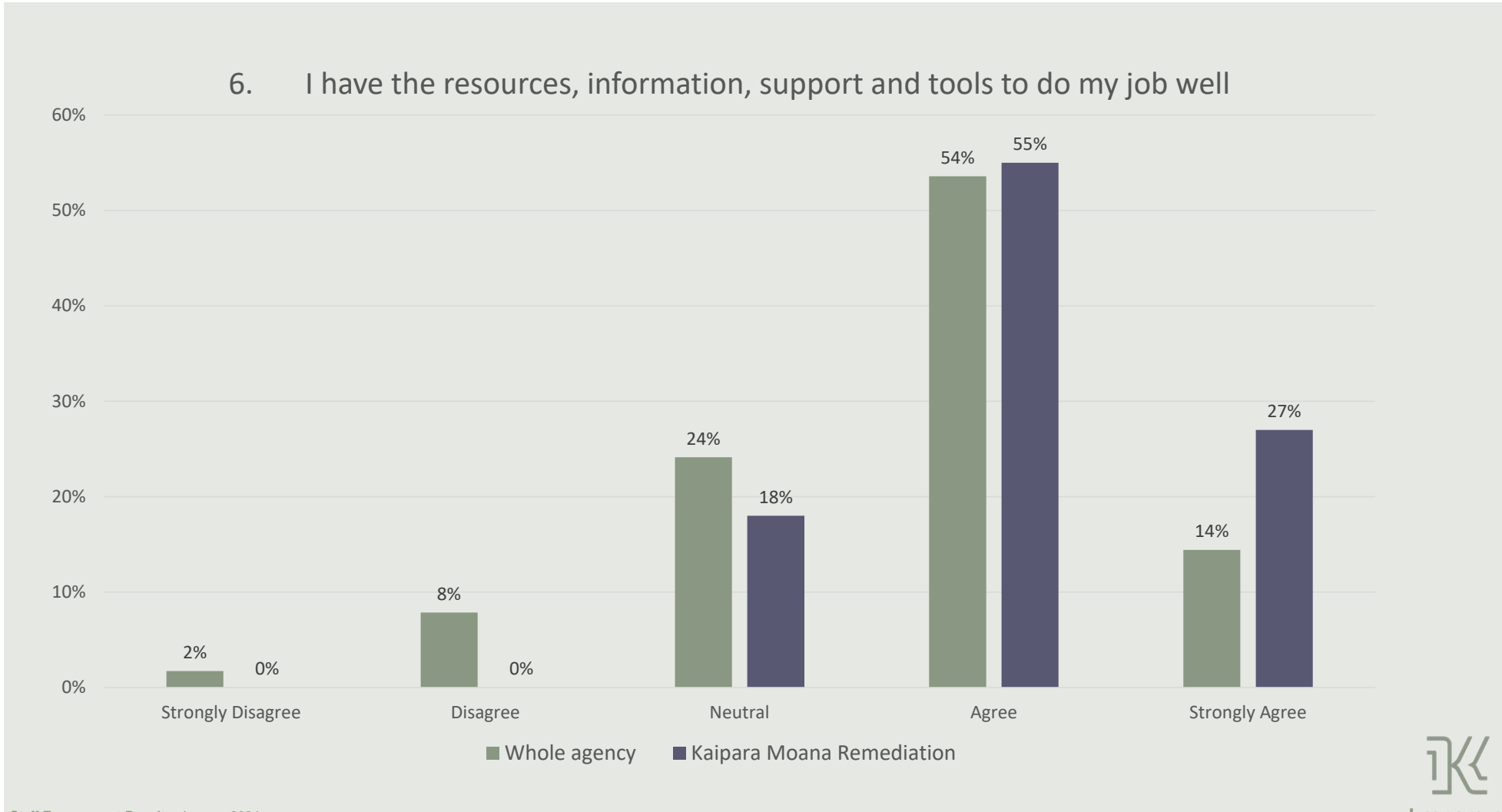


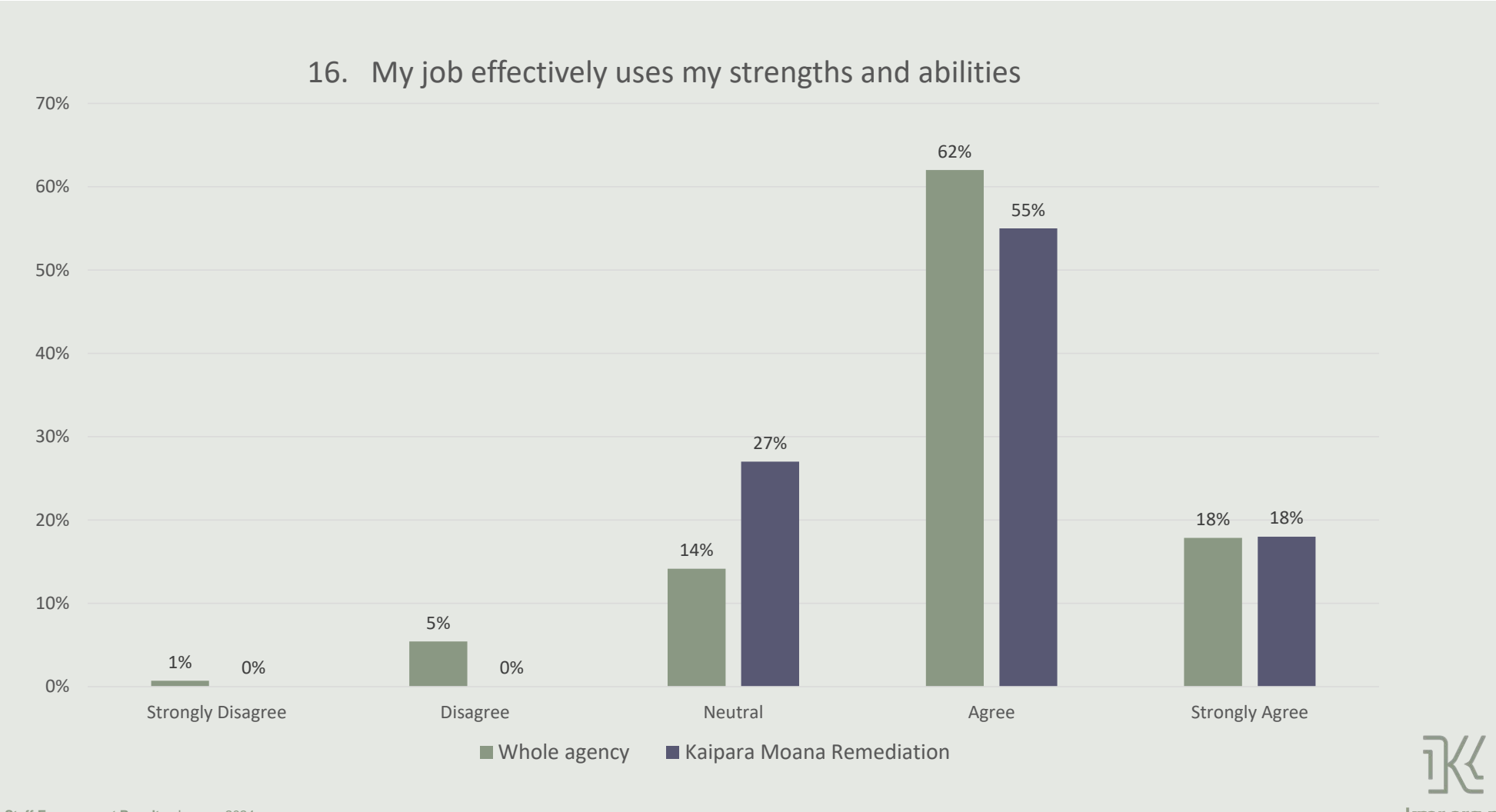


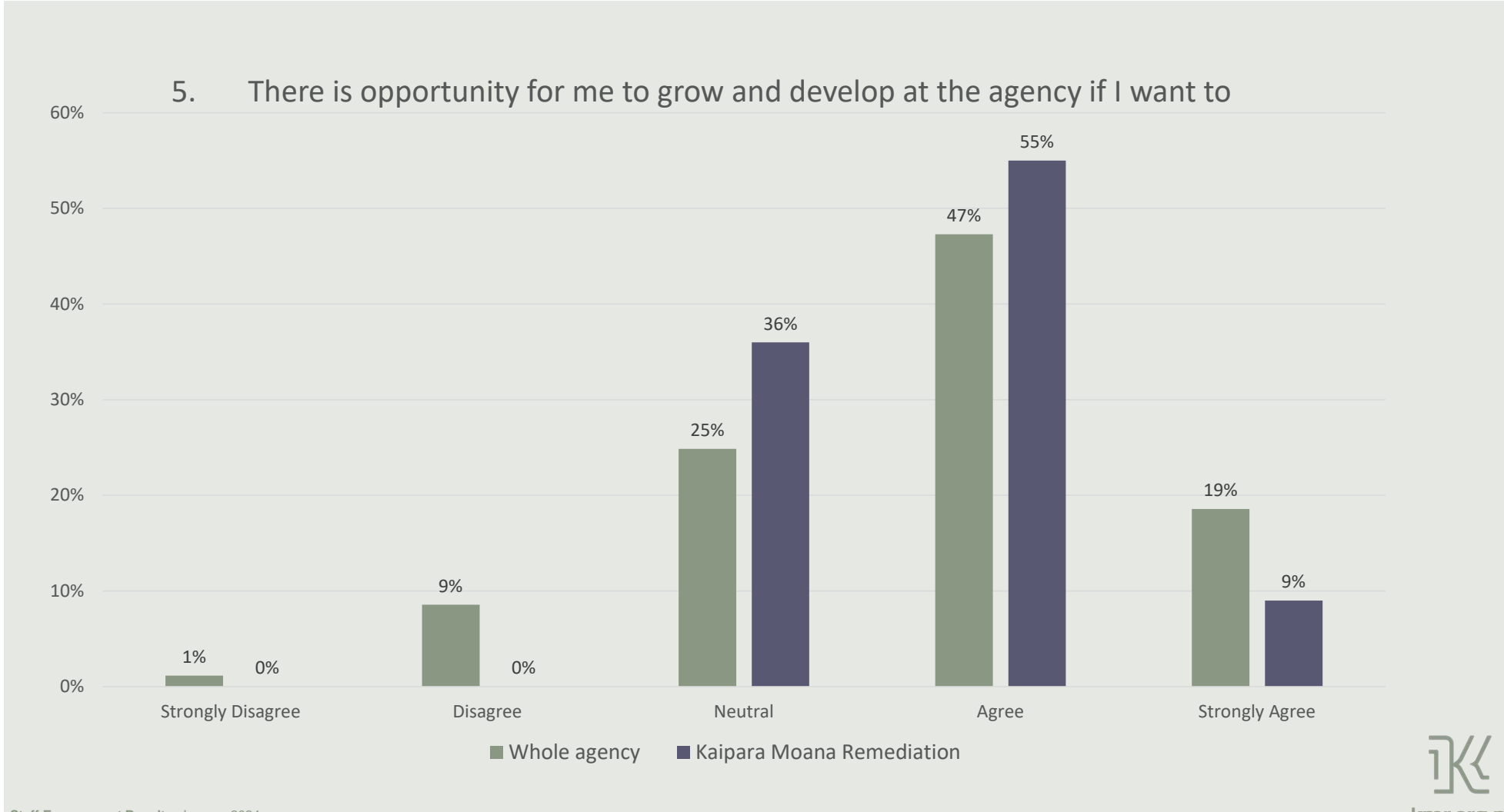


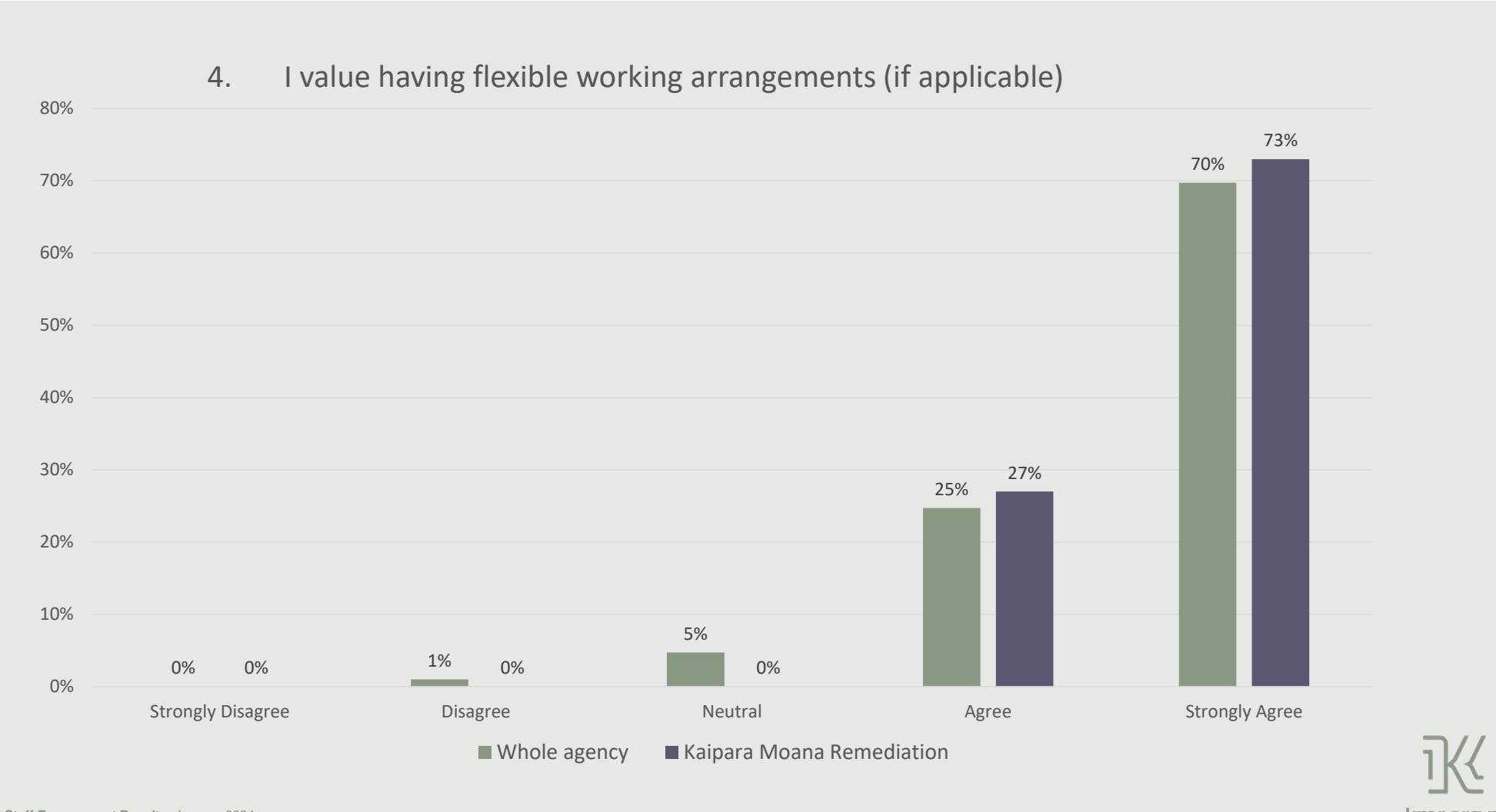


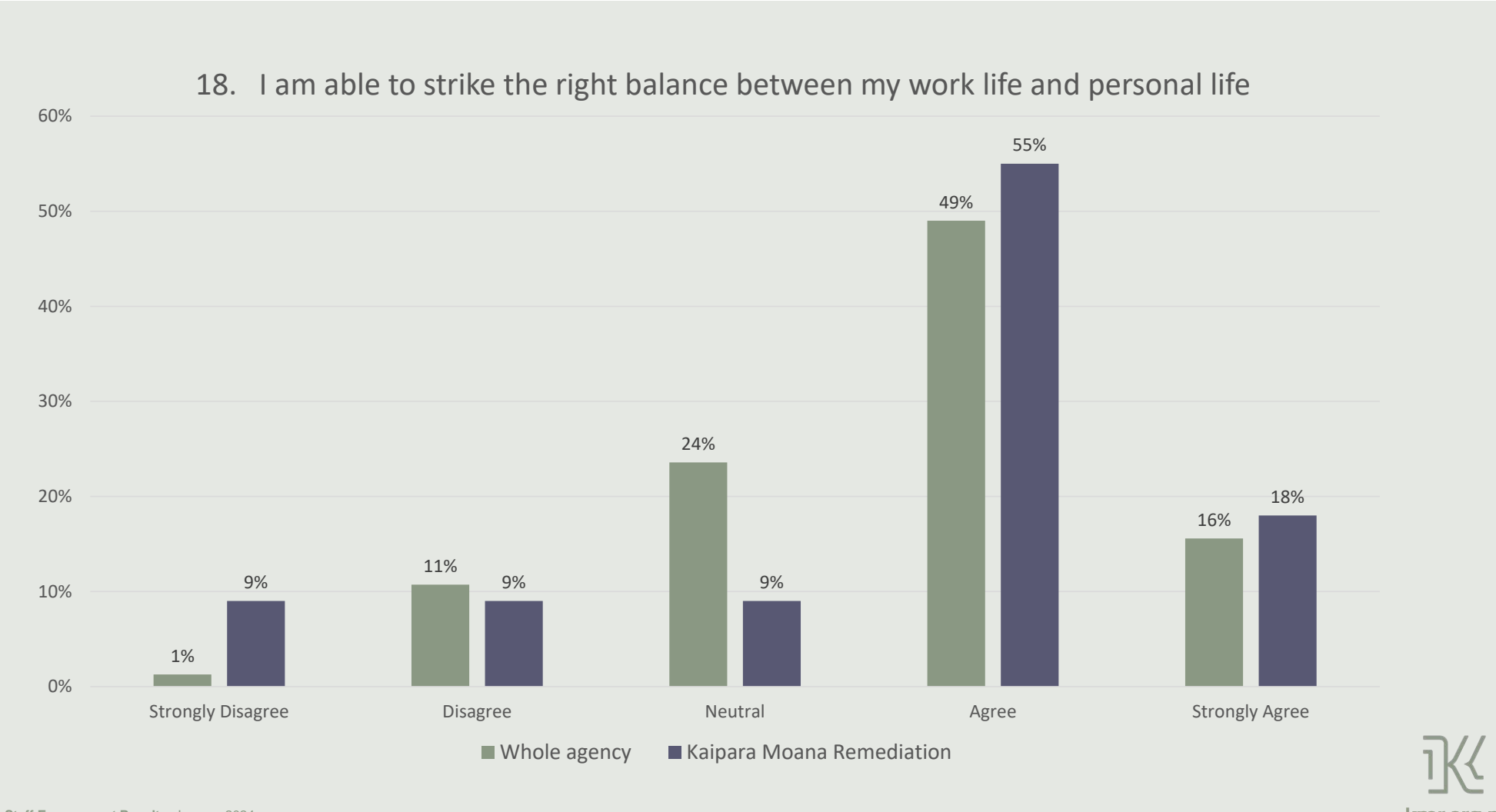


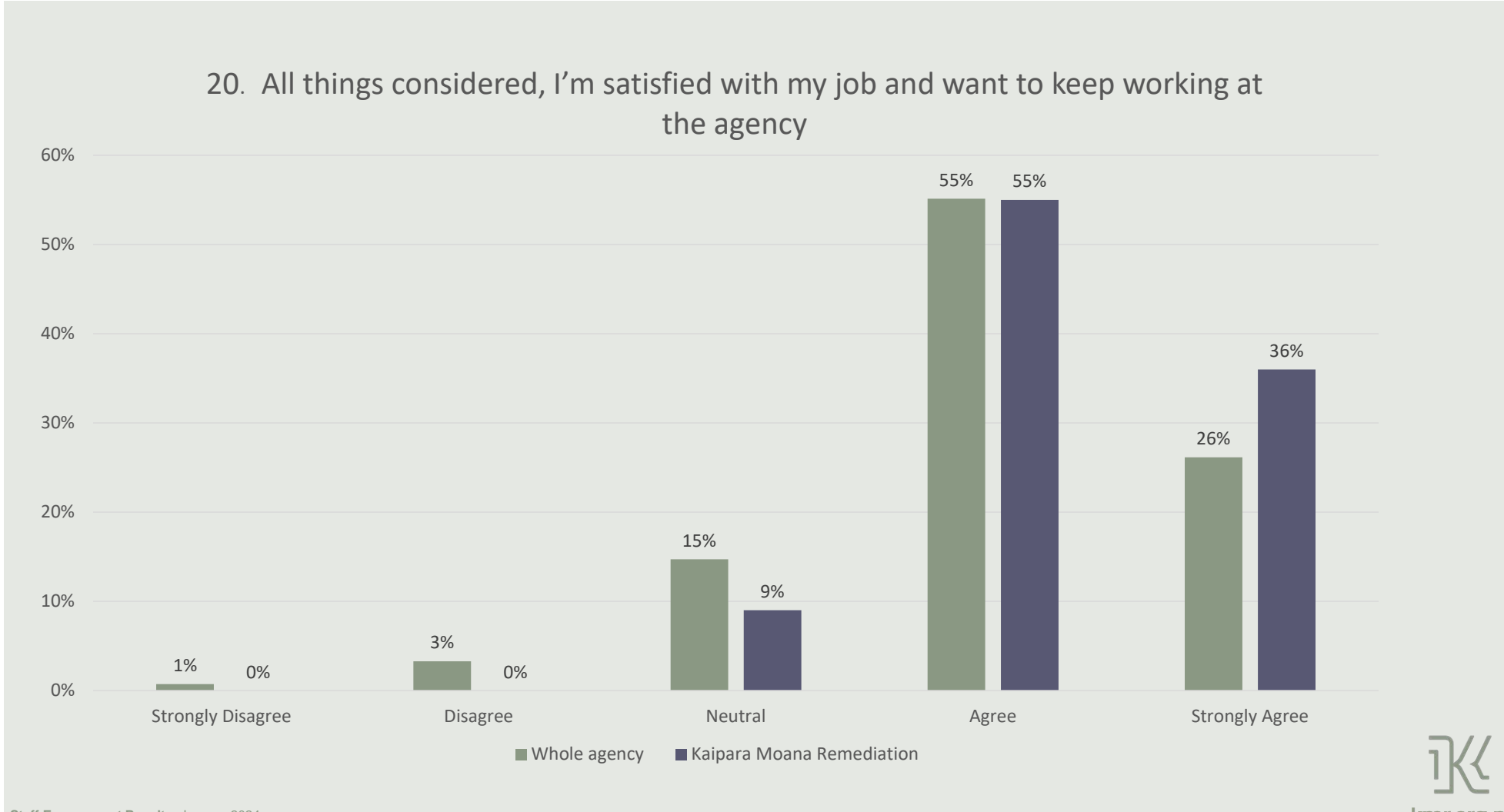




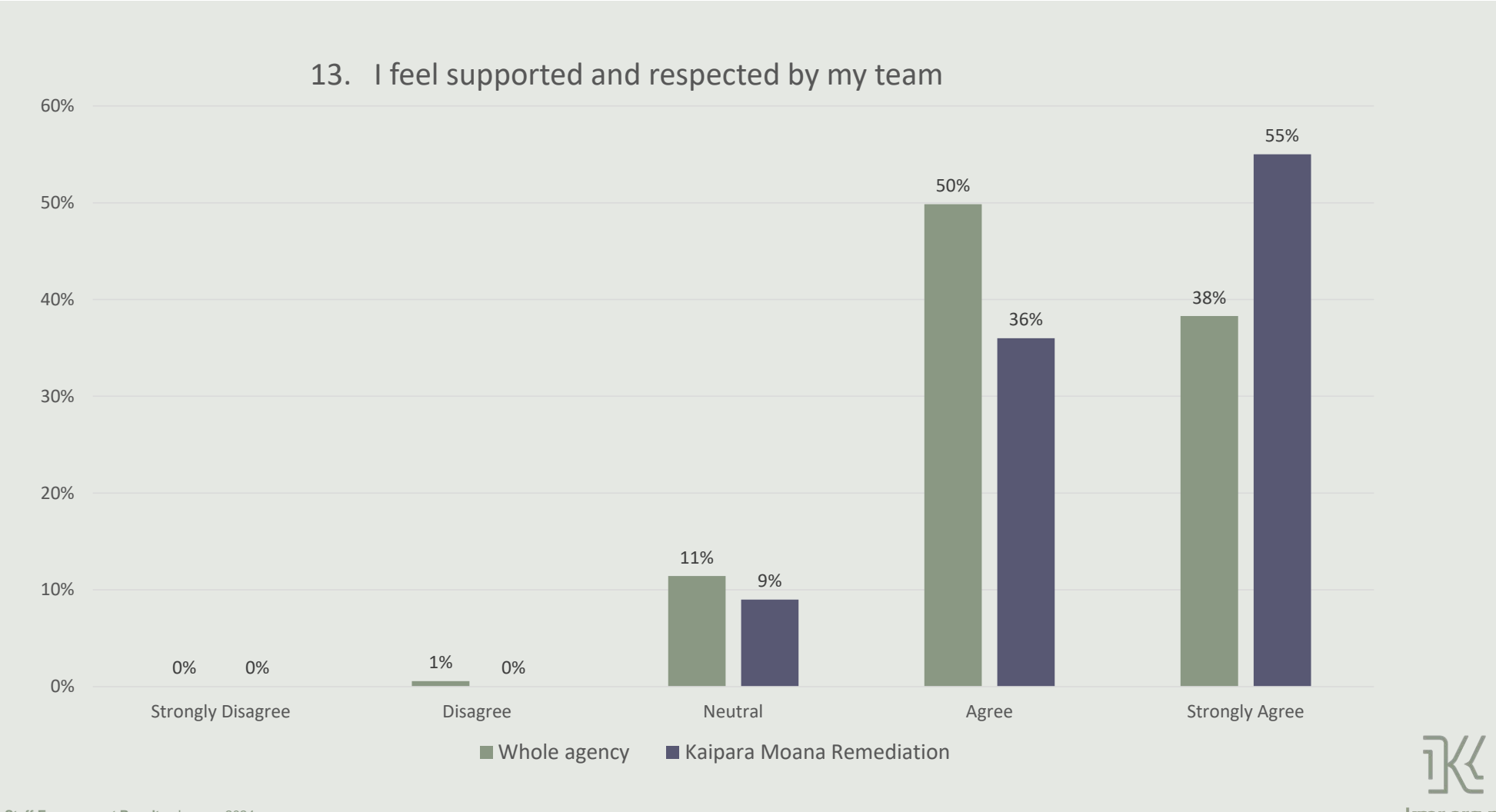


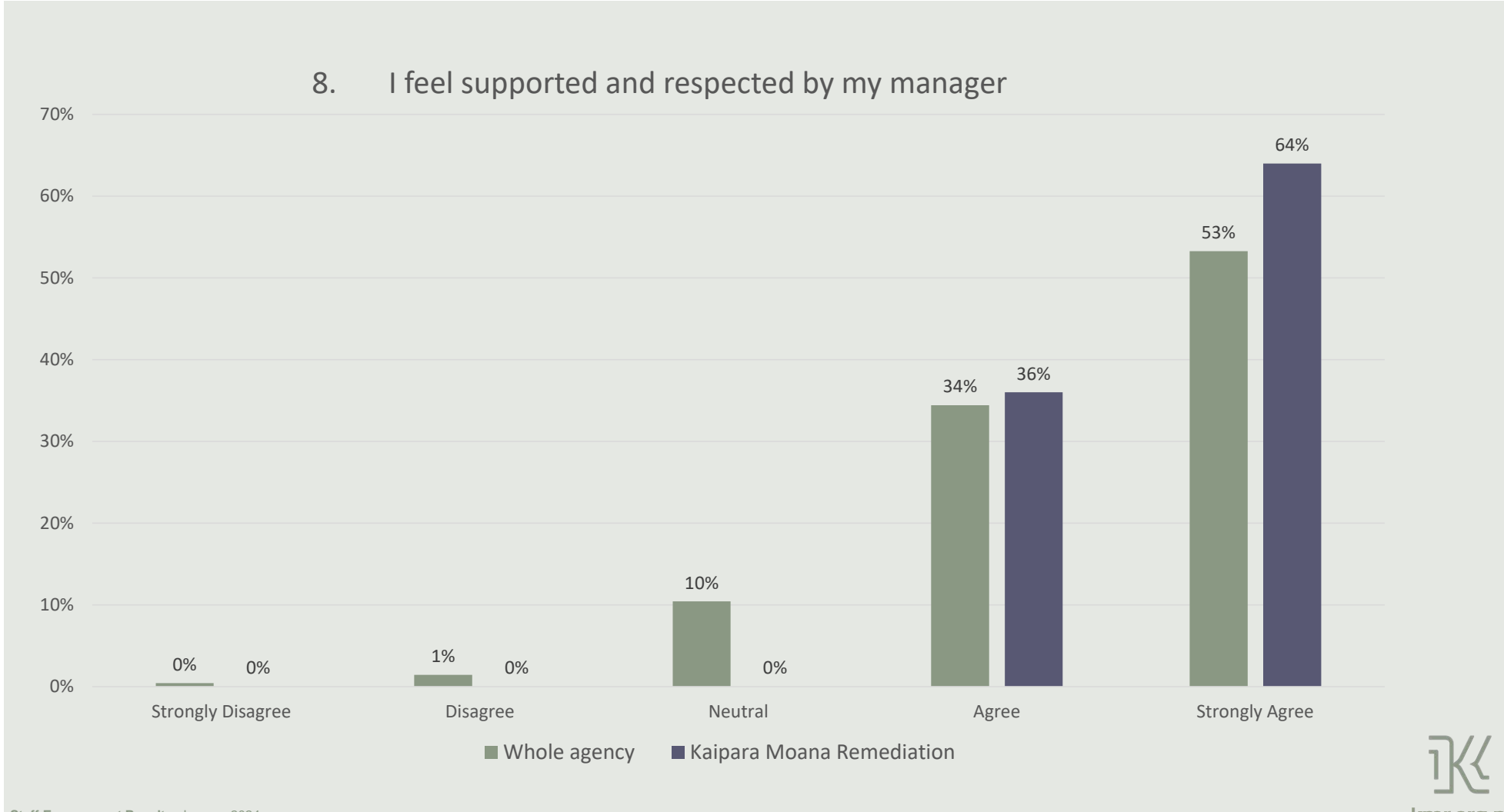


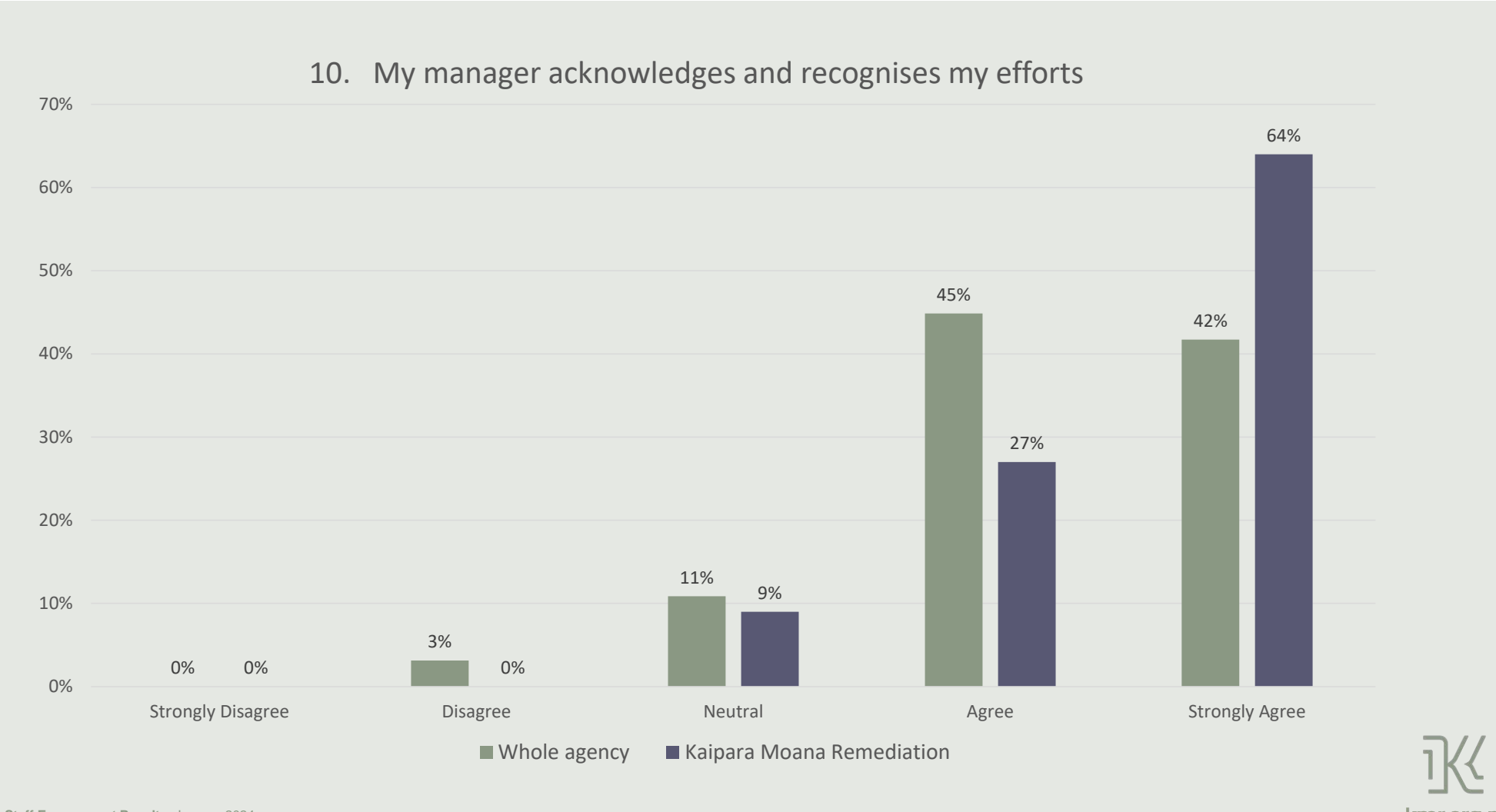


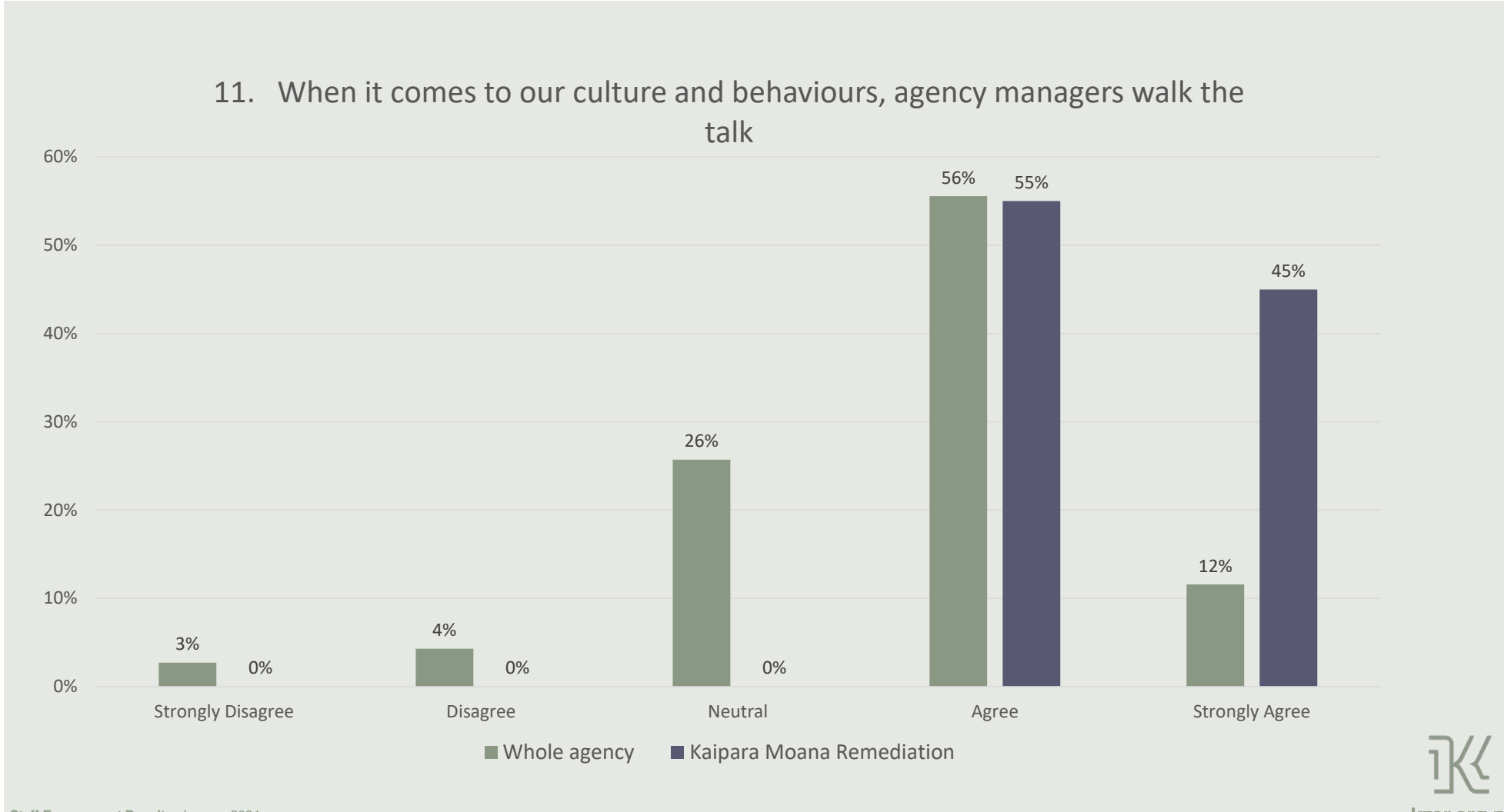


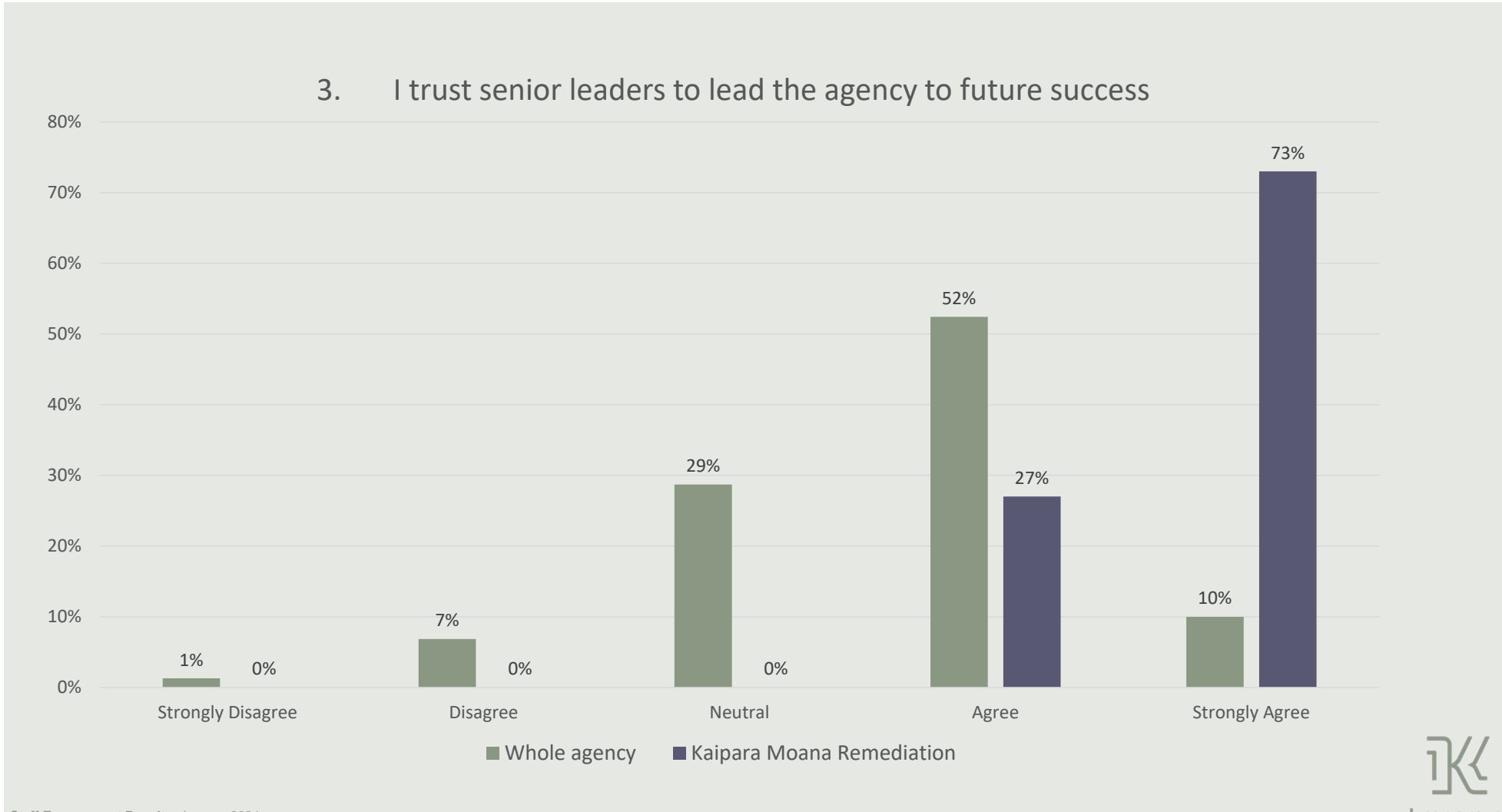


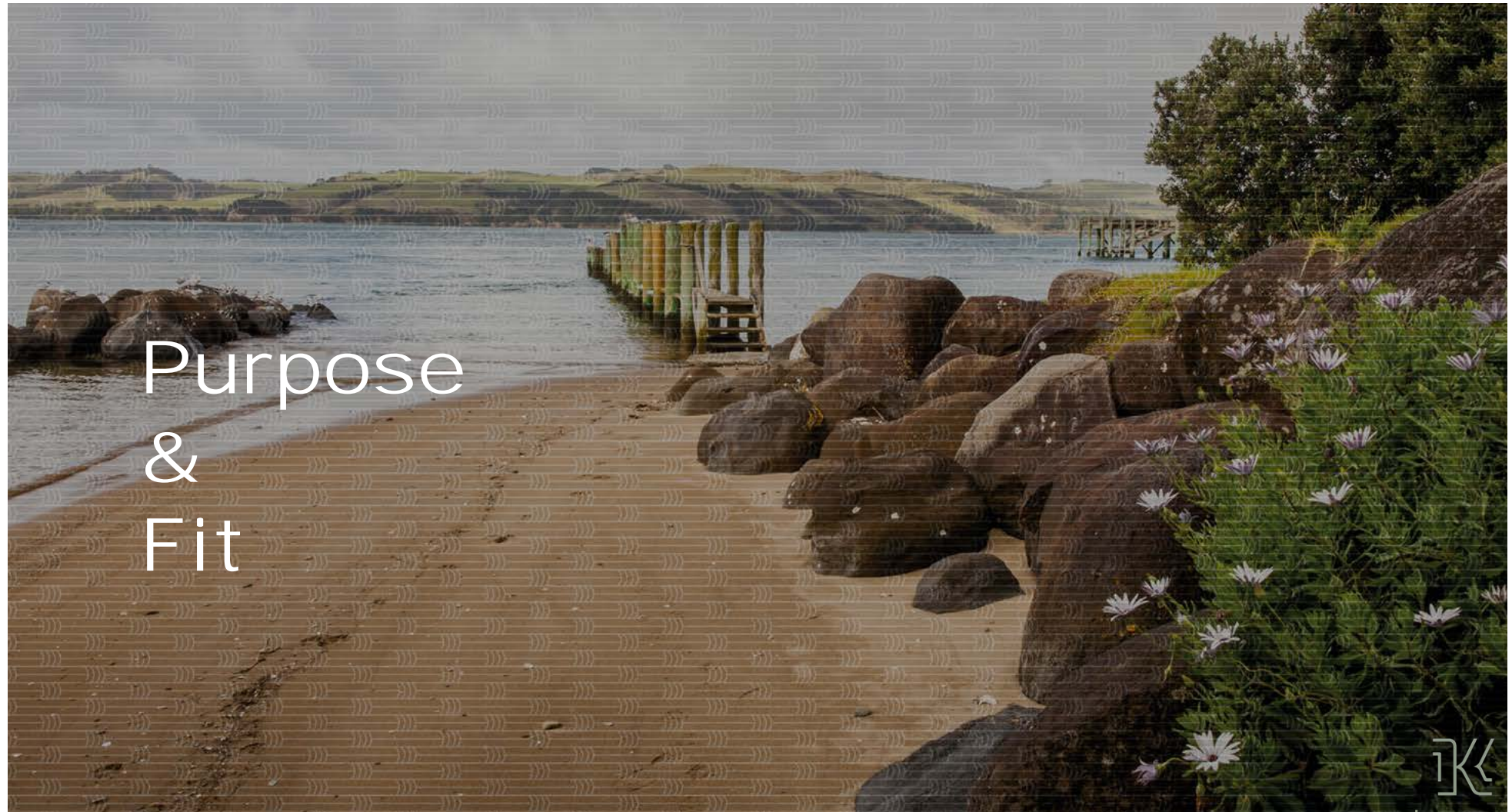


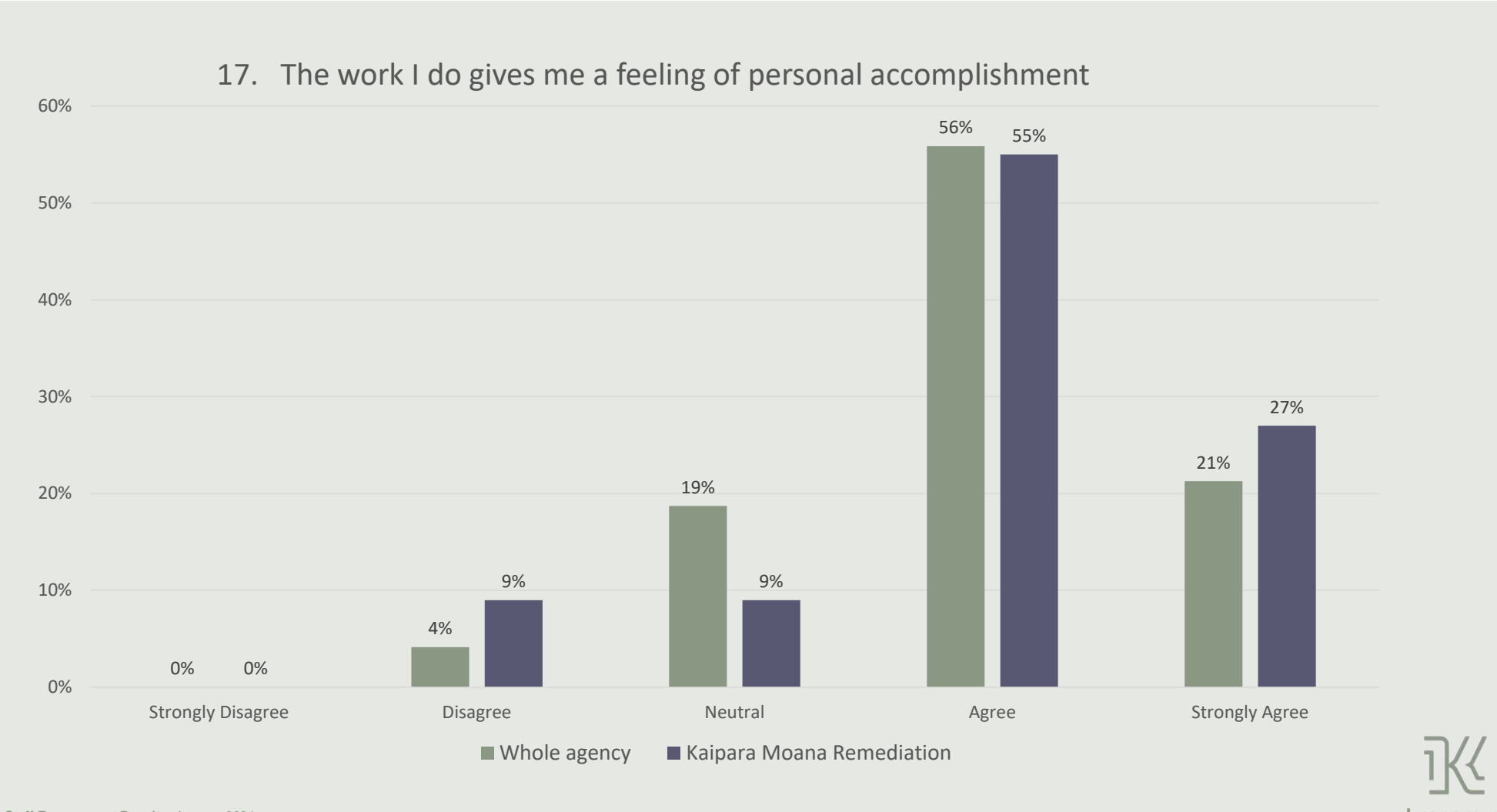


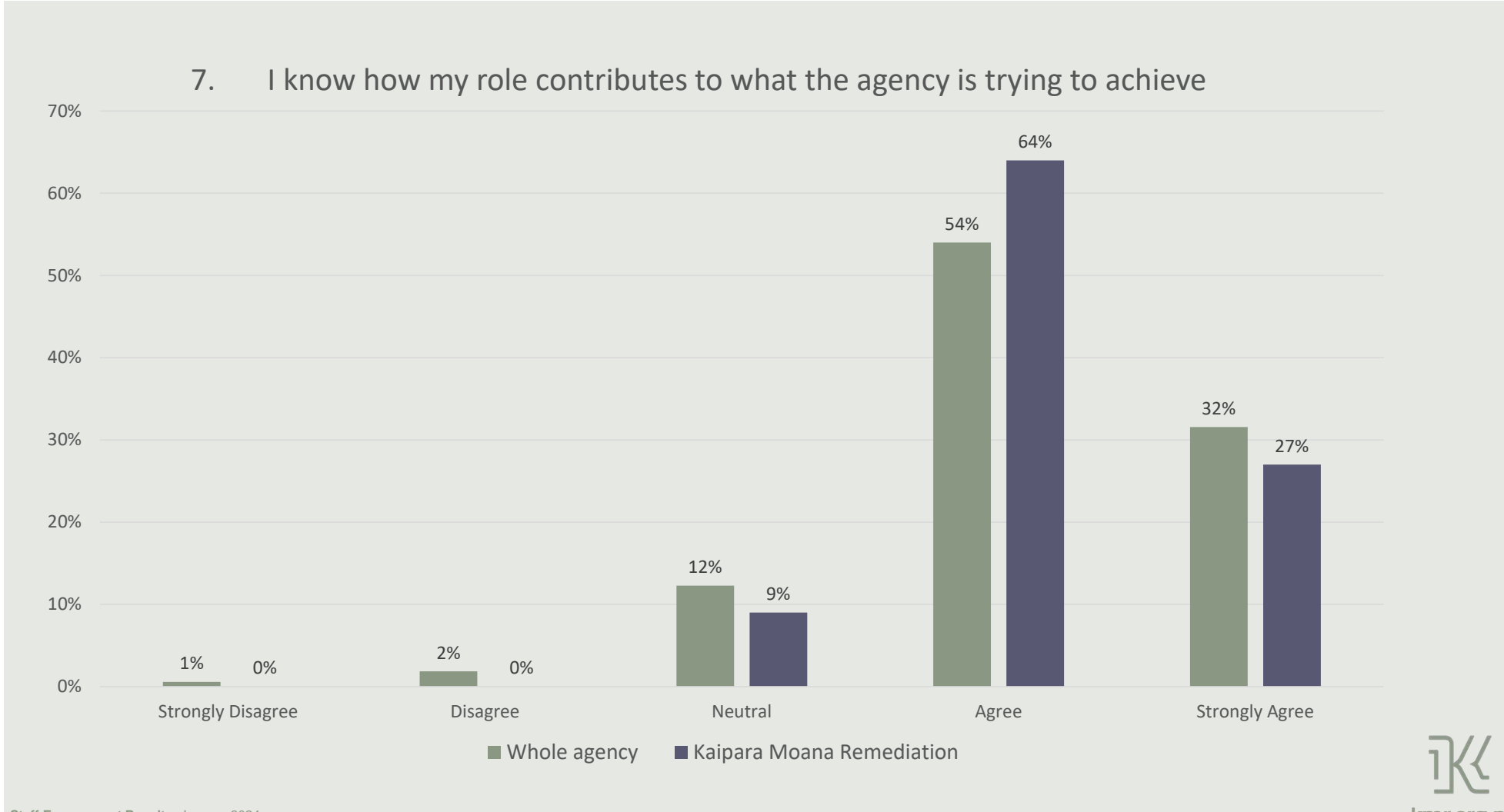


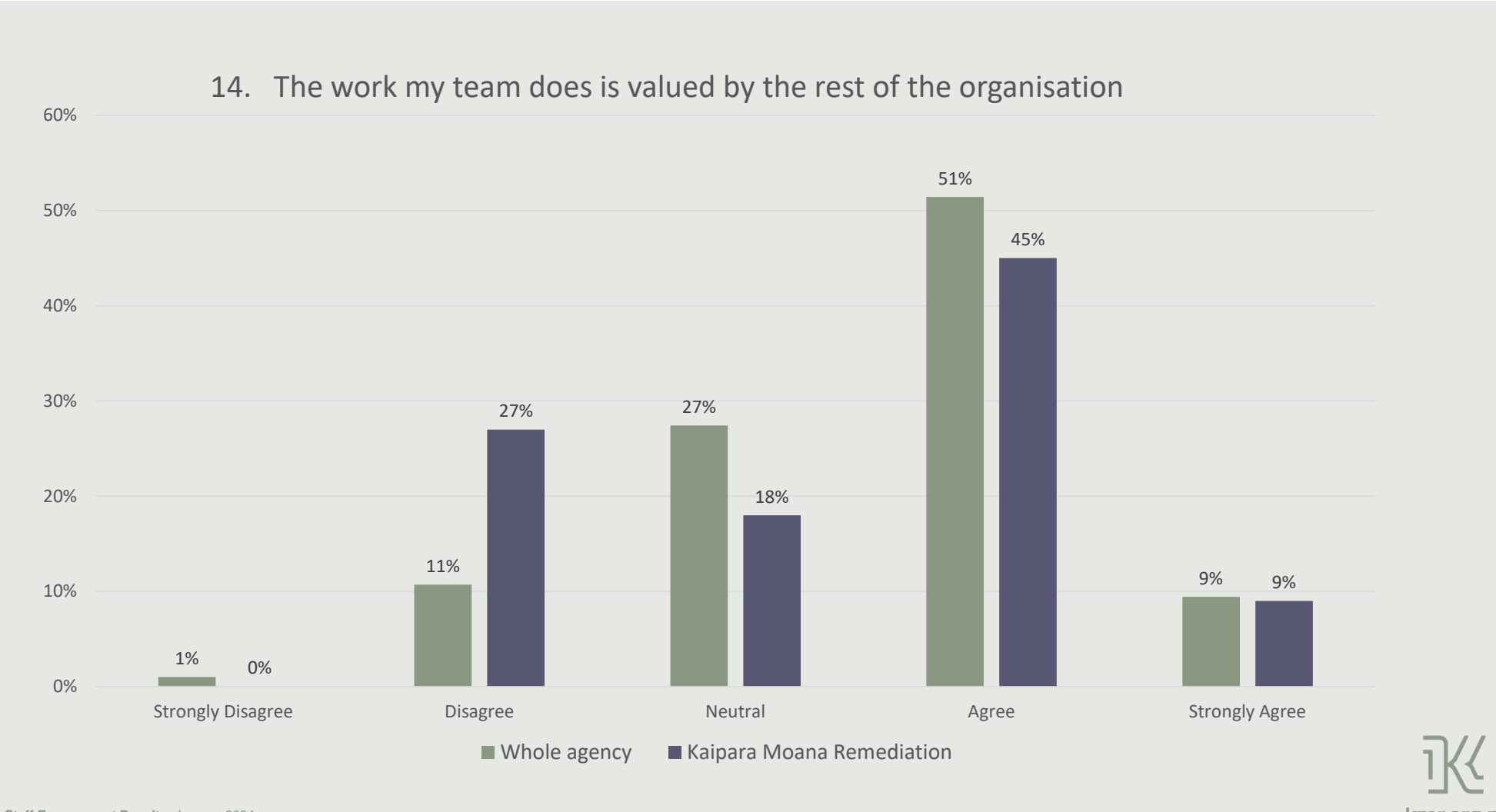


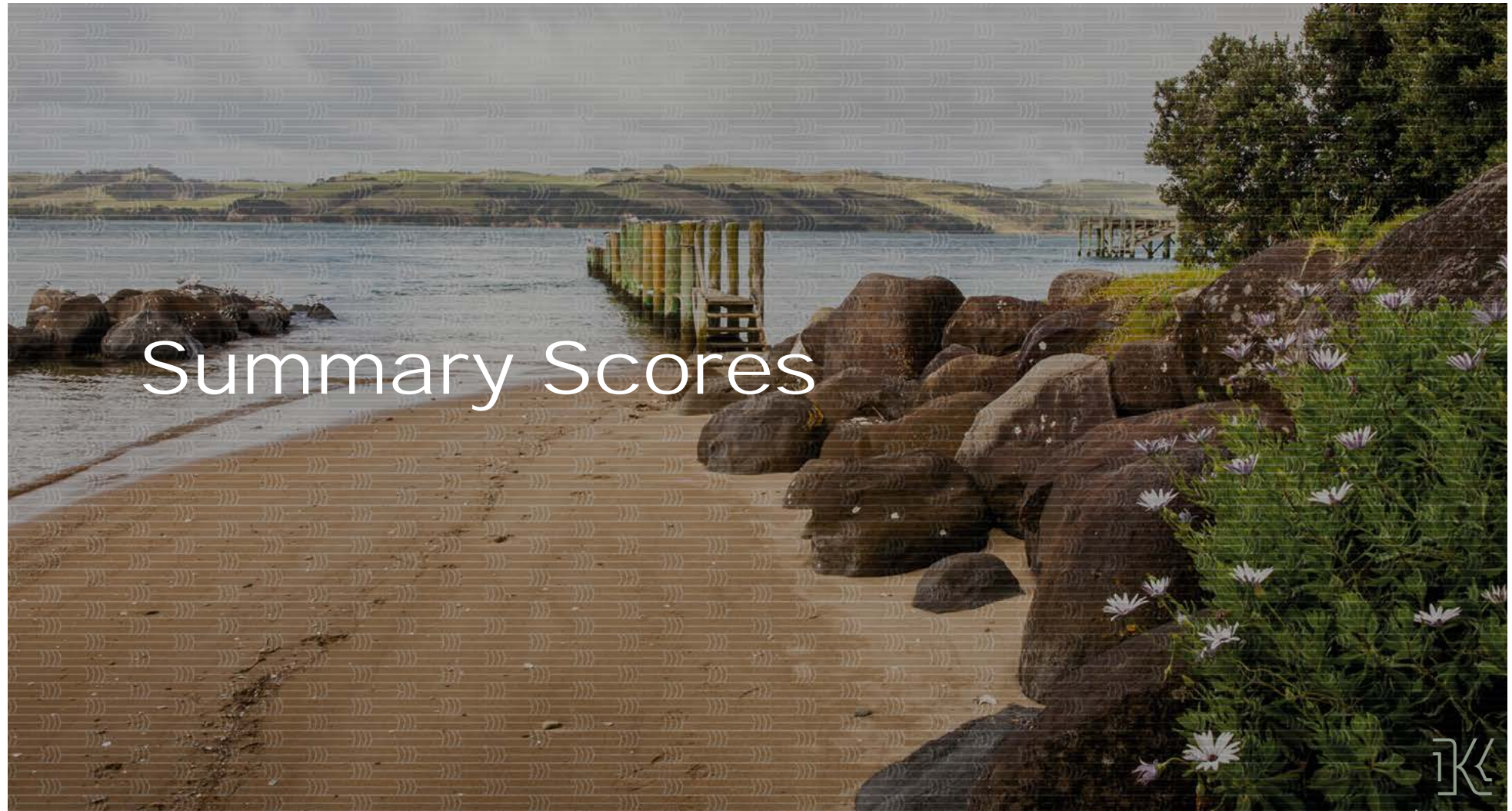


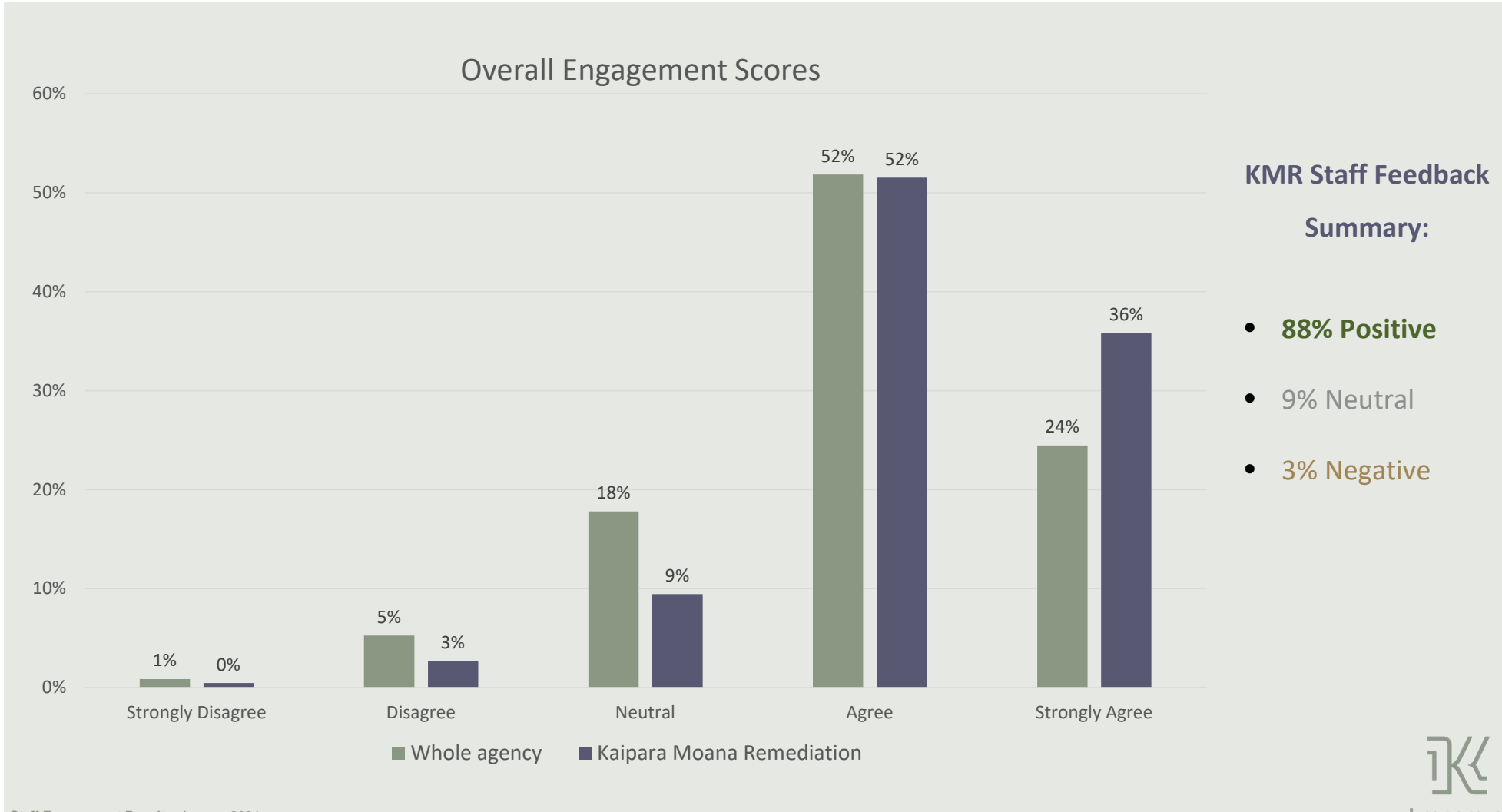








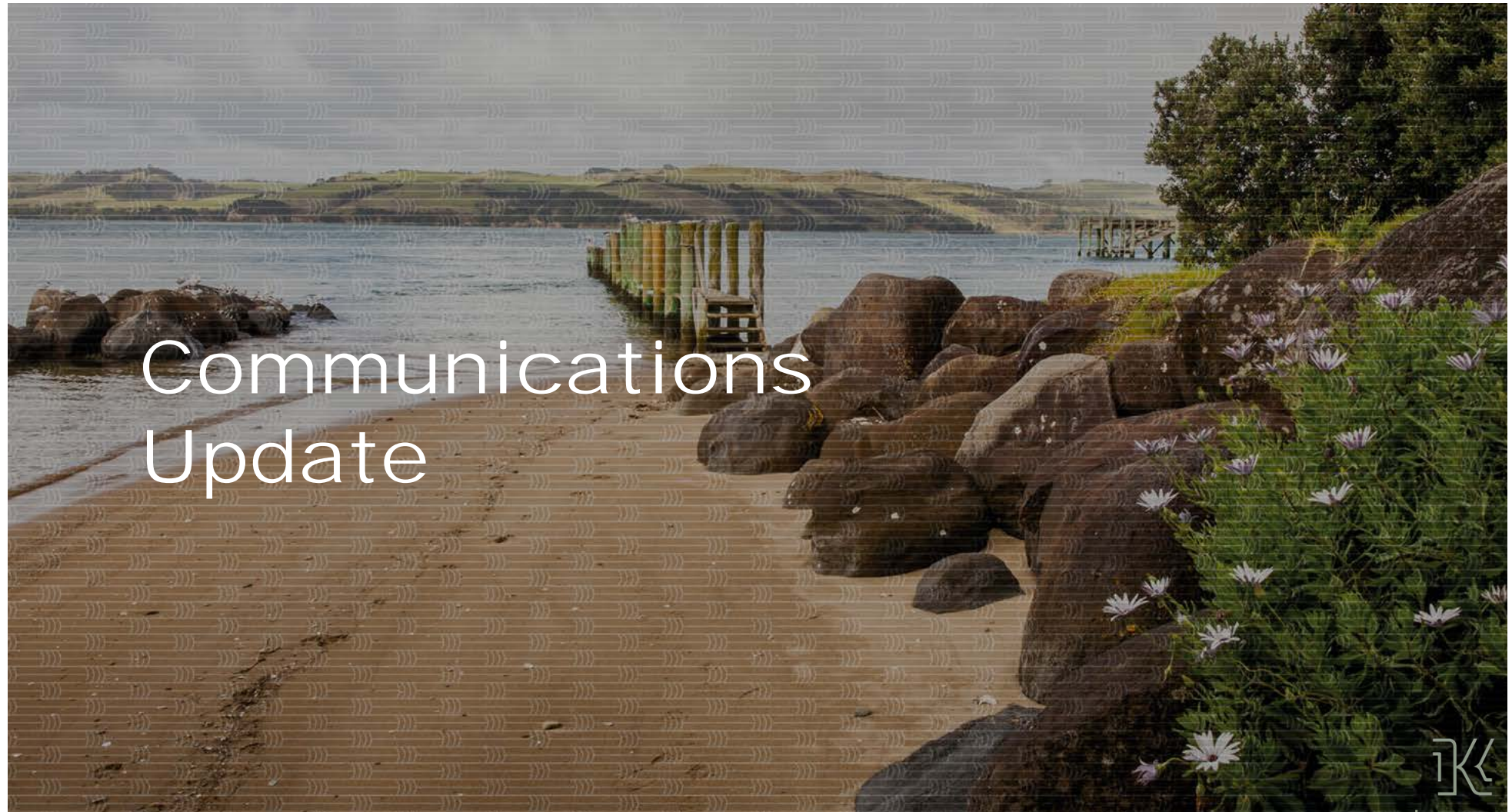




Pātai?

Questions?





KMR Pānui

- **KMR Pānui** continues to be a key channel to communicate about all things KMR
 - **39 Pānui** developed and sent since Oct 2021
 - **Current Pānui reach ~1700 people**
 - Specific Pānui about one subject get more openings (e.g. forthcoming Webinars), but the fuller newsletter is a better way to convey the breadth of work taking place
- **High levels of engagement with KMR Pānui:**
 - 41,256 reads (opened and scrolled)
 - 54% open rate and a 15% link click rate (both better than industry average)
 - 0.29% unsubscribe rate (better than industry average)
 - Audience **growing by ~10% month on month**
 - Average **~10% 'forward rate'** over 2023 (where a subscriber sends it on to a non-subscriber)



Media coverage to date

In 2 years, **96 articles/features** have profiled KMR (Dec 2021→):

- **Local reporting is diverse** - Māhurangi Matters, Kaipara Lifestyler, Northern Advocate, Radio Waatea, Paparoa Press, Kumeu Courier, Rodney Times, Hellensville News, Huaki (Advocate)
- **National reach also achieved** - RNZ, Newshub 6pm Bulletin, NZ Farmers Weekly, Te Ao Māori News, StuffNZ, Jobs for Nature Updates
- **Some wider and international coverage:** Papakura Courier, Bay Chronicle (BOP) & The Australasian Water Journal, Australasian webinar (EIANZ)



Recent Coverage (Oct 23 -)

Oct-23

Te Ao Māori News

Dairy Exporter

NZ Farmers Weekly

Newsroom

Huaki

Nov-23

Our Auckland

Kaipara Lifestyler

Huaki

NZHerald Online

Te Ao Māori News

Māori TV (Website)

Dec-23

Farmers Weekly

NRC Website/Newsletter

Northland Age

NZ Farmer (Stuff)

Jan-24

Northern Advocate (2x)

Kaipara Lifestyler (3x)

Dairy Exporter

NZ Farmer (Stuff)

Feb-24

Kaipara Lifestyler

Northern Farming Lifestyler

Ministry for the Environment -

Jobs for Nature

Northern Advocate



Webinars

- 3 Webinars hosted to date (*Intro to KMR (2) & Planting in the Hillside*)
- A 4th publicised (*KMR’s Approach to Planting – March 14th*)
- Future topics include Partnerships (Fonterra & KMR working together), Whenua Whānui Fund, Freshwater Farm Plans, Whenua Whānui Fund)
- Short, concise, high-level overviews of our work - registrants are sent video if unable to make it live
- Good forum for Q&A, and attracts a mix of rural professionals, suppliers and landowners
- **KMR webinar links sent to a total of ~4,600 recipients**

Webinar figures

Topic	Registrations	Post event views (>10mins)
KMR Intro Webinar	64	55
Moving into the Hill Country	85	41





Recent Generated Content

Oct-23

Pānui, Webinar

Nov-23

Hildreth Farm profile, Clayton Farm Profile

KMR Research Project profile, Pānui, Annual Report

Dec-23

Tangowāhine Navigator Profile

PolBionix Profile

Jan-24

Tinopai Fishing Comp

Feb-24

Aoroa Farms Navigator Profile, Huruiki Navigator Profile

Webinar, World Wetlands Day



Partnership Forums

6 Forums held:

3 x a year despite cancellations due to regional border / COVID closures and road closures due to Cyclones, floods and other extreme weather

- Forums have relatively senior-level reach
- Attended by **~212 people**, from more than **~60 organisations**, including NGOs or Government agencies
- Focus topics have included Whenua Whānui Fund, Opportunities for Landowners, Programme Reviews (from supplier perspectives), Partnership perspectives (TFBT, Fonterra), Other Conservation and Environmental Programmes



Recent Community Events - Complete

- The Forest Bridge Trust - Matakana
- DairyNZ On Farm – Te Kōpuru
- DairyNZ On Farm – Kaipara Hills
- Tinopai Fishing Competition
- Arapohue A&P Show (2022 & 2023)
- Paparoa A&P Show (2022)
- Warkworth A&P Show (2022)
- Northland Field Days (2022)
- National Field Days (2022, 2023)
- Beef & Lamb Open Day - Ahuroa
- Fish & Game – Hoanga Wetland
- Taituara Awards
- Kaiwaka Landowner event
- Kaiwaka Can (Te Uri o Hau)
- Kaiwaka Planting Day
- Tāporapora Planting Day
- Enviroschools Plantings (3)
- Environmental Sustainability Workshop (DairyNZ x 2)
- Tangowāhine Navigator Community Event
- Blue-Greens Conference

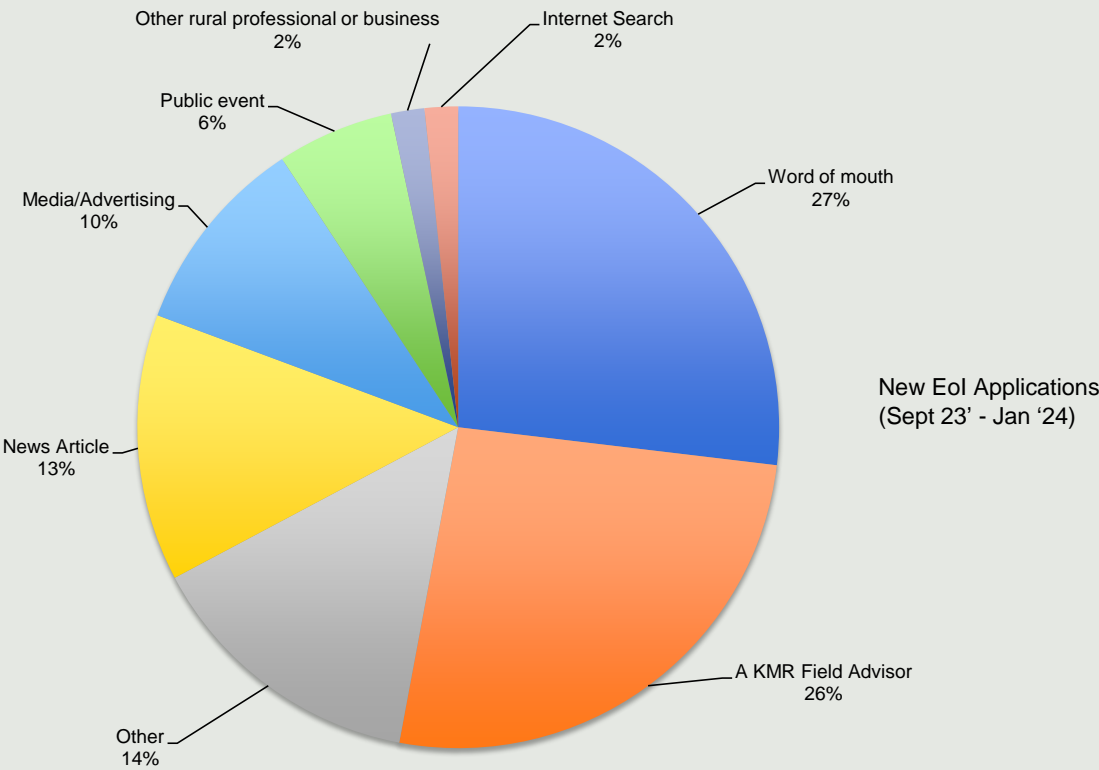


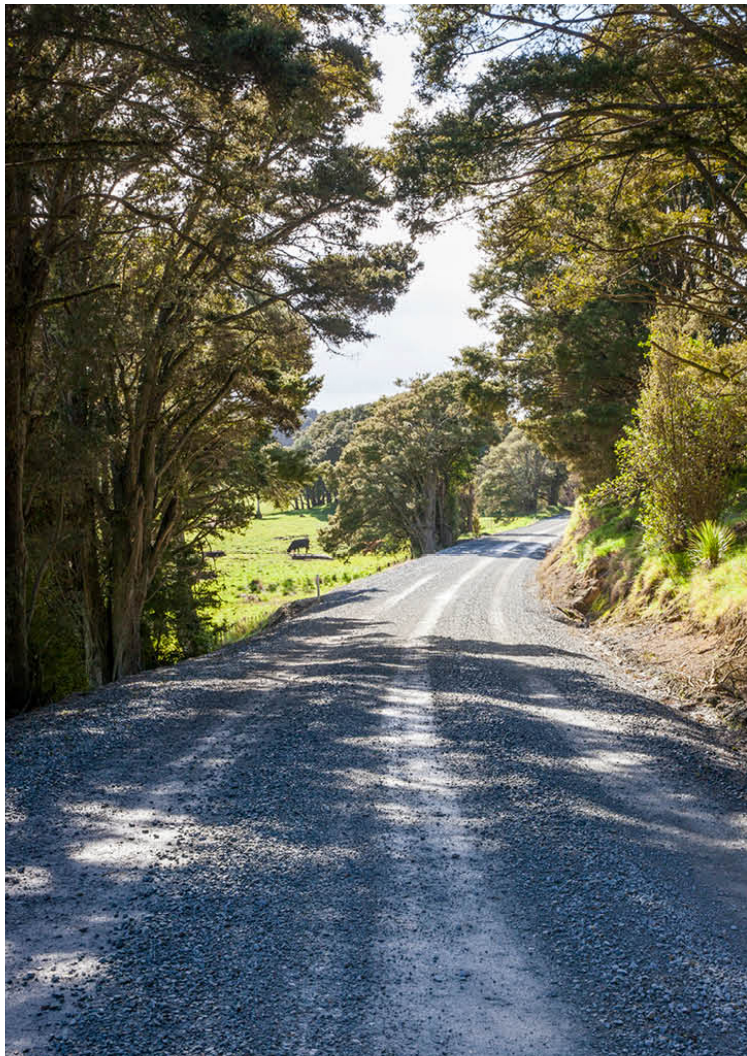
Recent community Events - Planned

- Hokianga Harbour Care
- Ballance Environment Farm Awards
- Mountains to Sea Wānanga
- King's Coronation Planting (TTC)
- Beef & Lamb Open Day – Tangowāhine Community Event
- Hellensville A&P Show (TFBT)
- Warkworth A&P Show (TFBT)
- Northland Field Days
- Poutō Topu Navigator Open Day
- Ballance Farm Environment Awards
- NZ Hi-Tech Awards



Landowner Expressions of Interest





Improvements & Future Focus

- Our People (Second edition)
- Website
- Video Content
- Award Applications

Working with MfE Behavioural Science team & others to:

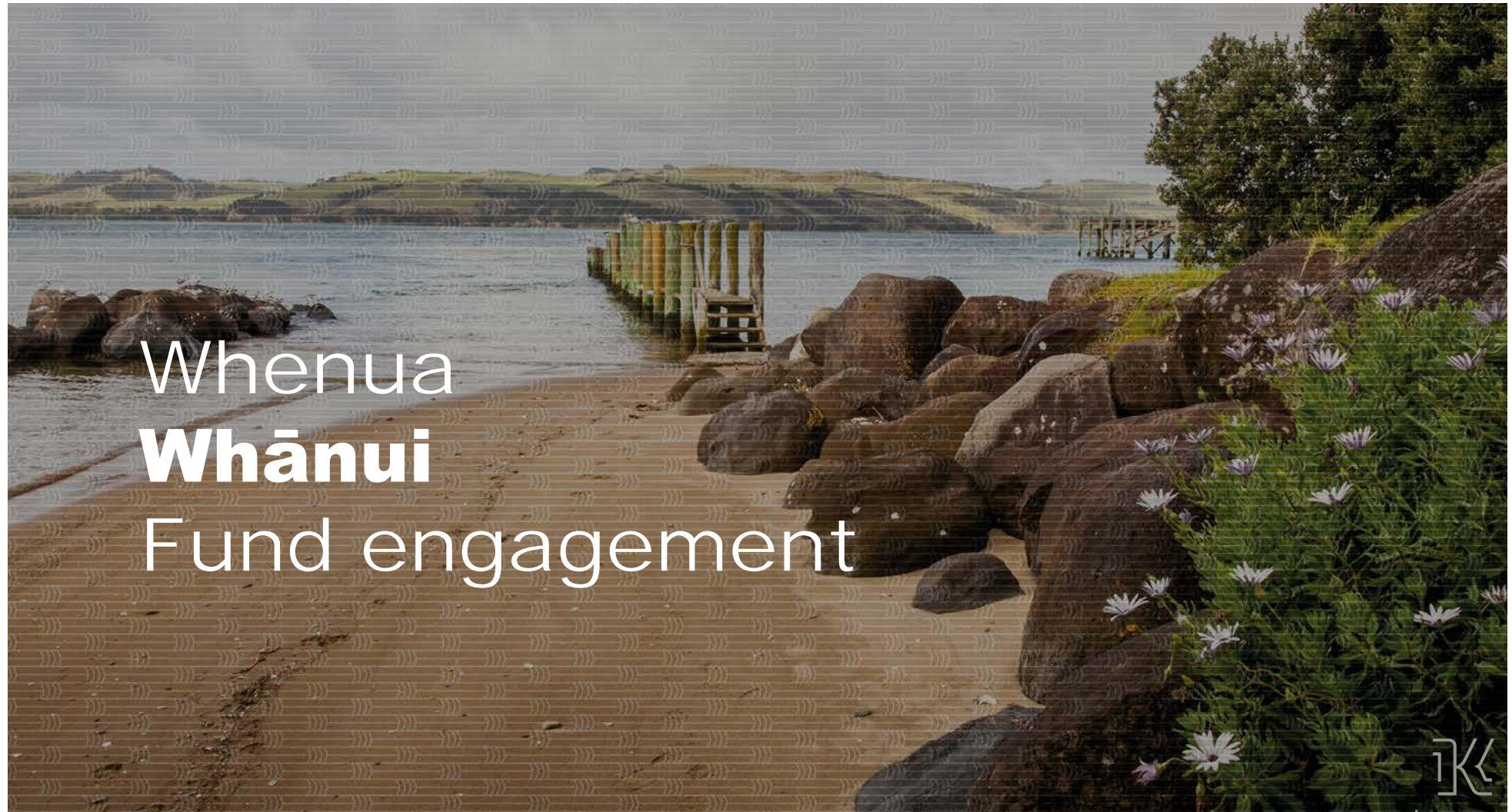
- Improve wording and inclusivity – it's a movement
- Communication approaches to focus on rural landowners



Pātai?

Questions?







Where are we at?

The catchment is “alive with stories”. There are currently **100+ groups around the catchment, already engaged in some way by KMR and/or our delivery partners**, who are, or could be, WWF project allies, leaders or participants including:

- ✓ WWF projects developed, contracted and completed.
- ✓ WWF projects in development and consultation.
- ✓ Enviroschools networks north and south.
- ✓ Marae we have engaged with, and / or who received free trees in 2023.
- ✓ Navigator projects with a community engagement intention.



WWF Projects

54 projects; completed, contracted, in various stages of development or discussion.



12 projects completed.

- 4 doing year 2 projects.



16 projects in progress.



10 project plans at design stage.



7 potential projects in discussion



6 emerging catchment / community groups.



9 School / Community Plantings

- 6 planted, 3 planned.

31 January 2024

What's been working?

- ✓ Marae hui with TUOH has led to several EOI's and SRP's.
- ✓ Empowering Kaipara Uri nurseries and contractors to do the mahi.
- ✓ Supporting Enviroschools and school communities to set up planting events with kids, whānau and community.
- ✓ Free trees to marae have led to EOI's.
- ✓ Catchment groups are emerging in Araparera, South Head, Kaukapakapa etc.
- ✓ Navigator projects up and running.



Support a Living Network

A living network of FA's, landowners, kaitiaki, whānau, marae, kura, hapū, iwi, community groups & landowners creating sediment remediation projects across the catchment. Enabling and supporting;

- ✓ **Trios of local actors** (increase interactions, mobilise participation) - Fig below.
- ✓ Creating **site-specific micro-interventions** (good enough for now, safe enough to try).
- ✓ Maurikura **monitoring for “anomalies”**; **amplifying** what's working, **dampen** what's not working, and widely sharing the **stories of impact**.







Northern region

Governance entities – Te Roroa Settlement Trust subcommittee
Ngati Hine Forestry Trust – Whangarei

Hapu/Iwi - Ngati Hau Trust Board
Waimarie Reserve Trust
Te Urioroi
Te Mahurehure
Nga Kaitiaki o Nga Wai Maori

Marae - Waimarie, Te Oruru, Korokota, Parahaki, Whakapara, Akerama, Ngararatunua, Waikaraka

Mana Whenua/
community groups -
Waima Waitai Waiora committee
Te Roroa kaitiaki
Whatitiri Resource management unit
Mangakahia Landcare



Western region

Governance entities - Te Uri o Hau Settlement Trust – Whangarei
 Pouto Topu 2A Trust

Hapu/Iwi - Te Parawhau
 Ngati Torehina

Marae - Waikaretu
 Oturei
 Naumai
 Maungarongo
 Waihaua

Mana Whenua/community groups -
 Uri o Hau kaitiaki
 Waitomotomo community
 Tinopai Resource management unit
 Pouto Papakainga Trust



Eastern region

Governance entities - Te Runanga o Ngati Whatua – Whangarei

Marae -
Otamatea
Oruawharo
Te Renga Paraoa - Whangarei
Te Ao Marama
Te Punga

Mana Whenua/community groups -
Reconnecting Northland - Whangarei
Te Kawa Waiora committee - Whangarei
Kauhanganui/Poupou Committee



Southern region

Governance entities - Nga Maunga Whakahii – Helensville
 Ngati Manuhiri Settlement Trust – Warkworth

Marae - Te Aroha
 Haranui
 Rewiti

Mana Whenua/community groups -
 Taporapora Landcare group
 Nga Maunga Whakahii kaitiaki
 Kourawhero/Hoteo project committee
 Te Uri o Hau Taumata kaunihera
 South Head Landcare group
 The Forest Bridge Trust
 Ngati Manuhiri kaitiaki



Pātai?

Questions?





Freshwater Farm Planning

Emergent thinking to test

Steph Versteeg, Amo Rautaki Pākihi

February 2024



Overview of this session

Getting the most out of the Freshwater Farm Plan (FFP) system

1. Previous discussion with the Joint Committee about FFP
2. Overview of the current FFP system
3. Update on system review and potential changes
4. Initial thinking about how KMR can effectively use FFP to deliver our objectives
5. Next steps



Previous JC discussion

12 June 2023 workshop

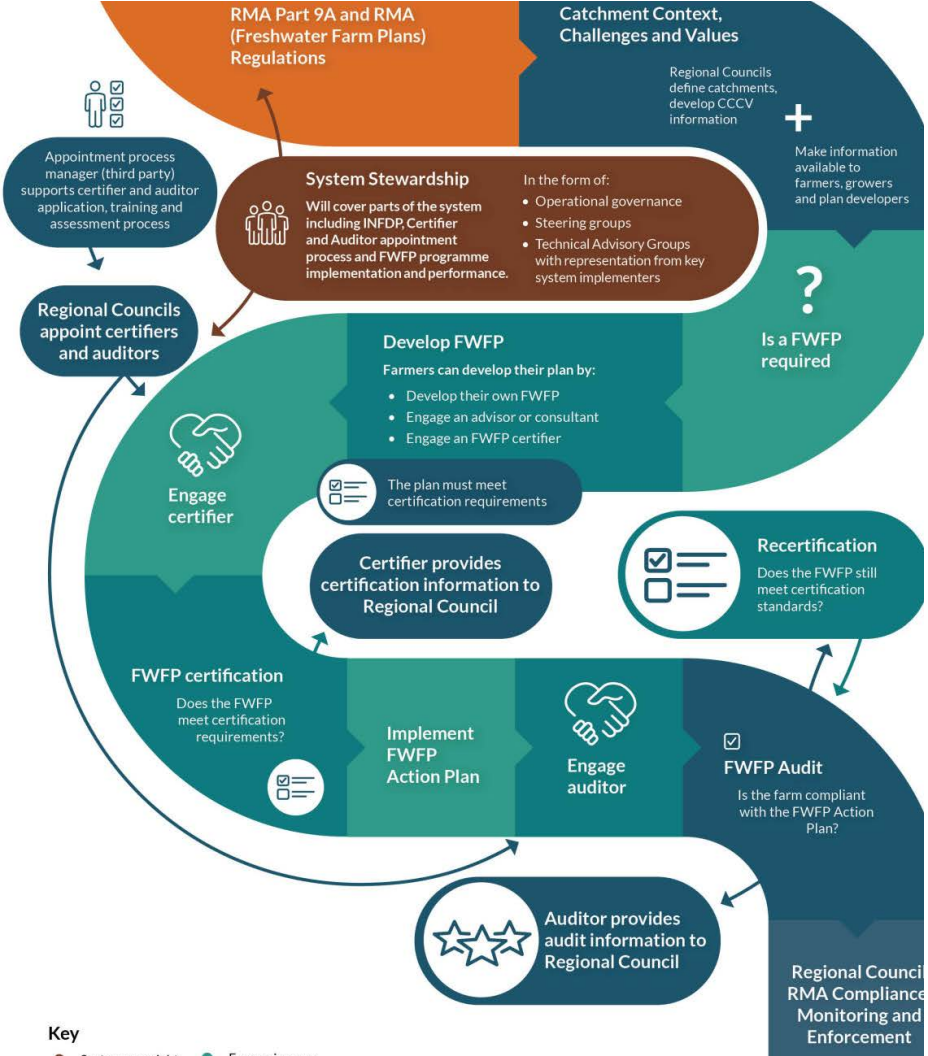
Recap

- KMR staff provided an overview of the recently gazetted Freshwater Farm Plan System
- We sought your support for an exercise to scope how KMR best use the FFP system to deliver our objectives
- Since then, councils indicated dates to central govt for FFP to 'go live' in their regions (1/8/24 for Northern Wairoa and Poutō FMUs; 1/11/24 for Kaipara FMU).



Freshwater Farm Plans

The current system



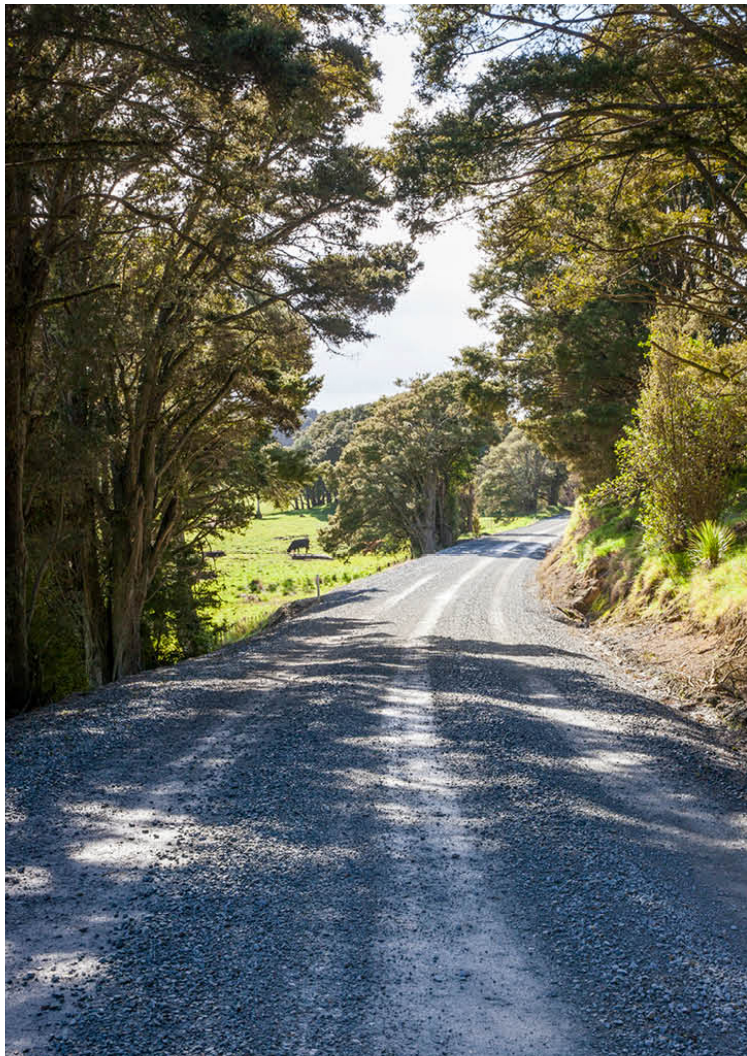
The opportunity for KMR

A well-designed and implemented FFP system will help drive targeted sediment remediation

- FFP will contain a 5-year programme of remediation actions
- Landowners will be audited against these actions

KMR funding can assist landowners to do more, faster – in line with our goal to remediate the Moana at pace and scale





KMR scoping was based on current system

What we did

- Identified objectives for KMR from the FFP system to help us understand the opportunities
- Explored the main components of the FFP system to identify key questions and potential opportunities for KMR
- Discussed these with more than 20 people from various perspectives
- Drafted a report with recommendations

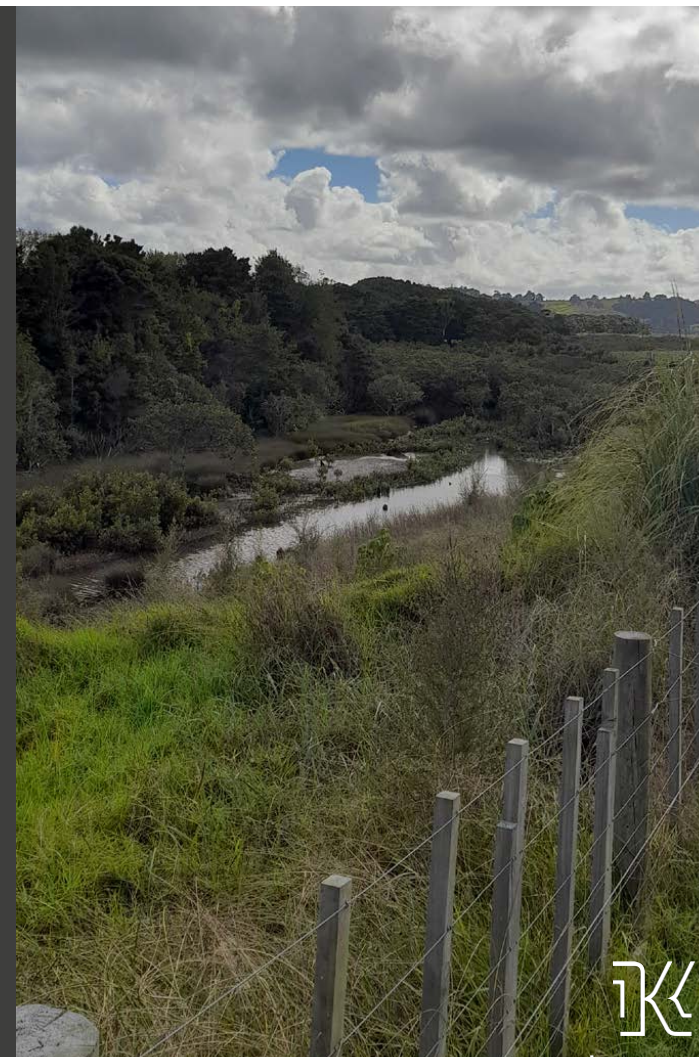


Is the FFP system going to change?

Implications of 'deep dive' are uncertain

- Coalition agreement indicates support for farm plans
- Govt is conducting a 'deep dive' into the system to ensure it is pragmatic and cost-effective
- MfE now taking a 'light touch' on engagement re FFP but also recommends councils keep on implementing
- Govt has not confirmed Council indicated timeframes yet – increasingly likely to shift out

KMR needs to monitor and review/adapt our thinking as changes become clear





KMR objectives for aligning with FFP system

Remediation uptake	Increasing investment in on-the ground actions.
Accountability	Ensuring KMR funds are being spent properly & meet funder requirements
Efficiency	Maximising spending on on-the-ground action – reducing administrative burden for farmers and KMR
Equity	Equitable access to funding across land users, between regions and across the catchment as a whole
Growing people	Optimising the opportunity to upskill and provide employment opportunities for KMR Field Advisers
Connecting with landowners	Growing landowner participation and support for KMR kaupapa, and ownership of actions to reduce sediment
Embedding tangata whenua values	Supporting tangata whenua values to be embedded in processes and outcomes



The FFP system presents a range of opportunities for KMR



Certifier Training

Include information about KMR for FFP developers/certifiers in certifier training, and on our website

Why? So FFP developers/certifiers understand how KMR can support landowners, and promote KMR funding for eligible FFP actions

Encourage and financially support KMR Field Advisors to train as FFP developers and/or certifiers

Why? To support capability and career development and grow farm planner capacity. Landowners with SRPs can then keep working with their FA to develop an FFP.



Catchment Context, Challenges and Values (CCCV)

Make KMR biophysical
information available for
regions' CCCV

Make biophysical layers
available to farm planners,
with clear guidance on
assumptions, limitations and
how to use

Why? Risk identification is accurate, consistent and
aligned across the Kaipara Moana catchment, and it
is easier for landowners to access KMR funding



Freshwater Farm Plan preparation

An SRP can map and cost actions identified in FFP, enabling access to grant funding, via a streamlined process that avoids duplication with FFP

Why? Other sectors and tools will provide a FFP template; KMR's digital tool (Mātai Onekura) can align or integrate with these.

Provide FFP developers/certifiers with KMR training and access to Mātai Onekura so they can develop SRP applications

Why? More people understand KMR kaupapa and can be a 'one-stop shop' for both FFP and KMR's grant funding.

Continue to provide SRP free-of-charge to landowners
Cover part cost of FFP development (possibly time limited and reimbursed only on completion of works)

Why? Encouraging people to develop FFP, which will contain actions that must be completed, will help increase sediment remediation on the ground



Potential future actions – engagement

KMR partner with agencies leading out landowner FFP development support programmes

Why? Well-designed support programmes could help increase uptake at lower cost to landowners.

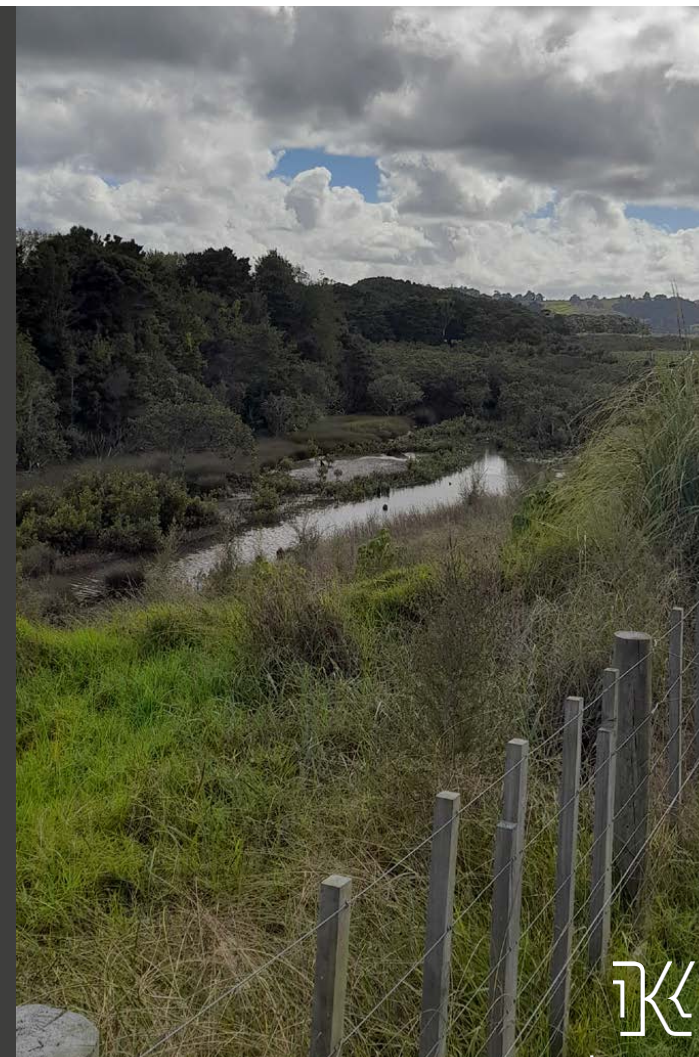
KMR to engage with banks and processors

Why? These bodies can help drive landowner activity e.g. making FFP a requirement for farm finance, low interest loans etc.



Next steps

- KMR to keep engaging with MfE and Council Partners on status of FFP roll out
- Refine thinking, and review as policy direction becomes clearer
- Update on status to Joint Committee in May



TK

Questions?

Feedback?





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