

Huihuinga O Te Kāhui Māori O Taitokerau

Te Taitokerau Māori and Council Working Party
Thursday 11 August 2022 at 11.00am - 2.00pm

AGENDA SUPPLEMENTARY

Rarangī Take O Te Kahui Maori O Taitokerau (Te Taitokerau Māori and Council Working Party Supplementary Agenda)

Meeting to be held in the Virtual Hui via audio visual link (Zoom)
on Thursday 11 August 2022, commencing at 11.00am - 2.00pm

Please note: working parties and working groups carry NO formal decision-making delegations from council. The purpose of the working party/group is to carry out preparatory work and discussions prior to taking matters to the full council for formal consideration and decision-making. Working party/group meetings are open to the public to attend (unless there are specific grounds under LGOIMA for the public to be excluded).

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TITLE: Receipt of Supplementary: Tangata Whenua Water Advisory Group recommendations on Freshwater Plan Change engagement

From: Jonathan Gibbard, Pou Tiaki Taiao – Group Manager Environmental Services

Executive summary

The attached recommendations from the Tangata Whenua Water Advisory Group (TWWAG) are being circulated as a supplementary item because TWWAG's meeting date to finalise them was held after Te Taitokerau Māori and Council Working Party (TTMAC) agenda had been compiled for distribution.

Recommendation

That as permitted under section 46A(7) of the Local Government Official Information and Meetings Act 1987 the following supplementary report be received:

- Tangata Whenua Water Advisory Group recommendations on Freshwater Plan Change engagement

Authorised by Group Manager

Name: Jonathan Gibbard

Title: Pou Tiaki Taiao – Group Manager Environmental Services

Date: 9 August 2022

TITLE: **Tangata Whenua Water Advisory Group recommendations on Freshwater Plan Change engagement**

From: Alison Newell, Policy Specialist

Authorised by Jonathan Gibbard, Pou Tiaki Taiao – Group Manager Environmental
Group Manager/s: Services, on 09 August 2022

Whakarāpopototanga/Executive summary

The purpose of this report is to provide the Tangata Whenua Water Advisory Group's recommendations on how to engage with tangata whenua on the Freshwater Plan Change to Te Taitokerau Māori and Council Working Party (TTMAC) for members' consideration and endorsement to be presented to council.

TWWAG's Co-Chairs will highlight some of the key recommendations in the report during their update on TWWAG's milestones and progress (Item 4.6).

Recommended Action 2 in this Item 4.7A is intended to replace Recommended Action 2 in Item 4.7 (which was written in anticipation of TWWAG's recommendations in this report).

Ngā mahi tūtohutia/Recommended actions

1. That the report 'Tangata Whenua Water Advisory Group recommendations on Freshwater Plan Change engagement' by Alison Newell, Policy Specialist and dated 9 August 2022, be received.
 2. That the attached Tangata Whenua Water Advisory Group (TWWAG) Stage 2 Engagement Recommendations on how to engage with tangata whenua on the Freshwater Plan Change be endorsed for presentation to council.
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Tuhinga/Background

Not applicable

Ngā tapirihanga / Attachments

Attachment 1: TWWAG Stage 2 Engagement Recommendations [↓](#) 

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TWWAG Stage 2: Recommendations to Council on Tangata Whenua Freshwater Plan Engagement

1.0 Background

Council has asked TWWAG to provide advice on how best council can engage with tangata whenua on the freshwater plan change. This paper provides a summary of the key issues that were raised in TWWAG's discussions in this regard and a recommended approach to engaging with tangata whenua and suggested communication options. Engagement will vary from those who wish to be very involved to those who don't or are only wanting information about the plan change. TWWAG also acknowledge that engagement is a burden on whānau, hapū and iwi who are not resourced to participate.

In addition to the RMA Sch. 1 requirements, the National Policy Statement Freshwater Management (2020) provides specific directions to councils on what that engagement should entail. Of particular relevance are:

- The 6 Principles which encompass Te Mana o Te Wai including: mana whakahaere, kaitiakitanga and manaakitanga
- Policy 2 tangata whenua are actively involved in freshwater management (including decision-making processes), and Māori freshwater values and identified and provided for
- Section 3.2 which directs councils to engage with communities and tangata whenua and actively involve tangata whenua in freshwater management (including decision-making processes) and enable the application of a diversity of systems of values and knowledge such as mātauranga Māori, to the management of freshwater
- Section 3.4 which specifies that councils must actively involve tangata whenua (to the extent they wish) in freshwater management (including decision-making processes) including in all the following:
 - Identifying the local approach to giving effect to Te Mana o Te Wai
 - Making or changing regional policy statements and regional... .. plans so far as they relate to freshwater management
 - Implementing the National Objectives Framework (NOF)

2.0 Considerations

- Tangata whenua have told council that how it's been managing freshwater has left kaitiaki unempowered and tangata whenua distrustful of council.
- Resource consents processes continue to be an ongoing source of contention and frustration for whānau and hapū.
- Many of our rivers and streams are in dire straits – it's going to take generations to bring back the balance we need – particularly given the increasing pressures caused by the climate crisis.
- Council must build and strengthen relationships with tangata whenua. This requires trust to be rebuilt and council to back that up with commitment to implement change – that takes time and effort and has to be genuine.
- Mātauranga Māori (mātauranga whānau/hapū/iwi) is unique to whānau/hapū/iwi, location. Collation, application and interpretation must be driven by tangata whenua.
- Communicating what is a complex plan change is complicated further by a plethora of other changes happening, including in particular the 3 Waters reform and RMA reform.
- Many of our communities are suffering from fatigue and 'over-consultation' with lack of human capacity and resources given the increased number of projects and level of engagement with tangata whenua on multiple fronts.
- Engagement needs to be targeted to specific audiences, reflecting differing levels of understanding and interest. Even where existing relationships between organisations exist, communication needs to be multi-layered, e.g. from junior staff levels up to CEO and Chair levels.
- The National Policy Statement Freshwater Management (2020) falls far short of tino rangatiratanga.

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3.0 Recommendations

- 1) **2-pronged approach.** Council should build on existing relationships (e.g. TTMAC, Iwi Leaders, Mana Whakahono a Rohe signatories, Te Mana o Te Wai fund recipients) and provide more detail and focussed engagement with these organisations/groups. For those Māori landowners, whānau, hapū and iwi who council does not have an existing relationship with, council should make available 'high-level' information online and in public venues (e.g. council offices, libraries, rūnanga offices), use existing contacts and networks (e.g. Reconnecting Northland) or via maildrop. Council needs to think about how best to get information out to those with little or no relationship with council and be realistic that we can't reach everyone. Professional networks (e.g. Māori engagement advisors around the country) might be one option. Māori landowners are a key group that need specific consideration, and advice should be sought from Te Puni Kōkiri (e.g. Whenua Māori Programme staff) as to how best to engage with Māori landowners. Council also needs to recognise that different messages will be needed for different audiences – those who are more engaged will need much more detailed information than those who aren't so aware. How information is depicted/delivered also needs to be considered.
- 2) **Getting the right people at the right time in the right place.** Council needs to make sure that as much as possible that communications reach the right people early. TTMAC plays a key role here. Council staff with existing relationships with tangata whenua including Māori Engagement teams (including from the District Councils), should also be approached for advice on who the right contacts are as a starting point. Acknowledge existing groupings but also recognise that this is a fluid situation, and that ideally Māori landowners and every marae should be contacted (some are not affiliated to Iwi Authorities for example, and different hapū/iwi have differing capacity to outreach to their respective marae). **Clear Messaging.** Keep messaging simple and clear, targeted to the different needs of tangata whenua reflecting some are already very familiar and some unaware, and keep on repeating/reinforcing that messaging.
 - a. **The Big Picture.** Be clear on what council is engaging on (e.g. on the freshwater plan change but not 3 waters reform) and what council's commitment to implementation is. It's important to manage expectations – it's going to take time.
 - b. **Opportunity to influence change.** Whilst many whānau, hapū and iwi will be coming from a position of frustration due to their experiences in the past (and currently), council should highlight that this freshwater plan change is their opportunity to influence what the Regional Plan for Northland includes, so that we better manage what people do so that water is healthier and more resilient in the future. This includes agreeing objectives, policies and rules, that will specify when resource consents will be required and how those consents are to be processed for activities that impact on freshwater.
 - c. **Don't ask questions council already knows the answers to.** Tangata whenua have expressed their concerns over the state of our water resources for decades, so council should acknowledge what they've already been told by tangata whenua (including via IHEMPS) and instead focus engagement with tangata whenua on what they think needs to be done differently. Use stories to show that council has heard past korero and listened. Highlight the cultural importance of water, celebrate tangata whenua relationships with water, but also acknowledge the negatives e.g. Millan's experiences, and the need for change.
 - d. **Council support for tangata whenua.** Tangata whenua are already involved in freshwater improvement initiatives. Ask tangata whenua what they are already doing, indicate how council can help in those initiatives, and ask what assistance they would like from council and what changes to the regional plan might help so that they are effectively enabled to undertake their kaitiaki obligations. Council needs to think about how to manage expectations about what council can deliver on and make sure that messaging is realistic. Implementation and delivery is key.
 - e. **Change needed now.** Major changes are needed if we're going to meet even the 'bottom lines'. It's about managing people so our water is cared for better. Emphasise that this plan change is the opportunity to influence the new 'Regional freshwater plan'. It's time to act, we need action now. Water is in a dire state and getting worse, we're in a climate emergency. Now's the chance to influence change.

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- 3) **Identify who is doing what.** Making sure that people are identified to undertake identified tasks/activities is essential. For example, if council is relying on rūnanga to distribute information to their hapū/marae then make sure that they are aware of that and have capacity to do so and follow up to ensure that this has happened. TTMAC members also play a key role but need to be briefed and supported. TWWAG can assist in providing briefings to TTMAC members, acknowledging that TWWAG's role is to provide advice on engagement but not to undertake that engagement.
- 4) **Allow time.** It's important that information is provided well in advance to enable tangata whenua time to digest and understand what the plan change is about.
- 5) **Use innovative ways to present different information.** Different types of information are going to be needed, reflecting the differing levels of interest and understanding about the freshwater planning changes that exists across Te Taitokerau. Videos, images, diagrams and infographics can help.
- 6) **Recommended communications mechanisms**

Mechanism	Details/comment
Develop information that can be shared Informs (1-way)	This could be both written and video content. Hapū and iwi authorities could be asked to assist in disseminating information to their respective hapū/marae, as well as being uploaded to council's freshwater plan change webpage. Initial messaging should focus on informing tangata whenua about the plan change and the process/timelines. More specific information on the draft plan change should be developed in early 2023. Council needs to think about accessibility, e.g. 'easy read' documents and use of infographics. Is the information going to be fully in Te Reo or just headings, for example.
Social media campaign Informs (1-way)	Running throughout the plan change process to hook people in, grabbing people's attention, using social media channels needs to recognise that differing sectors of the population have differing preferences. So utilise as many social media channels as possible e.g. Facebook, Linked-In, Instagram and Tik-Tok. Council needs to think about whose social media platforms are being used, is it just NRC social media or is council also going to use Maori media outlets as well. Costs of paid/advertised social media posts on other sites such as Te Hiku, need to be factored in.
Online hui Engages (2-way)	An initial online hui to inform tangata whenua of the freshwater plan change and to identify those interested in being involved. Further online hui in June-July 2023 to coincide with the public release of the draft plan change targeting those who indicated interest initially. Council needs to think about how to get people to actively engage and join in. Livestreaming of face-to-face hui including on live radio has been used successfully by Auckland council on their Water strategy.
Face-to-face hui/wananga Engages (2-way)	Two options for face-to-face hui/wananga are suggested. One option is to have an 'invitation' only hui for kaitiaki actively involved in freshwater initiatives. The other option is to hold a series of 3 hui (spread geographically) and to require pre-registration of participants. Council needs to think about whether these would be on marae, hui or wananga, who would speak.
Face-to-face meetings Engages (2-way)	On request. Face to face meetings might be the most preferred means for some tangata whenua to engaging with council on the freshwater plan change. Council should make the offer to meet and let respective marae/hapū/iwi take up the offer if they wish.
Mail-drop to all marae Informs (1-way)	A flier could be sent to all marae via mail-drop. Same flier can be made available at public locations such as council and rūnanga offices. Council needs to think about what information might be in a flier, and who the target audience is.
Radio talk-back/interviews Engages (2-way)	Key individuals who are involved in freshwater mahi could participate in local iwi/Māori media network radio interviews/talk back sessions to raise awareness about the plan change and the work that TWWAG has been doing. Council needs to think about who would front these meetings to ensure that they are adequately

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	briefed and prepared. TTMAC members (supported by TWWAG members providing advice and briefings as required) could play a key role.
River walks Engages (2-way)	Offer site visits or 'river walks' to whānau/hapū so they can show council their water bodies and particular issues or opportunities 'on the ground'. May be an effective way to engage with hapū on the ground to 'talk and walk'.
Surveys/written feedback Engages (2-way)	Online or 'hard copy' surveys could be utilised to get targeted feedback on specific questions (e.g. to get reactions to TWWAG's recommended text – e.g. visions and objectives). Surveys should focus on what council doesn't already know (i.e. don't ask people what freshwater values are important to them when they have already told council what the issues are). Need to cater for those who prefer written feedback and don't have access to internet. An important part is communicating what council will be doing with the information. People need to know how they are contributing and that council values their input – closing the loop & follow-up.
Independent advice 'on tap' Engages (2-way)	Council could provide an 'independent' Māori planner/policy writer to assist tangata whenua who require technical support prepare feedback to the draft plan change. It might be difficult to gauge what demand there might be for such a service. Could be the consultants already assisting TWWAG with the draft plan change. Recommendations from a tangata whenua perspective with familiarity of the process and development of TWWAG's advice.
Other events Informs (1-way)	Council could ask hapū/iwi if they can 'piggy-back' on existing planned events. This could include having an NRC 'stand' with staff and information present to register interest/answer questions for example. Disadvantages are that the freshwater plan would not be the focus of the event but does provide opportunity to share information. It is important to have the 'right' people front for council, who can korero with people, who have trust, and who understand the content of the freshwater plan change and how it relates to the issues and concerns that Māori have. The events would need to be identified carefully to ensure that a council stand would be appropriate. The timing and type of event has to be right to ensure meaningful engagement.

- 7) **Timing.** All of the above mechanisms are recommended for use by NRC. When these should be used is dependent on the overall timetable of council's freshwater plan change. For example, developing information that can be shared can start immediately, whereas a maildrop would be more appropriate when council has its draft freshwater plan change ready for public release, and a public media campaign should run throughout (with messaging varying over time). Engagement needs to be ongoing, beyond the notification of the proposed plan change in 2024 and into implementation and monitoring of the freshwater plan's success. What the more immediate engagement up until when council releases its draft for public feedback in 2023 might look like is provided below.
- 8) **Freshwater Symposium.** Whilst beyond the scope of the engagement with tangata whenua on the freshwater plan change, TWWAG consider that a regional 1-2 day 'symposium' which covers multiple 'freshwater' related matters would be beneficial. Such a 'multi-agency' symposium would cover all the inter-related matters including 3-Waters reform, water services entities/Northern waters, RMA reform, and climate change. Bringing together tangata whenua and various organisations and government ministries/departments, such a symposium would be best hosted and organised by a central government agency such as MfE. Participating organisations could include DIA, MBIE, MPI, councils, DoC, Reconnecting Northland, Whitebait Connection. This idea should be promoted by council but be led by tangata whenua and central government. It is critical that tangata whenua are driving the agenda of the symposium for it to remain relevant to our communities. Past examples which have been successful in getting active engagement and participation, include the regional Māori representation symposium initiated by TTMAC and Te Huinga, facilitated by TPK but organised and run by tangata whenua representatives from Te Taitokerau (this included a dedicated team utilising social media)¹. In this instance, a working party including TTMAC members developed, organised, project managed and facilitated the symposium.

¹ [Te Taitokerau Tu Kaha symposium](#)

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When to use different recommended ways to engage with tangata whenua in the next year

Communication mechanisms	2022					2023							
	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Jul	Aug
Develop information for Hapu & Iwi authorities to disseminate													
Online hui (including live on radio)													
Face-to-face/hybrid hui													
<i>invited kaitiaki (focused hui/series)</i>													
<i>pre-registered interest (x 3 hui geographic spread livestreamed)</i>													
Face-to-face meetings (on request)													
Mail drop (flier)													
Radio talk-back													
River walks (on request offer for TW to meet on site)													
Survey (online & paper)													
Tag-on to other events (e.g. festivals, other hui, webinars)													
Independent advice 'on tap' (e.g. Maori planner/RMA practitioner)													

primary
secondary