

2 things to get from you tonight

- Communications activity - tick
- Engagement – approval of approach

Communications activity

Aims to improve...

- General awareness
- Opportunity to connect
- Link to community values

Communications activity plan

- Stories to match to values
- 'Porirua-ising' existing materials eg Ki uta ki tai video, Ruamahanga modelling brochure
- Social media presence eg Living waters video
- Advertorials
- Newsletter

Engagement

Aims to improve

- Insight to community preferences
- Understanding and buy in

Purpose of engagement

- To enable the committee to make informed decisions beyond their own preferences
- To reduce the risk of stakeholders from feeling excluded from the process

Engagement scope - non negotiable minimums

Engaging with partners

- Involved in developing process\policy options\scenarios\objectives

Engaging with community

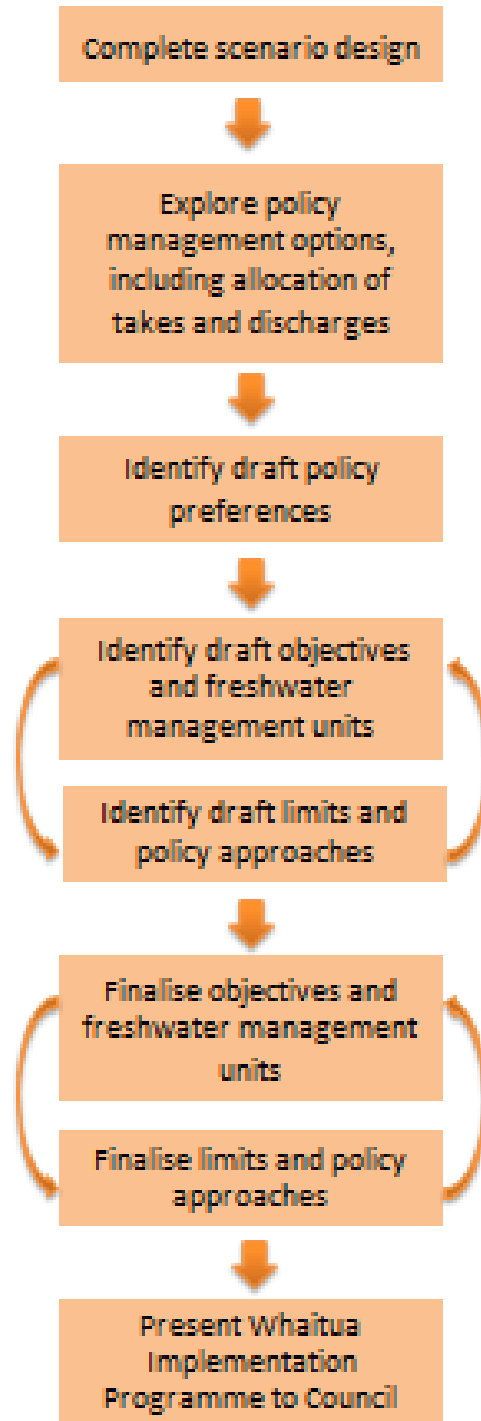
- Contribute to refining preferences

Engaging for risk management

- Stakeholders contribute to policy options\scenarios\modelling

Communications activity

Contribute to refining preferences



Partners - Involved in developing scenarios, management options, modelling and objectives

- Confidence in
- Scenarios
 - Policy options
 - Objectives

How can you help now?

- Promote stories across your networks
- Use your communication channels to raise awareness
- Alert us to stories\opportunities coming up