

# Māpua Masterplan Communication and Engagement Plan



# Table of Contents

<b>1</b>	<b>Purpose .....</b>	<b>3</b>
<b>2</b>	<b>Communication Objectives .....</b>	<b>3</b>
<b>3</b>	<b>Background .....</b>	<b>3</b>
<b>4</b>	<b>Governance Structure .....</b>	<b>3</b>
<b>5</b>	<b>Roles and Responsibility .....</b>	<b>4</b>
<b>6</b>	<b>Masterplan Program .....</b>	<b>5</b>
<b>7</b>	<b>Communication Activity Timeline.....</b>	<b>6</b>
<b>8</b>	<b>Communication Tools .....</b>	<b>6</b>
<b>9</b>	<b>Evaluation and Measures of Success .....</b>	<b>7</b>
<b>10</b>	<b>Stakeholder Engagement and Communications Activities .....</b>	<b>7</b>

**Attachment 1:        Stakeholder Engagement Plan**

## 1 Purpose

To plan and coordinate the communication to and from Tasman District Council (TDC) about the Māpua Masterplan.

## 2 Communication Objectives

- Provide clear information;
- Provide different ways for members of the community to share their views;
- Gain feedback from a diverse range of people, including those who are traditionally under-represented in council consultation processes;
- Provide timely information and updates to all stakeholders; and
- Develop trusting relationships with the community and iwi.

## 3 Background

TDC is preparing a masterplan for Māpua that brings together several individual work packages into a single plan. The decision has been made to consolidate work packages to avoid the public and other stakeholders from being approached multiple times over several years by council representatives, providing information and asking for feedback, and to allow effective co-ordination of different projects.

The council projects that are included in the Masterplan are:

- The Māpua Structure Plan
- The Māpua Catchment Management Plan
- The Māpua Waterfront Masterplan
- The policy actions from the Moutere-Waimea Ward Reserve Management Plan
- Other Council activities not included in a formal project

Projects that are happening in Māpua, but are not proposed to be part of the Masterplan due to predetermined timeframes include:

- The Māpua Streets for People Project

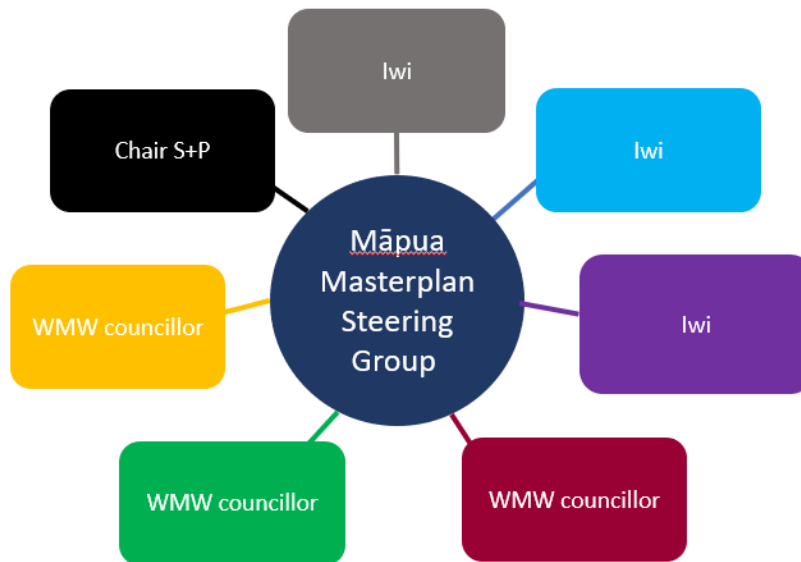
Where possible the two programs will align, and community consultation and feedback will be consolidated.

The decision to form a Masterplan was approved by Council on 16 February 2023.

## 4 Governance Structure

The governance structure for the masterplan will be made up of a steering committee as depicted in Figure 1. The Steering Group will sit within the **empowerment phase** of the level of engagement participation (refer Attachment 1).

Figure 1: Masterplan Steering Group Structure



## 5 Roles and Responsibility

Position	Role and Responsibility
Māpua Masterplan Steering Group	<ul style="list-style-type: none"> <li>Commitment to support the objectives of the Māpua Masterplan Communication Plan</li> <li>Approval of content and support in delivery of the Māpua Masterplan Communication Plan</li> </ul>
Tasman District Council (TDC) Project Team	<ul style="list-style-type: none"> <li>Commitment to deliver the objectives and outcomes detailed in the Māpua Masterplan Communication Plan</li> <li>Monitoring and evaluating the success of the engagement</li> </ul>
Iwi Authorities: Ngāti Tama Te Ātiawa Ngāti Rārua Ngāti Kōata Ngāti Toa Rangatira Ngāti Kuia Ngāti Apa Rangitāne	<ul style="list-style-type: none"> <li>Representation on the steering group</li> <li>Contribution to an iwi technical working group</li> <li>Co-development of masterplan</li> </ul>

## 6 Masterplan Program

Figure 2: Masterplan Program dated March 2023



## 7 Communication Activity Timeline

Estimated Timeframes	Phase
<b>STEP 3: COMMUNITY ENGAGEMENT</b>	
June 2023	Approval of Communication Plan
June 2023	Planning of communication activities
June/ July 2023	Prepare information for community engagement (Step 3)
July 2023	Commence public engagement communications and rollout of information
August 2023	Community Engagement – Step 3
September 2023	Summary of Engagement – Step 3
<b>STEP 5: PUBLIC ENGAGEMENT - CONSULTATION ON DRAFT MASTERPLAN OPTIONS</b>	
October 2023	Planning of communication activities
October 2023	Prepare information for community engagement (Step 5)
November 2023	Commence public engagement communications and rollout of information
November 2023	Community Engagement – Step 5
December/ January 2024	Summary of Engagement – Step 5
<b>STEP 6: FINALISE DRAFT MASTERPLAN AND CIRCULATE FOR PUBLIC REVIEW</b>	
February 2024	Prepare information for community engagement (Step 6)
March 2024	Commence public engagement communications and rollout of information
March/ April 2024	Circulation of Masterplan for Public Review
<b>STEP 6: SUBMISSIONS, HEARINGS AND DELIBERATIONS</b>	
March/ April 2024	Call for submissions, at same time as circulation of Masterplan for public review
Tbc	Public Hearing
Tbc	Deliberations
Tbc	Decision

## 8 Communication Tools

Effectively communicating the right message to the right people at the right time via the right method requires consideration of the communication tools available, and what is the most appropriate tool in each situation.

Communication Tools	Details	Purpose of Communications
Steering Group Meetings	As scheduled – Agenda and Minutes to be uploaded to website	Provide transparency to community on steering group discussions and decisions
Electronic Questionnaire/ Survey	Program Step 3 – Engagement	Broaden project communications to reach a greater range of people

Council Communications - hard copy	Newsline and other council communications	Inform community and general public of major project developments or milestones, consultation dates, etc
Noticeboard	Māpua community noticeboards	Inform community of upcoming consultation dates and provide links to website and online surveys
Social Media	Council social media channels	General updates for any new project material on website, upcoming consultation dates and milestones, etc
Website	Mapua Masterplan specific - Regularly updated	Repository for all project-related documents
Public Engagement (Facilitated workshops)	<p>Program Step 3 to include one community hall event (evening) and several library drop-in sessions (over a month) to provide project information and explain ways to provide feedback (online, email, etc.)</p> <p>Program Step 5 to include multiple facilitated community workshops. Dates and times to be determined</p>	Provide opportunity for interested community/public members to discuss with TDC staff members and provide feedback in person
Meetings – Face to Face	1:1 meetings as required	In-person meetings to carry out targeted stakeholder engagement

## 9 Evaluation and Measures of Success

The success of the communication plan will be measured by:

- Stakeholder engagement and support
- Increased awareness and participation in planned events
- Stakeholder feedback about the success of communication activities

The effectiveness of both the communication and engagement for the Masterplan will be monitored on a regular basis by the Project Team.

## 10 Stakeholder Engagement and Communications Activities

Refer to Attachment 1 for the Stakeholder Engagement Plan which details specific stakeholder engagement requirements.

## Attachment 1

# Māpua Masterplan Stakeholder Engagement Plan

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## 1 Introduction

This stakeholder engagement plan forms an attachment to the Māpua Masterplan Communication Plan.

The purpose of the Engagement Plan is to identify stakeholders and the level of engagement proposed for the Māpua Masterplan Project.

## 2 Regulations and Requirements

Engagement on the Māpua Masterplan will be undertaken in accordance with the Local Government Act 2002 Section 82 – Principles of Consultation.

Engagement will also be undertaken in accordance with the Tasman District Council Significance and Engagement Policy 2020 - [Governance policies | Tasman District Council](#).

## 3 Summary of Previous Stakeholder Engagement Activities

Council engagement in Māpua has been varied and project specific. Previous feedback from the community and iwi has been that they are fatigued by the level of consultation been undertaken by Council in Māpua. The Māpua Masterplan has been proposed as one way to reduce consultation fatigue through combining multiple council projects and processes.

Recent Council engagement in Māpua includes;

- Streets for People project Consultation including meetings and surveys
- Youth Engagement - Māpua School – March 2023
- Tasman Environment Plan – November 2022
- a Māpua Structure Plan Survey in September 2022 which received over 350 responses from the community
- Targeted Stakeholder engagement for the Māpua Structure Plan - 2022.



## 4 Levels of Engagement

The following section outlines the levels of engagement participation for the project stakeholders.

### Definition:

**Stakeholder:** a person, group or organisation that has interest or concern in Māpua.

Stakeholder engagement, as a planned process, gives stakeholders an opportunity to provide input into the masterplan. The degrees of stakeholder engagement can be viewed as a continuum of potential influence on a decision or action being considered as outlined below.

### **Information Phase**

- One-way communication
- Provide background information and ongoing updates
- Use a list of passive information receivers – very broad, essentially anyone who can access the information, including:
  - Any members of the public – Anyone that has a specific interest in Māpua
  - Action groups
- TDC website, Shape Tasman, social media, emails, newsletters, meetings

### **Consultation and Involvement Phase**

- Two-way communication – Focus group engagement
  - Focus group engagement with community groups and key networks
  - No response provided back to people who engage at this level
- Active two-way communication – Public Engagement
  - Residents of Māpua, business owners, people with a specific interest in the region, stakeholder groups and aggregation networks
  - Shape Tasman, meetings, targeted events
  - Responses provided back to people/groups about the feedback/input they have provided.

### **Collaboration Phase**

- Developing partnerships with iwi – Ngāti Tama, Te Ātiawa, Ngāti Rārua, Ngāti Kōata, Ngāti Toa Rangatira, Ngāti Kuia, Ngāti Apa and Rangitāne
- Working groups and hui.

### **Empowerment Phase**

- Māpua Masterplan Steering Group
- Delegation of final decision making, on clearly identified and defined issues to stakeholders.

## 5 Stakeholder Analysis

Stakeholder	Level of Interest	What we want from the stakeholder	What the Stakeholder wants from TDC	Type of Engagement	Level of Engagement
Māpua Residents and Landowners	High	Feedback on their views  Identification and feedback on issues and opportunities  Views on options	<ul style="list-style-type: none"> <li>How to provide feedback</li> <li>A clear explanation of the project</li> <li>What issues and opportunities have been identified</li> <li>what options are being considered</li> </ul>	<ul style="list-style-type: none"> <li>Public Engagement</li> <li>Website</li> <li>Survey</li> <li>Council Communications</li> <li>Social Media</li> </ul>	Consultation and Involvement
Business Owners and Operators	High	Feedback on their views  Identification and feedback on issues and opportunities  Views on options	An environment which supports the long-term viability of local businesses	<ul style="list-style-type: none"> <li>Meetings</li> <li>Public Engagement</li> <li>Website</li> <li>Survey</li> <li>Council Communications</li> <li>Social Media</li> </ul>	Consultation and Involvement
General public	Medium	Identification of issues and opportunities  Feedback on their views and options	<ul style="list-style-type: none"> <li>A clear explanation of the project</li> <li>What options are being considered</li> <li>How to provide feedback</li> </ul>	<ul style="list-style-type: none"> <li>Public Engagement</li> <li>Website</li> <li>Survey</li> <li>Council Communications</li> <li>Social Media</li> </ul>	Information
Māpua Waterfront Committee	High	Feedback on their views  Identification and feedback on issues and opportunities	<ul style="list-style-type: none"> <li>How to provide feedback</li> <li>A clear explanation of the project</li> </ul>	<ul style="list-style-type: none"> <li>Meetings</li> <li>Public Engagement</li> <li>Website</li> </ul>	Consultation and Involvement

*Māpua Masterplan Communication Plan*

Stakeholder	Level of Interest	What we want from the stakeholder	What the Stakeholder wants from TDC	Type of Engagement	Level of Engagement
		Views on options	<ul style="list-style-type: none"> <li>What issues and opportunities have been identified</li> <li>What options are being considered</li> </ul>	<ul style="list-style-type: none"> <li>Survey</li> <li>Council Communications</li> <li>Social Media</li> </ul>	
Māpua District Community Association (MDCA)	High	Feedback on their views  Identification and feedback on issues and opportunities  Views on options	<ul style="list-style-type: none"> <li>How to provide feedback</li> <li>A clear explanation of the project</li> <li>What issues and opportunities have been identified</li> <li>What options are being considered</li> </ul>	<ul style="list-style-type: none"> <li>Meetings</li> <li>Public Engagement</li> <li>Website</li> <li>Survey</li> <li>Council Communications</li> <li>Social Media</li> </ul>	Consultation and Involvement
Mapua Wetland Group	High	Feedback on their views  Identification and feedback on issues and opportunities  Views on options	<ul style="list-style-type: none"> <li>How to provide feedback</li> <li>A clear explanation of the project</li> <li>What issues and opportunities have been identified</li> <li>What options are being considered</li> </ul>	<ul style="list-style-type: none"> <li>Meetings</li> <li>Public Engagement</li> <li>Website</li> <li>Survey</li> <li>Council Communications</li> <li>Social Media</li> </ul>	Consultation and Involvement
Māpua Health Centre	High	Feedback on their views	<ul style="list-style-type: none"> <li>How to provide feedback</li> </ul>	<ul style="list-style-type: none"> <li>Meetings</li> </ul>	Consultation and Involvement

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Stakeholder	Level of Interest	What we want from the stakeholder	What the Stakeholder wants from TDC	Type of Engagement	Level of Engagement
		<p>Identification and feedback on issues and opportunities</p> <p>Views on options</p>	<ul style="list-style-type: none"> <li>▪ A clear explanation of the project</li> <li>▪ What issues and opportunities have been identified</li> <li>▪ What options are being considered</li> </ul>	<ul style="list-style-type: none"> <li>▪ Public Engagement</li> <li>▪ Website</li> <li>▪ Survey</li> <li>▪ Council Communications</li> <li>▪ Social Media</li> </ul>	
Playcentres: Māpua Playcentre, Oasis, Hardy Kids	High	<p>Feedback on their views</p> <p>Identification and feedback on issues and opportunities</p> <p>Views on options</p>	<ul style="list-style-type: none"> <li>▪ How to provide feedback</li> <li>▪ A clear explanation of the project</li> <li>▪ What issues and opportunities have been identified</li> <li>▪ What options are being considered</li> </ul>	<ul style="list-style-type: none"> <li>▪ Meetings</li> <li>▪ Public Engagement</li> <li>▪ Website</li> <li>▪ Survey</li> <li>▪ Council Communications</li> <li>▪ Social Media</li> </ul>	Consultation and Involvement
Māpua School	High	<p>Feedback on their views</p> <p>Identification and feedback on issues and opportunities</p> <p>Views on options</p>	<ul style="list-style-type: none"> <li>▪ How to provide feedback</li> <li>▪ A clear explanation of the project</li> <li>▪ What issues and opportunities have been identified</li> <li>▪ What options are being considered</li> </ul>	<ul style="list-style-type: none"> <li>▪ Meetings</li> <li>▪ Public Engagement</li> <li>▪ Website</li> <li>▪ Survey</li> <li>▪ Council Communications</li> <li>▪ Social Media</li> </ul>	Consultation and Involvement

*Māpua Masterplan Communication Plan*

Stakeholder	Level of Interest	What we want from the stakeholder	What the Stakeholder wants from TDC	Type of Engagement	Level of Engagement
Māpua Tennis Club	High	Feedback on their views  Identification and feedback on issues and opportunities  Views on options	<ul style="list-style-type: none"> <li>▪ How to provide feedback</li> <li>▪ A clear explanation of the project</li> <li>▪ What issues and opportunities have been identified</li> <li>▪ What options are being considered</li> </ul>	<ul style="list-style-type: none"> <li>▪ Meetings</li> <li>▪ Public Engagement</li> <li>▪ Website</li> <li>▪ Survey</li> <li>▪ Council Communications</li> <li>▪ Social Media</li> </ul>	Consultation and Involvement
Hills Community Club	High	Feedback on their views  Identification and feedback on issues and opportunities  Views on options	<ul style="list-style-type: none"> <li>▪ How to provide feedback</li> <li>▪ A clear explanation of the project</li> <li>▪ What issues and opportunities have been identified</li> <li>▪ What options are being considered</li> </ul>	<ul style="list-style-type: none"> <li>▪ Meetings</li> <li>▪ Public Engagement</li> <li>▪ Website</li> <li>▪ Survey</li> <li>▪ Council Communications</li> <li>▪ Social Media</li> </ul>	Consultation and Involvement
Tahama Sea Scouts	High	Feedback on their views  Identification and feedback on issues and opportunities  Views on options	<ul style="list-style-type: none"> <li>▪ How to provide feedback</li> <li>▪ A clear explanation of the project</li> <li>▪ What issues and opportunities have been identified</li> <li>▪ What options are being</li> </ul>	<ul style="list-style-type: none"> <li>▪ Meetings</li> <li>▪ Public Engagement</li> <li>▪ Website</li> <li>▪ Survey</li> <li>▪ Council Communications</li> <li>▪ Social Media</li> </ul>	Consultation and Involvement

*Māpua Masterplan Communication Plan*

Stakeholder	Level of Interest	What we want from the stakeholder	What the Stakeholder wants from TDC	Type of Engagement	Level of Engagement
			considered		
Māpua Community Hub	High	Feedback on their views  Identification and feedback on issues and opportunities  Views on options	<ul style="list-style-type: none"> <li>▪ How to provide feedback</li> <li>▪ A clear explanation of the project</li> <li>▪ What issues and opportunities have been identified</li> <li>▪ What options are being considered</li> </ul>	<ul style="list-style-type: none"> <li>▪ Meetings</li> <li>▪ Public Engagement</li> <li>▪ Website</li> <li>▪ Survey</li> <li>▪ Council Communications</li> <li>▪ Social Media</li> </ul>	Consultation and Involvement
Māpua Boat Club	High	Feedback on their views  Identification and feedback on issues and opportunities  Views on options	<ul style="list-style-type: none"> <li>▪ How to provide feedback</li> <li>▪ A clear explanation of the project</li> <li>▪ What issues and opportunities have been identified</li> <li>▪ What options are being considered</li> </ul>	<ul style="list-style-type: none"> <li>▪ Meetings</li> <li>▪ Public Engagement</li> <li>▪ Website</li> <li>▪ Survey</li> <li>▪ Council Communications</li> <li>▪ Social Media</li> </ul>	Consultation and Involvement
Māpua Community Hall	High	Feedback on their views  Identification and feedback on issues and opportunities  Views on options	<ul style="list-style-type: none"> <li>▪ How to provide feedback</li> <li>▪ A clear explanation of the project</li> <li>▪ What issues and opportunities have been identified</li> </ul>	<ul style="list-style-type: none"> <li>▪ Meetings</li> <li>▪ Public Engagement</li> <li>▪ Website</li> <li>▪ Survey</li> <li>▪ Council Communications</li> </ul>	Consultation and Involvement

*Māpua Masterplan Communication Plan*

Stakeholder	Level of Interest	What we want from the stakeholder	What the Stakeholder wants from TDC	Type of Engagement	Level of Engagement
			<ul style="list-style-type: none"> <li>What options are being considered</li> </ul>	<ul style="list-style-type: none"> <li>Social Media</li> </ul>	
Māpua Bowling Club	High	Feedback on their views  Identification and feedback on issues and opportunities  Views on options	<ul style="list-style-type: none"> <li>How to provide feedback</li> <li>A clear explanation of the project</li> <li>What issues and opportunities have been identified</li> <li>What options are being considered</li> </ul>	<ul style="list-style-type: none"> <li>Meetings</li> <li>Public Engagement</li> <li>Website</li> <li>Survey</li> <li>Council Communications</li> <li>Social Media</li> </ul>	Consultation and Involvement
FENZ	Medium	Feedback on their views  Identification and feedback on issues and opportunities  Views on options	<ul style="list-style-type: none"> <li>How to provide feedback</li> <li>A clear explanation of the project</li> <li>What issues and opportunities have been identified</li> <li>What options are being considered</li> </ul>	<ul style="list-style-type: none"> <li>Meetings</li> </ul>	Consultation and Involvement
Heritage NZ	Medium	Feedback on their views  Identification and feedback on issues and opportunities	<ul style="list-style-type: none"> <li>How to provide feedback</li> <li>A clear explanation of the project</li> </ul>	<ul style="list-style-type: none"> <li>Meetings</li> </ul>	Consultation and Involvement

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Stakeholder	Level of Interest	What we want from the stakeholder	What the Stakeholder wants from TDC	Type of Engagement	Level of Engagement
		Views on options	<ul style="list-style-type: none"> <li>What issues and opportunities have been identified</li> <li>What options are being Considered</li> </ul>		
Civil Defence	Medium	Feedback on their views  Identification and feedback on issues and opportunities  Views on options	<ul style="list-style-type: none"> <li>How to provide feedback</li> <li>A clear explanation of the project</li> <li>What issues and opportunities have been identified</li> <li>What options are being considered</li> </ul>	<ul style="list-style-type: none"> <li>Meetings</li> </ul>	Consultation and Involvement
Māpua Action Group	High	Feedback on their views  Identification and feedback on issues and opportunities  Views on options	<ul style="list-style-type: none"> <li>How to provide feedback</li> <li>A clear explanation of the project</li> <li>What issues and opportunities have been identified</li> <li>what options are being considered</li> </ul>	<ul style="list-style-type: none"> <li>Public Engagement</li> <li>Website</li> <li>Survey</li> <li>Council Communications</li> <li>Social Media</li> </ul>	Consultation and Involvement
Central government agencies ie: - Waka Kotahi	Medium	Feedback on:	<ul style="list-style-type: none"> <li>Successful local projects using national funding</li> </ul>	<ul style="list-style-type: none"> <li>Meetings</li> </ul>	Consultation and Involvement



*Māpua Masterplan Communication Plan*

Stakeholder	Level of Interest	What we want from the stakeholder	What the Stakeholder wants from TDC	Type of Engagement	Level of Engagement
- Ministry of Education		<ul style="list-style-type: none"> <li>the work the agency is doing that relates to the issue or proposal</li> <li>any opportunities for collaborating on a solution</li> <li>their views on the option, and advice on any other options</li> </ul>	<ul style="list-style-type: none"> <li>Coordination between central and local government initiatives where possible</li> </ul>		
Internal teams/ TDC Technical specialists	High	Advice on issues and options to address the issue	<ul style="list-style-type: none"> <li>No surprises</li> <li>Coordination of TDC advice and options</li> </ul>	<ul style="list-style-type: none"> <li>Meetings</li> </ul>	Consultation and Involvement