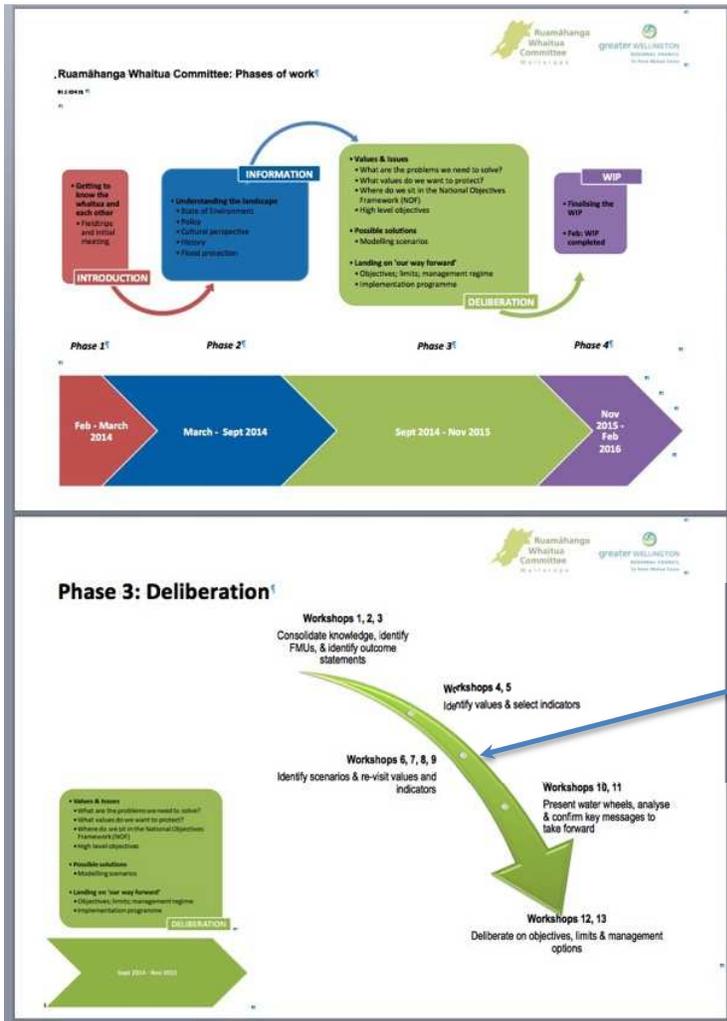


Meeting Notes: Ruamāhanga Whaitua Committee

Deliberations Phase 3 - Workshop 19

April 4 2016 14:00 – 18:00

South Wairarapa Working Men's Club, Greytown



Summary

This report summarises notes from a workshop of the Ruamāhanga Whaitua Committee held April 4 2016 at the South Wairarapa Working Men’s Club in Greytown.

Contents

These notes contain the following:

- A Workshop Attendees
- B Workshop Purpose
- C Follow up to previous workshop actions
- D Review of Outcomes against Values
- E Review of First Round of Community Engagement
- F Discussion on RWC Communications
- G General Business

Appendix One - Ruamahanga Whaitua Committee Review of Community Engagement
Appendix Two – Photos of flipcharts

A Workshop Attendees

Workshop Attendees

Aidan Bichan, Mike Birch, Peter Gawith, David Holmes, Mike Ashby, Russell Kawana, Ra Smith, Philip Palmer, Andy Duncan, Colin Olds, Esther Dijkstra, Chris Laidlaw, Rebecca Fox, Vanessa Tipoki

Alastair Smaill, Kat Banyard, Michelle Rush, Natasha Tomic, Horipo Rimene, Mike Grace, Brigitte De Barletta, Stephen Heath, Jon Gabites

John Bright

B Workshop Purpose

Workshop Purpose

The workshop purpose was:

1. To review the outcomes identified last year against our confirmed value sets
 - a. Confirm them as necessary
2. To review and understand where we are at in the policy development process, and the milestones involved from here to delivery of the Whaitua Implementation Programme report
3. To understand in a general sense what it is RWC need to get the community’s views on, in order to be able to build a set of scenarios for testing
4. To discuss a proposed approach to RWC next round of Community Engagement, and as part of this, confirm the community engagement purpose; and the next steps.

5. To understand what the GW communications team can provide to support the Community Engagement effort.

Workshop purposes 1, 2, 4 and 5 were achieved. Purpose 3 was achieved in part. RWC will determine the next steps for community engagement at a subsequent workshop.

**Workshop
Agenda**

The agenda was:

Committee only workshop (12:00-1:30PM)

Lunch (1:30-2:00PM)

Welcome (Peter Gawith) **and Karakia** (Ra Smith) (2:00-2:10PM)

Outcomes Review (2:10-3:00PM)

To review the outcomes identified last year against our confirmed value sets.

Policy process (Alastair Smaill) (3:00-3:15PM)

Where we're at and milestones from here to the WIP.

Afternoon tea (3:15-3:30PM)

Community Engagement (Jon Gabites, GWRC) (3:30-4:45PM)

Planning for the next 'burst' of community engagement.

Communications (Stephen Heath, GWRC) (4:45-5:30PM)

To discuss how communications can support the next round of community engagement.

General business (Peter Gawith) (5:30-6:00PM)

C Follow up to previous workshop actions

**Follow up to
previous
workshop
actions**

None.

D Review of Outcomes against Values

Review of Outcomes against values

Working in break out groups, RWC members reviewed the vision and outcomes developed last year against the confirmed value set.

The following adjustments were agreed (Note: the adjustments are included in **bold**):

Vision:

Wairarapa – Where Water Glistens

The future is for the long term sustainability of the catchment as a whole

Outcomes:

1. **We are all connected to the water so we are all equally responsible for creating a more natural state.**
 2. Holistic land and water management **creating resilience**
 3. **Enhancing** recreational **and cultural** opportunities
 4. Sustainable economic future
 5. **Improving** water quality
 6. **Sustaining** ecological enhancement
 7. **Build a sense of identity between people and water**
 8. Safety and security of (drinking) water supply.
-

E Review of First Round of Community Engagement

Community Engagement Review

Working in break out groups, RWC and project team members discussed the following questions to reflect on the community engagement undertaken in the first round (the purpose of which was to identify what was important to the wider community about freshwater in the Ruamahanga whaitua). The questions were:

- a) What worked well?
- b) What didn't work so well?
- c) What improvements / suggestions do we have for future community engagement?

During the discussion, additional prompts were given to encourage more detail in the replies to each of these.

The raw results from each of the breakout groups are included in **Appendix One**.

Concluding Discussions

Following the workshop session, the group discussed community engagement in a plenary session. The following are the key points from that discussion:

Who we need to focus on – and why

- Urban dwellers are the biggest gap. They are not engaged, yet they are part of the water system and as responsible as others. They are both consumers and wasters, flush and forget!
- Iwi – we are required to work with them, and cannot do our work without them involved. They bring a valid perspective.
- Young people – they are the future of our waterways. They will pay if we don't get this right.

What are we needing to engage on:

Information / Messages:

- Water is a finite resource; it is scarce and we are running out.
- Explain why water is short at the moment.
- Explain our vision, / outcomes / values;
- Provide information on our journey, where we are at now, and that we want their feedback.

Seeking feedback / input

- Get feedback on potential scenarios – what they think the

scenarios are;

- What their expectations are for the future management of, and outcomes for water.
 - Ask the question: We've heard what's important to you (values); we've identified a set of desired outcomes (vision and high level outcome statements); we want your input into how we're going to get there...
 - Give and get feedback – talk about the journey the committee is going through and ask the community to help the committee find the way to reach the outcomes that everyone wants.
-

F Discussion on RWC Communications

Communications Discussion Stephen Heath gave a presentation on RWC communications, looking at what had been done to date, and the purposes, intents and pitfalls of communication.

Key points identified in the discussion that followed were:

- Website: Need to find a way to make this a two-way street
- Social media: Need to improve – requires more interaction / response from RWC
- Advertorial: Move from this to media releases. Seek a wider reach. Record rather than advertise.
- Schools: Use Enviroschools, also look at ways to use schools to reach parents; also the younger demographic
- Use different strategies to cater for age, rural, demographic
- Tell stories!
- Use controversy, e.g. current public interest in Henley Lake and solutions for it; dam – WWUP put positive messages out there
- Build a sense of connectivity to the river
- Build awareness of connections of water quality to storm water and waste water
- Need to reach business
- Need to reach commuters
- Get better at advertising opportunities to engage.
- If a communication refers to a geographical area of the catchment, have the relevant committee member from that area comment.
- Build a profile around what the committee is doing. Need to build a call for action about why the community need to get involved in the next round of engagement.
- Need for a communications plan.

G General Business

RWC member only meeting

- Minutes will be provided to Alastair; Esther will meet with him to discuss.

Next Steps for Community Engagement

- Summary of today
- Immediate action on media releases
 - RWC response
 - generic statement from Esther/Peter on swimmable water
 - email check/comment on draft from RWC members
 - Message: Whaitua is concerned about the issue and is working on it
- Next committee meeting to determine next steps for community engagement
- Message to keep in mind in communications is that improving water will take time.

Next RWC Workshop

- Community engagement – next steps
 - Scenarios
 - Responses to outcomes from Committee Only meeting
-

ENDS

Appendix One - Ruamahanga Whaitua Committee Review of Community Engagement

Overview

During this session, the Committee reviewed the community engagement it had undertaken in 2015 to identify what was important to the community about freshwater in the Ruamahanga Whaitua. Breakout groups considered three questions:

1. What worked well?
 2. What didn't work so well?
 3. What suggestions do we have for the future?
-

1. What worked well?

Group 1

- Rural areas – good attendance – a lot to gain/lose
- Captured good range of values – urban don't feel connected
- Well run meetings:
 - committee led
 - committee commitment
 - phone tree
 - organising and leading
 - personal invitations
- Rural people would be happy to engage again. We want to engage with them and we have an obligation to them
- Connected well with 30-50's
- A&P Show - average
- 2 days in Masterton were good

Group 2

- Rural sector meetings
- got a range of opinions
- we got this because we got people talking and able to say what they thought without fear
 - people felt heard
 - because they had a Whaitua member at each group
 - because we encouraged people to stand up and have a voice
 - pre-meeting – good food and general discussion – neighbours meeting neighbours
 - Whaitua members were recognisable
 - got local leader to talk about their community
 - good for Whaitua members – allowed us to move a little or perhaps a lot – a big learning experience for RWC and are the better for it.
 - A lot of what we heard we have directly used in our values and attributes.
 - people left well informed – asked “what are we here for?” and we had to explain that carefully for that community.

- Asking three clear simple questions that people could contribute to
 - Asked the same questions at every meeting
 - got the chance to hear answers to the same question – from all different areas.

Group 3

- Three questions worked well
- Got different answers
- Good response from rural community
- Waitua committee led
- Engaging through catering
- Good response when groundwork done (easier in small communities)
- Informal engagement by members of committee
- Good response in Featherston (urban community)
- Facebook page

2. What didn't work?

Group 1

- Separating Waitua from public
 - Carterton
- Urban representation
- Didn't achieve 70% attendance from rural meetings based on phone tree
 - question of timing
 - not Pirinoa
- Maori community
 - tried to engage but not enough numbers
 - didn't go through to them with the right questions
- Not enough detail in the three questions that were asked
- Communications needed to be improved
- Didn't get enough young people
- Didn't have strategies for different demographic groups e.g. could have gone to colleges
 - Problem - didn't cover whole of community
 - Community needs to own/be responsible for water
 - Young people are the future
 - Need a sustainable solution owned by everyone
- A&P Show – most people walking around weren't from the Waitua. Locals went to their areas.

Group 2

- Some locations better than others – Cole Street, Masterton didn't work, probably because:
 - People's perceptions of going onto a Marae

- Wet cold winter's night
- Not well publicised
- Commitment from some Whaitua members to call people, – when they didn't do it a negative impact on meeting numbers
- Because of three questions, people asked “do we have to go to all the meetings?” – committee had to say “only need to go to one as all the same “ wasn't made clear.
 - A problem because some people went and disappointed to be asked the same question.
 - Also some RWC not clear
- At one meeting Whangaehu – purpose not clear – FFNZ invited people who weren't clear on purpose
 - But this was quickly diffused with the small group process – and later had a one pager to clearly explain purpose up front
- Post engagement communication is non-existent – yet we promised to do it
 - Let the community down
 - reduced credibility
 - people weren't engaged next time
 - A sense it was too complicated to answer – questions too hard
- **Question:** was the data from the street stall and the surveys compiled and included in the values review?

Group 3

- Poor turnout in towns
- Business people, and commuters not engaged.
- Young people and families (don't know what they want)
- Context missing for urban people
- Facebook page
 - Not enough coverage
 - Committee watching but not engaging
 - Some people intimidated

3. What are our improvements and suggestions for the future?

Group 1

- Social media, website and email need to be done better
- Make better use of local media – media release – NOT GWRC. Like WWUP. Need editorial
- Talk to local schools – through Ester
- Different strategies for different groups. Age groups/urban/rural/ethnicities
- Connect wastewater issues and rates to encourage urban involvement. Maybe dams. Subsidising.
- Be more controversial – more people turn up. Reach people further out – third ring. Use the media.

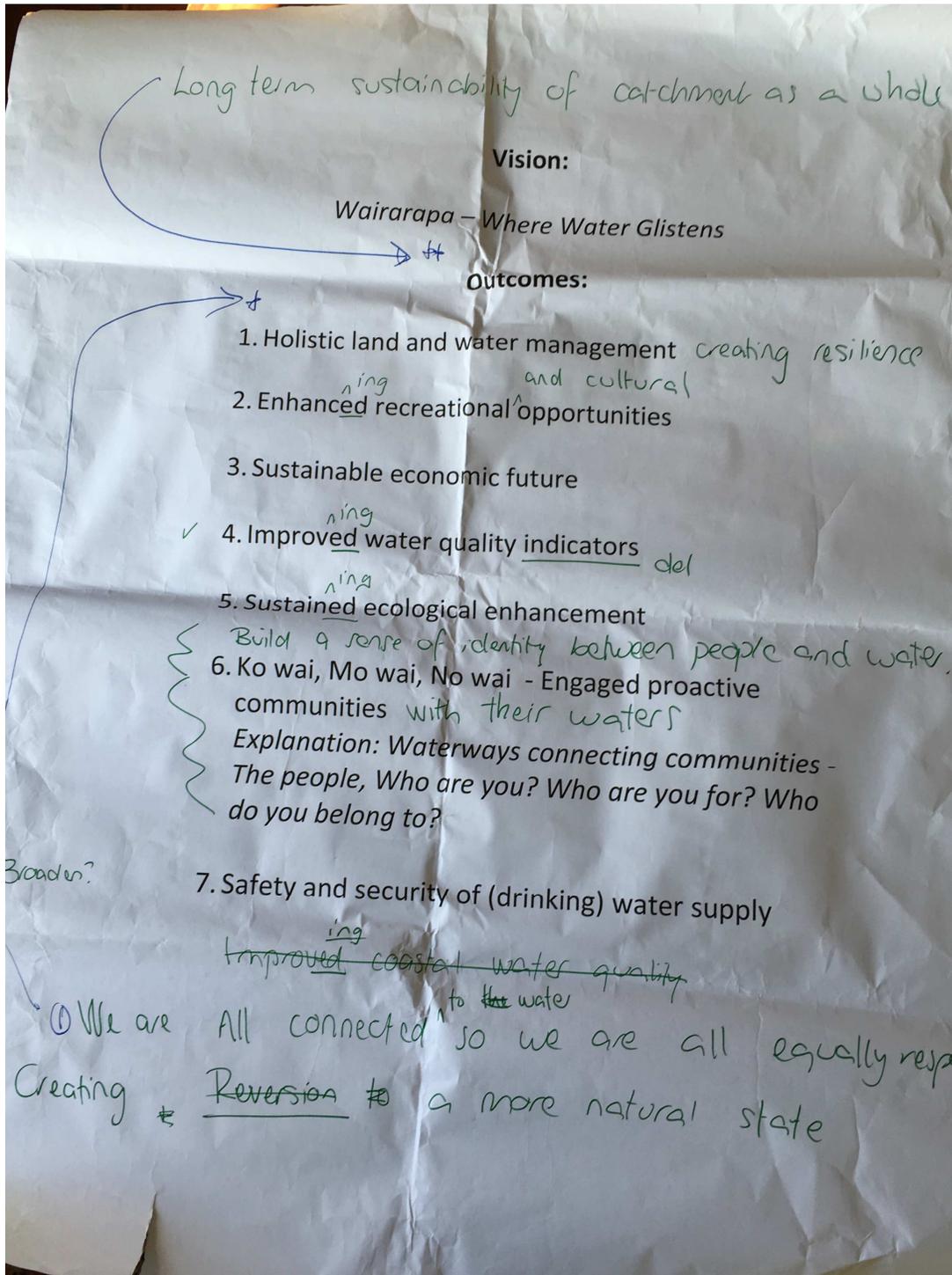
Group 2

- Engage business people with a breakfast e.g. Chamber of Commerce
 - Why: Skipped this segment and these are movers and shakers – bankers, accountants
- Engage with young people, young families
 - Why: Re-build their connection, build their sense of community (self) responsibility for the water
- Engage with the schools – Enviroschools and?
- Need to get the message through to Urban Community about impacts of waste water and storm water on water quality
 - Build their sense of community (self) responsibility for the water
- Use the opportunity of known problems like Henley Lake to build on
- Focus on problems with sustainability of urban water supply
- Potential of the dam to help solve problems with urban water supply

Group 3

- Wider demographic targeting (particularly U.30)
 - Different technologies/methods
 - Free beer
 - Focus on urban connection
 - Schools (same questions)
 - Commuter surveys
 - On the group surveys/conversations
 - Targeted questions
 - Better advertising
 - Better feedback on responses
 - Stall/caravan (like My Masterton).
-

Appendix Two: Workshop Photos



ENDS