



**I hereby give notice that  
a Maori Standing Committee Meeting will be held on:**

**Date: Tuesday, 14 February 2017**  
**Time: 9.00am**  
**Location: Council Chamber, Wairoa District Council,  
Coronation Square, Wairoa**

# **AGENDA**

## **Maori Standing Committee Meeting**

**14 February 2017**

**Fergus Power  
Chief Executive Officer**

The agenda and associated papers are also available on our website: [www.wairoadc.govt.nz](http://www.wairoadc.govt.nz)

For further information please contact us 06 838 7309 or by email [info@wairoadc.govt.nz](mailto:info@wairoadc.govt.nz)

**Order Of Business**

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**1 KARAKIA**

**ELECTION OF CHAIRPERSON**

**ELECTION OF DEPUTY CHAIRPERSON**

**2 APOLOGIES FOR ABSENCE**

**3 DECLARATIONS OF CONFLICT OF INTEREST**

**4 CHAIRPERSON'S ANNOUNCEMENTS**

**5 LATE ITEMS OF URGENT BUSINESS**

**6 PUBLIC PARTICIPATION**

A maximum of 30 minutes has been set aside for members of the public to speak on any item on the agenda. Up to 5 minutes per person is allowed.

**7 GENERAL ITEMS**

**8.1 MAORI SC**

**Author:** David Tipoki, Maori Relationships Manager

**Authoriser:** Fergus Power, Chief Executive Officer

- Appendices:**
1. [MRM Report](#) ↓
  2. [MRM Comms Strategy](#) ↓

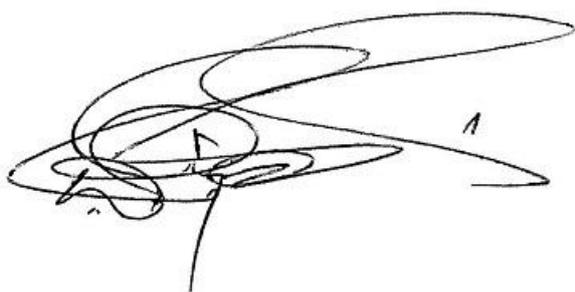
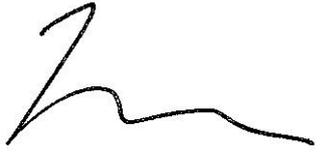
**1. PURPOSE**

1.1 See attached report.

**RECOMMENDATION**

*The Maori Relationships Manager recommends that Committee receive the report.*

**Signatories**

	
David Tipoki Author	Fergus Power Approved by

Māori Standing Committee  
7 OCTOBER 2016



Māori Relationships Manager's Report

<b>Department</b>	Office of the CEO
<b>Author</b>	David Tipoki - Māori Relationships Manager
<b>Contact Officer</b>	David Tipoki
<b>1. Purpose</b>	1.1 This monthly report provides information for the Māori Standing Committee on Council and community activities. No decisions are required by the Māori Standing Committee at this stage.
<b>Recommendation</b>	<i>The Māori Relationships Manager RECOMMENDS that the Māori Standing Committee receives the report.</i>
<b>2. Happy New Year!</b>	2.1 2017 has started with great expectations and I perceive, an eagerness to "get on with it". I believe our workshop was informative and with a bit more clarity around things like Standing Orders, we can look forward to an even more efficient and compliant meeting environment. January also heralded the commencement of a new Regional Manager for DOC in the form of Connie Norgate. Wairoa was duly represented by Peter Whaanga, Kiwa Hammond, Paul Kelly and myself at her powhiri in Napier. Kiwa quite capably outlined the relationship with Connie and her Wairoa district constituents with whakapapa to people and the whenua. I also took the first opportunity to invite Connie to visit with us here in the district – something which her office is working on and with luck, we could have her here sharing kai soon. February brought with it the announcement that Leon Symes was selected as Chairperson of Tātau Tātau o Te Wairoa Trust. Congratulations of course to Leon, and now we in council can look forward to engaging in a positive move towards a relationship with the trust.
<b>3. Rocketlab tourism</b>	3.1 On Wednesday 25 January 2017 we engaged in another SPOCC meeting in chambers. We are still promoting that visitors should wait till the commercial launches begin before coming to our district. However if they do come for the test launches (the date and times of which may not be known till "last minute") Gautier, liaison for Rocketlab has strategy and plans in place to make those occurrences as managed as possible. This includes Information sites, designated and recommended parking areas, use of Māori wardens as traffic and crowd control; along with co-ordinated assistance from Police and NZTA. We have asked for representatives from Rākaipaaka to sit on the committee alongside our Māhia reps, Peter Whaanga and Irene Taumata.

<p><b>4. WDC Communications strategy</b></p>	<p>4.1 Attached is the comms strategy as discussed with Kitea at our induction workshop. Please take some time to read through and provide some feedback for Kitea as he would like to have your views considered.</p>
<p><b>5. TUIA awards</b></p>	<p>5.1 Congratulations to Tauru Johnston for being nominated in the TUIA 2017 awards. Tauru hails from Rangiahua/Frasertown and was nominated by His Worship and Cr Flood.</p>
<p><b>6. Reo Māori Policy</b></p>	<p>6.1 Please find attached the Reo policy. We need final discussion on this paper so we can get it to council as soon as possible.</p>
<p><b>7. Conclusion</b></p>	<p>5.1 At the time of collating this report, there was nothing further to add, however, if anything arises after the agenda has been received, the Maori Relationships Manager will report verbally on any matter raised.</p>
<p><b>Further Information</b></p>	
<p><b>Appendices</b></p>	
<p><b>Background Papers</b></p>	
<p><b>References (to or from other Committees)</b></p>	
<p><b>Signatories</b></p>	<p>Author </p>

# Wairoa District Council

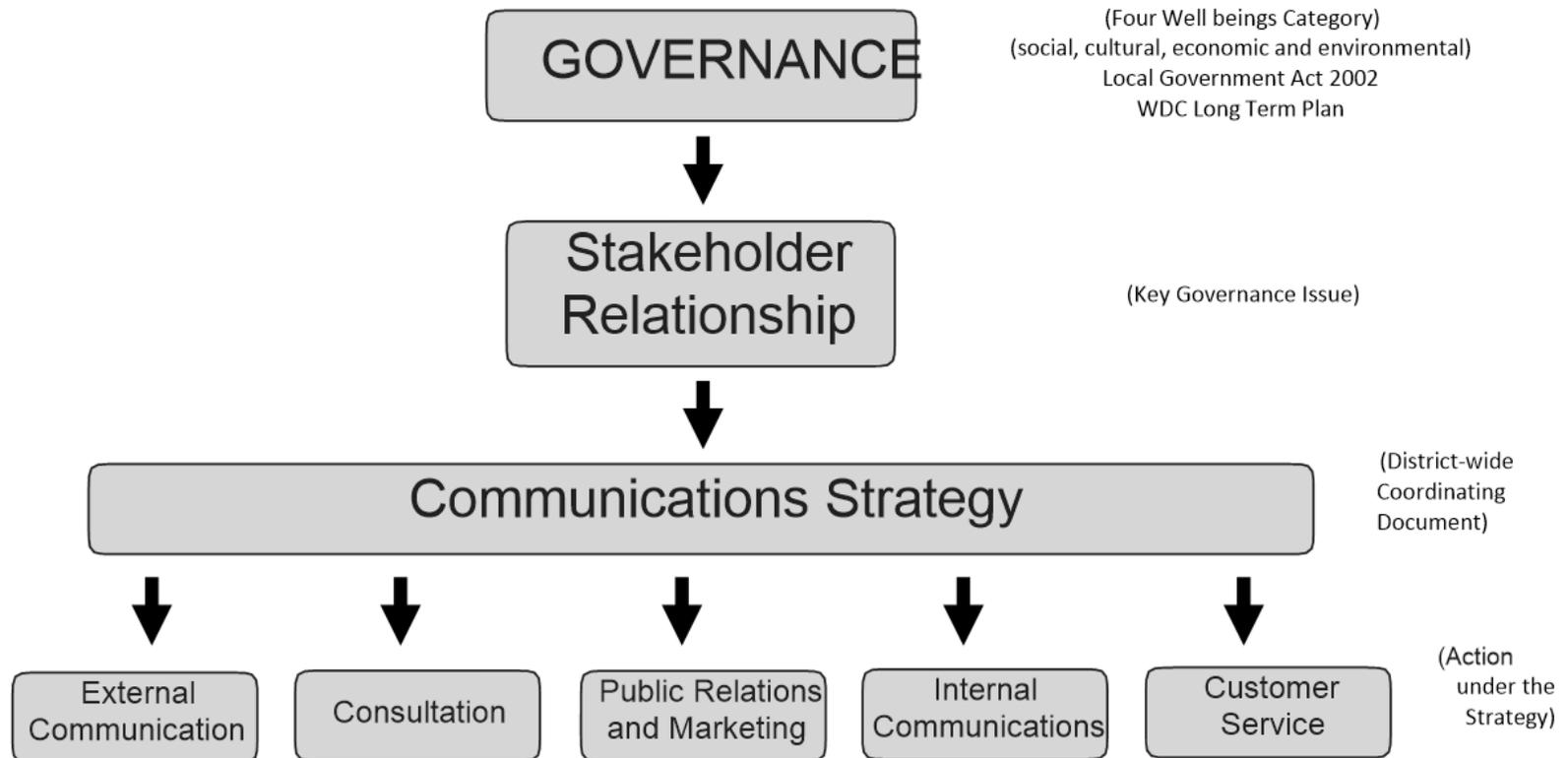


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## Communications Strategy



[www.wairoadc.govt.nz](http://www.wairoadc.govt.nz)



## What is Communications?

Communications is a term used to describe a variety of functions variously described as communications, media management, public relations and marketing, internal communications and customer service. The Communications Strategy is the District-wide Coordinating Document designed to progress the issue of Stakeholder Relations under the Governance category of the Four Wellbeings.

## Vision for Communications

As an organisation, Wairoa District Council strives to achieve a values approach to delivering the priorities and objectives of its community such as the community outcomes identified in the Long-Term Plan 2015-2025.

The six value elements that guide this management approach are Continuous Improvement, Customer Service, Competitive Practice, Team Work, Action and Communication. Our Communication vision for Wairoa District Council is to have a community which understands what it is getting from its Council and actively participates in the development and implementation of strategy, policy and programmes.

## Key principles and aims

- *An informed community:* Wairoa District Council aims to ensure all residents have access to information about their Council by providing regular publications, having a high media profile and harnessing the ambassadorship capacity of its workforce.
- *A democratic community:* Wairoa District Council aims to ensure all residents and ratepayers are able to participate in consultation through a range of means including, but not limited to, community forums, public exhibition of key documents and developing on-line consultation capabilities.

## Statutory Requirements

The Communications Strategy aims to fulfil and go beyond the statutory requirement under the Local Government Act 2002. A local authority can be regarded as having a general obligation to ensure that those whom it represents and acts for are kept informed about what it is doing in their interests. Further, because a local authority exercises power over individuals and groups in its community, it can be said to have an obligation to ensure that those people know how they are being affected by its actions, and what their rights and responsibilities are in relation to them.

## Elements of the Communications Strategy

The Communications Strategy is divided into five (5) action areas and two (2) supporting functions; External Communications, Consultation, Corporate Marketing, Internal Communications, Customer Service, E-Communications and Corporate Identity.

**External Communications:** One-off and ongoing publications designed to keep the community informed and involved. Includes advertising procedures to satisfy statutory requirements and limited advertising to promote specific activities, services and messages.

**Consultation:** Functions designed to improve consultation both within and outside Council. It supports the implementation of the Wairoa District Council Consultation Policy by providing new tools and support to the organisation-wide function.

**Corporate Marketing:** Functions or programmes designed to raise the level of awareness about Council services to drive improvements in the level of community satisfaction.

**Internal Communications:** Programmes designed to keep staff informed about Council activities and improve the communications skills of staff by providing training, guides and protocols which reflect best practice in internal communications.

**Customer Service:** Activities designed to ensure that the customers' experience of Council reinforces the messages or themes of the organisation.

**E-Communications:** E-Communications are designed to deliver on-line information and services to the wider community.

**Corporate Identity:** Activities designed to support the presentation of a consistent brand to the community which contributes to the development of an 'organisational personality or image' which engenders trust and support from the community.

## Responsibility for Communications

The Office of the Chief Executive has responsibility for a range of communications functions. These include overall strategy and policy for communications and consultation, media management, advertising, corporate identity, website content and strategy management, public relations, publications and corporate marketing.

Overall responsibility for key communications functions rests with the Office of the Chief Executive. Other departments within Council will also share responsibility for communications as and when required.

However, an effective communications culture is the responsibility of the entire organisation and every employee. Managers in particular need to be aware of their responsibilities to communicate openly and actively and to guide their teams in developing an effective communication culture.

## Communications and the Four Wellbeings

Communications contributes to the achievement of key aspects of the Stakeholder Relationships aspect of the Governance category under the Four Wellbeings (social, cultural, economic and environmental wellbeing of communities). The Communications functions identified in this strategy are designed to support the democratic process of local government and deliver value to the Wairoa community particularly with regard to Communication and Customer Service.

## Stakeholder Relationships – Issue Drivers

*Statutory:* The Local Government Act 2002 is the primary piece of legislation governing local authorities and how they carry out their functions. The basic principles of the Act are: participation, openness and accountability. The Act is aimed at encouraging community participation in planning and decision making and encouraging local authorities to be accountable back to the community.

Other Acts which require specific action by Council relating to communications include the Privacy Act 1993, Official Information Act 1982, the Local Government Official Information and Meetings Act 1987, the Public Records Act 2005, the New Zealand Bill of Rights Act 1990 and the Resource Management Act 1991.

*Internal:* Councillor expectations for excellent stakeholder relations continue to increase as do community expectations to be informed and involved. Council's Consultation Policy and the Local Government Act 2002 outline requirements for and promote community participation, consultation and accountability. These processes require specialist support for officers throughout the organisation provided by trained professionals in the fields of communication, consultation, community building and knowledge management.

*External:* A five year study of communications in local government in the United Kingdom (believed to be the only one of its kind) found there is a definite link between information and satisfaction. Those Councils which developed a consistent and committed approach to informing and involving their communities saw an ongoing increase in how satisfied their communities were with their performance and their community in general. The study concluded that "as the 'information age' matures, it will be vital for local authorities to deliver the messages that people want to hear, using the channels that are most effective".

In recent years, Central Government reporting and consultation requirements have increased significantly and include the introduction of legislation on records and archives management and the storage of public information in general.

*The future:* It is anticipated that requirements to satisfy ethical principles and meet governance standards, as well as the need to show accountability and transparency in decision making, will increase in coming years. This will require the allocation of more resources to the areas responsible for managing stakeholder relationships.

## External Communications

### *Objective:*

To be an organisation that keeps the community informed about Council activities, services and achievements. To promote Wairoa as a Great Place with a Great Lifestyle and a Great Future to existing and prospective residents, prospective employees and visitors. To maintain a generally positive community profile of the organisation through effective and proactive media management with a focus on developing a high level of trust with the media to assist with managing crisis communications moments.

### *Performance Indicators:*

#### **Annual Wairoa District Council Communitrak Survey; Long Term Plan**

Performance to be measured against a range of questions in the annual Wairoa District Council Communitrak Survey including:

- The opportunity exists for me to be involved in making decisions about my community (agreement question)
- Wairoa District Council has a clear plan for Wairoa's future (agreement question)
- Responding to community needs (importance and satisfaction ranking)
- The way Council employees deal with the public (importance and satisfaction ranking)
- Informing residents about Council activities (importance and satisfaction ranking)
- Community involvement in Council decision making (importance and satisfaction ranking)

Specific issues can be referred to the annual Wairoa District Council Communitrak Survey to test performance of certain functions.

Achievement of customer service performance measures relating to communication/consultation contained in the LTP.

#### **Media Performance**

Rate of pick up of media releases above 90%. Attendance of media at key media launches/announcements.

### *New Strategies and Tasks.*

1. Publications: new publications proposed include a quarterly Council Newsletter and Public Voice Brochure/Flyer.
2. Media Protocol and Media Training: A guide for officers on correct media management process. To provide officers with regular media responsibilities access to training.
3. Targeted Editorial Programme: A plan to address specific issues and progress specific strategies e.g. dealing with negative perceptions about waste management, promoting Wairoa District Council as an employer of choice.
4. Advertising Radio/Newspaper/Other Media: Assertive communication output via radio, newspaper and other media where appropriate.
5. Media Liaison: To provide a one-stop shop to assist the media with information and access to interviewees etc.

External Communications Programme

Publication	Implementation Priority	Purpose / Target Audience / Frequency	Responsibility/Status
Council Newsletter	H	Monthly community newsletter “Wairoa In Focus”. General news on Council projects and programmes to residents, including a calendar of events. (User-friendly, conversational language. People based, people stories, people comment. Visual and photographic. Demystifying Council processes).	<b>Responsibility</b> Communications
			<b>Status</b> Currently under review
Media Liaison	H	To provide a one-stop shop to assist the media with information and access to interviewees. To help plan and implement media strategies. To provide media advice to officers.	<b>Responsibility</b> Communications
			<b>Status</b> BAU
Targeted Editorial Programme/ Media Releases	H	A structured programme to deliver more frequent targeted editorial to address specific issues and progress specific strategies and projects e.g. – significant issues identified in Annual Plan and waste management strategy.	<b>Responsibility</b> Communications
			<b>Status</b> New
Media Protocol	M	A guide for officers on correct media management process.	<b>Responsibility</b> Communications
			<b>Status</b> New
Media Training	M	To provide officers with regular media responsibilities access to training.	<b>Responsibility</b> Communications
			<b>Status</b> New
Public Voice Brochure/Flyer	H	A one-off brochure/flyer to demystify the public consultation process and outline how people can have their say on issues. Brochure/flyer could also cover the activities and roles that exist within Council for first-timers and a guide to help keep the community engagement process effective, user-friendly and approachable.	<b>Responsibility</b> Communications
			<b>Status</b> New
Advertising Radio/ Newspaper/ Other Media	NA & H	12 x Power Plan Campaigns on More FM Wairoa and The Rock Wairoa Frequent advertising relating to e.g. Council Meetings and Council Workshops, general Council promotion e.g. services provided by Council.	<b>Responsibility</b> Communications
			<b>Status</b> Current and ongoing/ New

Implementation priority rankings: NA: Not applicable – existing service L: Low priority – minimal support expressed during consultation or via surveys M: Medium priority – moderate support expressed during consultation or via surveys H: High priority – Council resolution and/or significant level of support expressed during consultation and surveys.

## Consultation

### *Objective:*

To develop consultation strategies and tools that help Council plan and deliver more effective and appropriate services to its customers.

Effective consultation benefits Council by:

- providing information on the needs of customers;
- building a co-operative and responsive relationship between Council and the community;
- enabling Council to use the knowledge of its customers to plan and provide better services.

### *Performance Indicators:*

#### **Annual Wairoa District Council Communitrak Survey; Long Term Plan**

Performance to be measured against a range of questions in the annual Wairoa District Council Communitrak Survey including:

The opportunity exists for me to be involved in making decisions about my community (agreement question)

Wairoa District Council has a clear plan for Wairoa's future (agreement question)

Responding to community needs (importance and satisfaction ranking)

Community involvement in Council decision making (importance and satisfaction ranking)

Specific issues can be referred to the annual Wairoa District Council Communitrak Survey to test performance of certain functions.

Achievement of customer service performance measures relating to communication/consultation contained in the LTP.

#### **Media Performance**

Rate of pick up of media releases above 90%. Attendance of media at key media launches/announcements.

### *New Strategies and Tasks.*

1. Consultation Tool Kit: to provide officers with a series of simple checklists for developing and implementing effective consultation strategies.

## Consultation Programme

Activity	Implementation Priority	Purpose / Target Audience / Frequency	Responsibility/Status
Consultation Policy	NA	Policy provides a broad framework for citizen participation in Council's work across all groups.	<b>Responsibility</b> Policy
			<b>Status</b> Current and ongoing
Public Forums	NA	Monthly Community Forums provide residents with an opportunity to discuss issues pertinent to their community with presentations by Council officers on a range of topics.	<b>Responsibility</b> Councillors/ Governance
			<b>Status</b> Current and ongoing
Consultation Tool Kit	M	An addition to the Consultation Policy providing officers with a checklist to developing and implementing consultation strategies	<b>Responsibility</b> Communications
			<b>Status</b> New
Tea and Scones Meetings	NA	Annual informal meetings between Councillors and community to gather key issues and formulate Community Plans and actions.	<b>Responsibility</b> Councillors
			<b>Status</b> Current and ongoing
Community Clinics	NA	Series of community clinics held throughout the district to educate the public about Council activities and processes.	<b>Responsibility</b> Corporate Services
			<b>Status</b> Current and ongoing

Implementation priority rankings: NA: Not applicable – existing service L: Low priority – minimal support expressed during consultation or via surveys M: Medium priority – moderate support expressed during consultation or via surveys H: High priority – Council resolution and/or significant level of support expressed during consultation and surveys.

## Corporate Marketing

### *Objective:*

To raise the level of awareness about Council services to drive improvements in the level of community satisfaction. Key themes underpinning all activities are to promote our Community Outcomes:

- A strong prosperous and thriving economy.
- A safe and secure community.
- A lifetime of good health and wellbeing.
- An environment that is appreciated, protected and sustained for future generations.
- Supportive, caring and valued communities.
- A safe and integrated transport system.
- Strong district leadership and a sense of belonging.
- Safe and accessible recreational facilities.
- A community that values and promotes its culture and heritage.

By reflecting these outcomes, Council's corporate marketing efforts will help build the 'image' of an organisation which has a 'plan for the future'.

### *Performance Indicators:*

#### **Annual Wairoa District Council Communitrak Survey; Long Term Plan**

Performance to be measured generally against the satisfaction ratings section of the annual Wairoa District Council Communitrak Survey with ongoing improvement or maintenance at high levels to be the goal.

Specific strategies or initiatives may require additional performance indicators to be developed.

Achievement of customer service performance measures relating to communication/consultation contained in the LTP.

### *New Strategies and Tasks.*

New ideas to be further developed:

- Community Information Kiosks, hard copy and electronic information distribution points.
- Council Expos: Expos providing residents with an opportunity to talk to Councillors and officers.
- Community Information Caravan: Already exists, needs refurbishment, rebranding and resourcing.

### Corporate Marketing Programme

Activity	Implementation Priority	Purpose	Responsibility/Status
Community Information Kiosks	M	Ongoing information access points in remote locations (places with high community foot traffic e.g. supermarkets) with hard-copy publications and where possible electronic (internet) format.	<b>Responsibility</b> Communications
			<b>Status</b> New
Council Expos	L	Annual expos to provide residents with an opportunity to discuss issues with staff and Councillors, To provide an accessible, family-friendly atmosphere to highlight services and facilities.	<b>Responsibility</b> Communications
			<b>Status</b> New
Community Information Caravan	NA & H	An ongoing facility to be used at community events (particularly those sponsored by Council) to reinforce Council’s support for community activities and provide information in friendly accessible locations. Caravan refurbishment, rebranding and resourcing needed.	<b>Responsibility</b> Communications
			<b>Status</b> Existing/New

Implementation priority rankings: NA: Not applicable – existing service L: Low priority – minimal support expressed during consultation or via surveys M: Medium priority – moderate support expressed during consultation or via surveys H: High priority – Council resolution and/or significant level of support expressed during consultation and surveys.

## Internal Communications

### *Objective:*

To inform and equip staff with the information, knowledge and skills to effectively communicate as individuals and as part of the Wairoa District Council team. To provide staff with the tools to collaborate effectively to minimise delays in decision making due to poor communications. To provide staff with information on Council activities, services and functions to fulfill their potential as ambassadors to the community.

By reflecting these outcomes, Council's corporate marketing efforts will help build the 'image' of an organisation which has a 'plan for the future'.

### *Performance Indicators:*

Ongoing improvement in the communications dimension in the annual Wairoa District Council Communitrak Survey with ongoing improvement or maintenance at high levels to be the goal.

Specific strategies or initiatives may require additional performance indicators to be developed.

Achievement of customer service performance measures relating to communication/consultation contained in the LTP.

### *New Strategies and Tasks.*

- Internal Communications Guide for managers to address the poorest performing aspects of the communications dimension in the annual Wairoa District Council Communitrak Survey.
- Support for Managers: expand support programme for managers including additional training.

## Internal Communications Programme

Activity	Implementation Priority	Purpose / Target Audience / Frequency	Responsibility/Status
Internal Communications Guide	H	Guide to assist officers to choose effective communication tools and develop communication strategies.	<b>Responsibility</b> Communications/ Policy
			<b>Status</b> New
Support Managers	H	Ongoing support programme for Managers including training in communications related skills.	<b>Responsibility</b> Communications
			<b>Status</b> New

Implementation priority rankings: NA: Not applicable – existing service L: Low priority – minimal support expressed during consultation or via surveys M: Medium priority – moderate support expressed during consultation or via surveys H: High priority – Council resolution and/or significant level of support expressed during consultation and surveys.

## Customer Service

### *Objective:*

Customer Focus is one of the six value goals that underpin our efforts to achieve Council's objectives. Customer Service is an integral part of having a Customer Focus which has been described as follows:

- Council is committed to providing quality services to the local community within available resources to meet the needs of the community. To demonstrate this commitment, Council will build and maintain a relationship based on open and effective communication with the community.
- Customer Focus: to provide excellent customer service.
- Customer Consciousness: identifying what our customers want so that we offer them a value for money service.

By reflecting these outcomes, Council's corporate marketing efforts will help build the 'image' of an organisation which has a 'plan for the future'.

### *Performance Indicators:*

#### **Annual Wairoa District Council Communitrak Survey; Long Term Plan**

Ongoing improvements in satisfaction rating for the way Council employees deal with the public and perceptions of Wairoa District Council employees dimensions in the annual Wairoa District Council Communitrak Survey.

Specific strategies or initiatives may require additional performance indicators to be developed.

Achievement of customer service performance measures relating to communication/consultation contained in the LTCCP.

### *New Strategies and Tasks.*

- Customer Service Audit: Using mystery shopper technique to measure customer service performance and promote excellent customer service.

## Customer Service Programme

Activity	Implementation Priority	Purpose / Target Audience / Frequency	Responsibility/Status
Complaints Monitoring	NA	To promote a culture where complaints are a motivator to improve. Customer Service Requests acknowledged and actioned - complete feedback loop.	<b>Responsibility</b> Council Wide
			<b>Status</b> Current and ongoing
Customer Service Audit	H	To measure customer service performance and promote excellent customer service.	<b>Responsibility</b> Corporate Services
			<b>Status</b> New
Customer Service Training	NA	To equip staff with a customer service ethic and the tools to deliver excellent customer service.	<b>Responsibility</b> Corporate Services / Communications
			<b>Status</b> Current and ongoing

Implementation priority rankings: NA: Not applicable – existing service L: Low priority – minimal support expressed during consultation or via surveys M: Medium priority – moderate support expressed during consultation or via surveys H: High priority – Council resolution and/or significant level of support expressed during consultation and surveys.

## E-Communications

*Objective:*

To deliver e-services and information to the Wairoa community contributing to increasing community awareness of Council services and facilities and customer satisfaction. To provide Council staff with access to key corporate information to achieve valuable performance especially in relation to customer service, communication, team work and action.

*Performance Indicators:*

**Long Term Plan**

Ongoing increases in monthly web page hits. Achievement of performance indicators for the Council website as contained in the Community Representation and Support Services sections of the LTP.

Achievement of customer service performance measures relating to communication/consultation contained in the LTP.

*New Strategies and Tasks.*

- Intranet: Develop an intranet to provide key corporate information to staff to support customer service, communication, team work and action.

E-Communications Programme

Activity	Implementation Priority	Purpose / Target Audience / Frequency	Responsibility/Status
Intranet	NA & H	Develop an intranet to further support customer service and internal staff communication.	<b>Responsibility</b> Corporate Services/IT/ Communications  <b>Status</b> Current and ongoing/ New
Website Audit	NA	Annual audit of Council website to ensure information and links are up to date for customer visiting the Council website and accessing its information.	<b>Responsibility</b> Communications  <b>Status</b> Current and ongoing
Online Submissions/ Surveys	NA	Increase where possible the use of online submissions and surveys.	<b>Responsibility</b> Communications  <b>Status</b> Current and ongoing

Implementation priority rankings: NA: Not applicable – existing service L: Low priority – minimal support expressed during consultation or via surveys M: Medium priority – moderate support expressed during consultation or via surveys H: High priority – Council resolution and/or significant level of support expressed during consultation and surveys.

## Corporate Identity

### *Objective:*

To present a consistent brand to the community in a way that contributes to the development of an 'organisational personality' which engenders trust and support from the community. *Image Formation* is described as the third stage of market awareness preceded by *Communication* which raises awareness of a product or service, through *Marketing* which raises awareness of the attributes of a product or service to *Image Formation* which establishes trust and loyalty in the customer's mind.

A corporate identity or corporate image refers to how an organisation is perceived. It is a generally accepted image of what an organisation "stands for". The creation of a corporate identity is an exercise in perception management. It is created primarily by marketing experts who use public relations and other forms of promotion to suggest a mental picture to the public. Typically, a corporate identity is designed to be appealing to the public, so that the organisation can spark an interest among consumers, create share of mind, generate brand equity, and thus facilitate trust and loyalty in the customer's mind.

### *Performance Indicators:*

An increasing rate of compliance and support for the corporate identity. The publications audit in new strategies/tools is required to establish a baseline for this indicator.

### *New Strategies and Tasks.*

- Development of a corporate identity and manual: Development of a corporate identity for Council that is designed to be appealing to the public and thus facilitate trust and loyalty in the customer's mind.
- Standard templates for publications, flyers, posters etc to help identified and trained officers to comply with the corporate identity.
- A publications audit to identify publications needing to be converted to the corporate identity and identify current rate of compliance.

NOTE: Visual Identity Project

## Corporate Identity Programme

Activity	Implementation Priority	Purpose / Target Audience / Frequency	Responsibility/Status
Corporate Identity Manual	H	Manual provides guidelines and direction for the approved use of the corporate identity, including logo and colour branding.	<b>Responsibility</b> Communications
			<b>Status</b> New
Standard Templates	H	To provide standard templates for publications, flyers, posters etc to help identified and trained officers to comply with the Corporate Identity Manual.	<b>Responsibility</b> Corporate Services / Communications
			<b>Status</b> New
Publications Audit	M - L	A publications audit to identify publications needing to be converted to the Corporate Identity.	<b>Responsibility</b> Communications
			<b>Status</b> New

Implementation priority rankings: NA: Not applicable – existing service L: Low priority – minimal support expressed during consultation or via surveys M: Medium priority – moderate support expressed during consultation or via surveys H: High priority – Council resolution and/or significant level of support expressed during consultation and surveys.



**Te Kaupapa Here mō Te Reo Māori e ki Te Kaunihera o Te Wairoa –  
Wairoa District Council Te Reo Māori policy**

Kiwa – Whakatauki

Formatted: Highlight

*“A sustainable environment for the promotion and use of Te Reo Māori in our communities”*

**1. Kupu Arataki – Introduction**

The Wairoa District has the highest proportion of Māori of any local authority area in the country – approximately 59%<sup>1</sup> of the district's 7890 people (14.9 % of NZ's total population are Māori). The unique demographic profile of Te Wairoa is reinforced by its high percentage of te reo Māori speakers, 18.7% of the total population, compared with 3.5% nationally.

The percentage of te reo Māori speakers in Te Wairoa rose slightly between 2006-2013 from 18.6 to 18.7% with an increase in the percentage of resident speakers living in Wairoa township and Nuhaka and among local members of the Ngāti Kahungunu ki te Wairoa and Ngāti Rakaipaaka iwi. However, due to reasons such as overall population decline, mortality, outward migration (i.e. whānau moving to Australia for work) and rural/urban shifts the percentage of te reo Māori speakers in most areas and tribes in the district has decreased.

Overall, census data alongside findings of the Te Ahu o te Reo survey (2016) highlight the good base of te reo Māori speakers in Te Wairoa but also the need to boost its usage throughout the district by creating more opportunities or environments that increase the visibility and promotion of te reo Māori.

Te Ture mō Te Reo Māori - Māori Language Act 2016 reaffirms the status of te reo Māori as an official language of Aotearoa - New Zealand. This has particular implications for Government departments, Crown agencies and Crown entities. Wairoa District Council acknowledges the importance and significance of te reo Māori. <http://www.stats.govt.nz/browse-for-stats/snapshots-of-nz/nz-social-indicators/Home/Culture%20and%20identity/maori-lang-speakers.aspx> In recognition of the status of te reo Māori as a taonga (treasure) protected under the Treaty of Waitangi, and within the spirit of the *Te Ture mō Te Reo Māori 2016*, the District Council will endorse the right of staff to use te Reo Māori where appropriate and necessary.

Furthermore, as a signatory to the Te Wairoa Reorua 2040 strategy, Council recognises its responsibility to demonstrate a commitment in helping to invigorate/revitalise and perpetuate/sustain te reo Māori usage and bilingual proficiency in Te Wairoa.

Stats re use of te reo Maori – national picture then local picture (district/iwi/region)

[Kiwa/Hine – stats re use of te reo Maori]

2013 Census

## **2. Kaupapa - Purpose**

Wairoa District Council is committed to recognising and promoting te reo Māori as the indigenous language of Aotearoa and as a taonga of iwi and Māori and encouraging its use in communications, hui and day to day operations of the organisation.

~~This policy will also set out the correct use for macrons in written formats.~~

## **3. Ngā Whāinga - Objectives**

- To develop and promote the use of te reo Māori throughout the organisation.
- To increase the opportunities to use te reo Māori by increasing the number of situations where it can be used.
- To foster positive attitudes and positive values about te reo Māori amongst staff so that the use of it becomes a valued part of the organisation.
- To empower staff to use te reo Māori by providing access to tools and resources.

## **4. 1 Ngā Mātāpono me Ngā Whakaritenga - Principles and Application**

- Council recognises tāngata whenua preferences for place names within our district and will be included in our policies and planning documents.
- Council will ensure that when written Māori is used in official publications, letters, on the council's website, emails or reports, it is of a consistently high standard and will refer to orthographic conventions for te reo Māori set out by [Te Taura Whiri i te Reo Māori](#) - [Māori Language Commission](#), and local language preferences.
- Council will promote and encourage Māori culture and values through the use of te reo Māori.

**Comment [K1]:** Insert 'Māori Language Commission' so reader is clear on who this entity is.

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## **4.2 Ngā Tohutō - Māori Macrons**

The use of macrons helps to distinguish between long and short vowels and has become the standard for written Māori consistent with the recommendation of Te Taura Whiri i te reo Māori. The use of Māori macrons in day to day work is encouraged and will be phased into our work in the next few years. **Implementing the use of macrons in the workplace will involve:**

- Making autocorrect functionality available for all computers users (this function automatically macronises common Māori words)
- An IT audit of hardware and software will also be required to ascertain which character set to create macrons will be the corporate macron
- Removal of umlaut keyboards and installation of NZ Māori keyboard
- Consideration of the use of a Māori spellchecker
- Providing staff with documentation on how to create macrons
- The Māori Relationships Manager will coordinate a database, in conjunction with Māori Standing Committee, that outlines appropriate place names and use of macrons for the purpose of Council

~~Macrons on Place name register, need to confirm correct usage of macrons on placenames i.e. Māhia .....etc.~~

#### **4.3 Te Whakatairanga i te Te Reo Māori – Promotion of te Te Reo Māori**

The Wairoa District Council promotes the use of te reo Māori within the organisation and will as far as practicable support activities/events/training such as:

- ~~Te Wiki o Te Reo Maori/Māori language~~ Language week-Week
- ~~celebrating~~ Matariki (Māori New Year)
- Te Reo Māori/pronunciation training for staff
- Waitangi Day ~~celebrations~~
- Use of Māori words, phrases etc on our intranet/website
- Māori online resources available on the intranet
- Tikanga and kawa (~~Māori protocols and customs~~) is-are acknowledged and instituted where appropriate
  - Te Wairoa Reorua – Bilingual Wairoa 2040 initiatives

#### **4.4 Te Whakamāori ā-tuhi me te Whakamāori ā-waha – Translations and Interpreting**

~~[Insert differentiation between translation & interpretation]~~

Translation: the process of converting written words or text from one language into another.

Interpreting: the process of orally conveying the meaning of the spoken word from one language into another.

The ~~guidelines for purpose of~~ translating important council documents into te reo Māori and the provision of interpreters include is to:

- ~~Strengthening~~ the use of te reo the Māori ~~language~~
- ~~Recognition~~ Recognise and value ~~of te reo~~ the Māori ~~language~~
- Demonstrate ~~C~~community leadership for the use of te reo Māori ~~language~~

~~The guidelines for the provision of interpreters include:~~

—

##### **4.4.1 Paearu - Criteria:**

- The material and issue(s) deals ~~solely~~ with the Māori community
- The material and issue(s) relate to resources that are specific to Māori
- The material is a current district issue of importance to Māori
- The issue(s) was presented to the Council in the Māori language
- The issue(s) may relate to a Māori stakeholder group such as a rūnanga or kura kaupapa.

All WDC material requiring translation English-Māori (Whakamāori) or Māori-English (Whakapākehā) must be done through approved Māori translation providers and Māori language quality assurers who are:

- ~~☐ suitably experienced and qualified~~ registered and have appropriate experience and qualifications
- ☐ proficient in the language requirements of WDC and its Māori consumers, and
- ☐ demonstrated exponents of current best practice translation.

**Comment [K2]:** This criteria also applies to Interpreters. This will need to be included.

Additional guidance and endorsement will be sought from: Māori language specialists and pakeke (tribal elders).

The cost of translation work will be met by appropriate individual staff department budgets. The Māori Relationships Manager will coordinate all translation and interpretations requests across the organisation in order to ensure the criteria and procedure is adhered to. ~~can recommend names of suitably qualified translators.~~

#### **4.4.2 Tukanga - Procedure**

1. WDC Department identifies the need for translation ~~of sign or publication or interpreter~~
2. ~~Sign and/or publication sent to .....at email~~ Request is sent to Māori Relationships Manager with detail of the work required
3. Request assessed by Māori Relationships Manager ~~.to decide on whether the translation is internally completed or out-sourced~~
4. ~~MSC determines the level of stakeholder engagement for the translation in conjunction with the requesting service.~~
  - a. If translation is the work is out-sourced a request will be sent to the appropriate ~~vendor consultant~~ for quoting and the quote that will then be supplied to the relevant service for approval.
  - b. Once approved with a cost centre and relevant purchase order is provided the Māori Relationships Manager will instruct the vendor consultant ~~will be confirmed~~ to proceed with ~~translation~~the work.
  - c. Completed ~~translations work~~ will be received and forwarded to the relevant service along with the requisition details.
  - d. Internal work will follow a quality assurance process
  - d. ~~.....will upload all translations to a central database managed by the service.~~

#### **4.5 Te Wairoa Reorua- Bilingual Signs in Te Wairoa (Disussion point)**

All WDC signs ~~displayed in public places within all WDC facilities~~ will be bilingual (Māori and English). ~~(Discussion point — not sure on WDC stance on this)~~ The order ~~of hierarchy~~ will be Māori first and English second ~~in italics~~. Bilingual ~~and Reo Māori~~ signage will be supported by a robust translation and quality assurance review process. ~~These actions~~ is process will be carried out in accord conjunction with Te Wairoa Reorua – Bilingual Wairoa 2040 and its stakeholders.

#### **4.6 Pānuitanga – Publications**

~~Māori translations for publications will be decided in partnership between the requesting service, and relevant stakeholders. Of particular importance for Māori translation will be the audience and the purpose of the publication.~~

#### **5. Ngā Kawenga – Roles and Responsibilities**

Council – Oversee the strategic direction and sign-off the policy.  
Māori Standing Committee – Provide guidance and a forum for communities.  
CEO – ~~Signs off and m~~Monitors policy implementation.  
~~Service–Department~~ Managers – Implement the policy and budget for fund–translation of language and interpreting services.  
Communications Strategist– Ensure branding and marketing of WDC services is consistent with the policy.  
Website Manager – Ensure relevant web material supports this policy ~~i.e. correct use of macrons~~  
Māori Relationship Manager – Will oversee the policy and address any questions regarding the policy ~~will be directed to the Maori relationship Manager.~~

## 6. Arotake - Review

**Name:** Te Reo Māori (Māori Language) and Macron Policy Reviewed: .....3 years

**Next review date:** .....2019

## 9. Ngā mihi – Acknowledgments/ Rārangī pukapuka – references?

Bay of Plenty Regional Council Māori Policy Unit —~~Te- Te~~ Reo Māori (Māori Language) and Macron Policy

Hawkes Bay District Health Board – Te Reo Māori translation policy,

Te Puni Kōkiri – Te Ture mō Te Reo Māori, Māori language Act 2016,

Karaitiana Taiuru - Te Kete Pōtae Guidelines for creating an Organisation Macron Policy

[New Zealand Council for Educational Research – Te Ahu o Te Reo Māori Language Survey 2016, He Pūrongo mō Te Wairoa – Te Wairoa Community Report \(September 2016\)](#)

Note: Action points

1. Translation of Policy (Māori text 1<sup>st</sup>)
2. David T to compile list of registered translators that whakapapa to Wairoa

**Comment [K3]:** Has anyone had a chance to get hold of the Auckland Council (Māori Statutory Authority) reo policy?