

Engagement Strategy 2024

February 2024, Version 2.0





Franklin
Local Board
Auckland Council



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Auckland Council

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1. Purpose

The purpose of this three-year engagement strategy is to outline the Franklin Local Board's commitment to community engagement. It captures the local board's intent for engagement. It also serves as a guide to staff engaging with Franklin's communities.

2. Context

Engagement is required or recommended under a number of statutes, plans and policies, however the overarching context is provided by the Local Government Act 2002 (LGA), together with subsequent amendments.

From a legislative perspective, the purpose of a local board is to:

- communicate with community organisations and special interest groups within its local board area
- identify and communicate the interests and preferences of the people in its local board area in relation to the content of the strategies, policies, plans, and bylaws of the Auckland Council
- consider the views and preferences of persons likely to be affected by, or to have an interest in, a local board decision
- use the local board plan process to reflect the priorities and preferences of the community, and identify and describe the interests and preferences of the people and communicate them to the Auckland Council
- provide an opportunity for people to participate in decision-making processes on the nature and level of local activities to be provided by the Council within the local board area.

Auckland Council's Significance and Engagement policy sets out the way in which council complies with the legislation. More information about this policy can be found in Appendix A.

Local board decisions

The statutory role of local boards includes decision-making responsibility for:

- any non-regulatory activities of Auckland Council that are allocated to local boards
- adoption of local board plans
- agreement of local board agreements (with the Governing Body) and monitoring the implementation of local board agreements - this can include proposing a local targeted rate
- providing input into regional strategies, policies and plans
- proposing bylaws for the local area
- community engagement, consultation and advocacy.

Local boards use insights from engagement to inform their decision-making responsibilities.

Advocacy

As much of the decision-making in council sits within the delegations of the Governing Body and Council Controlled Organisations (CCOs), a significant role for local boards is to advocate on behalf of their communities. Local boards use the insights from engagement to inform their advocacy.

3. What do we mean by consultation and engagement?

Community engagement includes a wide range of activities and processes that involve:

“A genuine dialogue between decision-makers and stakeholders with the objective of influencing decisions, policies or programmes of action”

We **engage** with the community to understand issues, develop options and solutions and build common understanding. **Engagement** is usually:

- focussed on a long-term relationship
- ongoing
- a two-way dialogue
- intentional (done on purpose)
- informs decision-making
- led by elected members
- supported by council staff
- driven by a community’s needs and preferences

We **consult** to receive formal or statutory feedback on options or proposals. **Consultation** is usually:

- focussed on a particular project, issue or decision
- led by council staff
- supported by elected members
- for a defined period of time
- on matters which council considers as having a relatively high degree of significance
- undertaken when we are required to under legislation
- driven by community needs and preferences

Special Consultative Procedure

A Special Consultative Procedure (SCP) is a type of formal consultation defined in part 6 of the LGA. The LGA specifies the use of the SCP for some plans and processes, including:

- Long-Term Plan/10 year budget (often referred to as the LTP)
- Regional Land Transport Plan

- Local Board Plans
- Annual Budget
- Auckland Plan
- Bylaws of significant interest to the public or of significant impact.

Under a SCP, the local board must:

- develop and make publicly available detailed information about the proposed decision
- allow feedback for a minimum of one month
- ensure people are given an opportunity to present their views to Council through spoken interaction, i.e. through a face to face event (or using NZ Sign language).

More information about the best practice consultation and engagement, including a summary of the IAP2 spectrum of public participation, engagement methods and engagement tools can be found in Appendix B.

4. Engaging with Māori

Legal Obligations

Council is committed to meeting our broad legal obligations to Māori including responsibilities under Te Tiriti o Waitangi, the Treaty of Waitangi. There are specific, additional provisions in the LGA (sections 7 and 81, in addition to section 14 above) the Local Government (Auckland Council) Act 2009, and in the Significance and Engagement Policy that defines Council's relationships with, and responsibilities towards, Māori residents and ratepayers in Tāmaki Makaurau (including but differentiating between mana whenua iwi and Māori communities (mataawaka).

When engaging, there is a legal obligation to provide opportunities for Māori to contribute to decision-making processes. Mana whenua and mataawaka must be reached and their feedback received. Furthermore, if a decision relates to land or a body of water Council must take into account the relationship of Māori culture and traditions with regards to ancestral land, water, sites, waahi tapu, valued flora and fauna and other taonga. All Council business meeting reports contain a Māori Impact Statement that should reflect feedback from, and impacts on Māori, for any given decision.

Partnership Approach

Auckland Council formally recognises nineteen mana whenua iwi across Auckland. Of these, ten have interests in the Franklin Local Board rohe.

Franklin Local Board (along with Manurewa, Papakura, Ōtara-Papatoetoe and Māngere-Otāhuhu Local Boards) is part of Ara Kōtui, a collaboration between the five southern local boards and mana whenua. The purpose of this roopu is to improve Māori input into local board decision-making. Ongoing attendance and commitment at this roopu allows local board members to jointly hold ongoing relationships with iwi representatives.

Ara Kōtui does not replace relationships between individual mana whenua iwi and the Franklin Local Board, and some iwi prefer a one to one relationship. It is important for the board to consider each iwi separately and have an ongoing relationship with each iwi.

Mana whenua are not just another stakeholder – they are a Treaty partner and should be treated as such. In practice this means:

- developing and holding enduring relationships between:
 - kaimahi – kaimahi (staff level)
 - rangatira - rangatira (governance level)
 - kaimahi – rangatira (staff/governance level)
- building relationships between mana whenua and Local Boards early in electoral term and across electoral terms
- an open invitation to mana whenua iwi to attend workshops and business meetings of relevance to their priorities
- ensuring council staff are aware of the importance of board-mana whenua relationships and their actions uphold these relationships
- ensuring Council engages with mana whenua at the start of a project, at the thinking stage
- recognising that mana whenua have limited capacity depending on what stage they are at in their Treaty Settlement process - they should always be offered involvement, however may not always take it up
- mana whenua iwi need to be considered as individual entities, rather than grouped together as 'mana whenua'.

A summary of mana whenua iwi, marae, and mataawaka organisations with interests in the Franklin Local Board area can be found in Appendices C and D.

3. Roles in relation to community engagement

Staff and elected members have a collaborative and concurrent role in relation to consultation and engagement.

Local board members are responsible for:

- building and holding relationships with the community, including individual ratepayers, and community organisations
- building and holding enduring relationships with:
 - mana whenua organisations and their representatives
 - community organisations that serve or represent the Māori community (mataawaka)
 - marae leaders
- being familiar with mana whenua, mataawaka and marae priorities by reading previous submissions and through ongoing conversations
- taking up professional development opportunities made available for elected member e.g. mana whenua led cultural induction and Council provided learning opportunities
- having a working knowledge of basic tikanga, and correct pronunciation te reo Māori
- attending face to face consultation events for local projects to listen to community views
- attending face to face local events for consultations such as the Annual Budget, the Long Term Plan and the Local Board Plan

- attending meetings of organisations elected members are delegated to attend and reporting back to the full board the views and preferences of that group
- co-operating with other board members to ensure all community organisations that want a relationship with the board have a board member delegated to attend their meetings
- co-operating with other board members to build relationships with less heard from communities of focus
- advising Local Board Services of the up to date names and contact details for community representatives
- ensuring communities are aware of opportunities to participate in consultation and engagement activities
- ensuring community views and preferences are shared with the rest of the board, and are reflected in relevant decision-making as appropriate
- collaborating with the Local Communications Advisor to make best use of the communication channels available to the local board.

A summary of community organisations and contact details (organised by location and theme) can be found at the back of this document.

Your Local Board Service team supports elected members and staff with local engagement, including:

- ensuring elected members are aware of professional development opportunities
- providing support for elected members to engage with Māori, such as guidance and support with tikanga, and practical support i.e. attending hui alongside members
- advice and leadership on the engagement approach for the Local Board Plan
- delivering a minimum of one locally relevant and meaningful ‘spoken interaction’ event for the Annual Budget and Long Term Plan (annually in Feb/March)
- supporting and advising council, CCO, and other staff on how to best engage with the local community
- maintaining operational relationships with key community groups in conjunction with the Community Broker
- keeping the local board database up to date
- liaising with the Local Communications Advisor to ensure local communities know about opportunities to engage, and about current consultations using the channels available (Facebook, e-newsletter, Our Auckland)
- liaising with the Community Broker to leverage their community connections as appropriate
- logistical support for elected member led engagement
- advocating for best practice and localised consultation and engagement approaches for regional consultations
- ensuring community and interest groups are made aware of regional consultations, particularly where the regional consultation will have local implications and would be of interest to the local community

Appendix E outlines the communications support available in relation to consultation and engagement. Current community engagement challenges and opportunities are summarised in Appendix F.

6. Communities of focus

Demographic data from prior consultations gives a profile of individual submitters and organisations providing feedback Auckland Council consultations.

Analysis of this data, when compared with Franklin's demographic profile from the 2018 census demonstrates the following themes:

- low numbers of submitters (1.0%-6.6% of the Franklin population)
- over-representation of people aged 45+ (although this is inconsistent)
- under-representation of people aged under 25 years, although this improved in years where there was targeted engagement through youth organisations
- Māori are under-represented with exception of the Local Board Plan 2020 where a community partnership supported engagement with Māori
- Pasifika under-representation
- increasing Asian participation.

A summary of demographic data from past consultations can be found in Appendix G. Appendix H provides a demographic profile of the Franklin population.

Communities of Focus

There are demographic groups that need to be specifically targeted to ensure we hear from them. Franklin's communities of focus are as follows:

Demographic	Reason for Focus
Māori communities (including mana whenua iwi and mataawaka)	<ul style="list-style-type: none"> ○ Under-representation in consultation processes ○ 15% of the population as of 2018, with this percentage projected to grow ○ Legislated obligation to provide opportunities for contribute to decision making ○ Council's usual consultation methods do not resonate with Māori communities
Youth 15-24 yrs.	<ul style="list-style-type: none"> ○ Under-represented in consultation processes ○ Thirty-three percent of the population in Franklin ○ Council's usual engagement and consultation methods are unappealing to youth

7. Engagement Goals

This section of the strategy outlines engagement goals for Franklin Local Board, and that actions the Franklin Local Board will take toward achieving these goals:

Goal	To achieve this principle we will:
<p>Make engagement transparent, open and accessible to the community</p>	<ul style="list-style-type: none"> • Conduct engagement with a genuine effort to listen to, and consider, with an open mind, community input • Ensure options are realistic and deliverable when presented to the community for feedback • Allow reasonable time and provide relevant resources to ensure participants have fair opportunity to understand the matter and contribute their views • Value contributions made and time given, and give weight to local knowledge • Give timely feedback on the results of the input and decisions made (closing the loop)
<p>Increase engagement with all parts of the community, with a particular emphasis on communities of focus</p>	<ul style="list-style-type: none"> • Build ongoing relationships with communities through a range of approaches such as attending community meetings • Proactively identify opportunities to work in a partnership with community organisations and leaders • Ensure timely and effective sharing of information relating to community views and preferences within council • Make the process of engagement inclusive and accessible • Consider how to meet community needs in respect of language, accessibility and cultural expectations • Concentrate effort on communities of focus*
<p>Build ongoing relationships with mana whenua iwi and mataawaka organisations to ensure Māori priorities are reflected in local board decision-making</p>	<ul style="list-style-type: none"> • Establish and maintain processes to provide opportunities for Māori to contribute to our decision-making processes including partnership approaches where appropriate, including: <ul style="list-style-type: none"> • Inviting iwi to participate in workshops of interest to iwi • Inviting iwi to be involved in the process where we develop our annual work programme • Ongoing participation in, and support for, Ara Kōtui (Māori input into Local Board decision-making roopu) • Recognise the aspirations and cultural obligation of mana whenua as kaitiaki in Tāmaki Makaurau and consider how we contribute to the aspirations of Māori • Where a significant decision relates to a land or a body of water, take into account the relationships of Māori and their culture and traditions with their ancestral land, water, sites, waahi tapu, valued flora and fauna and other taonga • Ensure all decision-making reports consider impacts on Māori, actively seeking advice from council staff regarding Māori outcomes at workshops, and emphasising the board's requirement for quality advice in this regard, and well developed Māori impact statements in business meeting reports

8. Engagement Principles

This section outlines Franklin Local Board’s expectations for Council (and CCO) staff undertaking engagement and consultation in the Franklin Local Board area:

Principle	Explanation
Keep it simple	Simple messages (no Council speak). Language needs to be accessible e.g. pitched for a 9 year old. Make it easy to be involved in the process – use engagement methods that suit the people you are engaging with
Be necessary and purposeful	Engagement needs to be made relevant to the local area by providing the context Engagement needs to result in action from Council Communities can get engagement fatigue – it is important we do not over engage and wear out our communities. Use the engagement calendar and where possible co-ordinate with other engagements and CCO engagements. Board members are busy people too – invite board members, but they might not always be able to attend
Be genuine	Staff need to share the feedback honestly and impartially with the board Approach engagement with an open mind, really listen to what people are saying and be prepared to change your plans, recognise that the community are experts on their local area
Go to the people	Time and location are important – engagement events need to be where people already are and days/times that work for the public, rather than work for Council/staff Target existing events and groups - do not expect people to come out separately to an engagement event
Recognise the ongoing conversation	Local Board members live in, and engage with, their community all the time. Engagement events should not be seen as standalone events, but as part of an ongoing dialogue between the community, the local board and the wider Council
Look after our relationships with iwi Māori	The local board has worked hard to develop relationships with mana whenua iwi and community groups These relationships can easily be damaged when staff behave in ways that lead to loss of trust in council, or if agreed ways of working are not adhered to In particular, we ask staff to engage with mana whenua early at the thinking and scoping stage of projects, and most definitely before public consultation Closing the loop with iwi and demonstrating how their feedback influenced the project is also important. The board is open to inviting iwi to workshops so please consider this when booking your workshops – elected members do like to hear directly from mana whenua iwi.
Do more with less	Limit wasteful unnecessary gimmicks, e.g. giveaways
Involve us	The board wants to know about engagement happening in their community and be offered the opportunity to attend
Seek local insights and guidance	Our Local Board Engagement Advisor is available to help you plan your engagement and to help you understand the local community, and to understand what we are trying to achieve and how we like to engage
Use te reo Māori, appropriate to local context	For consultations important to iwi, we recommend using te reo Māori in your communications and collateral. Some iwi in Franklin prefer to use double vowels rather than macrons (e.g. oo instead of ō). Please seek advice from your Franklin Local Board Engagement Advisor

9. Consultation and Engagement Action Plan

Consultation or Engagement Activity	Local Board Services	Elected Members
Special Consultative Procedures		
Annual Budget/Long Term Plan (annually in Feb/March)	<ul style="list-style-type: none"> • Lead local approach • Develop local engagement plan • Organise a minimum of one ‘spoken interaction’ local event • Book venues, organise resources and catering as required • Be accountable for engagement budget and record keeping • Co-ordinate collateral requirements for local priorities, which may include creating collateral for the local priorities • Liaise with local council venues (e.g. libraries) to support them to raise awareness and promote the consultation • Liaise with Local Communications Advisor (LCA) to ensure consultation is promoted through Facebook, OurAuckland and e-newsletter, including ensuring where possible the communications approach explains the significance of Auckland wide consultations to local Franklin area • Target effort to gain feedback from communities of focus: <ul style="list-style-type: none"> ○ Liaise with youth organisations to engage with youth ○ Liaise with potential community partners to engage with Māori, including through marae and iwi organisations ○ Liaise with network of community organisations across Franklin to raise awareness • Support elected members to share information with their communities and at community meetings they already attend by providing collateral, a locally relevant presentation and speaking points (in conjunction with Senior Advisor) • Support elected member with equipment as required, e.g. display stands, projector and screen, feedback forms etc • Analyse feedback, workshop with board and write related reports (note these aspects may be shared with other advisors) • File submissions and raw data in U drive • Ensure final reports are uploaded to Council’s Insights Library • Ensure mana whenua feedback is stored in U drive. 	<ul style="list-style-type: none"> • Attend local consultation events and listen to communities’ feedback • Be familiar with content of Annual Budget, with particular focus on implications on Franklin, as well as the Franklin priorities • Raise awareness with individuals, communities and community groups through own communication channels – encourage people to give feedback

Consultation or Engagement Activity	Local Board Services	Elected Members
Local Board Plan	<ul style="list-style-type: none"> • Lead local approach • Develop local engagement plan • Organise and deliver all face to face events and activities • Develop local collateral as required • Provide elected members with collateral and engagement materials they can use at community and meetings • Support elected members in person at meetings as requested • Focus Engagement Advisor effort on connecting with communities of focus (youth, Māori, isolated communities) • Liaise with youth organisations to support them to engage with youth • Work with community partners as required to support engagement with Māori • Support governance to governance level conversations post-election and during early local board plan engagement between the board and mana whenua iwi, and key mataawaka organisations • Ensure feedback during informal engagement is captured and shared with the full board, and with the plan writers • Work closely with the Local Communication Advisor to raise awareness and promote opportunity to give feedback during SCP period • Analyse and present feedback to the board, including report writing • Liaise with the plan writer to update the draft plan in response to feedback • Close the loop with submitters, showing how their feedback influenced the plan 	<ul style="list-style-type: none"> • Attend face to face and online events to listen to views and preferences of communities • Be familiar with content of draft Local Board Plan and related work programmes • Be familiar with role of local boards, and the allocation of decision-making (with the Governing Body) • Raise awareness with individuals, communities and community groups through own communication channels and encourage people to give feedback • Attend community group meetings and mataawaka hui to talk about the plan, hear community views and encourage people to give feedback using channels available • Consider community feedback • Provide direction on how the plan should be updated in response to feedback • Close the loop with community organisations by sharing the final plan and being able to talk about how their feedback influenced the plan
Regional (Auckland-wide) consultations		
Auckland-wide consultations	<ul style="list-style-type: none"> • Liaise with LCA to raise awareness of opportunity to give feedback, and to create communications content that explains the relevance of the regional consultation to the local area • Organise any locally specific collateral to support raising awareness in the local area and with local groups • Support staff to connect with communities of focus (youth, Māori, isolated communities) 	<ul style="list-style-type: none"> • Be familiar with content and how the proposal will impact on the local area • Encourage people to give feedback by raising awareness at community group meetings and through personal communication channels • Make contact with directly impacted local groups and encourage them to give feedback • Consider feedback when providing further direction to staff, and/or articulating formal board position

Consultation or Engagement Activity	Local Board Services	Elected Members
Work programme related: consultations on local projects		
Local project consultation	<ul style="list-style-type: none"> • Provide advice to departmental staff about the best way to engage in the local area including advice about locations, times, local events, other consultations happening, wider local context etc • Provide information about local community groups • Support staff to complete engagement plan and develop collateral and content for the online HYS site, and to connect with communities of focus (youth, Māori, isolated communities) • Liaise with LCA to ensure promotion of consultation 	<ul style="list-style-type: none"> • Attend any public face to face events and listen to what the public has to say • Provide suggestions for any local contacts that should be involved in the project. • Consider feedback when providing further direction to staff, and/or articulating formal board position
Council Controlled Organisation & external consultations		
Auckland Transport	<ul style="list-style-type: none"> • Provide information about local community groups that might be interested in the consultation • Liaise with LCA to ensure promotion of consultation through channels available • Raise awareness with communities and organisations who would be interested in specific projects 	<ul style="list-style-type: none"> • Attend any public face to face events and listen to what the public has to say (optional) • Encourage people to give feedback by raising awareness at community group meetings and through personal communication channels • Consider feedback when providing further direction to staff, and/or articulating formal board position
Eke Panuku	<ul style="list-style-type: none"> • Provide information about local community groups that might be interested in the consultation • Liaise with LCA to ensure promotion of consultation through channels available • Raise awareness with communities and organisations who would be interested in specific projects 	<ul style="list-style-type: none"> • Attend any public face to face events and listen to what the public has to say (optional) • Encourage people to give feedback by raising awareness at community group meetings and through personal communication channels • Consider feedback when providing further direction to staff, and/or articulating formal board position
Other - Supporting Growth, Kainga Ora, Kiwirail	<ul style="list-style-type: none"> • Provide information about local community groups that might be interested in the consultation • Liaise with LCA to ensure promotion of consultation through channels available • Raise awareness with communities and organisations who would be interested in specific projects 	<ul style="list-style-type: none"> • Attend any public face to face events and listen to what the public has to say (optional) • Encourage people to give feedback by raising awareness at community group meetings and through personal communication channels
Ongoing engagement with Community Organisations		
Ongoing relationships with community organisations	<ul style="list-style-type: none"> • Local Board services can provide presentations and/or speaking notes if requested, however general expectation is 	<ul style="list-style-type: none"> • Regularly attend meetings of community organisations - provide an update on what the board is doing, answer questions, promote any

Consultation or Engagement Activity	Local Board Services	Elected Members
	<p>that elected members are familiar with the boards business and can generate their own updates</p> <ul style="list-style-type: none"> Engagement Advisor may provide collateral and/or presentation relating to a specific consultation, e.g. Annual Budget Hold an ongoing relationship with key community group representatives Provide information and collateral on consultation opportunities, e.g. Annual Budget, 10 Year Budget, Local Board Plan 	<p>current consultation opportunities, take note of the priorities of the community group, build ongoing relationships</p> <ul style="list-style-type: none"> Report back to the rest of the board on meetings you have attended so the full board understands their views and preferences Attend their meetings in person in isolated communities where possible Report back to the rest of the board so the full board understands the priorities of the isolated community Champion the priorities of isolated communities through the work programme development process, in workshops and at business meetings where the item being discussed overlaps with youth priorities Raise awareness of relevant consultation opportunities, e.g. Annual Budget, 10 Year Budget, Local Board Plan, and encourage communities to give feedback
Elected member led engagement activities		
Subdivision 'clinics'	<ul style="list-style-type: none"> PA/Office Manager will manage calendar bookings and list of email recipients and send out correspondence as requested by elected members Engagement Advisor/Senior Advisor may attend to listen in Engagement Advisor and PA/Office Manager will liaise with and book staff to attend clinics Liaison with LCA to promote clinics through channels available 	<ul style="list-style-type: none"> Run clinics in person or online, including setting up agenda Report back to the rest of the board on any views and preferences that need to be understood by the full board Ensure any actions for follow up are communicated to LBS staff
Casual face to face meetings with public or groups	<ul style="list-style-type: none"> PA/Office Manager will book appointment and rooms on behalf of elected members, however general expectation is that elected members manage this aspect of their role themselves 	<ul style="list-style-type: none"> Report back to the rest of the board on conversations with individuals to ensure the full board understands their views and preferences
Engagement with mana whenua iwi*		
Ara Kōtui	<ul style="list-style-type: none"> Engagement Advisor, Local Area Manager supports this roopu and attend hui 	<ul style="list-style-type: none"> Attend hui as per delegations Report back to the rest of the board on hui attended so the full board understands what happened at the hui
Ongoing relationships	<ul style="list-style-type: none"> Provide elected members with tikanga, te reo and practical support needed to build relationships with iwi Attend hui with elected members as requested Raise awareness of relevant consultation opportunities, e.g. Annual Budget, 10 Year Budget, Local Board Plan 	<ul style="list-style-type: none"> Reach out and build relationships with mana whenua Meet informally on an ongoing basis for a 'cup of tea' Establish relationships early in the electoral term – immediately post-election and prior to Local Board Plan being drafted Raise awareness of relevant consultation opportunities, e.g. Annual Budget, 10 Year Budget, Local Board Plan Attend events as invited by iwi e.g. AGM, social events

Consultation or Engagement Activity	Local Board Services	Elected Members
		<ul style="list-style-type: none"> Report back to the rest of the board so the full board understands iwi priorities Champion iwi priorities through the work programme development process, in workshops and at business meetings where the item being discussed overlaps with iwi priorities
Existing insights	<ul style="list-style-type: none"> Establish a library of previous insights from iwi that is accessible to elected members - to include prior submissions and feedback on Annual Budgets, Local Board Plan, Long Term Plans, other strategies, e.g. Auckland Water Strategy and Te Tāruke-a-Tāwhiti: Auckland's Climate Plan, as well as iwi documents such as Iwi Management Plans 	<ul style="list-style-type: none"> Read previous insights from iwi to understand their priorities, particularly for iwi which you are delegated to Champion iwi priorities through the work programme development process, in workshops and at business meetings where the item being discussed overlaps with iwi priorities
Engagement with mataawaka and marae*		
Marae	<ul style="list-style-type: none"> Ensure elected members know who the Council marae liaison person is, and have an understanding of the existing Hold operational relationships with marae relationship between the marae and various parts of Council Raise awareness of relevant consultation opportunities, e.g. Annual Budget, 10 Year Budget, Local Board Plan 	<ul style="list-style-type: none"> Reach out and build relationships with marae organisers as per delegations by attending their meetings and events, and meeting informally on an ongoing basis for a 'cup of tea' Establish relationships early in the electoral term – immediately post-election and prior to the Local Board Plan being drafted Attend marae events e.g. the AGM, social events Report back to the rest of the board so the full board understands marae priorities Champion marae priorities through the work programme development process, in workshops and at business meetings where the item being discussed overlaps with marae priorities
Mataawaka organisations	<ul style="list-style-type: none"> Establish process to allocate LB members as liaison person mataawaka organisations through informal delegations process in February Hold operational relationships with mataawaka organisations Raise awareness of relevant consultation opportunities, e.g. Annual Budget, 10 Year Budget, Local Board Plan 	<ul style="list-style-type: none"> Reach out and build relationships with mataawaka organisation staff and leaders by meeting informally for a 'cup of tea' Establish relationships early in the electoral term – immediately post-election and prior to the Local Board Plan being drafted Regularly attend hui - provide an update on what the board is doing, answer questions, promote any current consultation opportunities related to local projects, take note of the priorities of the organisation and generally build ongoing relationships Report back to the rest of the board so the full board understands priorities of the mataawaka organisation Follow up on any promised actions with LBS Attend events you are invited to e.g. AGM, social events Champion mataawaka priorities through the work programme development process, in workshops and at business meetings where the item being discussed overlaps with mataawaka priorities

Consultation or Engagement Activity	Local Board Services	Elected Members
Communities of focus		
Youth 15-24 years	<ul style="list-style-type: none"> • Hold an ongoing relationship with representative youth organisations • Support youth organisation to engage with and represent youth perspectives on key consultations e.g. Annual Budget, 10 Year Budget, Local Board Plan • Ensure consultations relevant to the local area have a 'youth' lens, and support staff to connect with youth 	<ul style="list-style-type: none"> • Delegated elected member to attend youth organisation meetings, build and maintain an ongoing relationship • Share insights from youth organisations with the full board • Attend youth lead events and consultation activities • Champion youth priorities through the work programme development process, and in workshops and at business meetings where the item being discussed overlaps with youth priorities
Māori	As per above*	

10. Applying the Strategy

This strategy is an in principle commitment from the Franklin Local Board. The aspirational goals listed in this strategy should guide all engagement and consultation activity undertaken by elected members and staff in the local board area.

Auckland Council has a number of operational resources that support staff across the organisation to implement engagement and consultation including:

- [Auckland Council Significance and Engagement Policy](#)
- Engagement Guidelines
- Guide to engaging with Māori
- Quality Advice Guidelines
- Guidelines for assessing significance for non-strategic assets
- Translating for a Diverse Auckland
- Accessible Communications and Information Guide
- Engagement HQ Business Partner Guide
- Insights Library
- Engagement Calendar
- Inclusive Engagement: An events guide for Auckland Council
- Community Partnership Guidelines
- Engaging with Auckland's Diverse Communities
- Lessons for successful mana whenua engagement

Your Engagement Advisor, with support from your Local Board Services team, will operationalise this plan within Local Board processes, and support staff and elected members to action the goals.

This is a 3-year Engagement Strategy for the electoral term 2022-2025. The strategy will be reviewed with each new electoral term.

Appendix A: Auckland Council’s Significance and Engagement Policy

Council’s Significance and Engagement Policy is required under the LGA. Consultation and engagement principles related to Auckland Council’s strategic assets and matters of ‘significance are referenced in the Significance and Engagement Policy, which guides all local board engagement.

The type and nature of a decision, including its level of significance, guides how the local board will go about engaging its communities. This table provides an indicative guide to this:

Level of Significance	Examples of how we may engage
Low significance Small and simple e.g. redevelopment of community halls, park improvements, playground renewal	Localised promotion through display boards at local council facilities Targeted engagement through local community organisations Promotion through e-newsletters and the local board Facebook page Online via Council’s ‘have your say’ digital engagement platform Paper surveys Drop in sessions/open days – often onsite where project is taking place
Medium significance e.g. cycle lanes, local area plan	Targeted online engagement which may include a survey and social media Hui or events Information in libraries and service centres
High significance Large or complex e.g. Long term plan, Local Board Plan, Annual Budget	Large scale publicity and promotion There could be an informal engagement/discussion phase ahead of a formal phase of consultation Likely to need consideration of diverse cultural styles and needs for engagement, including translations Likely to include a range of events and a focus on online activities, and paper forms in various languages Promotion through OurAuckland and e-newsletters and Facebook.

Principles of consultation under the LGA

Section 82 of the LGA applies whenever the local board consults. In practice, this means that when consulting with the public, the local board will endeavour to:

- Identify people who will be affected by, or have an interest in, the decision
- Provide them with reasonable access to relevant information about the process and decision in an appropriate format
- Encourage people to give their views
- Give people a reasonable opportunity to give their views in an appropriate way
- Listen to, and consider those views, with an open mind
- After the decision, provide access to the decision and any other relevant material.

When the LGA requires us to consult in accordance with, or in a manner that gives effect to Section 82, then (as set out in section 82A of the LGA) we will prepare and make available:

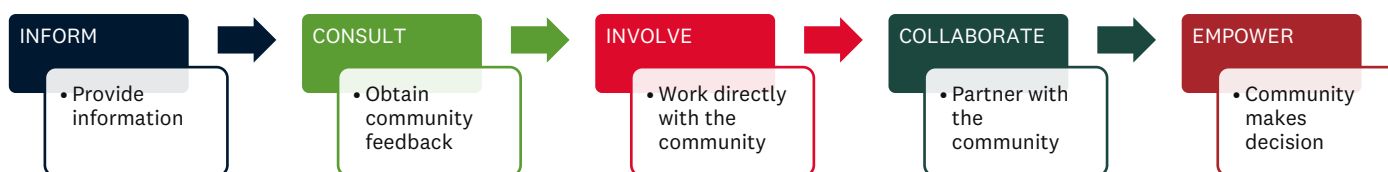
- A description of what we want to do, and why
- An analysis of the practical options (with advantages and disadvantages)

- A draft of the policy or relevant document (or details of the changes to any policy or document).

The LGA requires consultation for certain matters, and Council also chooses to consult on a wide range of operational issues such as park upgrades and service improvements.

Appendix B: Best Practice IAP2 spectrum of public participation, engagement methods and tools

One way that Council ensures it is engaging according to best practice guidance, is by following the International Association of Public Participation (IAP2) approach (set out below) which indicates different engagement approaches on a spectrum from providing information through to community empowerment. It is important to note that IAP2 does not easily fit in relation to engagement with Māori due to Te Tiriti obligations in legislation – there is no option for ‘partnership’ although the collaborate and empower levels of the spectrum are more closely aligned.



For any decision requiring consultation, staff will identify the appropriate level of consultation, which will inform the methods used for engagement. Currently wider Auckland Council consultation and engagement practice generally sits in the inform and consult space. Some local board local projects are in the involve space. Moving more towards the collaborate and empower levels of engagement is both a challenge and opportunity for Auckland Council and its local boards.

Engagement Methods

Engagement methods are chosen based on the level of engagement for a specific project. A summary table showing potential engagement methods for each level of engagement is below.

TECHNIQUE / TOOL	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
Advert / Public Notice	✓	✓			
Media Release	✓				
Social Media	✓	✓	✓		
Onsite signage / Poster	✓				
Public Display / Information Booth	✓	✓			
Stakeholder Letter / Mail Out / Letter Box Drop	✓	✓			
Reply paid Postcards	✓	✓			
Phone Survey		✓			

Direct Email	✓	✓			
Engagement HQ (AK Have Your Say Website)	✓	✓	✓	✓	
Online Discussion Forum / Quick Poll		✓	✓		
Interview / Face to Face / Door Knocking		✓	✓		
Open Day / Expo / Event / Field Trip	✓	✓	✓		
Public Meeting / Town Hall Meeting		✓			
Briefing	✓				
Presentation to an existing group	✓	✓			
Design Charrette			✓		
Focus Group / Brainstorming		✓	✓		
Open Space Meeting / Drop-in Session			✓		
World Cafe			✓		
Workshop (facilitated)			✓		
Advisory/Reference Group		✓	✓	✓	✓
Community Conference	✓	✓	✓	✓	
On site meeting	✓	✓	✓	✓	
Community Ballot					✓
Citizen Jury					✓

Franklin’s changing and geographically dispersed community is an important consideration for engagement processes, and we regularly refine our tools and methods so that we can engage more effectively with groups and communities who have often been less involved in council decisions. This includes collaborating with community groups to lead conversations and providing online platforms when face to face conversations are not feasible.

Engagement Tools

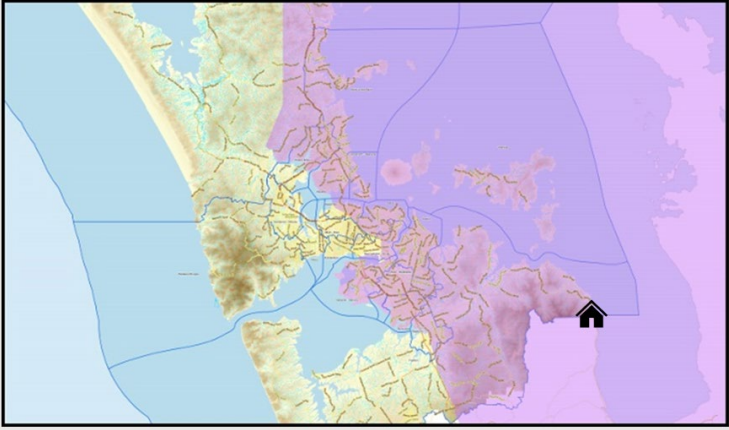
Consultation and engagement is supported by a number of engagement tools, some of which are specific to the local board and some that support the entire council organisation. Local resources include:

Tool	Role of Local Board Services	Role of Elected Members
Local Board database (currently an excel spreadsheet)	<p>PA/Office Manager is responsible for managing the database, Engagement Advisor uses the database to contact groups as required</p> <p>Requesting from Democracy & Engagement team the contact details for all people who request to be added to local database, and forward on to the Local Communication Advisor to also add to the e-newsletter database</p> <p>Note the local board database held by LBS is separate from the e-newsletter database.</p>	Provide updated contacts to PA/Office Manager – for example when AGMs are held, advise who the new President/Secretary is and their contact details including email and phone number
<p>Physical resources:</p> <ul style="list-style-type: none"> • Eziup tent X 1 • FLB teardrop flags • Tables x 2 • Beanbags X 5 • Display stands • FLB pull up banner X 1 	<p>Manage and maintain resources</p> <p>PA/Office Manager will liaise with people who want to borrow a resource e.g. flag/ezi-up</p>	Use resources for elected member led engagements

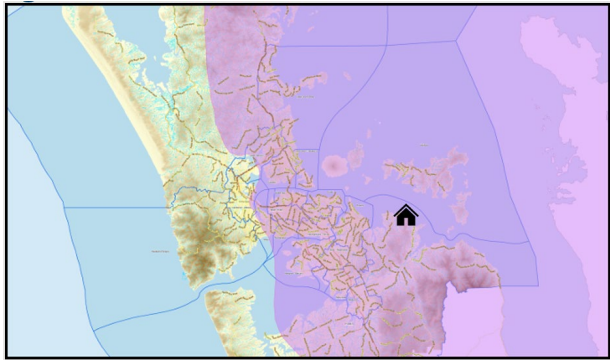
Council uses the digital engagement platform Engagement HQ. This tool is used to host all online ‘Have Your Say’ consultations for Auckland Council. Some project consultations require people to ‘sign up’ to the [Auckland Council 'Have Your Say' site](#) - this is a one off process.

The benefit of requiring sign up is that the local board can see who engages with a specific project through demographic data collected at sign up (e.g. age, ethnicity, gender). This is particularly relevant to provide evidence we are hearing from communities of focus (e.g. youth, Māori). On the contrary, requiring registration can be a barrier to participation and puts people off providing feedback. Each project will consider the benefits and costs of requiring participation through a planned approach to engagement.

Appendix C: Mana whenua iwi with interests in the Franklin Local Board area (alphabetical order)

Ngaati Whanaunga	
Marae	Wharekawa, 1237 East Coast Road, Kaiaua
Representative Organisation/s	Ngaati Whanaunga Incorporated Society PO Box 160, Coromandel 3581 35 Wharf Road, Coromandel 07 866 1011 Office: hrenata@ngaatiwhanaunga.maori.nz
Contacts	Chair: Michael Baker GM: Boni Renata (Honey) hrenata@ngaatiwhanaunga.maori.nz 021 523 3504
Website	http://www.ngaatiwhanaunga.maori.nz/
Area of interest	 A map of the Franklin Local Board area in New Zealand. The area of interest is highlighted in purple, covering the eastern part of the Franklin District, including the Franklin River and surrounding areas. A small black house icon is located on the eastern coast of the highlighted area.

Ngāi Tai Ki Tāmaki	
Marae	Umupuia 163 Maraetai Coast Road, Clevedon
Representative Organisation/s	Ngāi Tai ki Tamaki Trust PO Box 141, Clevedon, Auckland 2248. 11 Papakura-Clevedon Road, Clevedon Phone: 09 292 8484 Email: admin@ngaitaitamaki.iwi.nz
Contacts	Chair: Billy Brown Phone 09 292 8484 Email: admin@ngaitaitamaki.iwi.nz
Website	https://www.ngaitaitamaki.iwi.nz/

Area of interest	
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Ngāti Maru	
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Marae	Hikutaia, 90 Old Maratoto Road, Hikutaia Manaia, 17 Marae Road, Manaia Matai Whetū, 12 Ngati Maru Highway, Kopu Oturu, 3208 Tairua Road, Tairua
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Representative Organisation/s	Ngāti Maru Rūnanga Trust PO Box 37, Thames 3540 111 Queen Street, Thames Phone: 07 867 9104 Email: office@ngatimaru.iwi.nz
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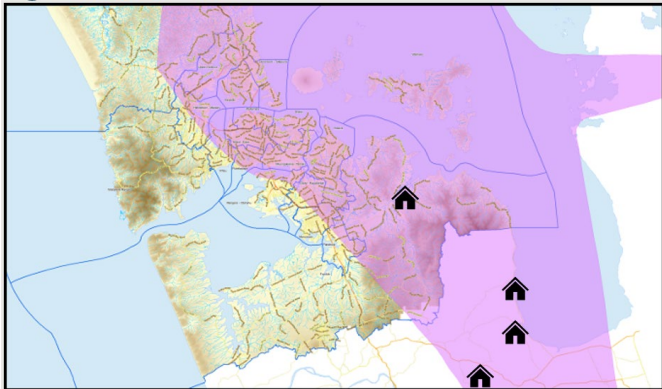
Contacts	Chair: Waati Ngamane CEO: David Taipari Office: office@ngatimaru.iwi.nz Ph: 07 867 9104
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Website	https://ngatimaru.iwi.nz/
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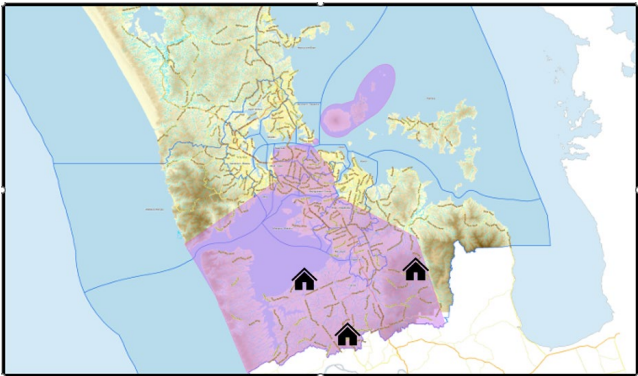
Area of interest	
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Ngāti Paoa	
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Marae	Makomako, 427 Back Miranda Road, Waitakaruru
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	Waiti (Raungaunu), 95 Waiti Road, Tahuna Wharekawa, 1237 East Coast Road, Kaiaua
Representative Organisation/s & contacts	Council currently recognises two separate Ngati Paoa entities: <i>Ngāti Paoa Iwi Trust (post settlement governance entity)</i> PO Box 106 153, Auckland 1010. Level 10, Britomart Place, Auckland Chair: Herearoha Skipper CEO/GM: John Hutton Email: ngaipaoa.info@gmail.com <i>Ngāti Paoa Trust Board (purpose of RMA Act, mandate for TOW settlement negotiations, charitable trust)</i> PO Box 204-144, Highbrook, Auckland 2161 49 Harrisville Road, Tuakau Co-chair: Danella Roebeck Co-chair: Hauauru (Howard) Rawiri Email: nptb@ngatipaoatrustboard.co.nz
Website	https://www.ngatipaoaiwi.co.nz/ https://www.ngatipaoatrustboard.co.nz/
Area of interest	

Ngāti Tamaoho	
Marae	Mangatangi, 199 Mangatangi Valley Road, Pōkeno (just out of Franklin) Ngā Hau e Whā, 88 Beatty Road, Pukekohe Whātāpaka, Whatapaka Road, Karaka
Representative Organisation/s & Contacts	<i>Ngāti Tamaoho Settlement Trust (post settlement governance entity)</i> 128 Hingaia Road, Karaka Chair: Tori Ngataki CEO: Matekino Marshall 09 930 7823 021 245 8446 info@tamaoho.maori.nz

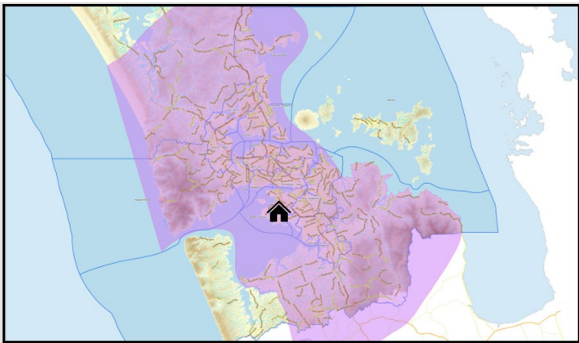
	<p><i>Ngāti Tamaoho Trust (charitable trust)</i> 128 Hingaia Road, Karaka Chair: Tori Ngataki tori@tamaoho.maori.nz 022 015 0811 CEO: Matekino Marshall 021 245 8446 RMA Contact: Edith Tuhimata 022 044 5074 edith@tamaoho.maori.nz</p>
Website	https://tamaoho.maori.nz/
Area of interest	

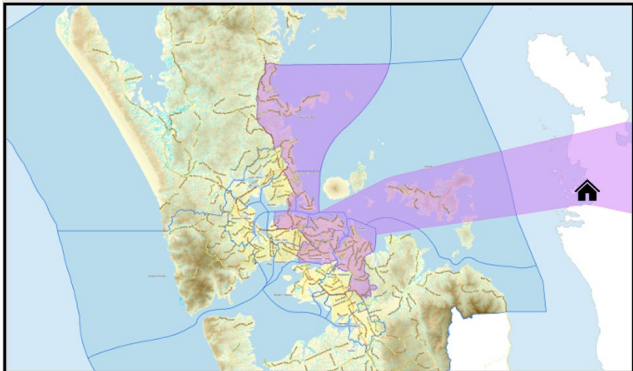
Ngāti Tamatera	
Marae	Taharua, 39 Rotokohu Road, Paeroa Te Paea o Hauraki, 1361 Kennedy Bay Road, Kennedy Bay Te Pai o Hauraki, 3 Papaturoa Avenue, Paeroa
Representative Organisation/s	Ngāti Tamatera Treaty Settlement Trust PO Box 28, Thames 3540 Mobile: 021 431 848 Email: chair@tamatera.iwi.nz
Contacts	Chair: Antony Royal GM: Michelle Wilson, michelle.wilson@tamatera.iwi.nz RMA Contact, Eddie Manukau eddie.manukau@tamatera.iwi.nz Mobile: 021 431 848
Website	http://www.tamatera.iwi.nz

Area of interest	
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Ngaati Te Ata Waiohua	
Marae	Tāhuna, Tāhuna Pā Road, Waiuku
Representative Organisation/s & contacts	Te Ara Rangatu o te iwi o Ngati Te Ata Waiohua Chair - Riki Minhinnick
Website	https://www.facebook.com/NgatiTeAtaWaiohua/
Area of interest	

Te Ākitai Waiohua	
Marae	Pūkaki, 161A Pūkaki Road Extension, Māngere
Representative Organisation/s	Te Ākitai Waiohua Settlement Trust 85A Pūkaki Road, Māngere Mobile: 021 186 7696 Email: tawia@teakitai.com
Contacts	Chair: Karen Wilson RMA contact: Nigel Denny Snr kaitiaki@teakitai.com Email: tawia@teakitai.com Mobile: 021 186 7696

Website	https://www.teakitai.com/
Area of interest	

Te Patukirikiri	
Marae	Old Coromandel Hospital, 1740 Rings Road, Coromandel
Representative Organisation/s & contacts	Te Patukirikiri Iwi Trust Chair: Lenny Williams CEO: William Peters, william@patukirikiri.co.nz 103 Herewaka Street, Thames Mobile: 027 625 4980 Email: william@patukirikiri.iwi.nz
Website	http://www.patukirikiri.iwi.nz
Area of interest	

Waikato-Tainui	
Marae	Reretēwhioi, 83 Tahurangiara Road, Waiuku Te Puea Memorial Marae, Māngere Te Mānukanuka a Hoturoa Marae, Māngere For comprehensive list of marae with links to Waikato-Tainui see: https://www.tkm.govt.nz/iwi/waikato/#
Representative Organisation/s & Contacts	Te Whakakitenga o Waikato Incorporated 4 Bryce Street, Hamilton Phone: 07 858 0430 / 0800 TAINUI Email: secretariat@tainui.co.nz

	Chair: Parekawhia McLean
Website	https://waikatotainui.com/
Area of interest	

Appendix D: Mataawaka organisations in the Franklin Local Board area

Organisation	Contacts	Kaupapa
Huakina Development Trust	https://huakina.co.nz/ 15-17 Roulston Street Pukekohe 09 238 0250 admin@huakina.co.nz	Pukekohe based organisation delivering social, health and environmental services. Facilitates a Marae Committee Forum with representatives from marae across west Franklin and North Waikato
Te Ara Rangatahi	https://www.teararangatahi.com/	Te Ara Rangatahi was created in 2015 by a group of Ngati Te Ata rangatahi who came together to discuss what they could do for their Iwi. It is a youth led organisation supporting rangatahi aspirations through programmes and mentoring. Franklin Local Board supports through funding Mahia Te Mahi, a Waiuku based programme focussed on employment
Te Kopu Incorporated Society	https://tekopu.co.nz/ https://tekoopu.wixsite.com/wbsite tekoopu@gmail.com	Te Kopu Incorporated is a registered Charitable Trust and was established in 2005 by the Iwi of Ngati Te Ata to strengthen the cultural and traditional identity of tamariki and whanau. Te Kopu Incorporated offers support and services derived from the needs and aspirations of whanau. Founded on kaupapa Māori, Te Kopu provides educational development programmes and learning methods that recognise the importance of tamariki and whanau having an understanding of their cultural and spiritual identity
Marama Hou Ministries Trust	https://www.facebook.com/HamiltonEstateWaiuku/	Marama Hou Ministries Trust has been operating since 1985 in the Waiuku Community, in the Hamilton Estate Community Hub. <ul style="list-style-type: none"> • It offers whanau support and care for children, youth and families, based at the Hamilton Estate Community Hall. • A provider of WINZ and CYFS approved 'Before and After School' care programmes, based at View Road School Hall. Managers of Waiuku Rugby League Football Club sports • Manages a free community Playgroup for under 5 year olds Organises youth group social nights, camps, up and go playground activities and family events • Managers of volunteers at the Waiuku Community Gardens
Tuwhera Trust Charitable Trust	https://www.facebook.com/TuwheraTrust/ tuwheratrust@gmail.com	Community whanau group who is passionate about the care and wellbeing of those that suffer from methamphetamine personally or as a whanau
Pukekohe Pythons	https://www.sporty.co.nz/pukekohepythons/ https://www.facebook.com/PukekohePythonsRLFC/	Pukekohe Pythons was established in 1995 and have utilised Bledisloe Park, Ecolight Stadium and Nga Hau E Wha sports grounds over the past few years. Many Māori whanau are involved with this club.

Appendix E. Communications support for consultation and engagement

Raising awareness about consultation and engagement opportunities is supported by your Local Communications Advisor using the channels available to local boards. Your Engagement Advisor and Local Communications Advisor work closely together to ensure consultation and engagement opportunities are promoted through the local board channels.

The four main channels available to local boards and supported by the Auckland Council organisation are:

- Franklin Local Board Facebook page
- Franklin Local Board e-newsletter
- OurAuckland online
- Franklin Local Board page on the Auckland Council webpage.

These channels can be used to link to wider CCO communication channels to promote consultations of interest to local communities.

A summary of roles in relation to communications can be found below:

Tool	Role of LBS	Role of elected members
Facebook	<p>Liaise with LCA to request promotion of local and CCO and regional consultation and engagement activities, including promoting local consultation in person events</p> <p>Connect departmental staff with LCA to promote work programme events and activities</p> <p><i>Note: policy is that local consultation events are not set up as events on Facebook, but rather on the Engagement HQ HYS site.</i></p>	<p>Like and follow the Franklin Local Board Facebook page</p> <p>Encourage community members to follow the Facebook page</p> <p>Liaise with LCA to request posts that relate to LB business</p>
e-newsletter	<p>Liaise with LCA to request promotion of local and regional consultation and engagement activities, including promoting local consultation in person events</p> <p>Connect departmental staff with LCA to promote work programme events and activities</p> <p><i>Note: e-newsletter aims to go out every 4-6 weeks, standardised format, which comprises a series of links to OurAuckland articles. The e-newsletter is received by people already in the LCA Franklin database (this sits within Ubiquity and is separate from the LBS held database)</i></p>	<p>Encourage people in the community to sign up to the e-newsletter</p> <p>Make suggestions for items to be included in the e-newsletter (via Our Auckland article)</p>
Our Auckland	<p>Liaise with LCA to request articles to promote local board consultation and engagement activities</p> <p>Connect departmental staff with LCA to promote work programme events and activities</p>	<p>Liaise with LCA to provide quotes and photos for OurAuckland articles</p> <p>Make suggestions for OurAuckland articles</p>
Auckland Council website	<p>Ensure the Franklin Local Board page is up to date by requesting updates as needed, and ensuring adopted plans are uploaded, with accurate descriptions.</p>	NA

Appendix F. Engagement challenges and opportunities

Challenge	Opportunity
Franklin specific	
Large geographic area with many distinct and isolated communities	<p>Use digital approaches such as online ‘have your say’ events and webinars to share information</p> <p>Use existing community groups meetings and local events for face to face engagement</p> <p>Elected members attend community group meetings in geographically isolated communities</p> <p>Elected member led clinics are held in each subdivision and/or across the geographical local board area</p> <p>Presence at existing events such as markets, and working with local community groups to ‘host’ at existing local events</p> <p>Roadside signage</p>
Growing population that is ‘new’ to Franklin	<p>Reach out to new community groups and resident associations to allocate board members to attend their meetings</p> <p>Hold face to face ‘Meet the Board and Local Board Plan’ engagement events within new subdivisions e.g. Belmont, Paerata Rise, Auranga (Drury), Ramarama</p>
Poor digital connectivity in some areas within Franklin	<p>Strong relationships between elected members and local community groups representing isolated areas</p> <p>Roadside signage</p> <p>Ensure paper based collateral and face to face engagement is available in areas with limited connectivity</p> <p>Hold face to face events in more outlying locations</p>
Community wide	
Consultation fatigue and ‘over-engaged’ communities	<p>Consult only when necessary</p> <p>Ensure information shared is made relevant and well-explained i.e. provide tangible examples of how this impacts day to day local life</p> <p>Make better use of previous feedback and insights to avoid asking the same questions</p> <p>Combine consultation events where possible across projects by making use of the internal Engagement Calendar</p>
We only hear from a small percentage of the population, and often these are the same people	<p>Focus effort on community of focus and those we hear less from</p> <p>Allocate budget to enable use of innovative engagement methods and digital tools (social media, podcasts) that resonate with young people, Māori and Pasifika</p> <p>Build ongoing relationships with community groups, including those who currently have no relationship with council/local board</p> <p>Increase number of people who receive the e-newsletter and follow the Franklin Local Board Facebook page</p>
Demographic results from large consultations do not reflect the demographic profile of Franklin’s residents	<p>Engagement effort concentrated on communities of focus</p> <p>Make use of youth organisations to support engagement with youth</p> <p>Build relationships with organisations in Franklin that serve the Māori and Pacific communities</p> <p>Involve mana whenua in the induction of local board members</p> <p>Elected members actively form relationships with mana whenua representatives.</p>

Challenge	Opportunity
Lack of understanding of the role of local boards and what the board delivers	<p>Provide opportunities for the community to understand the role of local boards</p> <p>Use of topic based ‘webinars’ as an ongoing way of providing information about the board’s activities</p> <p>Develop digital engagement strategies and tools to explain the role of local boards e.g. podcasts</p> <p>Provide elected members with a ‘kit’ of physical and digital collateral they can give out/use when engaging with the community</p>
Role of Council Controlled Organisations (CCOs) is not well understood, yet services they provide are important to local communities e.g. roading, water services	Use channels available to local boards to link to and promote opportunities for communities to engage with CCOs on locally relevant projects
Organisational	
Auckland wide ‘regional’ consultations not well understood or promoted at the local level	<p>Local Board Services to remind elected members about regional consultations and provide links etc, to enable them to promote to their communities</p> <p>Local Board Services to ensure LCA promotes regional consultations using channels provided</p> <p>Local Board Services and local board members work together to ensure stakeholders in the community are aware of relevant consultations</p> <p>Local Board Services to reach out to regional teams and offer localised engagement advice when a regional topic is of particular local interest</p>
Staff conducting consultation and engagement activities in the local area do not necessarily have existing relationships or knowledge of the local area	Local Board Services offers support to departmental staff so they can understand the ongoing local context, appropriate engagement methods and key community contacts/groups
Limited local communication channels available to local boards	<p>Elected members use their own networks e.g. Facebook pages</p> <p>Elected members develop their own content e.g. podcasts</p> <p>Make better use of council’s digital engagement platform Engagement HQ as a tool for ongoing engagement and sharing information about local board activities</p>
Lack of specific budget for local engagement	Allocate local board budget through the local board work programme to support local engagement, and use of innovative engagement methods, including digital strategies
Elected member related	
Elected members not sharing views and preferences of communities with the rest of the board, lack of framework to address sharing insights	Implement ‘Community Engagement Update’ time within workshop schedule to allow local board members time to share with each other
Elected members have limited time and capacity and with the exception of the chair, the role is remunerated as ‘part time’	Make best use of elected members time by co-ordinating elected member attendance at community meetings and events
Willingness of elected members to be involved in community engagement on an ongoing basis	Clear expectations set by the board about what elected members need to do in relation to community engagement – discussion to be included as part of induction process

Appendix G: Demographic profile of previous submitters to significant council consultations – from Franklin

The graphs and table below show the profile of submitters by ethnicity and age for significant consultations since 2015. This data reflects the response of only those submitters that provided demographic data.

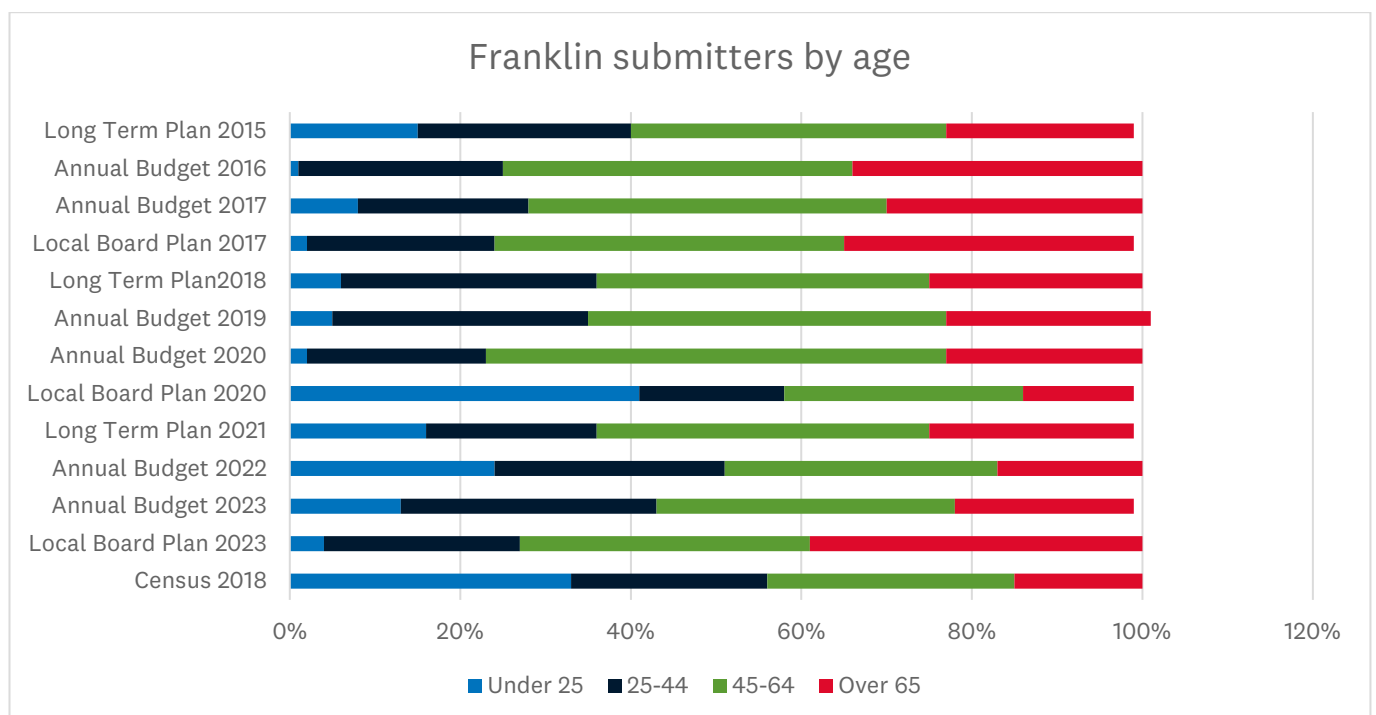
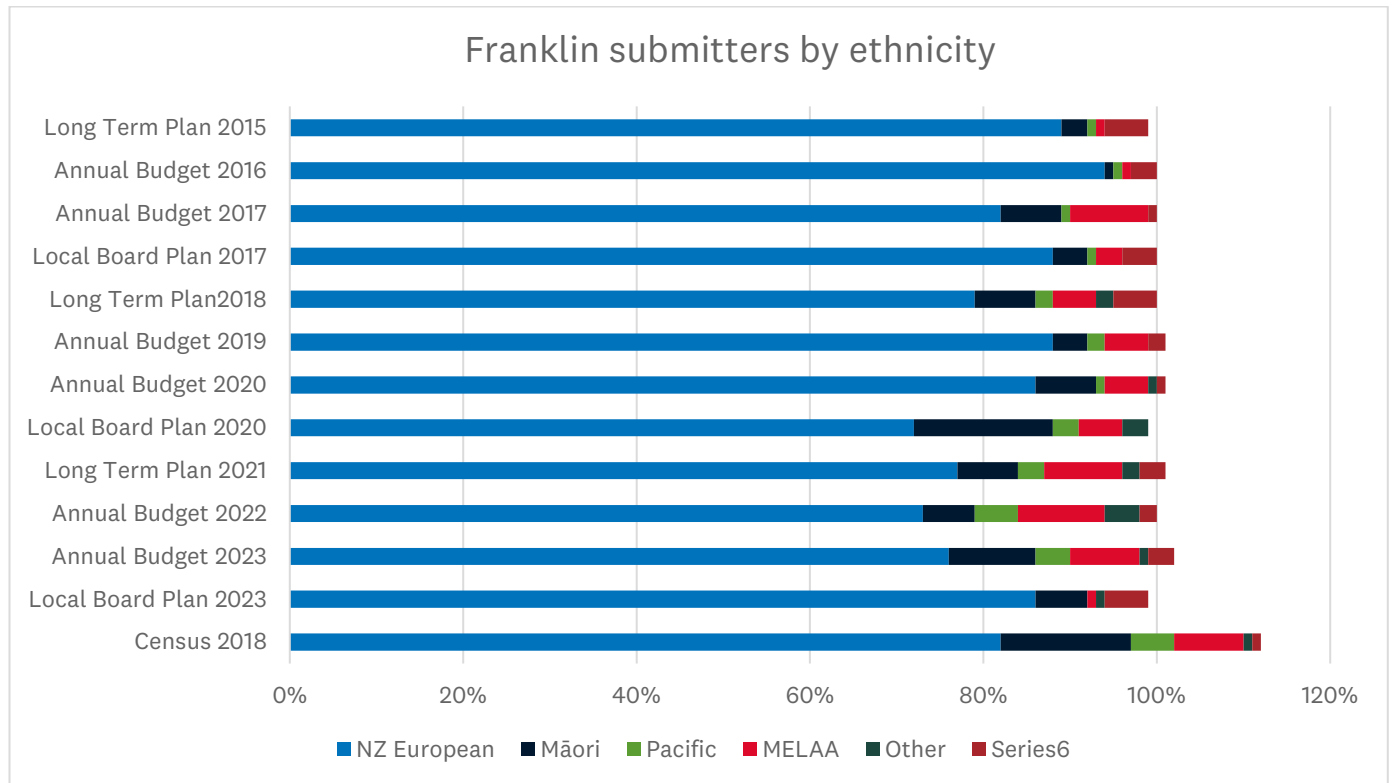


Table: Demographic data from past consultations

Census 2018 Population		LTP 2015	AB 2016	AB 2017	LTP 2018	AB 2019	AB 2020	LBP 2020	LTP 2021	AB 2022	AB 2023	LBP 2023
74,838	Total subs	1,632	222	206	1,094	1,589	131	467	771	329	975	155
Ethnicity												
82%	Euro	89%	94%	82%	79%	88%	86%	72%	77%	73%	76%	86%
15%	Māori	3%	1%	7%	7%	4%	7%	16%	7%	6%	10%	6%
5%	Pasifika	1%	1%	1%	2%	2%	1%	3%	3%	5%	4%	0%
8%	Asian	1%	1%	9%	5%	5%	5%	5%	9%	10%	8%	1%
1%	MELAA	0%	0%	0%	2%	0%	1%	3%	2%	4%	1%	1%
1%	Other	5%	3%	1%	5%	2%	1%	0%	3%	2%	3%	5%
Age												
33%	<25	15%	1%	8%	6%	5%	2%	41%	16%	24%	13%	4%
23%	25-44	25%	24%	20%	30%	30%	21%	17%	20%	27%	30%	23%
29%	45-64	37%	41%	42%	39%	42%	54%	28%	39%	32%	35%	34%
15%	65+	22%	34%	30%	25%	24%	23%	13%	24%	17%	21%	39%

Appendix H. Franklins Communities

The Franklin Local Board area is Auckland’s second largest board area and spans the rural south from the Manukau Harbour in the west to the Hauraki Gulf in the east. The area features:

- three urban townships – Beachlands, Pukekohe and Waiuku
- Sixteen distinct villages – Bombay, Clarks Beach, Clevedon, Drury, Hunua, Karaka, Kawakawa Bay, Kingseat, Maraetai, Matakawau, Orere Point, Pollok, Paerata, Patumahoe, Waiau Pa and Whitford
- Thirteen distinct settlements – Alfriston, Ararimu, Ardmore, Big Bay, Brookby, Buckland, Glenbrook Beach, Grahams Beach, Mauku, Paparimu, Ramarama, Runciman, and Te Hihi.

New communities are emerging at Paerata Rise and Auranga, with additional infill housing and high density housing emerging in Pukekohe and Beachlands. Clevedon is anticipated to grow by 600%, and there is significant development planned for Whitford. As the population grows the demographic profile will change.

At the time of writing the 2023 census results were unavailable.

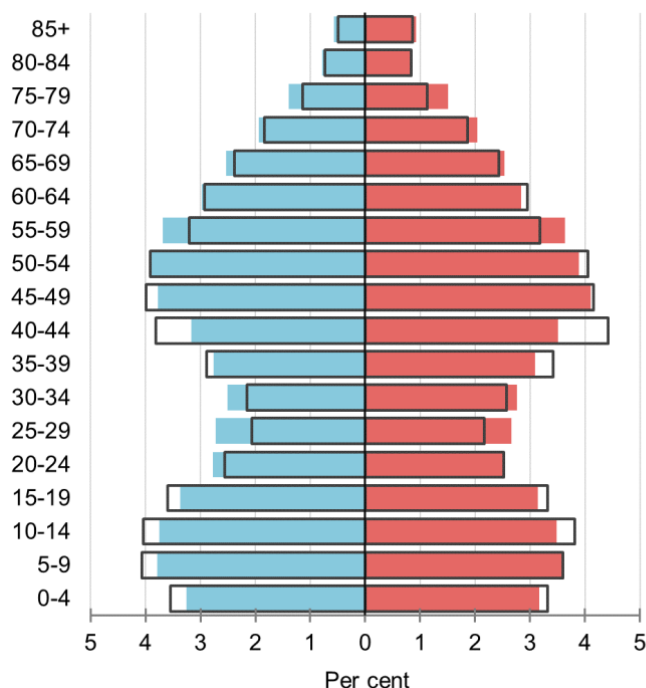
Demographic profile

At the last census in 2018 the population was 74,838, an increase of 9,519 people since the 2013 census. This represents a 14.6% increase between 2013 and 2018.

Franklin residents made up 4.8% of Auckland’s population. Franklin has a growing population, with expected population of 109,400 by 2033, rising to 160,671 in 2051.

Age

At the 2018 Census 21.1% of Franklin Local Board’s population was under fifteen, compared to 20.0% of Auckland. 15.1% were sixty-five or older, compared to 12.0% of Auckland.



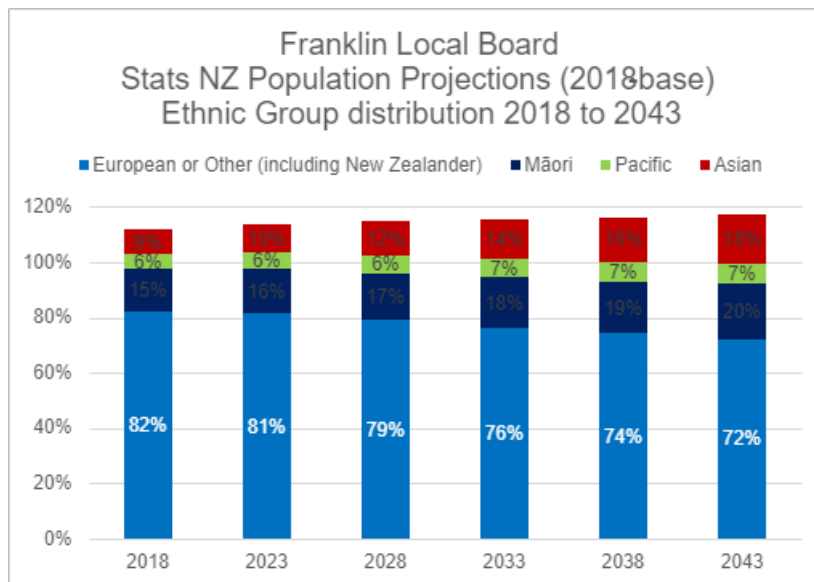
Ethnicity

In 2018 Franklin’s population was primarily NZ European, comprising 82% which is much higher than the rest of Auckland (53.3%). The percentage of the population that is NZ European is projected to reduce over time to 72% by 2043.

Māori make up 15.0% of the population with 11,247 Māori usually resident Franklin. This is an increase of 3,072 people, or 37.6%, since the 2013 Census.

Franklin has the fifth highest Māori population by local board area. By 2043 the Māori population is projected to be 26,800, an increase of 92%. Franklin also has a growing Asian population. Since the 2013 census this ethnic group has increased by 2,589 people, or 69.3%, and in 2018 made up 8.5% of Franklin’s population (compared with 28.2% across Auckland). By 2043 the Asian population is projected to be 23,800, an increase of 174%.

Pacific people made up 5.4% of the population in 2018, compared with 15.5% across the rest of Auckland. The Pacific population is projected to increase to 9,770 by 2043, an increase of 93%.



Languages other than English

Census data from 2018 demonstrates that Aucklanders speak over two hundred different languages. Council’s Translating for a Diverse Auckland guide recommends that important local board communications be translated where there are more than one hundred non-English speakers of a single language. This means that for important local consultations, collateral should be translated into Chinese, Hindi, te reo Māori and NZSL. Translation into te reo Māori, as one of our official languages, should be standard practice, and supports Auckland Council’s commitment to promoting, celebrating and embracing te reo Māori.

In Franklin there are 285 New Zealand Sign Language (NZSL) speakers, which is also an official language of New Zealand. A summary of non-English speakers is shown below:

Franklin population groups	Approx number who cannot speak English	Total speakers of language other than English
Chinese	330	1491
Hindi	201	1692

Māori	102	1854
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Appendix I: Community organisations in the Franklin Local Board area

This is not an exhaustive list – please see the community profiles for information relevant to each subdivision and local community. To request community group information and contact details, please contact the Local Board Engagement Advisor or the PA/Office Manager.

Community organisations	
Relevant to whole Local Board	
Counties Manukau Sport	
Franklin Arts Festival Society Inc	franklinartsfestival@gmail.com
Franklin Community Arts Broker	franklincommunityarts@gmail.com
Beautification Trust	admin@beautification.org.nz
Te Whangai Trust	
Federated Farmers	
Franklin Historical Society	franklinhistsociety@gmail.com
Youth focussed	
Central Franklin Youth Council (FYAB)	Pukekohe based, supported by Auckland Youth Voice
Waiuku Community Space	Youth focussed space in the Waiuku Library building, activated by Tu Whera Trust
Takutai Youth	Beachlands based youth council supported by Takutai Trust
Rural focussed	
Pukekohe Vegetable Growers Assn	secretary@pvga.org.nz
Federated Farmers	
NZ Beef and Lamb	
NZ Dairy	
Environment focussed local organisations	
Whakaupoko Landcare	whakaupokolandcare@gmail.com
Awhitu Landcare	landcare@awhitu.org.nz
Te Ara Hikoi	
Forest and Bird- Pukekohe Branch	franklin.branch@forestandbird.org.nz
Manukau Harbour Restoration Society	
Friends of Te Wairoa	
Trails/paths/cycling focussed local organisations	
Franklin Tramping Club	
Waiuku Trails Committee	
Pohutukawa Coast Trails Committee	

Subdivisions of the Franklin Local Board area



Pukekohe subdivision – community profiles

Pukekohe Subdivision	
Buckland	
Rural Hall Committee	Buckland Community Centre Inc
School	Buckland School Gmills@buckland.school.nz
Facebook pages	Franklin Grapevine Community - Info Sharing Group Franklin (NZ) Grapevine Open Sharing Group Pukekohe Grapevine Community Group
Venues	Buckland Hall bucklandhallbookings@gmail.com
Clarks Beach & Waiau Pa	
Community Organisations	Waiau Pa Clarks Beach Business Association Clarks Beach and Waiau Pa Wharf Society Clarks Beach Residents and Ratepayers Clarks Beach Golf Club Clarks Beach Yacht Club

	Waiau Pa Hockey Club
Rural Hall Committee	Waiau Pa Community Hall Inc
School	Waiau Pa School admin@waiaupa.school.nz
Facebook pages	Clarks Beach and Waiau Pa Grapevine
Local newsletters	The Greenie editorthegreenie@gmail.com
Venues	Golf Club, Yacht Club, Bowling Club
Drury/Auranga	
Community Organisations	Drury Community Committee Auranga Residents Association
School	Drury School office@drury.school.nz Ngakaroa School hello@ngakaroa.school.nz
Facebook pages	Auranga NZ
Venues	Drury Hall Better Way Cafe
Karaka	
Community Organisations	Karaka Historical Society karakahistoricalsociety@gmail.com Karka Sports Park Trust Karaka Residents and Ratepayers
Rural Hall Committee	Karaka War Memorial Hall Inc
School	Karaka School admin@karaka.school.nz Te Tihi School office@tehihi.school.nz
Facebook pages	Karaka Community Grapevine
Local newsletters	Karaka Kronicle karakakronicle@hotmail.com
Venues	Karaka Hall
Pukekohe	
Organisations	Franklin A & P Society Franklin Family Support generalmanager@familysupport.org.nz Franklin Historical Society franklinhistsociety@gmail.com Pukekohe Business Association info@pukekohe.org.nz Pukekohe Citizens & Ratepayers Pukekohe Performing Arts info@pukekoheperformingarts.org.nz Pukekohe Vegetable Growers Association secretary@pvga.org.nz RSA Franklin rsafranklin@outlook.co.nz Pukekohe Senior Citizens Business & Professional Women Franklin Inc president@bpwfranklin.org.nz Franklin Radio Club Pukekohe Volunteer Fire Brigade Pukekohe Indian Association secretarypia@yahoo.co.nz Pukekohe Community Patrol Pasifika Digital Knowledge Bank

	Community Networks Franklin cnfsecretary1@gmail.com
Hall Committee	Pukekohe East Community Centre Inc
Māori	Nga Hau e Wha Marae Huakina Development Trust
School	Pukekohe High School info@pukekohehigh.school.nz Wesley College admin@wesley.school.nz Pukekohe Intermediate Pukekohe North School admin@pukekohenorth.school.nz Pukekohe Hill School admin@pukekohehill.school.nz Tamaoho School office@tamaoho.school.nz Valley School office@valley.school.nz St Josephs School stjoesoffice@stjosephs.co.nz
Facebook pages	Pukekohe Business Association Huakina Development Trust Nga Hau E Wha Marae O Pukekohe Franklin Grapevine Community - Info Sharing Group Franklin (NZ) Grapevine Open Sharing Group Pukekohe Grapevine Community Group
Local newsletters	Franklin News
Venues	Franklin: The Centre
Events	Pukekohe Markets Saturday mornings
Paerata Rise	
Community Organisations	Paerata Rise Residents Society Incorporated
School	Paerata School office@paerata.school.nz
Facebook pages	Paerata Rise Residents
Venues	RisenShine Cafe
Patumahoe, Mauku, Puni	
Community Organisations	Patumahoe Volunteer Fire Brigade Patumahoe Rugby Whakaupoko Landcare Patumahoe Playcentre Patumahoe Community Support Charitable Trust
Rural Hall Committee	Mauku Victory Hall Association Inc
School	Patumahoe School admin@patumahoe.school.nz Mauku School admin@mauku.school.nz Puni School admin@puni.school.nz
Facebook pages	The Patumahoe Community Grapevine 2021 Glenbrook/Patumahoe Grapevine
Venues	Patumahoe Rugby Club Patumahoe Junior Rugby Club Puni School Hall
Ramarama	
Community Organisations	Ramarama Residents and Ratepayers

Rural Hall	Ramarama Hall
School	Ramarama School admin@ramarama.school.nz
Facebook pages	Drury & Ramarama News

Waiuku Subdivision – community profiles

Glenbrook & Glenbrook Beach	
Community Organisations	Glenbrook Beach Residents and Ratepayers Association Inc gbresidentsandratepayersass@gmail.com
Rural Hall Committee	Glenbrook War Memorial Hall
School	Glenbrook School admin@glenbrook.school.nz
Facebook pages	Glenbrook Beach Community Glenbrook Beach Residents Page Glenbrook/Patumahoe Grapevine
Venues	Glenbrook Beach Hall Glenbrook War Memorial Hall
Waiuku	
Community Organisations	Glenbrook Vintage Railway Charitable Trust honsec@gvr.co.nz Waiuku Business and Development Association waiukutownmanager@gmail.com Waiuku Estuary Restoration Trust (Mudlarks) West Franklin Community Trust Waiuku Waterfront and Reserve Management Committee Waiuku Zero Waste contact@waiukuzerowaste.co.nz Waiuku Family Support Coastguard Waiuku Waiuku Museum waiukumuseum@xtra.co.nz
Rural Hall Committees	Pukeoware Hall Inc pukeowarehall@gmail.com Waipipi Hall
Youth	Te Ara Rangatahi Waiuku Community Space
Schools	Waiuku College Waiuku Primary School View Road School Sandspit School
Facebook pages	Waiuku Grapevine Franklin Grapevine Waiuku Online Group Waiuku & Awhitu Neighbourhood Waiuku Business and Development Association
Print	The Breeze

Waiuku Subdivision	
Awhitu Peninsula	
Community Organisations	Awhitu Landcare landcare@awhitu.org.nz Pollok Arts Co-operative Manukau Heads Lighthouse Trust Inc
Rural Hall Committees	Grahams Beach Settlers Association Awhitu Central Community Hall Inc awhitucommunityhall@gmail.com Matakawau Community Association Inc Pollok Community & Sports Centre Inc pollokhall@gmail.com Te Toro Public Hall School Tennis & Bowling Society tetorohall@gmail.com Waipipi District Hall Inc
School	Awhitu District School
Facebook pages	https://www.facebook.com/polloknews/ https://www.facebook.com/AwhituLandcare/ https://www.facebook.com/awhitupeninsulagrapevine
Local newsletters	Peninsularama
Regular events	Pollok Markets monthly on Sundays pollokhallmarkets@gmail.com
Venues	Waiuku Service Centre (community hall, part of library complex) Waiuku War Memorial Hall

Wairoa Subdivision – community profiles

Wairoa Subdivision	
Ararimu	
Community Organisations	Hunua Ararimu & Paparimu Valley
School	Ararimu School office@ararimu.school.nz
Hall Committees	Ararimu Residents & Ratepayers
Facebook pages	Ararimu Grapevine
Beachlands/Maraetai	
Community Organisations	Pohutukawa Coast Trails Committee Te Puru Trust Takutai Trust Coastguard Maraetai secretary@coastguardmaraetai.org.nz Pohutukawa Coast Community Response
Rural Hall	Maraetai Hall Committee maraetaihall@gmail.com
School	Beachlands School info@beachlands.school.nz Maraetai School office@maraetaibeach.school.nz

Facebook pages	Pohutukawa Coast Grapevine Beachlands, Maraetai & Whitford News Whitford Residents and Ratepayers
Print	Pohutukawa Coast Times
Venues	Beachlands Memorial Hall
Bombay	
Community Organisations	Bombay Community Group Bombay Playcentre Bombay Rugby Club
School	Bombay School admin@bombay.school.nz
Facebook pages	The (NZ) Bombay Grapevine
Venues	Bombay Rugby Club
Clevedon	
Community Organisations	Clevedon Community and Business Association secretary@clevedon.co.nz Clevedon A & P Society info@clevedonshow.co.nz Clevedon & Districts Historical Society preservingthepast@xtra.co.nz Clevedon Showgrounds User Group Friends of Te Wairoa info@tewairoa.org.nz
School	Clevedon School office@clevedon.school.nz
Facebook pages	Clevedon/Kawakawa bay grapevine ClevedonNZ The Clevedon Village Farmers Market
Local newsletters	Clevedon Roundup roundup@clevedon.co.nz Pohutukawa Coast Times
Venues	Clevedon District Centre Clevedon Community Hall
Events	Clevedon Farmers Markets clevedon.farm.mkt@xtra.co.nz
Hunua	
Community Organisations	Hunua, Ararimu and Papparimu Residents Association
Rural Hall	Hunua Hall
School	Hunua School office@hunua.school.nz
Facebook pages	Hunua Ararimu & Papparimu Valley
Venues	Hunua Hall
Events	Hunua Village Market contact@hunua.org.nz
Kawakawa Bay	
Community Organisations	Kawakawa Bay Community Association
School	Kawakawa Bay Kindergarten
Facebook pages	inkawakawabay Clevedon/Kawakawa bay grapevine
Local newsletters	Whispers kkbwhispers@gmail.com

Venues	Kawakawa Bay Community Hall kawakawabayhall@gmail.com
Regular events	Markets on Saturdays monthly
Orere Point	
Community Organisations	Orere Boating and Community Association hello@orerepoint.com
School	Orere School
Rural Hall	Orere War Memorial Hall orerehall@gmail.com
Facebook pages	Orere Community & Boating Club
Paparimu	
Community Organisations	Hunua, Ararimu and Paparimu Residents Association
Rural Hall	Paparimu Community Centre Inc
School	Paparimu School admin@paparimu.school.nz
Facebook pages	Hunua Ararimu & Paparimu Valley
Whitford	
Community Organisations	Whitford Residents & Ratepayers Whitford Estuary Conservation Society whitfordecs@gmail.com Whitford Coast Society
Facebook pages	Pohutukawa Coast Grapevine Beachlands, Maraetai & Whitford News
Local newsletters	Turanga Newreel newsreel@sherbrookfarm.co.nz
Venues	Whitford Community Hall