

## Kaipātiki Local Board Workshop Programme

**Date of Workshop:** Wednesday 8 June 2022  
**Time:** 10.00am  
**Venue:** Boardroom, 90 Bentley Ave, Glenfield and via Microsoft Teams

Time	Workshop Item	Presenter	Governance role	Proposed Outcome(s)
10.00 – 11.00am	Tātaki Auckland Unlimited <ul style="list-style-type: none"> <li>Wairau Valley Business Research</li> </ul>	<b>Jonathan Sudworth</b> Local Economic Development Advisor, Tātaki Auckland Unlimited  <b>William Keung</b> Director, Werkits	<ul style="list-style-type: none"> <li>Keeping informed</li> </ul>	<ul style="list-style-type: none"> <li>Receive update</li> </ul>
11.00 – 11.05am	Break			
11.05am – 12.30pm	Parks Sport and Recreation <ul style="list-style-type: none"> <li>Kaipātiki Local Board Toilet Provision Service Assessment</li> <li>Verbal update from Pools &amp; Leisure</li> </ul>	<b>John McKellar</b> Parks and Places Specialist, Parks Sports and Recreation  <b>Michelle Sanderson</b> PSR Portfolio Manager, Parks Sports and Recreation  <b>Garth Dawson</b> Leisure Network Services Manager, Parks Sports and Recreation  <b>Matthew Burden</b> Senior Centre Manager, Parks Sports and Recreation	<ul style="list-style-type: none"> <li>Setting direction</li> </ul>	<ul style="list-style-type: none"> <li>Define board position and feedback</li> </ul>

12.30 – 1.15pm	Lunch			
1.15 – 2.15pm	<p>Local Board Annual Planning workshop 8 – Finalise local board agreement 2022/2023</p> <ul style="list-style-type: none"> <li>To discuss the content of the draft local board agreement 2022/2023 before the 22 June business meeting.</li> </ul>	<p><b>Paul Edwards</b> Senior Local Board Advisor, Local Board Services</p> <p><b>Daniel Han</b> Local Board Advisor, Local Board Services</p>	<ul style="list-style-type: none"> <li>Setting direction</li> </ul>	<ul style="list-style-type: none"> <li>Define board position and feedback</li> </ul>
2.15 – 3.15pm	<p>Welcoming Communities scoping project</p> <ul style="list-style-type: none"> <li>Progress update and next steps</li> </ul>	<p><b>Claire Liousse</b> Empowered Communities Specialist, Connected Communities</p> <p><b>Lisa Diggins</b> Specialist Advisor, Connected Communities</p> <p><b>Trina Schuster</b> Connected Communities Lead &amp; Coach, Connected Communities</p> <p><b>Cheng Goh</b> Project Consultant, Connected Communities</p> <p><b>Astrid van Holten</b> Immigration New Zealand</p>	<ul style="list-style-type: none"> <li>Keeping informed</li> </ul>	<ul style="list-style-type: none"> <li>Receive update</li> </ul>

**Next workshop:** Wednesday 15 June 2022

<b>15 June 2022</b>	9.15am	9.50am	Board members time
			Community Facilities
	10.00am	11.30am	<ul style="list-style-type: none"> <li>Lindisfarne Hall and Wai Manawa / Little Shoal Bay Mini SAP</li> </ul>
	11.30am	12.30pm	Northcote development
	12.30pm	1.15pm	Lunch
			Auckland Transport
	1.15pm	2.15pm	<ul style="list-style-type: none"> <li>Glenfield/Coronation Road Project</li> </ul>
	2.15pm	3.45pm	NPS UD / Work programme
	3.45pm	4.00pm	Local board services

**Role of Workshop:**

- (a) Workshops do not have decision-making authority.
- (b) Workshops are used to canvass issues, prepare local board members for upcoming decisions and to enable discussion between elected members and staff.
- (c) Workshops are open to the public however, decisions will be made at a formal, public local board business meeting.
- (d) Members are respectfully reminded of their Code of Conduct obligations with respect to conflicts of interest and confidentiality.
- (e) Workshops for groups of local boards can be held giving local boards the chance to work together on common interests or topics.

**Connecting**  
**Te Poari ā-Rohe o Kaipātiki - Kaipātiki Local Board**  
**With**  
**Wairau Valley Business**

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# Background

Tātaki Auckland Unlimited contracted WERKITS Limited to execute a project on behalf of the Kaipātiki Local Board to identify how to improve communications between the local board and the business community in Wairau Valley.

The project required WERKITS to:

- Speak with a representative sample of Wairau Valley businesses to understand what issues they face, and identify what role the local board could play in supporting businesses in the area.
- Establish if there is an unmet business support service need for firms in the area.
- Find out what communication channels or networks businesses already use.
- Determine what information businesses currently receive from Auckland Council departments, and what is their preferred method of communication.
- From early 2023 in the run up to the next Local Board Plan consultation, ensure the local board's voice is heard. This could be in the form of recommendations for further work in 2022/23.
- Start a database of local businesses contact details, and advise on how best to continue this in an efficient manner.
- Relay the information businesses are keen to receive from the local board.
- Identify services organisations or institutions provide that could benefit Wairau Valley businesses.

The project commenced with the signing of the contract between Tātaki Auckland Unlimited and WERKITS Limited dated 07 March 2022.

# Outreach Program

## Methodology

WERKITS employed the following methodology:

- Define the geographical area of businesses located in the Wairau Valley which falls within the Kaipātiki Local Board boundary.
- Determine the mix of businesses to be interviewed.
- Deploy a combination of engagement activities.

The geographical area shown on the right outlines the boundaries of the Kaipatiki Local Board.

Map of Kaipātiki Local Board >>





# The Study

# Engagement Activities

Businesses were contacted via phone to establish who could assist with providing information pertinent to this study. Either the business owner or manager was provided with an overview of the project, and an interview was conducted at the time, or another date to conduct the interview was arranged.

If a business owner or manager was too busy to speak or were not available, an overview of the project with an interview request was sent via email. Face to face interviews were conducted with business owners or managers who were willing to participate.

A database of businesses has been initiated.

On average, each interview took 45 to 60 minutes. In addition to answering our set questions, individuals seized the opportunity to discuss the impact of COVID-19.

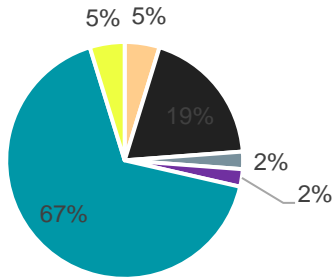
Given the geographical size of Wairau Valley and the number of businesses operating in the area, WERKITS would have liked to interview more businesses. The reason for not interviewing more businesses resulted from Tātaki Auckland Unlimited presenting an interim report of the study to the local board.



# Demographics

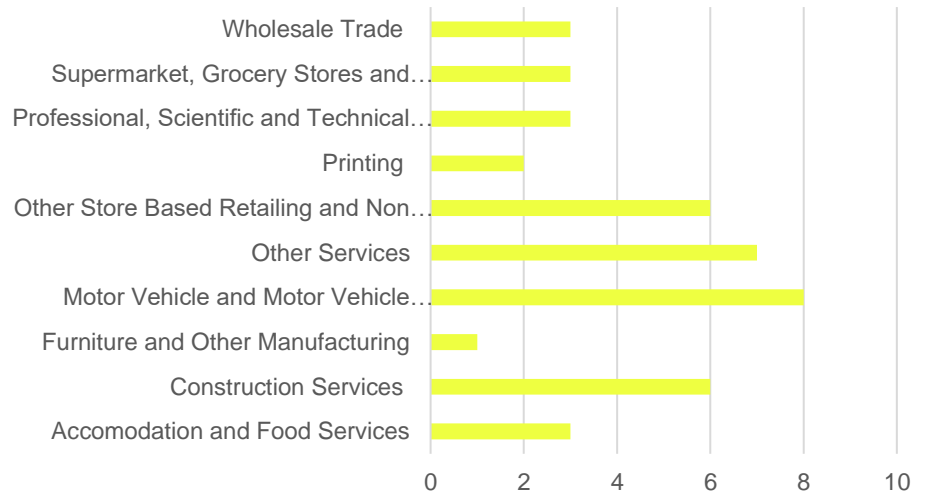
WERKITS initially selected a mix of small and medium size businesses, as well as large corporations from various industries and ethnic backgrounds to reflect the diverse nature of those operating within Wairau Valley. However, it soon became apparent that large corporations were only able to deal with requests of this nature via their headquarters.

Therefore, the size of businesses interviewed by phone, email or in-person ranged from 1 to 30 employees.



- Indian
- Chinese
- European
- Middle Eastern
- New Zealand European
- Korean

## Businesses Interviewed by Industry



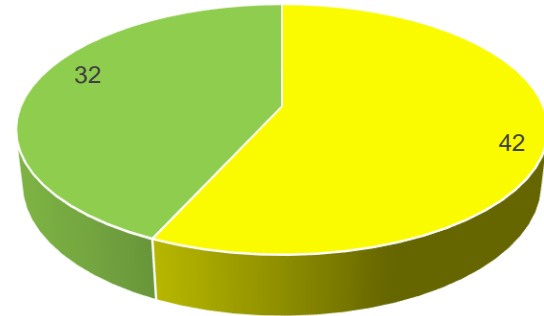
## Businesses Interviewed by Ethnicity

# Interviews

Werkits contacted 74 businesses in total, 42 agreed to be interviewed, the other 32 declined for various reasons.

## Business Size

- SMEs - 5 - 30 employees
- A conscious decision was made to exclude major brands such as Briscoes, Bunnings and Mitre 10



■ Businesses Interviewed   ■ Businesses Not Interviewed

# Findings

- Traffic congestion is a major problem for most businesses.
- No communication from local authorities of events or activities that negatively impact businesses. For example, COVID-19 pop-ups, and in particular infrastructure / roadworks.
- Public green areas are not maintained.
- Rubbish and recycling services for the food & beverage industry are inadequate.
- Lack of on-street car parking for businesses situated on arterial roads off Wairau Valley Road.
- Lack of monitoring of illegal parking, particularly on Porana Road.
- Overhead power cables on Porana Road are an eyesore.

These issues fall outside the control and responsibility of the local board. Requests for solutions will need communicating to Auckland Transport, Auckland Council, and the leading power line supplier to the area.



# Emerging Themes

## Lack of Awareness

- There is a lack of awareness among businesses of who the local board is, what the local board does, and how the local board can help businesses and the local community.

## Businesses operate in Silo

- Most businesses interviewed operate in silos; however, small businesses operating in the same industry have developed relationships among themselves and use each other's services.

## Poor Communication

- Most businesses interviewed said that they have not received any form of communication from the local board and that there are no formal communication channels within the business community; however, there are informal communication channels with businesses operating in similar industries through word or mouth, industry networking events and personal relationships.
- No correspondence communicated to businesses about events and activities that could negatively impact businesses would be helpful.
- Email is the preferred method of communicating information.

## Business Support

- The majority of businesses have indicated a business support service will help, but they have no idea what this would look like. A few business owners understand the structure of a business association and feel it would benefit the community. The owners of these businesses have indicated they would be keen to participate in further discussions around a support model.

# Proposed Solutions

- Build awareness of who the local board is, what they do and how they can support businesses.
- Advocate on behalf of businesses to address issues they are experiencing
- Initiate or connect businesses with programmes that add value and build a positive reputation for their business. For example, waste management.
- Run activations and events which resonate with businesses, to break down silos and build a closer community.
- Audit current communication channels and review current strategy and Marketing & Communication resources.





# Resolving Lack of Awareness

# Promotion

## BROAD AWARENESS

- Social media: utilising the Kaipatiki Facebook account with regular posts that resonates with businesses. All events created by the local board should be boosted (paid promotion), as well as giveaways.
- Outdoor: street posters with Shout or Phantom Billstickers. Digital billboards are generally quite costly.
- Local publications and community news board

## DIRECT AWARENESS

- Create database with details of businesses operating in Wairau Valley usiness flyer drop
- Newsletters / business flyer drop (MailChimp is a popular platform) — Werkits has started developing an email database of businesses situated in Wairau Valley.
- Host an event introducing local board members, the economic development plan and create an environment encouraging general feedback from businesses.

Example - Flyers — Hand out flyers to as many business owners as possible, inviting them to fill out the form online or to get in touch. An example of how this could look is shown to the right.





# Improving Communications



# What to do

- **Audit current communication and engagement activities** — This will require identifying all forms of communication and engagement activities and number of businesses that engage with these activities.
- **Review audit findings with the Marketing & Communication's Advisor/s** - Where there are gaps, the local board with the Marketing & Communications advisor/s should develop a new strategy with clear objectives, milestones and measureables to monitor performance. Alternatively, the local board outsource this exercise.
- **Form Key Partnerships** - To build stronger relationships with businesses, the board should consider forming partnerships with other agencies to sponsor events that adds value to business. These events could be workshops on topics of interest or guest speaker events.





# **Breaking Down Silos**

# Activities for Consideration

- **Sponsorships** - The local board sponsors networking and general events of interests that attract all businesses to attend for example 'Meet My Neighbour' and targeted events such as breakfast for CEOs, or a workshop on Health & Safety for the automotive sector.
- **Initiate and Support Community Based Projects** - Initiating and supporting community based projects provides an opportunity for businesses and the wider community to connect. It could also provide a platform in which businesses could demonstrate their commitment to the environment through sustainable practices.





# **Business Support**

# Two Step Process

- **Collaboration** - Meet with neighbouring business associations to discuss the types of support, communication channels and activations they deploy to local businesses within their respective Business Improvement Districts.
- **Host A Business Support Meeting with Businesses** - Organise a meeting with businesses to discuss how the local board can better support them, what type of support they need and how do they want the support delivered.
- **Initiate Advocacy Program** - Request Marketing and Communication's advisor/s to contact organisations identified in this study and any other service providers to establish a point of contact who will communicate to the board in advance of projects that could adversely affect businesses.



# Benchmarks

The local board may want to consider using the following benchmarks or create their own to measure the effectiveness of actions suggested.

- Build a comprehensive database of all businesses within the Kaipātiki Local Board catchment area. This will be an ongoing project, so aim to have a certain number added per week; 30-40 for example.
- Increase the number of networking events, activations and sponsorships by 20% over the next 12 months..
- Aim to half the number of complaints submitted to Auckland Council year-on-year, as business owners source useful information via the Kaipatiki Local Board's developed communication channels.

More goals will become apparent as the actions noted in this document are carried out.





# **Future Direction**

**A Business Support  
Framework**

# Ngā mihi nui

William Keung

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# Local board agreements and work programmes

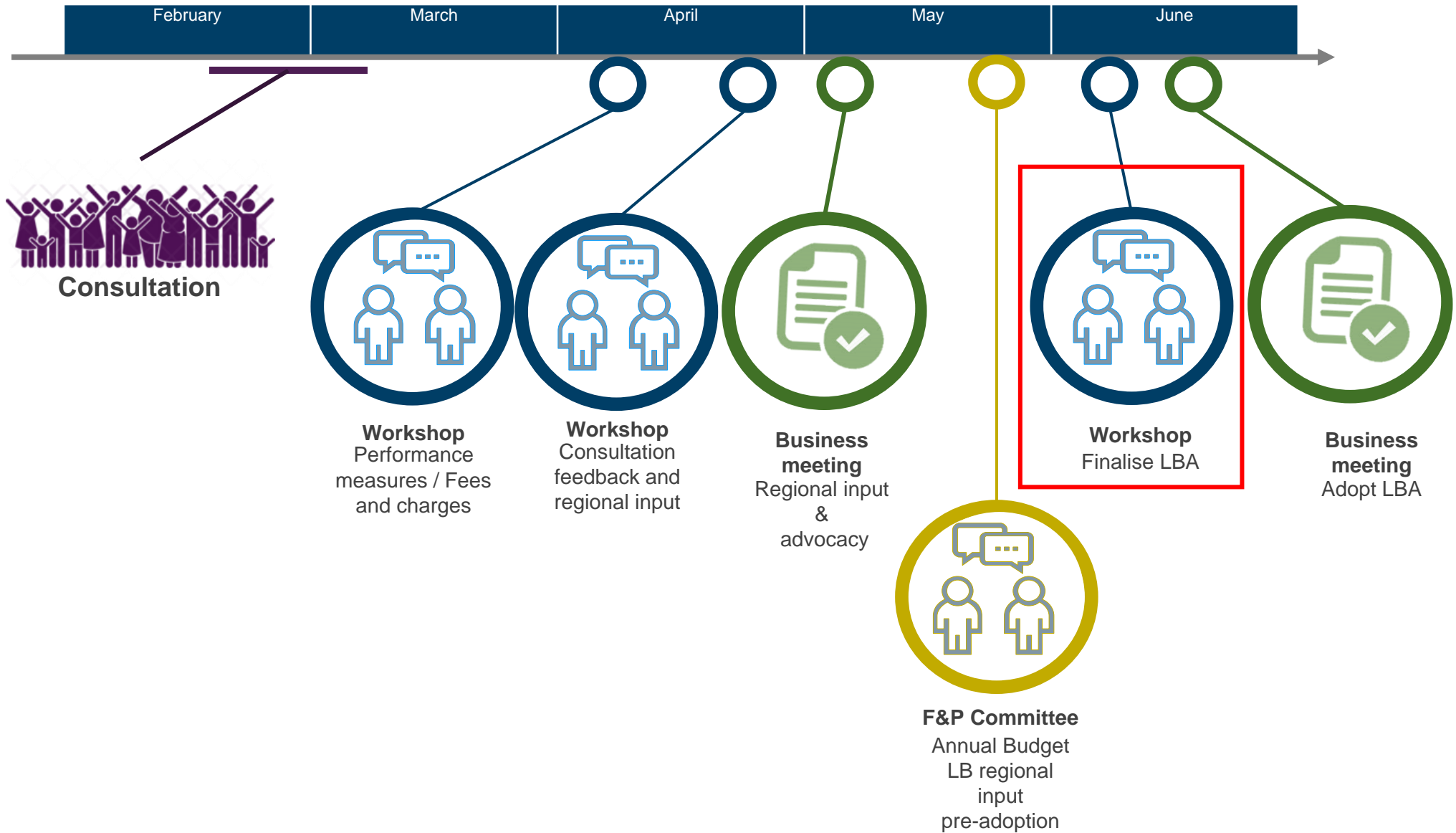
Workshop: Finalise local board agreements

Kaipātiki Local Board

8 June 2022



# Local board annual planning



## Workshop purpose

- To discuss and finalise the draft local board agreement 2022/2023
  - The local board agreement has been drafted using the local board key priorities in the Annual Budget consultation and previous annual planning workshops (Performance measures, work programmes etc.)
  - Next: local board agreement reported at 22 June 2022 business meeting for approval



# **Overview of activity areas and key projects**



# Activity areas and proposed key projects

## Local Community Services

- Continued support for our community houses and centres
- Adoption of the Kaipātiki Local Parks Management Plan
- Te Kete Rukuruku (Māori naming of parks and places) Tranche Two
- Prioritisation of projects in the recently updated Kaipātiki Connections Plan
- Continued support for our libraries



# Activity areas and proposed key projects

## Local Planning and Development

- Continued support for the Birkenhead and Northcote Business Improvement District areas
- Birkenhead heritage trail
- Wairau Valley Business Engagement and Communications



# Activity areas and proposed key projects

## Local Environmental Management

- Continued support for our key community environmental partners
- Para Kore Zero Waste Northcote: Phase two
- Industrial Pollution Prevention Programme – sensor investigation and visits
- Kaipātiki water quality monitoring and implementation programme
- Climate Action Programme – Kaipātiki



**Update on  
performance measures  
and fees and charges**





# Updates since the performance measures workshop

Performance measure	Local board feedback	Responses from SME
Percentage of Aucklanders that feel their local town centre is safe - day time	Board proposed 80% instead of 77%	Accepted proposed rate
Percentage of Aucklanders that feel their local town centre is safe - night time	Board proposed 35% instead of 34%	Accepted proposed rate
The number of participants in activities at art facilities, community centres and hire venues	Local board feels it should be more aligned to 2020/21 at 140,000 but rounded to a thousand. (instead of proposed 118,170)	SME agree that 140k is achievable assuming bookings and participation return to FY21 levels.
The number of visits to library facilities	Board feels it should be more aligned to 2020/21 at 500,000. Instead of 521,000	SME commented 500k is still a stretch target. The estimated visit is 453k in FY23 when using FY21 corrected actuals for August 2020 lockdown as a baseline. The scenario still ignores Delta and Omicron outbreaks. The FY21 actual of 478k is more achievable than 500k.



# Continued

Performance measure	Local board feedback	Responses from SME
The percentage of local low carbon or sustainability projects that have successfully contributed towards local board plan outcomes	Proposed 70% instead of 75%, i.e to keep the same as FY21 target as there is no actual yet.	Accepted proposed rate
The percentage of local waste minimisation projects that have successfully contributed towards local board plan outcomes	Proposed 70% instead of 75%, i.e to keep the same as FY21 target as there is no actual yet.	Accepted proposed rate
The percentage of local water quality or natural environment improvement projects that have successfully contributed towards local board plan outcomes	Proposed 80% instead of 85%, i.e to keep the same as FY21 target as there is no actual yet.	Accepted proposed rate



# Continued

Performance measure	Local board feedback	Responses from SME
The percentage of park visitors who are satisfied with the overall quality of sports fields	<p>Board proposed 80% instead of 82%</p> <p>Also queried by 2020/21 actual was low at 68% as they have invested a lot in their parks.</p>	<p>Accepted proposed rate</p> <p>In 2020/21, the level of investment in renovations of playing surfaces and general capital works was lower due to impacts of emergency budget. In addition, COVID-19 impacts and lockdowns meant reduced service standards on the grounds. These factors combined to produce an unusual year for sports and their playing fields. 27% of respondents were Neutral.</p>
The percentage of residents who visited a local park in the last 12 months	Board proposed 85% instead of 82%	Accepted proposed rate
The percentage of users who are satisfied with the overall quality of local parks	Board proposed 80% instead of 81%	Accepted proposed rate



# Updates since the fees and charges workshop

Local board feedback	Responses from SME
Local board requested details of all fees and charges	An attachment with detailed Fees and Charges will accompany the 2022/23 Local Board Agreement.
What is the impact on Learn to Swim programme with the changes happening to Plunkett?	Learn to swim programme will continue. Plunket discount for off-peak and under 5s will be offered for swimming lessons until end of the agreement ie end of FY23
What is the financial impact of increasing fees by 5% (as any increases >2% will go back to LB)?	The impact of increasing fees by 5% would see projected revenue increase from ~\$28.8k to ~\$30.3k (an increase of ~\$1.5k) in contrast to the proposed 2% increase of up to ~\$0.6k to a projected revenue take of ~\$29.4k. Therefore, \$900 will be available to the local board.
Can a facility run by community (ie not through Venue for Hire but through CCMA) charge fees as high as they like?	Council's ability to influence fees at third party managed sites varies on a case-by-case basis in line with the terms and conditions within the respective leaseholders lease.





Next steps

LBA approved at 22 Jun business meeting



# Kaipātiki Local Board Workshop Welcoming Communities Scoping Project

Progress update and next steps

Lisa Diggins, Claire Liousse and Cheng Goh

June 8 2022



# Summary Progress to Date

Initial LB  
workshops to  
gain support for  
scoping projects

General  
Stocktake of the  
programme at  
the LB level

Engagement  
with  
Stakeholders



# Summary Progress to Date

Community  
Organisations

Auckland  
Council Staff

Government  
Organisations

Pacific Peoples  
Panel

IMSB

Iwi  
Representatives

Kaipātiki  
groups

Ethnic Peoples  
Panel





# Summary of Findings -Themes

- Strategic Alignment and community engagement
- Mana whenua leadership
- Local board leadership
- Voice of newcomers
- Developing understanding of Te Tiriti and Māori culture
- Leadership of marae and grassroot organisations
- A more equitable and enabling system
- Belonging and participation



# Welcoming Communities in Tāmaki-Makaurau Proposed Principles

- Build on regional level leadership and strategy
- Enhance local board engagement and programmes
- Resource grassroots planning and action



# Kaipātiki Local Board ... through the eyes of newcomers



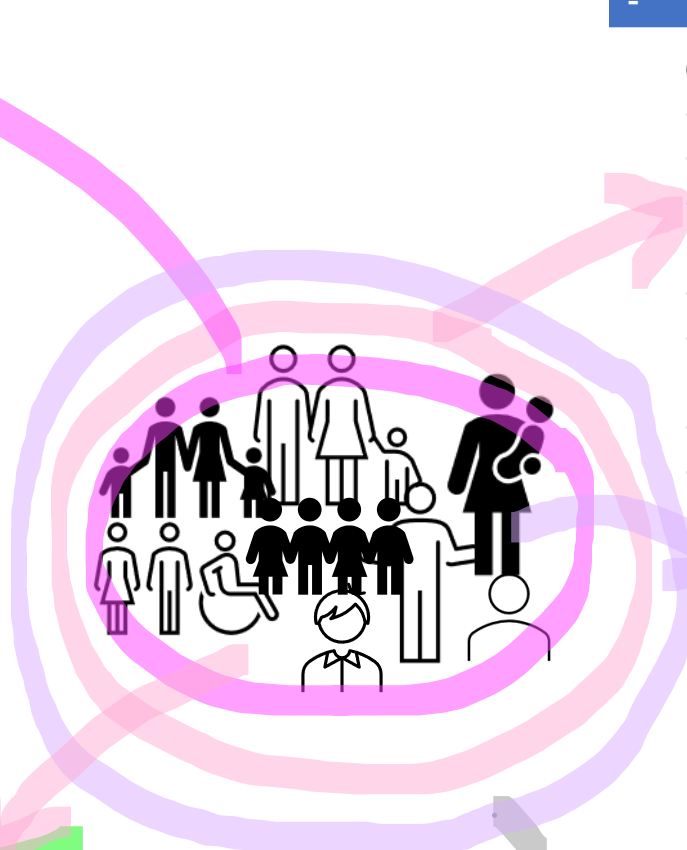
# Avenues for Newcomers engagement and connections

## Kaipātiki Local Board

- 5.4% Auckland population
- Born overseas : 45.8% (vs 41.6% in Akld)
- 5 – 9 yrs since arrival in NZ :17.5% (vs 16.2% in Akld)

## First point of contact

- Libraries
  - Birkenhead, Glenfield and Northcote
- Community Houses / Centres
  - Bayview Community House
  - Birkdale Community House
  - Beach Haven Community House
  - Highbury House
  - Glenfield Community Centre
- ECE, Pre-schools and Kindergartens
- Schools, universities & PTEs
- Citizen Advice Bureau
  - Birkenhead, Glenfield and Northcote
- Leisure Centres & Swimming Pools
  - Birkenhead and Glenfield
- Marlborough Park Youth Facilities
- Places of worship



## Community Activities / Programmes

- ESOL Classes (ELPNZ, Te Wananga, CNSST online)
- Sports and Parks
- Kaipātiki Projects – eco-sustainable living education programmes
- Neighbourhood Support Groups
- Local neighbourhood ethnic group gatherings - celebrations
- Taichi classes in Northcote
- School Holiday Programmes (Ethnic sports theme)

## Public Events

- Northcote Chinese – Korean New Year celebration
- Summer Fun in the Sun
- Santa Parade
- Movies in the Park
- ??? culturally diverse events

*"Most events are on the other side/ over the bridge"*

## Community Initiatives / Champions

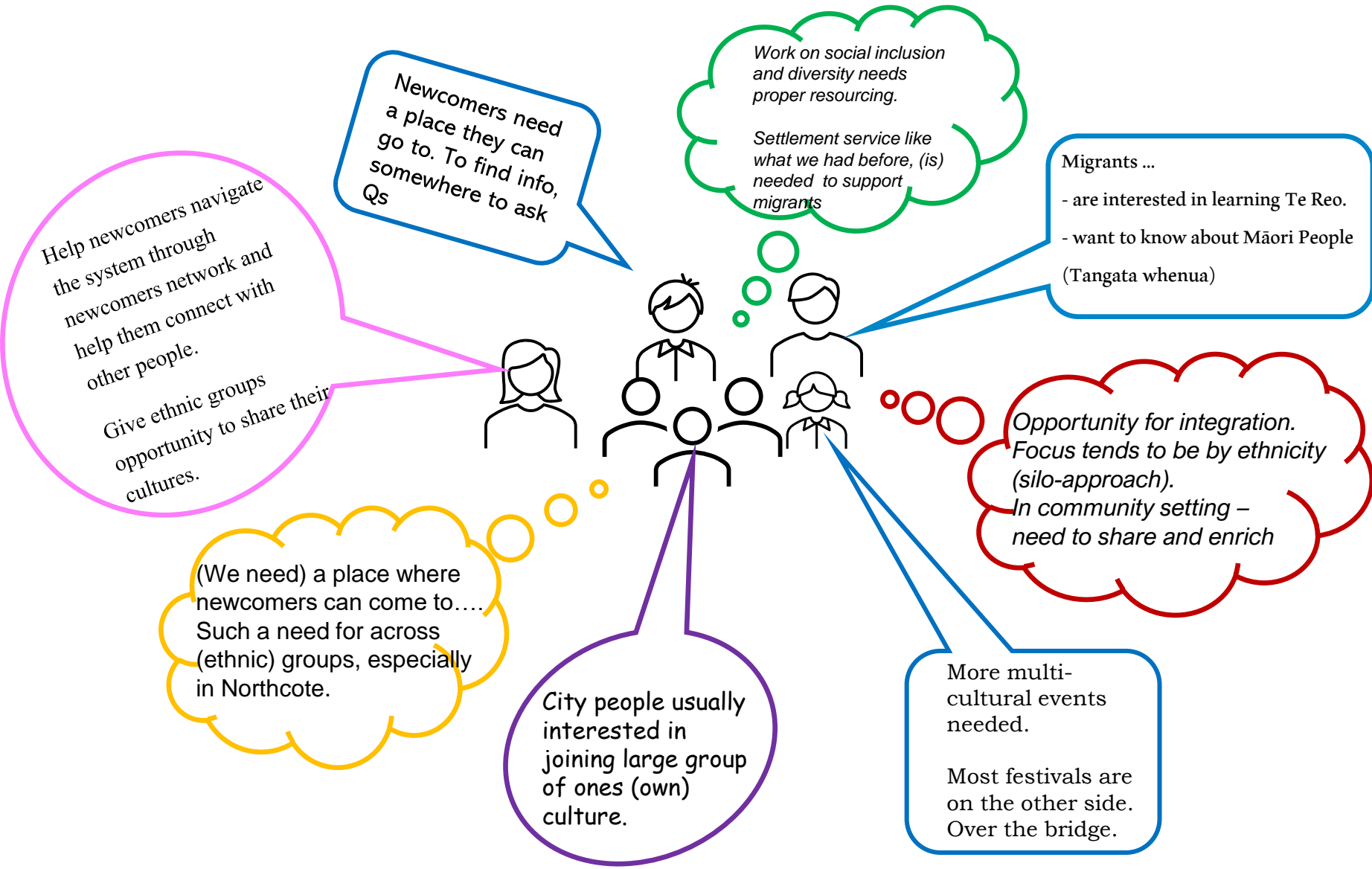
- KCFT – Muslim , Chinese, Northcote Connectors;
  - neighbourhood-based programmes
- BBCP – foster local neighbourhood connections
- Northcote Development (Kainga Ora – Homes and Communities)
- (Hearts and Minds)

## Manaakitanga Kaipātiki – Tikanga and Kaupapa Maori

- Mana whenua
- Awataha Marae, Akoranga
- Uruamo Maranga Ake Marae (*development in progress in Beach Haven*)

# Feedback from Kaipātiki Local Board stakeholders

(Service Providers, community and newcomers)



## WANT :

- Recognised place for newcomers to go to for info
- Identify local newcomer /ethnic groups and networks
- Culturally diverse festival hosted
- Learn te reo, interact with Māori culture and people

## WC FOCUS

- iSite for Newcomers
- Orientation programme for Newcomers
- Support / foster development of more cultural events
- Engagement with mana whenua and urban marae to support teaching of te reo, learning about local history and cultural values, and connections with marae

**Ngā mihi nui ki a koutou**

**Thank you**

