

# Communication and Engagement Strategy

## Te Puke Spatial Plan

### Summary

This strategy sets out an overview of the proposed communication and engagement for the development of the Te Puke Spatial Plan. This strategy should be read in conjunction with the Te Puke Spatial Plan Project Plan (A5321321).

It is intended that we partner with tangata whenua in the development of the spatial plan and aligning outcomes and actions with the planning that Waitaha and Tapuika are undertaking.

There is an emphasis on community-led engagement which in part will be facilitated by Colab<sup>1</sup>.

Key messages will be developed for each engagement phase and a range of communication channels will be utilised to ensure that the community have multiple opportunities to be involved in the development of the spatial plan.

The engagement phases align with the key phases set out in the project plan:

Project plan completed and governance established	Completed October 2023
Community planning exercises	xx 2023/2024 Includes community-led engagement
Options developed and tested	xx 2023/2024 Targeted engagement February 2024?
Draft Spatial Plan prepared	xx 2024 Includes draft Implementation Plan
Consultation on draft Spatial Plan	xx 2024
Adopt Spatial Plan	xx 2024

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<sup>1</sup> <https://www.tepukeonline.nz/colab>

## Key messages

- There's a lot to love about Te Puke. The strong sense of community, multiculturalism, rural character, strong economy, beautiful environment, and being a small enough town to always feel connected. These are all things you told us you love about Te Puke. And while there's also things to improve, there's a lot of aroha here.
- We recognise Te Puke's rich cultural history as well as the mana whenua of Waitaha/Tapuika.
- We need to carry on our kōrero that started last year with housing and start to make some big decisions. More people are beginning to recognize how good we've got it in Te Puke and we're expecting the population to grow from 9,700 people now – to 13000 people (and possibly more) in the years ahead.
- There's a lot of planning to do to ensure that the people of Te Puke have somewhere affordable to live, great places to work, safe parks to visit, easy access to services and education and modern community facilities to enjoy – all while we protect and grow what you love about town now.
- We want to protect what we love about Te Puke – the natural environment, biodiversity, and cultural and historic heritage.
- With your help we can make a plan for future growth that improves the wellbeing of everyone in Te Puke and guides new infrastructure investments like the new pool. This is journey, and we're only just getting started.
- Te Puke is your town, and your life is here, so we want to hear from you on what to do and when.

*Further detail on each of the engagement phases can be found in Appendix 1.*

*Stakeholders have been identified and are included in Appendix 2.*

## Introduction

Te Puke is the biggest town in our District, with a population that's forecast to continue growing. There are significant planning challenges that we need to address if we are to get the town's social and hard infrastructure delivered to the correct level and to provide for community aspirations.

There is a strong sense of community in parts of Te Puke. Responses to [a Council survey question from July 2022](#) asking 'What makes Te Puke a great place to live?', saw people list things like 'a strong sense of community', 'Multicultural, a diverse community with a range of interests and religions', 'rural nature', 'small enough to feel connected'.

To address the growth and needs of the Te Puke community, the Strategy and Policy Committee agreed to initiate a process to create a spatial plan for Te Puke (including the proposed scope - see [discussion paper](#)).

### The spatial plan is needed to

- co-ordinate the infrastructure for population growth
- address the housing shortfall ([see SmartGrowth Housing & Business Capacity Assessment 2022](#))
- realise new opportunities
- plan new infrastructure projects in Te Puke (current population is approximately 9700 people, infrastructure to cater to 13,000)
- plan what happens after we reach 13,000 people?
- help plan for and realise tangata whenua aspirations
- determine the future growth of Te Puke
- plan and improve the wellbeing of Te Puke
- guide infrastructure investment
- ensure we protect what is special about Te Puke

## Engagement context

This project is taking place after several other community engagement projects.

- In mid 2022 the Te Puke community were asked what it was they loved about their town and other housing related questions for the first iteration of Your Place Tō wāhi ([feedback here](#)) and Te Puke Urban Review aka the introduction of medium density housing rules through Plan Change 92 ([feedback here](#)).
- In June 2023, the Te Puke community was consulted in the second round of the Your Place Tō wāhi community engagement, which was co-led with the community.
- Te Puke transport choices consultation has been undertaken on the proposed cycleway linkages across the town. Council decided not to proceed with the proposal, however, the feedback from this consultation will be included in the development of options for the spatial plan.

- Community-led workshops will be held to expand on the local priorities identified in Tō Wāhi. These will include sector-based workshops and aiming to reach voices that are not often heard from.

Engagement fatigue has the potential to be high and could lead to the people of Te Puke not trusting that we value their feedback, or thinking why bother giving feedback as the information has been provided already.

The narrative needs to continue the story of growth and change that we have initiated with the community, while framing the next set of engagements as the next stop along the path in that journey.

## **Scope of this engagement strategy**

This engagement strategy covers the high-level approach to engagement for this project.

A more detailed action plan may be developed when more is known about the topics that need further engagement and following the completion of the baseline report and the second phase of community-led engagement.

## **Continuing our community led journey**

We have initiated a community-led engagement process for the Your Place Tō wāhi campaign which is being fronted in the community by Colab<sup>2</sup> (for the Te Puke community). This will be continued within phase two of the project.

## **Partnering with tangata whenua**

Partnering with tangata whenua early and at all levels of the project is essential. Representatives from Te Ihu o te Waka o Te Arawa are members of the Council sub committee and will help to guide the formation of the TPSP. Plans for village development at Waitangi and Manoeka will need to factor into the wider planning processes also.

The subcommittee has decision-making delegations for the spatial plan (with the exception of adopting the spatial plan).

It is important to have clarity as to who leads this to ensure that there is not a double up of questions and information requests to tangata whenua representatives.

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<sup>2</sup> <https://www.tepukeonline.nz/colab>

## Principles of engagement

1. Community to lead the conversation (where appropriate). We'll use engagement methods and tools that work for the community – be open to change and being innovative (e.g. voting buckets and community noticeboard pages for quick polls).
2. Council recognises that community-led engagement is complex and needs a certain amount of flexibility. We are prepared to listen, respond, and share decision-making power.
3. Council commits to not asking the same questions twice. We acknowledge that the community has already told us about priorities / issues / opportunities and won't waste their time.
4. Council will work with a wide group of people that represent diverse groups.

## Objectives

1. To develop a comprehensive communications and engagement approach that builds on our existing work to empower and support the community to lead engagement with further conversations using a mix of events, and digital advertising methods.
2. Ensure the narrative, language, messaging, and questions build toward a collective vision for Te Puke that is based on the community's feedback on what they want for their town.
3. Representative diversity. Engagement will focus on a wide array of topics; we need to spread engagement across a wide range of our community groups to ensure that all groups are represented.

## Approach – Building on our community led engagement

In Te Puke (and more widely) we have already initiated community-led engagement through our existing Your Place Tō Wāhi campaign. Te Puke Spatial Plan engagement will need to carry on and build on the meaningful partnerships we've forged with our community partners and do so in a way that is respectful to them and their timelines.

We will work with Colab and look to engage diverse community groups that include

- Communities of place – a community of people who live within Te Puke
- Communities of interest – a community of people who share a common interest (e.g., sports clubs)
- Communities of identity – a community of people who share common affiliations or experiences (e.g., multicultural groups)

For in-depth stakeholder analysis see Appendix 2 – Stakeholder engagement matrix.

## **Engagement: Proposed community-led kōrero structure**

1. Introduce the project to the general community by establishing the future they want for Te Puke. We can then understand what we need to do to get there in each of the different engagement topics/ options e.g., hard infrastructure, social infrastructure, housing, recreation, growth, and town development.
2. Work with Colab to approach various community groups to workshop and lead the engagement on select topics e.g., Te Ara Kahikatea Pathway society could lead recreation topics. Note: similar to what's been done for the Tō Wāhi LTP community kōrero but differentiate by communities of interest rather than communities of place.
3. Online consultation options to be hosted by Council.
4. Include reference group of government agencies to ensure officials can also be taken on the journey.

We will ensure that community groups are supported to give feedback in way that promotes trust and shows our willingness to be flexible.

We also need to ensure that our community leaders are compensated for their time, so they are encouraged to partner with us.

### *Campaign theme and approach*

The overarching campaign/brand will remain under the *Your Place Tō wāhi* umbrella for all kōrero and engagement based, inside the Te Puke neighbourhood.

The TPSP can be framed as us taking the next step from the existing kōrero and moving into the details.

With the existing Your Place Tō Wāhi kōrero, the community led conversations and the iwi-led community engagements, this is an ideal opportunity for us to build on their discoveries about what the community want and love about their place. We can use this to create a vision and theme for this campaign, like a vision that different communities can relate to and work towards.

We will further this vision with options for the future of Te Puke developed through the engagement process.

## Engagement planning and phases

See also Appendix 1.

### Phase one: Information gathering

Outcome: Establish project and formalise relationships

- Planning and meeting with key stakeholder groups to loop them in on the project
- Establish reference groups
- Work with Colab to partner with community groups to facilitate community-led engagement for phases two to four.

### Phase two: Pre engagement / project introduction

Outcome: Gather information to inform options development

- Use public art to tell the story of our engagement – ask people to contribute, and further develop the story. E.g., Town vision wall put up in Jubilee Park for people to write their dreams for Te Puke on.
- 'What's on your mind ...'
- Inspiration from: <https://beforeidieproject.com/walls/> also use an online version from Bang the Table.
- Could also get people to draw what Te Puke could look like / they think or want Te Puke to look like in years to come.
- Community groups to run community-led engagement of their choice within their communities. This information to inform options development.
- Mail out, media releases and signage to let people know we're planning a new campaign for them to build on their existing kōrero to protect and grow the things they love about Te Puke, while improving it for everyone.
- Work with schools to develop their dreams for Te Puke.
- Launch webpage on Council website with information about upcoming projects.
- Liaise with reference groups and update Governance / sub committee group.
- Hui with Waitaha and Tapuika on their aspirations and how we can use this process to help achieve their outcomes.

### Phase three: Options tested through targeted engagement

Outcome: Feedback on options to inform the draft spatial plan

- Community groups to run community-led engagement of their choice within their communities, considering the options and providing feedback.
- Consider bringing community-groups together for workshop.
- School based enquiry – options analysis
- Workshop with developers / technical people / key stakeholders in housing space.
- Share options with Waitaha and Tapuika for understand how we can further their aspirations, get their feedback on any conflicts with the options.

- Meet with government reference group on the options and get their feedback.

## **Phase four: Consultation on the draft spatial plan and implementation plan**

Outcome: Feedback to influence final spatial plan and implementation plan

- Mail out to residents with link to consultation page.
- Community engagement on the draft plans, close the loop on how we've taken on feedback and incorporated it.
- Workshop with developers / technical people / key stakeholders.
- Meet with Government stakeholder reference group to discuss the draft spatial plan and draft implementation plan.
- Hui with Waitaha and Tapuika on the draft spatial plan and draft implementation plan.

## **Budget**

- Included in existing budgets.

## **Evaluation**

- Conduct a sentiment review of media coverage and social media comments
- Assess quality and quantity of feedback
- Survey community leaders who participated in the planning on their thoughts

## **Risks, issues, and mitigation**

- Submitters believe that Council has predefined outcomes and don't trust they have been listened to – *messaging to explain the process has been led by Council, but their important feedback will determine our approach.*
- Community led approach doesn't gain traction and community feel they're being misrepresented – *provide alternative ways for people to engage (online channels, libraries etc). Ensure that people feel comfortable, however they're giving feedback.*
- Communication doesn't reach our desired audience and they miss the opportunity to have their say – *use active, friendly language (no Council-speak or jargon) and spread messages via a diverse range of channels and methods to reach far and wide.*
- Communication doesn't reach all demographics of our audience and the feedback doesn't represent all of the community – *use varied tactics, channels, spokespeople, and simple language in key messaging to ensure it reaches a wide audience.*
- Communication is lacking or inaccurate causing misinformation to spread within the community – *ensure all comms are reviewed by project lead.*
- Public expectation about the outcome of the review being too high, leading to disappointment – *explain Council's role and that we will provide opportunities to engage wherever we can.*



- Community doesn't engage on the basis that they feel they have told Council their thoughts/concerns over and over – *be clear from the outset where the existing feedback is being used, and that this campaign is just to further the story and take us along the journey to the next stop.*

## **Collateral required**

- Have Your Say website banners, buttons, illustrations etc.
- Roadside signage (rural)
- Corflute signs for street light poles (CBD)
- Social posts
- Website feature tiles
- Digital advertising
- Have Your Say event voting cards, concept plan maps, signage etc.
- Videos/panoramas/drone footage of concept plan sites
- Letterbox drop / flyers
- Incentives/ freebie/ gift in exchange for feedback

## **Communications channels**

- Council website project pages, consultations, and news
- Email newsletter / Your Place and Council
- Trusted spokespeople – community leaders
- Antenno
- Digital advertising – NZME, Sun Media, Google, social media, Spotify, YouTube
- Community and Council Facebook pages
- Direct comms – letters/ mail out to residents, hui through established relationships etc
- Events and physical signage

## Appendix 1 – Engagement planning phases

- Tangata whenua to choose how and on what they wish to interact and what information around aspirations they wish to share with us for this process.
- A Government stakeholder reference group should be established to ensure our plans meet their requirements at all stages.
- Community-led consultation methods need to first be agreed on so these can be appropriately factored in.

### Phase one – Information gathering

Technical precursors	Engagement activity	Target audience	Outcomes
Community led workshops	Strategy and Policy Committee agenda item to create the Te Puke Spatial Plan Subcommittee.  Agenda items for Te Ihu O Te Waka o Te Arawa Forum and Te Puke Community Board regarding the subcommittee purpose and membership.		Establish Te Puke Spatial Plan subcommittee
	Meet with and establish a 'Government Stakeholders Reference Group'	KO, Mhud, Health, Police, MoE, BOPRC, MfE	Establish Government Stakeholders Reference group
	Service contract established with Colab for community-led consultation approach.	Colab	To support planning for phase two, issues and risks analysed
Outcomes of planning undertaken to date by Waitaha and Tapuika	Meeting with representatives from tangata whenua	Tangata whenua	1. Understand how tangata whenua want to be involved  2. How we can support them with village planning?

Technical precursors	Engagement activity	Target audience	Outcomes
			3. Begin kōrero on their aspirations and what/ if / how Council can assist through our planning processes
Completion of phase 1	Combine initial feedback from key stakeholders with the existing feedback from earlier consultation projects.	Project team Governance / Subcommittee	Utilise information for Phase two.

### Phase two Pre-engagement/project introduction

Technical precursors	Engagement activity	Target	Outcomes
Baseline report complete To Wahi feedback	Media release Mail out launching project inviting everyone to checkout the reports key info Public art and digital pin up boards for what we want for Te Puke Community-led engagement (Colab)	Residents	Inform residents and community of project scope and timeframes Set clear expectations of project, including state approvals process Educate the community on key concepts related to the

	Schools briefed and begin school engagement assessing what tamariki and rangatahi want for their town		project
	Work with Tangata whenua to see how this planning process could help to realise their aspirations	Tangata whenua	Identification of aspirations
New feedback summarised	Consult Government stakeholders' group to identify solutions to any issues raised in engagement	Government stakeholders reference group	Identification of any further planning / technical issues or solutions
	Meet with subcommittee and project governance to discuss feedback and guide development of options	Subcommittee Project governance	Guidance for development of options

### Phase three - Options tested through targeted engagement

Technical precursors	Engagement activity	Target	Outcomes
Preferred options developed	Mail out to residents Proceed with targeted engagement School based enquiry – options analysis Workshop with developers / technical people / key stakeholders in housing space	Residents Developers / key stakeholder	Feedback on preferred options, issues, concerns, and barriers
Options for realising Tangata whenua	Further hui to further the kōrero on what aspirations have been shared and how Council	Tangata whenua	

aspirations developed	may be able to enable them		
Resident/ community and stakeholder engagement	Discuss themes from the resident/ community and stakeholder engagement feedback	Government stakeholder reference group	Refined options for draft spatial plan  Identify further issues, concerns, and barriers
Government stakeholder reference group meeting	Workshop with subcommittee	Subcommittee	Refined options for draft spatial plan

#### Phase four - Consultation on the draft spatial plan and implementation plan

Technical precursors	Engagement activity	Target	Outcomes
Confirmation of preferred options	Mail out to residents  Consultation on the draft spatial plan and implementation plan  Workshop with developers / technical people / key stakeholders  Tangata whenua hui	Residents  Industry professionals  Tangata whenua	Gauge support for the draft plan and identify modifications to be made plan
Summary of feedback	Subcommittee meeting to hear and deliberate on feedback	Subcommittee	Amendments to draft spatial plan and draft implementation plan.

Technical precursors	Engagement activity	Target	Outcomes
			Endorsement of final spatial plan and implementation plan to Strategy and Policy Committee.

### Adoption of the spatial plan and implementation plan

Technical precursors	Engagement activity	Target	Outcomes
Final spatial plan and implementation plan	<p>Strategy and Policy Committee to adopt final spatial plan and implementation plan</p> <p>Close the loop to confirm we've taken on the feedback we heard and incorporated it</p>	<p>Strategy and Policy Committee</p> <p>Residents, community groups, stakeholders</p> <p>Tangata whenua</p>	<p>Adoption of plan</p> <p>Work with tangata whenua and other stakeholders on the actions in the implementation plan.</p> <p>Ensure inclusion of relevant projects and budgets in the Long-term Plan.</p>

## Appendix 2 – Stakeholder engagement matrix

Stakeholder group	Role/ connection and expectation	Benefits of involvement	Level of interest	Level of influence within IAP2 Spectrum <sup>3</sup>	Level of impact	Comms channels
<b>Residents of Te Puke</b>	<p>Any changes as a result of this work will affect how the community lives and neighbourhoods (especially ratepayers who reside in the district).</p> <p>They expect</p> <ul style="list-style-type: none"> <li>- To be involved in providing input on relevant topics.</li> <li>- To be kept informed on for each topic.</li> <li>- that their feedback means something and leads to actual change</li> </ul>	<p>The community's involvement is important for setting the priorities and guiding Council planners on where their values lie.</p>	<p>Varies from significant to minimal.</p>	<p>Consult. Council needs community feedback and ideas, and will ensure they are kept informed, listened to and that concerns, and aspirations are acknowledged. We will 'close the loop' and let submitters know how they have influenced the process.</p>	<p>Significant impact- changes made as a result of this project will affect every day lives and neighbourhoods of the community.</p>	<p>High reach methods – social media Mail out Public signage etc.</p>

<sup>3</sup> Inform, consult, involve, collaborate, empower.

<b>Stakeholder group</b>	<b>Role/ connection and expectation</b>	<b>Benefits of involvement</b>	<b>Level of interest</b>	<b>Level of influence within IAP2 Spectrum<sup>3</sup></b>	<b>Level of impact</b>	<b>Comms channels</b>
<b>Growth related companies. Relevant companies, developers, professionals, consultants, businesses, and organisations</b>	<p>The outcomes of this work will have a large impact on the businesses of these stakeholders, and Council's work in partnership with them. They expect</p> <ul style="list-style-type: none"> <li>- To be highly involved in providing detailed input on relevant topics.</li> <li>- To be kept informed on for each topic.</li> </ul>	<p>This group add a technical lens to the issues, allowing Council to understand what will and won't be acceptable from a business POV.</p> <p>Their feedback is critical in ensuring changes are workable.</p>	Significantly interested.	<p>Involve. Council will need to undertake specific and targeted approach to ensuring we work with industry and incorporate their feedback.</p>	<p>Significant impact - changes made as a result of this project will affect the businesses operated by this group, and whether or not the solutions put forward are successful.</p>	<p>Targeted specific comms, workshops, personal relationships.</p>
<b>Community Boards, elected members, and staff</b>	<p>As community representatives, and decision makers our elected members and staff have a detailed understanding of process.</p> <p>They expect</p> <ul style="list-style-type: none"> <li>- To be informed of</li> </ul>	<p>It is vital to have these stakeholders on board as they are the voice of the community.</p> <p>Decision making will be</p>	Significantly interested.	<p>Involve. Elected members and staff are part of the formal process and need to be involved.</p>	<p>Significant impact. This work will have an effect on the wider Council brand and reputation, including that of its members and staff.</p>	<p>Emails, media releases, formal meetings, events.</p>



Stakeholder group	Role/ connection and expectation	Benefits of involvement	Level of interest	Level of influence within IAP2 Spectrum <sup>3</sup>	Level of impact	Comms channels
	<p>progress.</p> <ul style="list-style-type: none"> <li>- To formally participate in discussion.</li> <li>- To be kept informed.</li> </ul> <p>They will be on the governance group.</p>	<p>fraught with issues without support from this group.</p>				
<b>Community groups</b>	<p>There will be some community groups with a strong connection to the land, but no legal role in guarding it (e.g., volunteers).</p> <p>These groups will expect to</p> <ul style="list-style-type: none"> <li>-To be invited to provide feedback.</li> <li>-Have a strong operational focus.</li> </ul>	<p>The benefits of involving this group are that they can be powerful lobbyists within their communities. They can help to provide clarification on issues.</p>	<p>Significant to moderate level of interest.</p>	<p>Consult. Council needs feedback from these groups.</p>	<p>Moderate impact depending on topic.</p>	<p>Workshops, community drop-in sessions, digital platforms including email, social media, and Have Your Say events.</p>
<b>Media</b>	<p>While media are not consulted, they have an</p>	<p>This group is a great way</p>	<p>Moderate level of interest – but</p>	<p>Inform. Media are a third party</p>	<p>Low impact.</p>	<p>Media releases, email, social</p>

Stakeholder group	Role/ connection and expectation	Benefits of involvement	Level of interest	Level of influence within IAP2 Spectrum <sup>3</sup>	Level of impact	Comms channels
	<p>influential role in communicating issues.</p> <p>Media will expect to be</p> <ul style="list-style-type: none"> <li>- Kept informed of changes at a high level.</li> <li>- Made aware of important decision-making milestones.</li> <li>- Have access to people and information as needed.</li> </ul>	<p>to share information, but it needs to be managed through the comms team.</p>	<p>changes to significant as changes arise.</p>	<p>to this process but hold a great deal of influence.</p>		<p>media, Council meetings.</p> <p>Put forward people (staff and community leaders) to be interviewed / discuss the option of running a weekly/monthly feature on 'Planning for Te Puke's future' or some other name where a different element or topic could be unpacked and explained?</p>
<b>Western Bay staff</b>	<p>Other groups within Council will expect to be kept informed at a high level, for their own planning and communication purposes.</p>	<p>Keeping these interest groups informed will ensure that we can stay abreast with</p>	<p>Moderate level of interest – but changes to significant as changes arise.</p>	<p>Consult / collaborate</p>	<p>High impact.</p>	<p>Direct comms, section on WestWorld</p>

Stakeholder group	Role/ connection and expectation	Benefits of involvement	Level of interest	Level of influence within IAP2 Spectrum <sup>3</sup>	Level of impact	Comms channels
		their plans.				
<b>Kainga Ora</b>	Critical for the planning of future housing	Can align planning processes	Moderate.	Collaborate / partner	High impact.	Direct comms creates new/ leverage existing relationships.
<b>MfE</b>	Critical for the planning of future housing needs	Understand trends from around NZ to incorporate / respond to locally.	Moderate level of interest – but may changes to significant as changes arise.	Consult / collaborate	High impact.	Direct comms creates new / leverage existing relationships.
<b>Health</b>	Responsible for coordinating health resources and nationally and responding to large public health issues.	Align planning and outcomes, leverage from their expertise and knowledge of related trends, ensure plans meet national best practice for	Moderate level of interest – but changes to significant as changes arise.	Consult / collaborate	High impact.	Direct comms creates new / leverage existing relationships.

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		this sector.				
<b>Ministry of Education</b>	Play a direct role in planning for the future infrastructure needed to support schools in growing communities.	Align planning and outcomes, leverage from their expertise and knowledge of related trends, ensure plans meet national best practice for this sector. Share our feedback and findings for their purposes.	Moderate level of interest – but changes to significant as changes arise.	Consult / collaborate	High impact.	Direct comms creates new / leverage existing relationships.
<b>BOPRC/ other local Councils</b>	These groups are instigating change and running similar processes. They will expect to be kept informed at a high level.	Keeping these groups informed will ensure that we can stay abreast with their plans / NPS directives	Moderate level of interest – but changes to significant as changes arise.	Consult / collaborate	High impact.	Direct comms creates new / leverage existing relationships. Section on WestWorld
<b>Te Puke COLAB group</b>	Umbrella group for several social sector	This group have been	High – their work is affected by	Empower / collaborate – we'll potentially look	High impact.	Direct comms through

Stakeholder group	Role/ connection and expectation	Benefits of involvement	Level of interest	Level of influence within IAP2 Spectrum <sup>3</sup>	Level of impact	Comms channels
	community groups	<p>pivotal is the rollout of services beyond Council's means. They are well connected to the community and other community groups.</p> <p>Their insights will inform better solutions and their involvement will add credence to campaign. Any community-led approach should look to</p>	<p>the decisions that will come out of the TPSP.</p> <p>Their Focus for 2023</p> <ul style="list-style-type: none"> <li>• Youth Engagement &amp; Development</li> <li>• Housing</li> <li>• Community Connection and Cohesion</li> <li>• Responding to local needs, trends, and opportunities (new initiatives)</li> <li>• Building Resilience and Capability</li> <li>• Establishing a formal, legal structure</li> </ul>	to work with COLAB to deliver the community engagement if appropriate.		existing relationships.

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		this group for input and potential partnering.				
<b>Housing Network</b>	Network for several housing sector groups Holder of Te Puke Housing Systems Plan.	Invaluable perspective for insight along the housing continuum.	High for specific issues	Involve	High	Direct comms – existing relationships
<b>EPIC Te Puke</b>	Promotional role within community about services and promoting Te Puke as a place to live and work	Well connected to local businesses, established platform	Medium – high	Involve / collaborate	Medium – role is more promotional	Direct comms – existing relationships
<b>Te Puke Economic Development Group</b>	Promote and advocate for Te Puke externally as a growing town for industry and jobs	Strong advocates for the business community	High	Empower / collaborate	High	Direct comms – existing relationships
<b>Public safety</b> <b>Te Puke Police,</b> <b>St John,</b> <b>Te Puke Community Patrols</b>	Promote, care for and be an advocate for the safety of people in Te Puke	Valuable insights as have finger on the pulse regarding local safety issues. Can	Medium	Involve / collaborate	High	Direct comms – existing relationships

Stakeholder group	Role/ connection and expectation	Benefits of involvement	Level of interest	Level of influence within IAP2 Spectrum <sup>3</sup>	Level of impact	Comms channels
		apply a public safety lens on issues, and have experience working with all parts of the community				
<b>General community groups</b>  <b>Te Puke Kiwi Coast Lions Club / Pink Ladies, Te Puke Toy Library, RSA</b>	Supporters and advocates for various parts of the community.	As providers of community services/ support these groups have wide networks and strong social capital within the community.	Medium	Consult / involve	Medium/ low	Direct comms – existing relationships
<b>Environmental groups</b>  <b>Environment Te Puke, Forest and Bird Te Puke</b>	Groups that advocate for conservation and eco-friendly practices. Active volunteer networks at various levels – on ground works, and advocacy.	Highly passionate about environment, great source of local knowledge.	Medium/ high	Involve/collaborate	Medium/ high	Direct comms – existing relationships

<b>Stakeholder group</b>	<b>Role/ connection and expectation</b>	<b>Benefits of involvement</b>	<b>Level of interest</b>	<b>Level of influence within IAP2 Spectrum<sup>3</sup></b>	<b>Level of impact</b>	<b>Comms channels</b>
<b>Branch</b>						
<b>Cultural groups</b>  <b>Chinese Friendship Society</b> <b>Nepalese Association BOP</b> <b>Te Puke Indian Women's Social Group</b> <b>Te Puke Sikh Temple and BOP Sikh Society NZ Trust</b> <b>Tuvaluan Community groups</b>	Communities of identity – groups that bring together and support ethnic minorities through connection and support networks. Advocates for their groups and sharing knowledge culture where appropriate.	Important communities to reach out to as they're under represented and face different challenges, including English not being their first language. Support groups can help to facilitate meaningful engagement.	Medium/ high	Collaborate / empower	Medium/ high	Direct comms – existing relationships
<b>Health groups</b>  <b>Nga Kakano Foundation</b>	Health providers / connectors across multiple platforms/ services.	Unique perspective on issues that can affect	Low/ medium	Consult / involve / collaborate	Medium/ high	Direct comms – existing relationships



<b>Stakeholder group</b>	<b>Role/ connection and expectation</b>	<b>Benefits of involvement</b>	<b>Level of interest</b>	<b>Level of influence within IAP2 Spectrum<sup>3</sup></b>	<b>Level of impact</b>	<b>Comms channels</b>
<b>Poutiri Charitable Trust</b> <b>Poutiri Charitable Trust</b> <b>Te Puke Plunket Waitaha Health Clinic</b>		wellbeing for the community at large, as well as identifying pinch point.				
<b>Schools</b> <b>Te Kura Kaupapa Māori o Te Matai</b> <b>Te Puke High School</b> <b>Te Puke Intermediate School</b> <b>Te Puke Primary School</b>	Educators and young people of Te Puke, who will be affected by change now and in the future for a long time to come. Important to seek the views of young people about the future they will inherit.	Youth perspective is extremely valuable for planning the project and as an opportunity to foster early engagement in civic processes.	Medium	Collaborate/empower.	High	Direct comms – existing relationships with teaching staff
<b>Sports clubs / recreation groups</b>	Community touch points for people with an interest in recreation	Highly connected with the	Overall – low High – for recreational	Collaborate for relevant topics	Medium/ high	Direct comms on suitable topics

Stakeholder group	Role/ connection and expectation	Benefits of involvement	Level of interest	Level of influence within IAP2 Spectrum <sup>3</sup>	Level of impact	Comms channels
	- of all ages.	community.	topics, suggesting a customised comms approach would be needed			

**Sports clubs/recreation groups includes the following:**

Golf Te Puke  
 Menzshed Te Puke  
 Te Puke Athletics  
 Te Puke Badminton Club  
 Te Puke Bowling Club  
 Te Puke Boxing Club  
 Te Puke Cricket Club  
 Te Puke Full Bore Rifle Club  
 Te Puke Gymsport  
 Te Puke Netball  
 Te Puke Pony Club

Te Puke Small Bore Rifle Club  
 Te Puke Sports and Recreation Club  
 Te Puke Squash Club  
 Te Puke Swimming Club  
 Te Puke Taoist Tai Chi Society  
 Te Puke Tennis Club  
 Te Puke Tigers Rugby League Club  
 Te Puke United FC  
 Te Puke United Football Club  
 Te Puke United Junior Football Club  
 Te Puke Women on Wheels