

153 Bonair Cres communications plan

Situation

Our initial proposal to build 37 public homes at 153 Bonair Crescent, Millwater has attracted concern and significant opposition. Residents against the development have expressed disappointment at our lack of engagement. In order to move the conversation from resistance and ill feeling to an acceptance of some form of housing development, we need to get the community to engage meaningfully with us. We must start our engagement from the beginning in order to make a decision about how to progress the site. This plan seeks to outline how communications will support the engagement teams to enable Kāinga Ora to start over with the community, gain trust and get the feedback we need to make a decision about how to proceed with the site.

Assumptions

This plan assumes that, in engaging with the community, we are genuinely taking any fixed proposal off the table and seeking open-ended community engagement and input before deciding on a design proposal.

It also assumes the board and shareholding ministers will endorse our approach following community engagement.

Communications objectives

- To regain trust within the community, demonstrating humility for our mistakes in the engagement process
- Maintaining trust by ensuring that our communications and engagement is aligned
- The community feels confident that we are intending to engage sincerely and we have a clean slate
- Ensure we pursue every opportunity to describe the *positive* outcomes that public housing can bring (quality, attractive housing, community minded customers), whilst hearing any opposing views from residents
- We demonstrate that there is a diversity of views about public housing within the community

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Audience

- The Bonair Action Group
- The wider Millwater Community
- Communities which may be impacted by Kāinga Ora development in future
- Kāinga Ora customers

Communications Approach/Strategy

Contrition and commitment – we will apologise and ask the community to start over with us.

Kāinga Ora will acknowledge residents’ concerns – and our own procedural shortcomings – with compassion.

We will emphasise that we are now genuinely here to listen.

We will forge good relationships with local media outlets, and proactively communicate with them, to reduce mediation by community members opposed to the development.

We will work closely with the Place-Based and GRU team to ensure all communication to the Bonair community – including via media and representations from elected members – has consistent, appropriate and accurate content and tone.

Messages/core narrative

- We made a mistake not engaging earlier and we are sorry for this.
- We have heard the concern from residents and have delayed all activity on site to enable deeper community engagement.
- We have not yet made a decision about this site, however if we were to opt for public housing we have confidence that the majority of our customers are positive members of their communities.

Tactics and Timing

Announcement of decision to postpone works and genuinely engage	Media release to local outlets noting suspension of decision to enable community engagement (See draft in this document).
Meeting with local community at electoral office in Orewa June 24	First in-person engagement begins with this meeting
Identifying and amplifying alternative views to public housing within Millwater	Interviews with locals in support of public housing
OIAs due back to requesters (c. 13 – 20 June)	Where appropriate, additional information and context provided in responses; all responses published on Kāinga Ora website. Communications to review all responses for 'no surprises' approach.
Formal start of community engagement (tbc – June)	Create collateral (ideally including video) showing selected North and West Auckland customers who are achieving success and giving back to their communities, as well as detail on the look and upkeep of homes. Social pinpoint
Select Committee requests written submission (tbc)	Communications to input into and review written submission for clarity, message consistency and tone.
During engagement	Proactive updates to local media, detailing the work we are doing engaging in the community, sharing any collateral with media.
	Ensure we communicate all engagement activities and the themes to come out of them.
Select Committee requests in-person submission (tbc)	Help spokesperson prepare with written remarks and Q&A.

Measurement of success

We will measure our success in both quantitative and qualitative ways.

Qualitatively, it will be about the extent to which the conversation has changed and residents/community discussion has moved to the specifics of the development as opposed to a highly oppositional stance.

Similarly, success can be measured by the expression of the diversity of views from within the community, indicating we have been successful in reaching a broader group.

Quantitatively, success will be directly measurable in the numbers of people who make proposals as to how the site should be used.

Draft media statement

Attribute to Taina Jones, Regional Director North and West

Kāinga Ora – Homes and Communities is suspending its plans for land on Bonair Cres, Millwater, and will begin community engagement immediately.

Kāinga Ora had planned 37 homes and a community room, all to be used for permanent public housing, however Taina Jones, Kāinga Ora Regional Director, North and West Auckland, acknowledges many residents have felt taken by surprise over our plans for the site.

“We realise we should have approached locals earlier to get their views. We are starting over – we have suspended any decision regarding development so we can genuinely listen to the community and understand their aspirations for the area.”

Kāinga Ora acknowledges some residents are opposed to our initial plan to build 37 public homes on Bonair Cres.

“We recognise that there are some strong views against us building public housing in this area, but in our experience, Kāinga Ora customers are generally positive members of their communities. There are also many people who we have not yet heard from, and we want to understand their thoughts about a potential development.”

Kāinga Ora will continue to keep residents informed throughout the engagement process, and we will ensure there will be plenty of opportunities for us to hear from everyone.

Draft letter from Taina Jones to residents

Dear Resident,

Many of you have expressed feeling taken by surprise over our plans for 153 Bonair Crescent and upset that we didn't get in touch sooner. I agree that we should have talked with you much earlier than we did, and I am sorry for this.

We want to start over and engage properly with your community. We have suspended any decision about how we progress the site so we can genuinely listen and understand your aspirations for the area.

In our experience, most Kāinga Ora customers are positive members of their communities, but we acknowledge some residents are opposed to public housing. There are also many people we have not yet heard from, and we want to understand their views.

Kāinga Ora will continue to keep residents informed throughout the engagement process, and we will ensure there will be plenty of opportunities for us to hear from everyone concerned.

Ngā mihi

Taina Jones

Regional Director North and West

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