

Communications Plan for Vegetation Restoration Ōtāhuhu / Mt Richmond

July 2019

This document is intended as a guide to communication and engagement opportunities and will be updated to reflect requirements.

Background

Native vegetation is one of the natural features of Ngā Tūpuna Maunga o Tāmaki Makaurau that has diminished over many decades, replaced by an increasing number of exotic (non-native) specimens.

Replanting and restoring traditional indigenous mana whenua flora and fauna on the maunga is a long-term goal.

The Tūpuna Maunga Authority is undertaking vegetation removal on Ōtāhuhu / Mt Richmond to facilitate the restoration of the natural, spiritual and indigenous landscape of the maunga and to help restore and enhance of the wairua (spirit) and mauri (energy, or life force) of the maunga.

Removing the exotic vegetation restores views to and from the tihi, and increases the prominence of the maunga in the landscape.

Health and safety may also be a driver where trees are identified for removal because they pose a risk to people or property.

This initiative gives effect to the vegetation management direction in the Tūpuna Maunga Integrated Management Plan (IMP) and is the first significant step in proactive vegetation control and restoration since the return of Ngā Tūpuna Maunga o Tāmaki Makaurau (Auckland's ancestral mountains) to 13 iwi and hapū of Auckland in 2014.

Ngā Tūpuna Maunga o Tāmaki Makaurau are among the most significant cultural, historical and geological (volcanic) landscapes in the region and are iconic taonga.

In summary the vegetation control on Ōtāhuhu / Mt Richmond includes:

- The removal of approximately 422 exotic trees from the maunga
- Restoration planting with indigenous species.

Tūpuna Maunga Integrated Management Plan (IMP)

The direction for vegetation management is explained in the Tūpuna Maunga IMP as follows:

Page 58: Pathways; Tread Gently

Preserve and enhance the authenticity and visual integrity of the Tūpuna Maunga so that they are markers in the landscape, and their cultural and natural features are visually apparent.

Page 87: Tūpuna Maunga Biodiversity Strategy.

The Biodiversity Strategy must, as a minimum, address:

- Replanting and restoring the indigenous biodiversity of the Tūpuna Maunga, connections between the Tūpuna Maunga and the wider volcanic landscape;
- Replanting and restoring traditional indigenous mana whenua flora and fauna;
- A planting regime with plant choice based on use of appropriate and representative species;
- Explore native grassland establishment where appropriate.

Page 90-91: Individual Tūpuna Maunga Plans.

The Tūpuna Maunga Plans must, as a minimum, address:

- Manage vegetation to protect cultural features and visitor safety;
- Areas of planting to be appropriately located to complement the landform and to reduce visual distractions;
- Identification and protection of the archaeological and geological values, and where appropriate, enhancement of the landform;
- Native planting and ecological restoration and enhancement;
- Proactively manage plant pests and inappropriate exotic vegetation.

Auckland Unitary Plan – Operative in Part
Relevant objectives, policies and assessment criteria

Regional Policy Statement (Chapter B)

B4 Te tiaki taonga tuku iho - Natural heritage

B4.2.1. Objectives

- (1) Outstanding natural features and landscapes are identified and protected from inappropriate subdivision, use and development.
- (2) The ancestral relationships of Mana Whenua and their culture and traditions with the landscapes and natural features of Auckland are recognised and provided for.
- (3) The visual and physical integrity and the historic, archaeological and cultural values of Auckland's volcanic features that are of local, regional, national and/or international significance are protected and, where practicable, enhanced.

B4.2.2. Policies

Identify, evaluate and protect outstanding natural features

- (6) Protect the physical and visual integrity of Auckland’s outstanding natural features from inappropriate subdivision, use and development.
- (7) Protect the historic, archaeological and cultural integrity of regionally significant volcanic features and their surrounds.

Management of outstanding natural landscapes and outstanding natural features

- (8) Manage outstanding natural landscapes and outstanding natural features in an integrated manner to protect and, where practicable and appropriate, enhance their values.

Communications objectives

1. Inform all audiences about the vegetation control vision in the IMP and the benefits for the Tūpuna Maunga
2. Provide accurate information about the scope of works
3. Confirm and assure alignment and adherence to necessary legislation
4. Correct misunderstandings and misconceptions relating to the vegetation control programme

Audiences

- Mana Whenua
- Lessee – Northern Sports Car Club
- Lessee - Ōtāhuhu Rovers Rugby Football Club
- BWH Holdings Ltd (easement)
- Residents and businesses neighboring Ōtāhuhu / Mt Richmond
- General public
- Auckland Council (Media team and Environmental Services team)
- Councillors
- Maungakiekie-Tāmaki Local Board
- Māngere-Ōtāhuhu Local Board
- Department of Conservation
- Media

Key Messages

Refer to the attached Key Messages document.

Spokespeople

Paul Majurey, Kaihautū / Chair

- Announcement and governance enquiries

Nick Turoa, Kaiwhakahaere Tūpuna Maunga / Tūpuna Maunga Operations Manager

- Operational delivery enquiries

Communications Channels

Communications will be delivered through the following channels.

Delivery dates will be added once a project start date and timeline is confirmed.

Channel Mix				
Channel	Content	Timeframe (estimate)	Actioned	Responsible
TC Notice to Mana Whenua	<ul style="list-style-type: none"> • Project scope • Removal methodologies • Vegetation assessment details • Species list • Aerial photo showing species for removal and methodology • Request for feedback 	August 2018	13 August 2018	Nick Turoa
Memo to TMA Resource Consent Rōpū members	<ul style="list-style-type: none"> • Notification that Consent has been lodged. • Attach TC Notice • Attach Comms Plan • Date of works • Direct all media enquiries to Mike George • Direct all public enquiries to TMA email address 	TBC	TBC	Nick Turoa
Update to TMA pages on Council website	<ul style="list-style-type: none"> • Key messages: <ul style="list-style-type: none"> - Background context - IMP vision - Future state (native revegetation) • Dates • Methodologies • Indication of other maunga to follow • Maunga.nz URL for info 	TBC One week out from work commencing	TBC	Mike George

Update iKnow (Council Call Centre tool)	<ul style="list-style-type: none"> • Heading and single paragraph summary • Link to TMA page on Council website • TMA staff contact details 	TBC One week out from work commencing	TBC	Mike George
Signage on-site	<ul style="list-style-type: none"> • Project overview • Dates • Methodologies • Why the work is being done (key messages) • Maunga.nz URL for info • TMA email address for questions 	TBC One week out from work commencing	TBC	Mike George David Bhana
Letter drop to neighbor businesses and residents	<ul style="list-style-type: none"> • Key messages: <ul style="list-style-type: none"> - Background context - IMP vision - Future state (native revegetation) • Dates • Methodologies • Maunga.nz URL for info • TMA email address for questions 	TBC One week out from work commencing	TBC	Mike George
Proactive Media Release	<ul style="list-style-type: none"> • Key messages: <ul style="list-style-type: none"> - Background context - IMP vision - Future state (native revegetation) • Dates • Methodologies • Indication of other maunga to follow • Maunga.nz URL for info 	TBC One week out from work commencing	TBC	Mike George
OurAuckland online article	<ul style="list-style-type: none"> • As per media release 	TBC One week out from work commencing	TBC	Mike George
Local Board Facebook Page	<ul style="list-style-type: none"> • As per media release and OurAuckland article • Link to TMA page on the Council website 	TBC One week out from work commencing	TBC	Mike George

Reactive Media Responses	<ul style="list-style-type: none"> • Respond to media enquiries as they come in (adhere to approved key messages) • Only spokespeople are the Chair and the Tūpuna Maunga Operations Manager 	Ongoing	Ongoing	Mike George
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Media Strategy

All media enquiries should be directed to Mike George, Kaiwhakahaere Whakapā Hononga / Manager Communications and Partnerships, in the first instance.

All media statements will be written in alignment with approved key messages and in collaboration with TMA staff and the Chair.

Auckland Council Media Team will direct all related media enquiries to Mike George.

Lead TMA Staff

David Bhana	Field Officer
Nick Turoa	Kaiwhakahaere Tūpuna Maunga / Tūpuna Maunga Operations Manager
Mike George	Kaiwhakahaere Whakapā Hononga / Manager Communications and Partnerships

DRAFT Key Messages

Vegetation Restoration

Ōtāhuhu / Mt Richmond

1. The Tūpuna Maunga Authority is undertaking vegetation removal on Ōtāhuhu / Mt Richmond to facilitate the restoration of the natural, spiritual and indigenous landscape of the maunga and to help restore and enhance the wairua (spirit) and mauri (energy, or life force) of the maunga.
2. Native vegetation is one of the natural features of Ngā Tūpuna Maunga o Tāmaki Makaurau that has diminished over many decades, replaced by an increasing number of exotic (non-native) specimens. Replanting and restoring traditional indigenous mana whenua flora and fauna on the maunga is a long term goal.
3. A key driver for the vegetation removal project is to preserve and enhance the authenticity and visual integrity of the maunga so that they are markers in the landscape, and their cultural and natural features are visually apparent (*extract from Tūpuna Maunga Integrated Management Plan*).
4. Health and safety is also a driver where trees pose a risk to people or property.
5. The tree removal is in accordance with the Tūpuna Maunga Integrated Management Plan (which underwent public consultation March-April 2016) and the Tūpuna Maunga Authority Draft Operational Plan.
6. The Tūpuna Maunga Integrated Management Plan confirms direction for vegetation management on the Maunga including the proactive management of exotic species and the restoration of traditional indigenous mana whenua flora and fauna. (*Refer to all relevant IMP notations as appropriate. See Communications Plan*).
7. Tree removal at Ōtāhuhu / Mt Richmond will take a staged approach. Staging will depend on factors such as methodologies and optimal seasons, costings, capacity of contractors, ground conditions and staging of other projects on the maunga.
8. Dates of the vegetation removal operation will be confirmed when resource consent has been granted. [TBC: The duration of works is approximately < Insert Timeframe >. All work will be undertaken between the hours of 7:30 am and 6:00 pm, Monday to Saturday. No work will occur on any Sunday or public holiday. For safety reasons the maunga will be closed to the public during < Insert Timeframe >.]
9. The vegetation control programme at Ōtāhuhu / Mt Richmond includes the removal of approximately < Number TBC > exotic trees from the maunga and restoration planting with indigenous species to help protect sensitive features on the tihi (summit).

10. Tree removal does not include any trees listed as “Notable Trees” within the Auckland Unitary Plan – Operative in Part.
11. The tree removal does not include any native vegetation. The species being removed are:

TBC
TBC
TBC
TBC
TBC
TBC

12. Weed species, as described by the Regional Pest Management Strategy (RPMS), will be removed.
13. A thorough vegetation assessment covers the identified tree species, location in relation to the tihi (summit), age, height, location in view shaft, overall health, position in relation to tracks, car parks, buildings and other places people are likely to be, the consequence of failure (likelihood of damage to people or property if the tree or part of the tree falls), and the proximity of visible archaeological features. An archaeological assessment will also be completed.
14. As the maunga is a heritage site, all vegetation removal will adhere to strict protocols that will ensure the ground is not disturbed. Trees will be removed at or above ground level. Where felling is necessary it will be by sectioning the tree and lowering or lifting the sections.
15. A range of methods will be used to remove the vegetation. Smaller trees will be removed manually. Larger trees may be removed by crane, cherry picker or helicopter if necessary. All of the removed vegetation will be fully processed on-site.
16. Where possible, suitable timber from the felled trees will be retained for re-use.
17. Some native planting will be included as part of this vegetation control exercise. The aim of vegetation restoration is to restore cultural ecosystems where known, and native ecosystems and habitat values where possible. Steps will also be taken to prevent regeneration of exotic weed species.
18. Resource consent is required as a Discretionary Activity under the Auckland Unitary Plan – Operative in Part. Consent has been lodged with Auckland Council.