

Communications Plan for Vegetation Restoration Pukewīwī / Puketāpapa / Mt Roskill

October 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 Pukewīwī / Puketāpapa / Mt Roskill 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 Pukewīwī / Puketāpapa / Mt Roskill includes:

- The removal of approximately < Number TBC > 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
- Watercare
- Housing New Zealand
- Residents neighboring Pukewīwī / Puketāpapa / Mt Roskill
- General public
- Auckland Council (Media team and Environmental Services team)
- Councillors
- Puketāpapa Local Board
- 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	TBC	TBC	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 	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 	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 	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, including any helicopter noise impacts • Maunga.nz URL for info • TMA email address for questions 	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) 	One week out from work commencing	TBC	Mike George

	<ul style="list-style-type: none"> • Dates • Methodologies • Indication of other maunga to follow • Maunga.nz URL for info 			
OurAuckland online article	<ul style="list-style-type: none"> • As per media release 	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 	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

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