



Ngātiwai Communications Strategy 2016

ngatiwai.iwi.nz



Kia Tūpato!
Ka tangi a Tūkaitiāia kei
te moana, Ko Ngātiwai
kei te moana e haere ana;

Ka tangi a Tūkaitiāia
Kei tuawhenua, ko Ngātiwai kei
tuawhenua e haere ana

Beware!
When Tūkaitiāia calls at sea,
Ngātiwai are at sea;

When Tūkaitiāia calls
inland, Ngātiwai are inland



Communications Objectives

The aim of this strategy is to achieve the communications goal “To communicate effectively with all our people”, as outlined in our Strategic Plan 2015-2030.

Objectives

1	Increase engagement, awareness and knowledge of issues relevant to Ngātiwai including but not limited to Treaty Settlement processes
2	Meet and address the communications needs of internal and external audiences
3	Raise the profile of Ngātiwai as an iwi to external audiences outside the rohe

DID YOU KNOW...

Nearly a quarter of Ngātiwai is able to hold a conversation about everyday things in te reo Māori **compared to 18%** for Māori in New Zealand!

Ngātiwai reo is above the norm!

* Source: Statistics New Zealand 2013 Census



Audience

The following are the audiences for Ngātiwai Trust Board communications activities:

Primary Audience

1. All Ngātiwai
2. Ngātiwai Trust Board trustees
3. Ngātiwai Trust Board kaimahi

Secondary Audience

4. Other iwi and hapū
5. Media
6. Central, regional and local government
7. Government agencies
8. Office of Treaty Settlements
9. Crown Forestry Rental Trust
10. General public

DID YOU KNOW...

**Ngātiwai is getting
more internet saavy?**

* Source: Statistics New Zealand 2013 Census

Total Ngātiwai living in a household with internet access

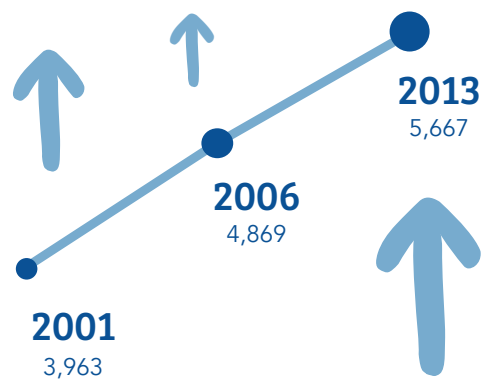
2006
51.9%

2013
70.2%

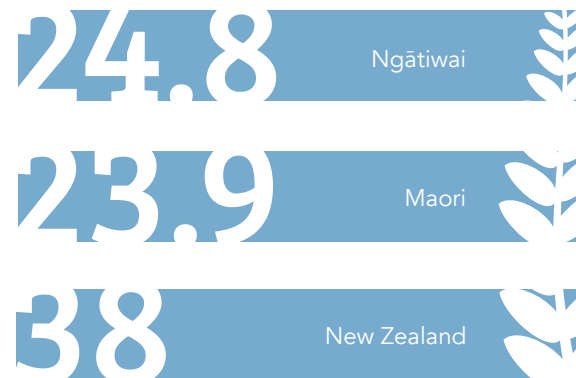


Ngātiwai Statistics

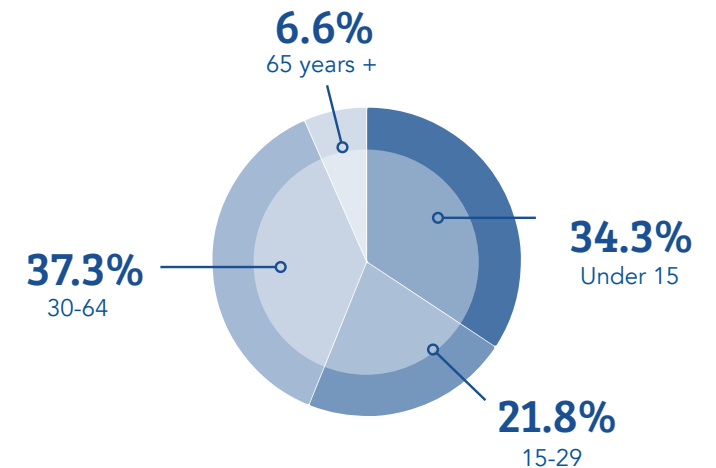
NGĀTIWAI IS GROWING



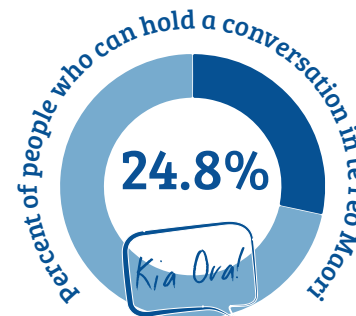
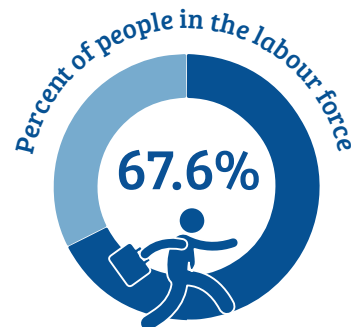
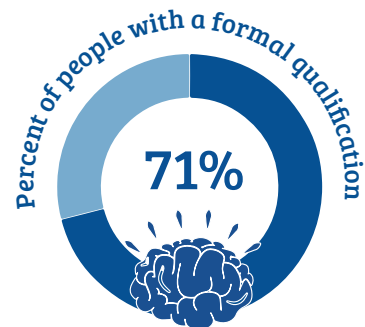
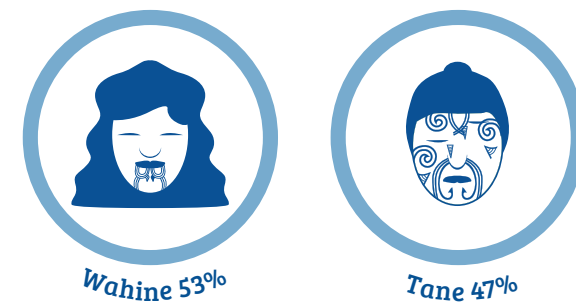
MEDIAN AGE



NGĀTIWAI AGE GROUPS



NGĀTIWAI GENDER



Source: Statistics New Zealand 2013 Census

Ngātiwai Statistics

EMPLOYMENT AND INCOME

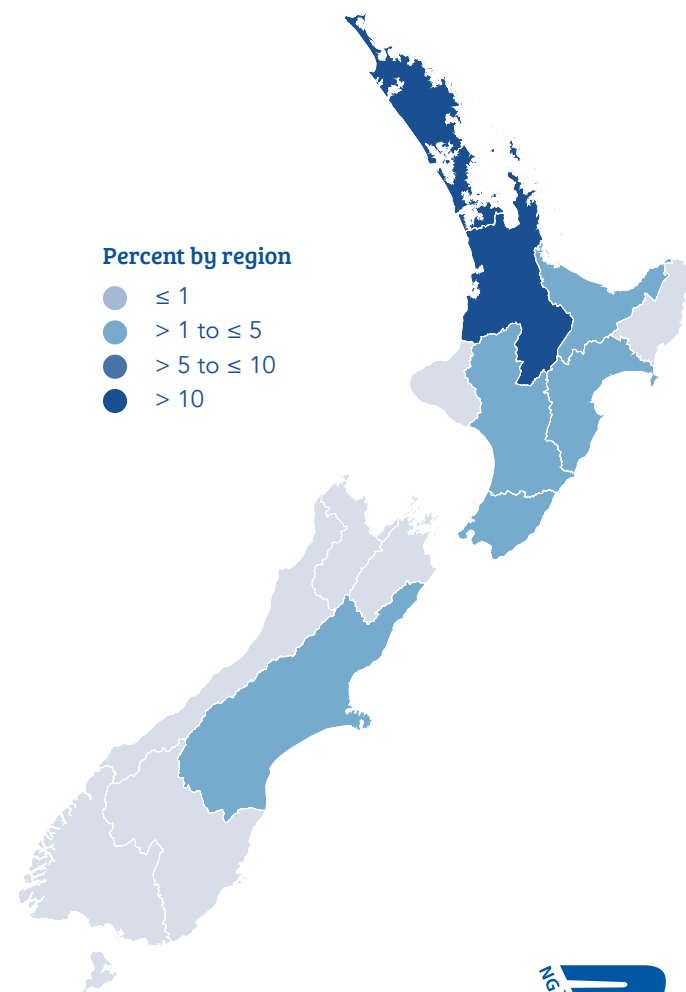
3,723	of Ngātiwai are working aged (15 years & over)
68.4%	of Ngātiwai living in the main urban areas are in the labour force
17.9%	of Ngātiwai are unemployed
33.5%	of Ngātiwai aged 15-24 are unemployed
\$21,800	median income

OTHER STATISTICS

29.2%	of people owned or partly own the home that they live in
52.1%	of people are living in households in rental accommodation
91.1%	of people are living in a household with access to a motor vehicle

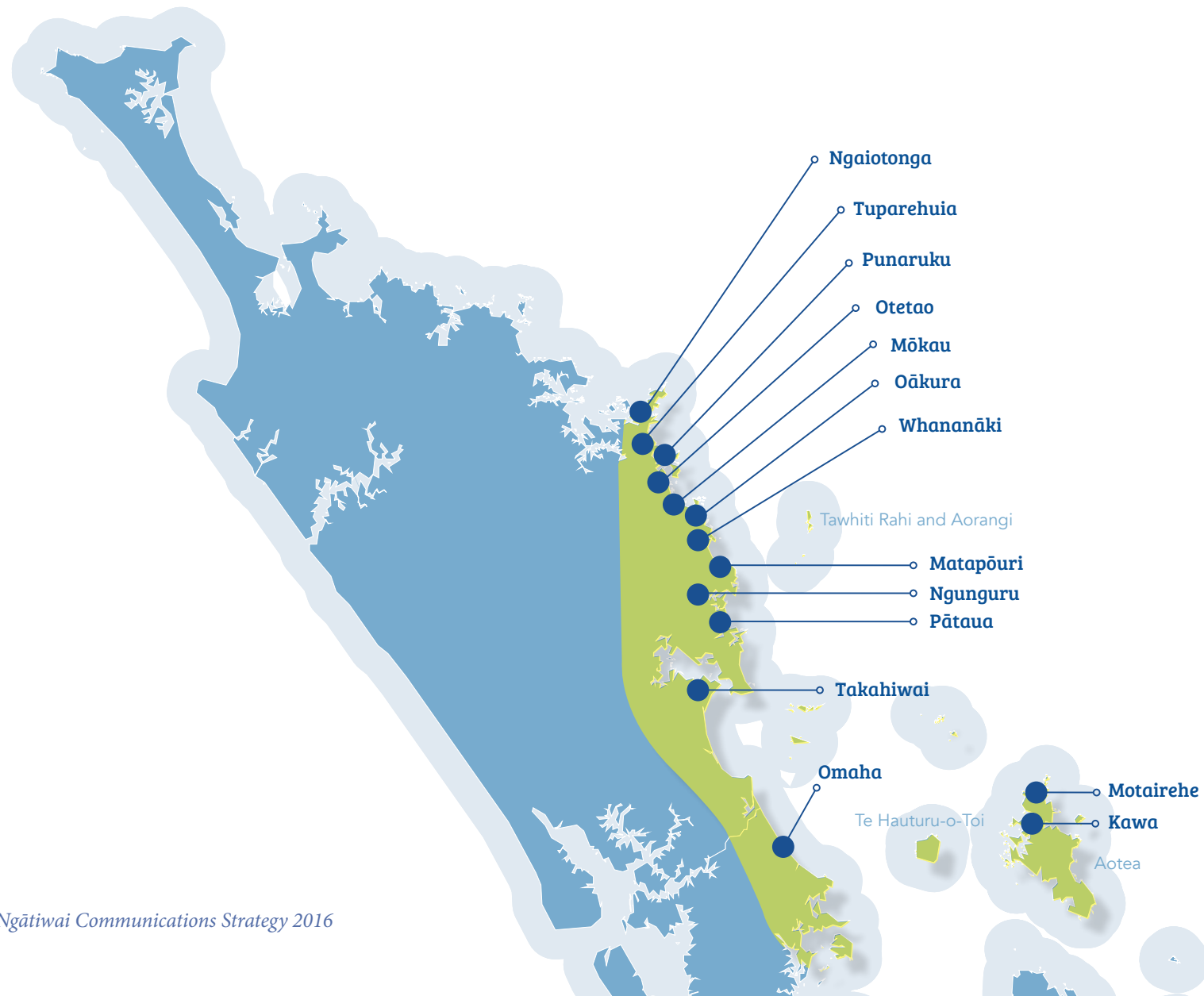
NGĀTIWAI BY REGION

Northland	2,097	37.1%
Auckland	1,905	33.6%
Waikato	654	11.5%
Bay of Plenty	231	4%
Gisborne	24	.4%
Hawkes Bay	111	1.9%
Taranaki	30	.5%
Manawatu/Whanganui	75	1.3%
Wellington	261	4.6%
Tasman	9	.1%
Marlborough	9	.1%
West Coast	12	.2%
Canterbury	162	2.8%



Source: Statistics New Zealand 2013 Census

Ngātiwai Rohe



Key Messages

Timely and effective communications are in place to:

- All Ngātiwai are informed on the issues that concern them including but not limited to Treaty Settlement processes.
- All Ngātiwai are encouraged to participate and engage on issues that concern them including but not limited to Treaty Settlement processes.
- All Ngātiwai have access to Ngātiwaitanga including reo, waiata and whakapapa.

DID YOU KNOW...

**Ngātiwai is
growing?**

TOTAL NGĀTIWAI POPULATION*

<u>2001</u>	<u>2006</u>	<u>2013</u>
3,963	4,869	5,667

* Source: Statistics New Zealand 2013 Census



Ko tōu reo, ko tōku reo,
te tuakiri tangata.
Tīhei uriuri, tīhei
nakoako

Your voice and my
voice are expressions
of identity. May our
descendants live on and
our hopes be fulfilled



Communication Platforms





Ko taku reo taku ohooho,
ko taku reo taku
mapihi mauria

My language is my
awakening, my language
is the window to my soul



Communications Delivery

Internal Communications

Effective communications starts with a good internal communications culture. To ensure our external stakeholders are at the receiving end of communications that are cohesive and co-ordinated, an internal communications strategy is imperative.

Te Reo o Ngātiwai

It is recommended the Ngātiwai makes a commitment to using Te reo as much as possible within the workplace and in its internal and external communication. A glossary of commonly used kupu should be included in the Ngātiwai Brand/Style guidelines. Kaimahi should also be encouraged to further learning of Te Reo Maori.

Action: Investigate introducing Te Reo Maori learning opportunities in the workplace eg classes held at the board for trustee and staff after work one day per week.

Weekly Management Meetings

A weekly meeting of all managers to round up the week prior and plan for the week ahead. This is essential to keeping everyone informed of activities happening and issues affecting communications of Ngātiwai. This is vital in planning necessary media PR. Notes or action points should be recorded at these meeting and distributed to all within 24 hours.

Monthly Staff Meeting

A meeting with all Staff across to review the past month and to inform of future activities. Each Manager will deliver a brief report their respective areas. Possibly carry out this hui over a shared lunch or toward the end of the day providing opportunities to socialize after. You could tie this in with the quarterly Staff Social Event.

Brand/Style Guidelines

That brand guidelines that have been developed, is adhered to for all executions of the brand. All printed collateral, corporate stationery, publications and the like should be by a brand ambassador to ensure consistency with the Brand Guidelines.

Action: Remind Kaimahi and Board of its existence and ensure that it is accessible for all. Also work on including a glossary of common kupu. Monitor use of executions to ensure adherence to brand guidelines, new kaimahi are made aware of it. Word and PowerPoint templates are developed and email signatures are consistent across the organisation at all times.

Social Media Policy

All kaimahi and Board members need to be aware of the social media policy of Ngātiwai Trust Board. It guides the use of Social Media by Staff for personal and professional use. It should be included into an employee handbook or with other policies as part of the induction process. All staff should be required to sign the social media policy and it should also be included in the Trustees Code of Conduct.

Action: A social media training workshop that includes the rolling out of the social media policy should be investigated. The policy should be circulated via email at times as a reminder of its existence especially prior to major news releases where personal use of social media is increased.

Media Protocol

The media protocol should be circulated among staff on occasion as a reminder of its existence especially when there is a planned news release (eg Treaty Settlement). It should be included in the employee handbook with other policies as part of the induction process. All staff should be required to sign the Media Protocol and it should also be included in the Trustees Code of Conduct.

Action: Investigate Media protocol training for those who are likely to be approached. I would recommend attendance by all managers and trustees.

Resource Library

It is recommended that all staff save all information to a shared drive on the server or website to ensure adequate backup of information and access to other staff. A gallery should be developed for photographs, maps for use both internally and externally. It should also contain folder for logos and other brand elements. A copy of the Brand/Style guidelines should also be held there. Any sensitive information can be restricted through password enabled folders.

Action: Investigate best options for this. Perhaps survey staff and trustee needs via survey monkey.

Events Calendar (Internal)

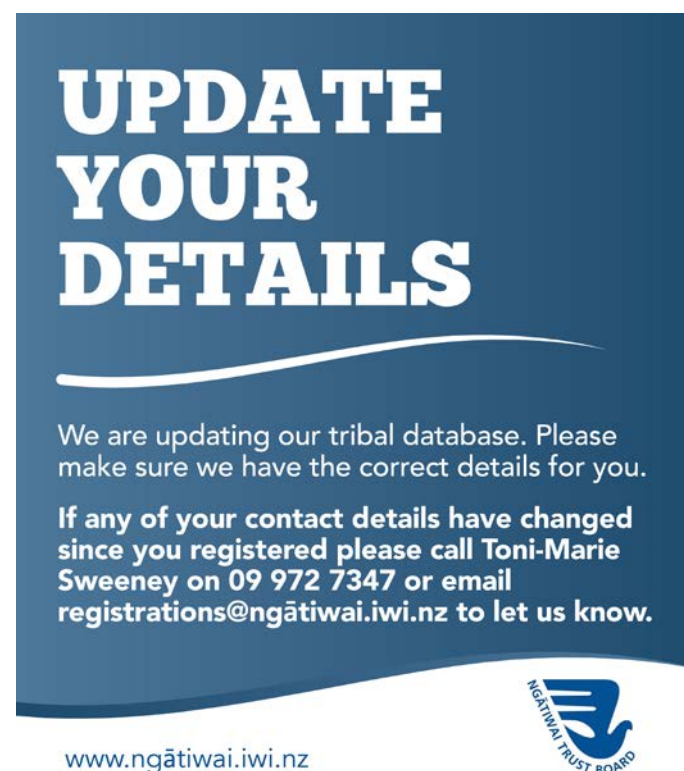
Establishing an events calendar for internal use to be housed on the shared drive. It should contain all events (confirmed or tentative), planned press release dates, any advertising campaigns and internal meetings.

Action: Investigate options. May be possible to set this up as an outlook calendar with shared access to all Staff.

Staff Social Culture

It is recommended the Ngātiwai look for ways to encourage regular informal networking and communication amongst staff through regular social event particularly ones that include an opportunity to further knowledge and experience of Ngātiwai history and culture. This will provide an opportunity to engender a greater sense of unity and common purpose amongst staff.

Action: Discuss with manager monthly or quarterly social calendar.



**UPDATE
YOUR
DETAILS**

We are updating our tribal database. Please make sure we have the correct details for you.

If any of your contact details have changed since you registered please call Toni-Marie Sweeney on 09 972 7347 or email registrations@ngatiwai.iwi.nz to let us know.

www.ngatiwai.iwi.nz

NGĀTIWAI TRUST BOARD

External Communications

Press releases/Our Stories

Opportunities to profile Ngātiwai activities through press releases should form a vital and regular part of the Ngātiwai communications strategy. These include success stories. These should be distributed to the appropriate media for publishing. Planned press release communications should be recorded on the internal events calendar so that all staff are informed of media activity. Any dealing with the media should follow the Ngātiwai Media Protocol.

Action: Draft PR calendar and content calendar for the blog. Stories should form part of the monthly content calendar and should be posted in a timely fashion then included in Te Tukaiaia at the end of the month. Any PR should be circulated to relevant media as well as via NTB platforms.

Tribal Register

A key tool, the tribal register is our living whakapapa. Therefore it is imperative that the database be accurate up to date. It should also be able to supply necessary reports so that Ngātiwai continues to remain aware of the makeup of its register and tailor its' communications accordingly. It is recommended that the forms used either online or offline are reviewed to ensure that essential information is captured from the outset. Members should be encouraged to update their details at every opportunity ie. Ad on the Ngātiwai Website, Facebook Page, eNewsletter. Bounced epanui should be followed up immediately and new details updated.

Action: Before each issue of Te Tukaiaia, an exported list should be used for distribution. Once sent out, any bounced emails should be followed up before the next issue.

An email drive needs to be carried out to gather email addresses for those on the register who did not supply when they initially registered. Marae based training on setting up free email accounts could be worthwhile for those who don't have email yet.

Investigating opportunities to set up a stand at events/expos/university o-week to drive registrations and grow profile of Ngātiwai.

Website

The Ngātiwai website is the hub for all external communications. The website has been built in responsive design in order to optimize for the growing number of visitors accessing the website via mobile devices. The website should be continually reviewed to ensure both content and audience engagement is at an optimal level. Traffic should be driven to the website with every external communication by carrying website address. This includes epanui, press releases, success stories, social media posts, corporate stationery, email signatures, banners, brochures, advertising and other promotional material.

Below is a list of improvements and tips for the management of the website:

- Content be reviewed. More information around tupuna and Ngātiwai histories need to be included. Success stories and press releases and panui should be posted as soon as they are written. This then provides content for the eNewsletter each month
- Events calendar utilised and traffic driven there
- General reorganization of resource content
- An interactive timeline added including milestones in Ngātiwai history



Photography and Video

Visual images can be powerful and as we look back on history it is the images that powerfully tell a story and capture faces through time. With Youtube the second most popular platform in the world, Video is a very powerful tool and one that can provide much mileage. A single shoot can provide footage to be cut into , TVCs and Youtube clips to be shared on TV, Social Media, websites, rich media banners, expos stands, conferences etc. A video showing Ngātiwai people through the lifecycle asking “what does being Ngātiwai mean to you” could be a powerful tool to unite the iwi and document event that will become part of the Ngātiwai story.

Action: Investigate creating a budget for including professional photographer/ videographer at major events. Photographing our Kaumatua professionally for viewing or as a taonga for them. Amateur photography is fine for everyday.

Social Media

Growing your online footprint has become essential to ensuring an organisations findability. With the changing communications landscape we are faced with and the capability of reach of social media, it is an essential tool in engaging and conversing with whanau, hapu and marae. Social media engagement now directly impacts SEO (Search Engine Optimisation). While the current platforms are limited to Facebook this should be regularly reviewed. LinkedIn should be added and managed and consideration given to Twitter and Snapchat or Instagram, given the large number of Ngātiwai under the age of 30 years.

Action: Develop content calendar for Facebook factoring in key dates or activities around news releases, treaty settlement announcements or activities. Guidelines for use including a response management plan. Posting should be 5 days per week and comments responded to within 24 hours.

LinkedIn training should be carried out for all staff and trustees with the aim of getting completed profiles for each. A content calendar for posting via LinkedIn should also be developed (the platform is professional so Facebook content not

always suitable), along with guidelines and a response management plan.

Twitter opportunities investigated especially through the treaty settlement process.

Snapchat and Instagram investigated only when other platforms are in place and managed effectively.

Social Monitoring

Social monitoring should be set up on Google Alerts and Social Mention. It should include all relevant key words as well as all Staff and trustees. Project related monitoring can be put in place around key campaigns to ensure that the Board is aware of conversations being had online. This includes social media platforms like Facebook and Youtube but also any online media. While basic monitoring can be set up inhouse, project related monitoring should be carried out by a specialist agency who will use the appropriate listening tools. Monitoring of directory listings, wikis and the like should also be monitored and appropriate content supplied to the sites to assist in raising the profile of Ngātiwai.

Action: Ensure that monitoring tools are in place and working effectively. Wikis and directory listings need to be checked on a regular basis.

Advertising

There is a growing distrust of advertising in general with people opting to seek peer recommendations via Social Media sites. Advertising opportunities should be rigorously researched to ensure that the channel is reaching the target audience and that there is a clear return on investment.

Action: Keep abreast of latest offering with particular interest in:

- Online/Mobile Advertising :There are numerous options in online advertising. Media sites like NZ Herald online and TradeMe have proved successful. The use of Rich media banners are engaging as they interact with the viewer and are transparent and measurable.
- Radio Advertising There is a growing trend to stream radio live from mobile

devices, but it has changed from being largely commercial free to running advertising. Sponsorship of shows especially if there is a good relationship with the content, can be an effective way to purchase spots providing good value for money and peak placement. Radio can be useful as part of a larger marketing mix.

- Print Advertising With the decline in print, newspaper purchase and readership continues to decline. Print remains relatively expensive and so its use should be minimized where possible with smaller style ads driving traffic back to the website for further information.

HTML epanui

This is till the preferred means of communication via monthly newsletter. The benefits are greater engagement as can contain video and image links; it drives traffic to website as links to information already contained on website via “read more” links; it has reporting functionality that assists with assessing engagement; Is an effective tool to “clean” the database.

Action: Ensure that epanui is going out each month on a regular time schedule eg first week of following month. Most content should be posted as it happens throughout the month. It should include profiles of a trustee/staff member.

Quarterly Magazine

A quarterly magazine could be produced to increase engagement with Ngātiwai. Utilising professional photography, this high quality print publication could include reports from each business unit as well as events, activities and profile success stories. Distribution via quarterly hui a iwi.

Action: Investigate cost and time needed to produce as well as survey Ngātiwai to get a gauge on whether this type of communication is wanted.

Events & Hui a Iwi

Maintaining Kanohi ki te kanohi communications is key to maintaining connection with the iwi and hapu. While they have been largely issue based it is a good idea to maintain regular contact via hui. Currently hui a iwi take place on a quarterly basis.

Merchandise

Merchandise is an effective way uniting a community and creating a following. Tshirts, caps, hoodies etc. Ngātiwai offering merchandise for slae not only controls the design and use of the brand but also raises the profile of Ngātiwai. Merchandise has proved popular among other iwi for this purpose.

Action: Investigate idea, workshop design and messaging and costs for a trial run. Survey among Ngātiwai what merchandise range would be most popular eg tamariki.

Investigate cost for inclusion via website as an online store.

Internal Communications

	Tactics	Timeframe	Deliverables/Monitoring
1.	Te Reo/Tikanga Māori/Whakapapa The use of Ngātiwaitanga is encouraged in communication as much as possible.	Dec-16	<ul style="list-style-type: none"> A Cultural Audit is completed Use of te reo and tikanga by the Board and kaimahi with stakeholders increases by 60% Website has page on Ngātiwai tūpuna loaded Ngātiwai Trust Board conducts a Cultural Audit that identifies the tikanga for the organisation. Use of Te Reo and tikanga Māori is increased within the Board and in the organisation. Key Ngātiwai tūpuna are researched and content developed and uploaded to the website.
2.	Staff communications and culture Weekly management meetings and monthly staff meetings are held to foster the sharing of information, assist planning and create a communications culture.	Ongoing	<ul style="list-style-type: none"> Weekly management meetings documented and minutes/ summaries sent out to all those in attendance within 48 hours.
3.	Staff induction A staff induction package is developed for communications that includes the organisational mantra and communications policies and protocols	Apr-16	<ul style="list-style-type: none"> Induction package supported with attached policies
4.	Brand/Style guidelines Brand/Style guidelines are developed to ensure consistency of branding and current style across the organisation.	May-16	<ul style="list-style-type: none"> Implement brand/style guidelines Brand folder including guidelines available on a shared drive.
5.	Social Media Policy A Social Media Policy is developed and implemented that helps guide the organisation around the use of social media in communications.	Dec-16	<ul style="list-style-type: none"> Social Media Policy developed and approved for roll out. Trustee and kaimahi social media training carried out. Investigate training programme for marae/hapu.

	Tactics	Timeframe	Deliverables/Monitoring
6.	Media Protocol A Media Protocol is developed and implemented. Media Protocol training is implemented for key people in the organisation.	Ongoing	<ul style="list-style-type: none"> Continued media training and implementation of the protocol for all new kaimahi and trustees.
7.	Develop a Social Culture Encourage regular informal networking and communication amongst kaimahi within the organisation through social events that will enhance knowledge and sharing of Ngātiwaitanga.	Oct-16	<ul style="list-style-type: none"> A number of social events held that support sharing of information
8.	Intranet - internal Establish an intranet where kaimahi can notify upcoming events or activities, press releases, campaigns etc	Jun-16	<ul style="list-style-type: none"> Events calendar completed and operational, staff are using it and up to date information loaded Feedback indicates the calendar is authoritative and accurate An archive photo stock of pictures, video, Ngātiwai icons, marae etc is created on a local or shared drive. A folder for branded material is created (logos, protected copy of Brand/Style Guidelines and other brand elements).
9.	Representation Ngātiwai Trust Board ensures representation by kaimahi and the Board at key events. Kaimahi attend and engage with whānau, hapū, marae whenever possible. A unified attendance of the organisation at key events such as tangihanga is led by the Board.	April 2015 ongoing	<ul style="list-style-type: none"> Ngātiwai kaimahi and trustees are more visible. Ngātiwai kaimahi and trustees increase knowledge of Ngātiwaitanga.

External Communications

	Tactics	Timeframe	Deliverables/Monitoring
1.	Press Releases Opportunities sought to profile Ngātiwai Trust Board activities through press releases. Dealings with the media adhere to the Ngātiwai Trust Board Media Protocol.	Ongoing	<ul style="list-style-type: none"> Regular press release made Media feedback positive Press release calendar is in place Media Protocol adopted and is included in staff induction
2.	Our Stories Profile Ngātiwai success stories to share via website, Te Tūkaiāia, Social Media and where relevant press releases.	Ongoing	<ul style="list-style-type: none"> Schedule stories into annual content strategy Collate a database of success stories for interview and followup
3.	Tribal Database Continually work to improvement database functionality and accuracy as well as data capture methods. Strategies developed to drive registration numbers.	Ongoing	<ul style="list-style-type: none"> Bounced e-panui are followed up immediately and new details updated Drive to gather email addresses from members Registration drives on Facebook and at Events Monthly e-panui to ensure communications database is kept up to date.
4.	Website Refresh website to be more user friendly for kaimahi and more engaging for visitors. Information uploaded in a timely fashion and updates communicated via social media platforms. Links to Marae pages/sites added. Events calendar, iwi profile, stories added to the site.	Feb-16	<ul style="list-style-type: none"> Number of visitors and hits to the website increases Content kept up to date Panui & stories added in a timely fashion Training for kaimahi delivered Analytic reports are reviewed monthly to ensure visitor experience is maintained or enhanced Interactive multimedia timeline developed, of milestones significant to Ngātiwai.

	Tactics	Timeframe	Deliverables/Monitoring
5.	Hui (kanohi ki te kanohi) Continue to provide opportunities for kanohi ki te kanohi communications.	Ongoing	<ul style="list-style-type: none"> • Develop a calendar of hui a iwi events around issues or information roll outs. • Ngātiwai Whanau Day • Quarterly hui-a-iwi • Wananga • Ongoing engagement with member communities • Iwi Recognition Awards
6.	Multimedia Video Develop a Ngātiwai video that showcase Ngātiwai iwi members describing what it means to be Ngātiwai.	Oct-16	<ul style="list-style-type: none"> • Video footage filmed • Video edited and broken up into 15 and 30 sec for social media
7.	Social Media Implement the Ngātiwai Social Media Strategy including presence on Facebook, Twitter, Youtube & LinkedIn. Develop a Social Media Policy for kaimahi/trustees and rules for community use. Monitor engagement reports on insights, setup and management of pay per click (PPC), advertising campaigns and competitions. Ongoing social media training for Trustees and kaimahi schedule	Ongoing	<ul style="list-style-type: none"> • Report on social media platforms produced monthly • Social Media Policy developed and implemented • Annual content calendar developed and 4-5 posts per week maintained • Panui are shared to page within 24 hrs following upload to website • Trustees and Kaimahi are trained • Capability at Marae level investigated. • Marae based training investigated to increase capability.
8.	Online Survey Utilising online surveys to collect information electronically from Ngātiwai on a particular topic, questions are collated and can be analysed to determine feedback and an overall view on a subject matter.		<ul style="list-style-type: none"> • Prior to and following hui a iwi • Distribute via website and email marketing
9.	Social Monitoring Monitoring of directory listings, wikis and similar and appropriate content supplied to the sites to assist in raising the profile of Ngātiwai.	Ongoing	<ul style="list-style-type: none"> • Social Monitoring Reports produced monthly

	Tactics	Timeframe	Deliverables/Monitoring
10.	Pānui Continue monthly e-Pānui to website Te Tūkaiāia in both HTML and PDF format.	Ongoing	<ul style="list-style-type: none"> • Monthly e-Pānui produced • Distribute via HTML email, upload to the website and mail out to kaumatua. • Have available for viewing and download on website and notify with links via social media.
11.	Events Develop collateral for use at Ngātiwai Trust Board sponsored and supported events and hui. This may include the waka ama festival, university and polytech orientation and the Ngātiwai Recognition Awards.	Jun-16	<ul style="list-style-type: none"> • Promotional material produced and implemented. Including: <ul style="list-style-type: none"> • Flags or Pop up banners • Branded Pens or Pencils • Notepads • Merchandise • Tshirts, caps etc • Store added to the website with ability to purchase approved merchandise.
12.	Monitoring & Reporting Ensure that insights and analytics are reviewed to monitor effectiveness of all platforms and advertising vehicles. This includes Facebook, LinkedIn, Twitter, Youtube, Website, Mailchimp, Online Advertising, Print and Radio.	Ongoing	<ul style="list-style-type: none"> • Develop monthly report summarising key indicators on all platforms.
13.	Strategic Alliances Ngātiwai Trust Board build and promote strategic relationships with; <ul style="list-style-type: none"> • Local Government – Whangarei District Council, Northland Regional Council • Government – Te Puni Kokiri, Waitangi Tribunal, Office of Treaty Settlements • Universities, Polytechnics and Private Training Establishments – Orientation, student events • Local and national media, radio, tv, print and online • Other iwi and Maori organisations 	2016-2018	<ul style="list-style-type: none"> • Survey relationship with organisations • Collect anecdotal feedback and report • Relationships allocated to appropriate resource eg trustee or kaimahi