

Communications and Engagement Plan

National hikoi Auckland Northland November 2024

sara goessi

4 November 2024

Purpose/goal of communication and engagement

The purpose of this document is to outline the approach to managing NZTA public information including communications, media and stakeholder notifications (the wider PIM function) during the planned national hikoi through Northland and Auckland on Wednesday 13 November. This is expected to be a large-scale event.

The lead agency for this event is NZ Police. DPMC is providing a co-ordination role across all government agencies. NZTA is a support agency in the response. Our PIM (Public Information Manager) response fits under the wider coordination of the lead NZ Police PIM/DPMC structure.

We are responsible for managing effects on the state highway network, and this will be reflected in the communications and public information approach. Externally people will be redirected to the other RCAs as needed for local roads info.

Background

- The hikoi starts on Monday 11 November in the Far North and reaches Auckland on Wednesday 13 November.
- Larger numbers of people will join the hikoi when it passes through Auckland.
- Transport modes include cars, walkers and runners.
- Auckland IMT to be stood up based at ATOC. As Auckland PIM for NZTA, I (Sara) will be based at ATOC on Wednesday, along with the PIM for Auckland Transport.
- There will be a TB 24 hours in advance from NZTA/AT regarding arrival of hikoi at AHB.

Who we are working with

- s 9(2)(a) ASM Alliance Manager
- s 9(2)(a) ASM Network Operations Manager
- Kingston Brands, Northland Journey Manager
- Harriet Laing, AT Network Disruption comms lead
- NZTA (Andy Knackstedt, Megan Heffield) and AT (Blake Crayton-Brown) Media teams
- ATOC – Lauren Mathis, Steph Lockwood

Approach

- Media will be primarily led by NZ Police for the overall management of the hikoi. NZTA media will be limited to responses about any impacts on state highways, while proactive media will be limited to traffic bulletins during the hikoi about specific areas of congestion or delays.
- Sharing the lead for the national PIM function will be a lead from NZTA's Media team and a National PIM Lead from the Engagement & Regional Delivery team, who will form part of the main NZTA national planning/response team for this event. They will be the central

point of coordination for all messaging going out from NZTA about the hīkoi and its impacts on the state highway network.

- The National PIM Lead will coordinate with ATOC and WTOC to ensure a consistent approach to Real Time Travel Information social media posts is shared across all regions.
- We will develop agreed messaging/templates in advance to bookend all travel information posts, so that each update includes consistent messaging about the hīkoi and is recognisable as official travel information about this event.
- Real-time travel information will be posted as the hīkoi progresses and actual disruption becomes clear, as with any unplanned event (crash, slip, breakdown). There will not be early advance communications from NZTA such as those we would share for planned construction or roadworks, given the uncertainty of this impact.
- ATOC shift lead will provide sitreps for messaging
- Regional PIMs will be responsible for distributing approved messages (from the national response) to pre-identified key stakeholders in their regions, working with DRRs, Journey Managers and local Media Managers.
- National PIM lead will distribute messages to regional PIMs.
- Auckland PIM to keep PIM lead informed about hīkoi in Auckland.
- The event must be referred to exclusively as the “National hīkoi” or “hīkoi”, for example saying “Due to hīkoi activity” to preface the travel time impacts. Phrases including “protest”, “demonstration”, “public event”, “planned event”, “event” are **not** to be used.
- We will avoid expressing any emotion/sentiment. We do not need to thank people for their patience during this event as we are not responsible for the impact. Provide only the facts.
- Emails from ASM will go out on a Traffic Delays template, with NZTA as the sender and info@asm.nzta.govt.nz as the reply email.

Key messages

NZTA key messages – external

NZ Transport Agency is aware of a large hīkoi which intends to travel from the Far North to Wellington between the 11th of November and 19th of November.

NZ Transport Agency is preparing for the hīkoi and standing up a team to support the multi-agency effort led by NZ Police to manage this safely. Our role will be to manage any effects on the state highway network.

Police have advised us that potentially large numbers of people are expected to participate in the hīkoi. This means there may be disruption to travel along some State Highways on the hīkoi route.

NZTA will closely monitor any impacts through our Transport Operations Centres. We will provide real-time travel updates on our website and on NZTA pages on Facebook and X during the hīkoi when there are significant delays or disruption.

Approvals

All incident response messages and public information will be approved by Helen Harris. Approvals will be elevated to Andrew Clark where required by Helen. Travel information social media posts will not require this approval provided they are aligned to the structure and messaging agreed with the National PIM.

Summary of tactics - National

Tactic	Details	Responsible
Traffic Bulletins	Proactive, timely information about traffic and travel impacts, as details become clear, sent to relevant media outlets.	Media Team (Andy / Megan)
Reactive Media	Responses to queries or requests for interviews about the hikoi effects on State Highways. Anticipated most media handled by Police, so minimal likely.	Media Team (Andy / Megan) Spokesperson Mark Owen
Stakeholder Updates	Direct messages to key stakeholder organisations in areas where traffic impacts are being experienced. Reutilise existing local channels.	Regional PIMs Messages supplied by National PIM (Joel)
RTI Travel Information Social Media	Regional Facebook and X accounts will share real time travel information updates as/when congestion and delays are experienced due to hikoi activity.	Posts actioned by ATOC/WTOC Travel Info Template / wording supplied by National PIM (Joel)

Summary of tactics – Auckland

Duration of hikoi	Real time travel information posts by ATOC travel information team. Template / wording supplied by National PIM.
Monday 11 – Tuesday 12	Northland comms – advise stakeholders to refer to social media and Journey Planner for information
Tuesday 12	Distribute (Auckland) traffic bulletin to all Auckland stakeholders
Wednesday 13	Distribute direct messages to key stakeholders in areas where traffic impacts are experienced.
	If hikoi is limited to NB clip on lanes (Plan A – partial closure):
	If full closure of NB lanes required (Plan B – full closure):
	AHB all lanes open

Audiences

External - Auckland

- AA
- ADHB
- Auckland Airport
- Auckland Business Chamber
- Auckland City Hospital
- Auckland Operational Support Unit - Fire
- Britomart
- Commercial Bay
- Cranes NZ Association
- Eke Panuku
- EMA Employer and Manufacturers
- Fire and Emergency
- Great Sights
- Heart of the City
- Heavy Haulage Association
- Intercity Bus
- Karangahape Rd Business Association
- National Road Carriers
- Newmarket Business Association
- Parnell Business Association
- Ponsonby Business Association
- Ports of Auckland
- St Johns Ambulance
- Uptown Business Association
- Westfield Newmarket
- Westhaven Marina Management
- All ASM works notification email lists including freight sector

DRR to communicate with Mayor's office and councillors. AT to communicate with local boards.

External – Northland

- Northland District Health Board
- Whangarei DC
- Kaipara DC
- Far North DC
- Northland Inc

Internal:

- National and regional PIMs
- Steve Mutton
- ASM leadership team
- ASM staff

People

National PIM Function	
National PIM Lead (C&E)	Joel Rowan
National PIM Lead (Media)	Andy Knackstedt / Megan Heffield
Regional PIMs	
Northland / Auckland	Kelly Dean
Auckland (ASM)	Sara Goessi
Waikato / BOP	Paula Taylor
Hawkes Bay	Kathrin Siller
Manawatu	Selina Simcox
Wellington	Hannah Leahy
Wellington (WTA)	s 9(2)(a)

Itinerary

- It is anticipated that the hikoi may take 3 hours to cross the Auckland Harbour Bridge, with either partial or full closure required. Maximum no. of people crossing the bridge: 5K. Approximately duration of walk: 40 minutes.
- 6am hikoi Auckland begins
- 8am assemble at Onepoto (for those not crossing the bridge on foot) and Stafford Park (for those crossing on foot)
- 11.30 - cutoff time for last walkers to cross.
- Walkers will cross the bridge on the northbound clipons, in groups of 250, each accompanied by a warden. Limit is 250 people per span.
- The briefing will include no stopping on the AHB, to move swiftly, and no haka.
- Walkers will exit the bridge at Curran St and assemble there.
- 1pm March from Okahu Bay to Bastion Point via Hapimana Street – 1km.
- 2pm arrival at Bastion Point
- 3pm depart for Rangiriri (ETA: 6pm)

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