

From: [Quentin Bright](#)
To: [Taina Jones](#)
Subject: Bonair material
Date: Thursday, 30 June 2022 12:14:16 PM
Attachments: [Bonair Crescent comms plan 21 JUNE.docx](#)
[O and A Bonair Checkpoint.docx](#)
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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

Barriers and enablers

Barrier	Enablers
s 9(2)(g)(i)	

<p>s 9(2)(g)(i)</p> <p>[Redacted]</p>	<p>[Redacted]</p>
<p>[Redacted]</p>	<p>[Redacted]</p>
<p>[Redacted]</p>	<p>[Redacted]</p>
<p>[Redacted]</p>	<p>[Redacted]</p>
<p>[Redacted]</p>	<p>[Redacted]</p>

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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Questions and answers Bonair Crescent – Checkpoint

Q: Is this not just Kāinga Ora backing down to loud opposition from a group of privileged residents?

We have a legal responsibility under the Kāinga Ora Homes and Communities Act 2019 to engage meaningfully with communities impacted by urban development. In this case, we didn't do this and people were upset. We are acknowledging that and signalling our intention to begin as we should have.

Q: Are you worried that this will set a precedent that if a group is organised enough they can stop public housing in their area?

We have not made a decision about Bonair Crescent. We are acknowledging that steps that should have been taken, to inform and engage the community, were not taken, and we are redressing this.

Q: It's unlikely 'engagement' is going to change residents' minds, why not just make a decision now?

We have suspended any decision about how we progress the site so we can genuinely listen and understand community aspirations for the area. This does not mean that we have ruled out public housing – it means we are going to engage in good faith, hear from the community and then make a decision that balances their needs and our delivery of housing. We will share the resource consent information, plans and designs so the community is aware of what was intended for this site as part of the engagement with the community.

We are also aware that there are many within the community whose views we have not yet heard from and who may think differently from the opposition group – it is important that we hear from these people.

Q: What engagement should have been carried out?

The extent of engagement that we undertake comes down to the scale of the development, and how much information or reassurance a community needs, to understand our plans. In this case we didn't give the community sufficient information at the right time and this created a feeling among residents of being taken by surprise.

Q: Can you explain why community engagement was not carried out as it was intended?

Kāinga Ora purchased the land as a consented development scheme in 2020. Following that, Auckland spent a significant amount of time in lockdown because of Covid, which of course hampered any engagement activities.

Q: For what was the land consented – all residential? Standalone homes? Multi-storey? And who did Kāinga Ora buy it off?

Q: What steps will you now take to engage with the various stakeholders? What specifically will be done and when?

- **Written to community groups**
- **Attended a meeting with various reps, community group, Local Board**
- **We've doing a letter drop to surrounding area**
- **We'll continue to engage**

Q: Was this really the most appropriate site for Kāinga Ora to buy given the heavily covenanted environment?

While the situation is slightly different because the development was purchased as a consented scheme, the location of the site would meet existing need in the community - we have 102 individuals and whānau waiting for homes in the area and we have had homes in the neighbouring areas of Orewa and Silverdale Whangapāroa for many years.

Q: What processes does Kāinga Ora follow when deciding to buy land for development?

Q: Residents say you can't manage neighbouring complex Weir Lane and the disruptive behaviour seen there is an example of why they don't want this development. What do you say to this?

We think it is unfair to our customers to assume they will cause disruptive behaviour. The overwhelming majority of our customers are positive members of their communities. That said, we have recently strengthened our ability to respond to these challenges in a number of ways, including boosting our customer-facing teams to provide a greater level of engagement with customers, especially the more complex cases, engaging more closely with specialist support agencies, and taking up new provisions in the RTA to enable us to relocate customers in extreme circumstances.

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From: [Quentin Bright](#)
To: [Taina Jones](#)
Subject: Couple of suggested themes we can discuss at 3
Date: Thursday, 30 June 2022 2:42:33 PM
Attachments: [Q and A Bonair Checkpoint.docx](#)

Howdy, as per. See you soon.

Cheers

Q

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Questions and answers Bonair Crescent – Checkpoint

Key Theme 1: and if you get a question on it)

Community Engagement is part of what Kāinga Ora does. We didn't do it in the way we usually would and that's why we're starting again

- 1. We have already now met with key stakeholders (community reps, Local Board and others) and we'll carry out more of these.**
- 2. We've delivered letter drops to people in the area – this will also continue**
- 3. We have an interactive online presence for people to engage with us – email, message, etc.,.**

Key Theme 2:

We are a part of nearly all communities in the country and have been for many decades. We have 200,000 people who live in our homes. They go to school, work, shop, play sport and take part in the communities in which they live like everyone else.

- 1. Nearly half are children**
- 2. Kāinga Ora homes and their customers have been in this broader area of Orewa, Silverdale, Whangaparaoa and surrounds for many years.**
- 3. We believe Kiwis are generally fair-minded about the make-up of the communities in which they live. Kāinga Ora customers have included Prime Ministers, Deputy Prime Ministers and top scientists, business people and sports people.**

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