

- » Need a logo on all work to build recognition and to package many different kinds of projects/activities
- » Sign 'you're entering Massey' needed.....but where would you put it – multiple entries

Communication

- » Word of mouth
- » Events to bring people together
- » Schools (get kids involved – get parents involved)
- » Use existing networks and try to build more neighbourhood support groups

Branding

- » Ask Bob to focus on Massey in media
- » MTV may be looking for young DJs – get them to do some searching in Massey
- » Develop community radio like Ranui
- » Marina View school has their own TV channel possibly be involved
- » Approach AUT to do broadcasting
- » Competition through schools for branding, name
- » Talk to Peggy Veen (Min Social Dev) about community enterprise opportunities
- » Approach Southern Community Trust – could be a potential funder

Next Steps...

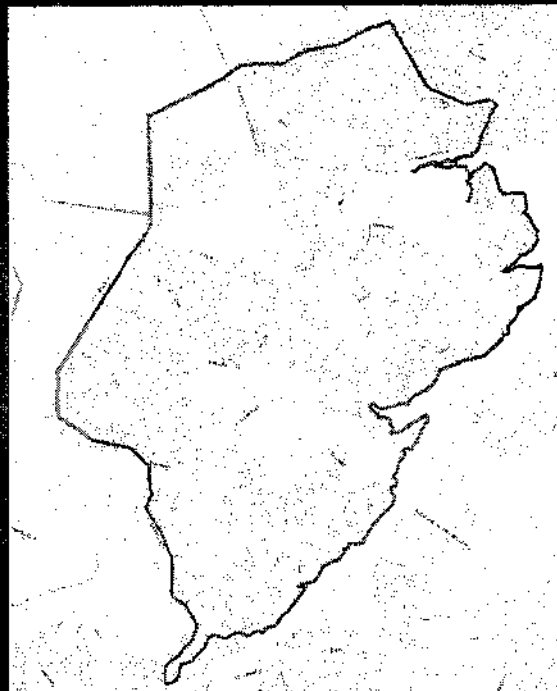


- Revised project scope, goals, and year one priorities from July 20 meeting discussion
- Present revised scope to Council in early October
- Communications plan developed
- Continue discussions with key funders and local agencies = get more support and \$\$ for community action
- Get community brokers established
- Internal WCC coordination meetings ongoing
- Come together again in October

If you have any ideas, thoughts about how to get the project started or want someone to come and meet/talk to your organisation please contact Megan on 836 8000 ext 8418 (Thurs/Fridays).

**"Building
Community
in Massey
Project" –
*our place,
our people.***

July 2006



A12

15 8 2006



A13



North


Don Buck Road

Proposed 'No Stopping' Lines

A15

NOICE OF MOTION 1.

That the Massey Community Board congratulates the Waitakere City Council on the latest Waitakere City News, September edition, an edition that explains to the residents and ratepayers how rates are calculated, terminology used, factors considered. A survey is also provided for comment, that assists people to become more informed about rates and rating.

Moved by.....

Seconded by.....

19/9/06

Notice of Motion 2

That the Massey Community recommends to Council, that a policy on consultation be developed that encourages Council Officers, when in doubt on whom, and what to consult on refer decisions to a higher level.

This may mean that the Council or elected members may have to decide how a subject matter is consulted upon and the decision by the elected members will reflect the politics of a decision and therefore the public's interest in a subject along with a desire by the public to be involved more closely in the decision making process, surrounding a subject requiring consultation.

Moved by.....

Seconded by.....

19/9/06

Received Wednesday
20/09/2006
Sharon Simmonds

**Report on Attendance at the 2006 Community Board's Forum by
Graeme Barnard – What I learnt and share with you.**



The Theme of this years Community Board's Forum was "Meeting Expectations"

The four keynote speakers highlighted the first day.

- | | |
|--|------------------|
| 'Energising our Communities' | - Peter Kenyon |
| 'Strategically Influencing Your Council' | - Kieth McGregor |
| 'The Role of Community Boards in the New World of the LTCCP' | - Basil Morrison |
| 'Effective Representation' | - Tim Power |

The second day highlights were the six workshop sessions from which time only allowed for attendance to any four.

The workshop headings were:

- | | |
|--|------------------|
| Energising your Community | - Peter Kenyon |
| Managing your Council | - Kieth McGregor |
| Representative Review – handling the Submissions and Appeals | - Tim Power |
| Community Boards and the Media | - Di Keenan |
| Effective Chairmanship | - Yvonne Palmer |
| Emergency Management | - Jenny Rowan |

I attended the first four of these.

Basil Morrison's – President of Local Government New Zealand in his keynote address to the Forum pointed out the important role Community Boards had in building confidence with both the Council and the Community. The primary role of Community Boards is to build strong communities through active *Engagement* (which takes consultation to a new level of involvement) with the community, and a link to the Council. The Community Boards can only achieve these objectives through building trust with the community (and the Council) and becoming actively involved with local organisations such as R & Rs, Lions, Rotary, Sports Clubs, Neighbourhood Watch and others. This places Community Boards in a strong position to understand local issues, and thus be able to effectively represent local needs to the Council as these arise, but more importantly to be well prepared to represent the needs of local communities in the preparation of the LTCCP. The key words Basil emphasised were for Community Boards to **Advocate** and **Facilitate**. His message very clearly defined the role of Community Boards in being the link for detailed issues with our local communities, while the Council(ors) are more focused on the wider issues of governance of the City.

The message I took from his address was the vital importance for us, as a Community Board, to work closely with our Councillor's in a constructive and helpful ways, to build trust, and gain the Council's confidence that we are capable of effective engagement with the community and Council. This will, mostly, only happen if the Community Boards take the initiative and demonstrate strong leadership.

Energising Communities by Peter Kenyon demonstrated in both his address and workshop just how effectively Community Boards, working closely with the community, and linking to the Council, can make amazing differences in the revitalisation of ageing, or originally poorly planned communities. Peter is a consultant with international experience in the building of strong and successful communities. We were given a most enlightening instruction on the processes

and tools that are needed to work with a community in order to turn it around. He spoke a lot about a thing he called **Social Capital**. This being the strengths, usually hidden, of talented citizens within the community, organisations, and infrastructure on which building processes can be founded. He talked about producing audits of these assets, and the negative influences causing the decline of a community. He considers Community Boards are at the cold face for the stimulating and rebuilding of communities, and need to be pro-active in encouraging things like street parties, local BBQ events (a BBQ officer employed by Council), involving young people, schools, youth groups, working bees, music and gala occasions. I thought about our current involvement in the **Massey Rebuilding Project** and how much we could take from Peter's advice that would benefit us. I have obtained one of his publications, **A Kit for Small Town Renewal**, which is broken into two halves. Volume 1 is an 'Overview and Case Studies', while Volume 2 is 'A Manual for Small Town Renewal'.

The problems the RMA creates in frustrating some of the objectives of community renewal was raised and stimulated some interesting discussion. It turned out that the success stories Peter shared with us actually went through very difficult consent processes, and there is a growing groundswell of discontentment in Australia that looks to be coming to a political head towards a revolt against the overly restrictive environmental law currently in place. Maybe there is a message in this that is equally relevant to the NZ scene.

For me this section, of the two day Forum, was the most useful in showing how vital the role of Community Boards can be in maintaining, or rejuvenating, healthy communities and the tools and techniques by which this is achieved.

Influencing Your Council by Keith McGregor covered how Community Board members can be pro-active in fostering good, and influential relationships with Councillors. Being a psychologist, Keith's sessions focused on how the relationships between Board members, Councillors and staff can be greatly enhanced towards a better understanding and co-operative result. He pointed out how we more often than not, forget, or ignore, recognising the good others do, but quick to criticise when something goes wrong. How often do we hear this? We need to be more positively minded, both of ourselves and work of others. We do not praise people for doing something good; we thank them. Subtle I know, but apparently very important to how the message is received. He pointed out the value of the weekly **one-minute telephone call** to a Councillor, or member of staff, with whom you want to build a better relationship, and influence. Another tool was the technique to get someone's **buy-in** to a problem. Never start with the solution, always start with the problem and make it the other person's problem to solve (the by-in). Work towards them finding the solution that you are wanting and they would have been initially opposed to. I compared this part of the Forum to a defensive driving course in human relationships. It was fascinating and most valuable.

Representative Review by Tim Power covered the latest trends coming out of decisions by the Local Government Commission, particularly the attitude towards the inclusion of strong Community Boards. Councils who do not favour Community Boards are being given a quick and decisive message that the future will place greater emphasis on the need to have Community Boards for better communication at the (very) local level. 'Local' can mean as local as a street. I started to appreciate how lucky we are in Waitakere with the Community Board model supported by this Council. I learnt that there are some Councils that would have no Community Boards if they had their way. It came out that, in some instances, this is the result of the remuneration model on which Community Board members are paid. With half the remuneration of Community Board members coming from the Council's common pool, this directly affects the remuneration of Councillors. I can see benefit in the remuneration pool for Councillors and Community Boards being totally separate, the amounts being set by the Remuneration Authority based on the rules and formula they would use. This might be an issue worth raising at the Local

Government Road Show on 18th of this month at Orewa. The issue of Auckland amalgamating into a Super City was raised. This was not, on balance, favoured by the panel, but if it was adopted it was the clear opinion of the panel that the success of such a move would depend on have strong Community Board representation in clearly defined 'communities of interest'. Massey for instance could end up with greater Community Board representation by dividing the area into two areas, one representing the rural sector, the other the urban community of interest.

Community Boards and the Media by Di Keenan who with a background in journalism led a most enlightening workshop on how to manage the media to your advantage. The need to be pro-active in creating newsworthy coverage was the main thrust of her session. The advantages of establishing a relationship with a local reporter was pointed out. Be pro-active by preparing media releases on topics of local interest that enhances the Council's (and Community Boards) image. Key messages to address are who; what; when; why? Media releases are worded to tell the story the way you want to tell it. Using the PR section of the Council is a good approach. Essential to a good story are if it meets the tests; 'so what', the hook (get the interest), timing, locality, size of issue, is there a human-interest angle? If we are getting bad press it is up to us to do something about it. I found this a very interesting and useful workshop.

Zone Meeting raised the issues around safety and law and order as it affected the role of Community Boards. Board members can be helpful by working with the Council to liaise with the police, retail groups, planning, lighting, landscaping, etc. Other groups mentioned were R & Rs, Lions, Rotary and Neighbourhood Watch. Note the common links emerging between law and order issues, safer communities and LTCCP issues.

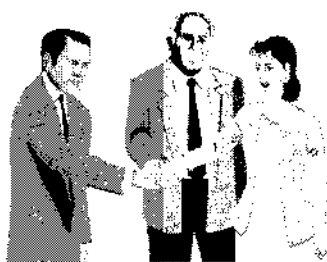
Next years conference will be at Manukau City on 24-27th May 2007; the theme being "Towards Safer Communities". Pre-enrolment forms are available in order to be kept informed of developments. Mike Padfield is the organiser and available on ph 579 4858.

In Conclusion I found the Forum much better than I anticipated and gained a better understanding of the role of Community Boards and how effectively they can support Council objectives. I have returned from the Forum better informed and empowered to help improve our partnership with the Council. I am most grateful to the Board for nominating me as your representative, and the Council for funding our attendance. My final comment being, that having attended the Forum, at some cost to the ratepayers, this cost is wasted if the attendees are not able to share those things they have learnt that improve how we do things in the future.

I therefore, Recommend;

"That the Community Boards invite the Councillors to a joint workshop for investigating how better the Boards could work towards the Councils objectives for stronger and safer communities, improving public relations, identifying local issues".

I table this recommendation as a notice of motion to the October meeting of the Massey Community Board.



*Received Wednesday
6 Jan 2006.
Sharon Samson*