

Appendix D: Stakeholder Engagement Methodology

1 Stakeholder engagement

To support the systems change strategy, Place Group Ltd recommends that a detailed engagement plan is developed. It is anticipated that this plan would also assist in any future funding bids to the Treasury that may be required for implementation.

It is noted that Place Group Ltd is not currently engaged to assist in any future phases of this project beyond delivery of our report reviewing challenges with the PF2050 regulatory landscape and opportunities for improving system effectiveness. However, we are happy to provide future support as needed.

Below is a high-level overview of our recommended engagement approach for this future phase. It is anticipated that this is a living document and may be revisited throughout implementation of the systems change strategy.

Stage 1 - Stakeholder identification, influence and interest

- Identify and map all potential stakeholders in terms of their influence and interest in the outcomes of the strategy using the stakeholder influence/interest matrix (see figure 1).

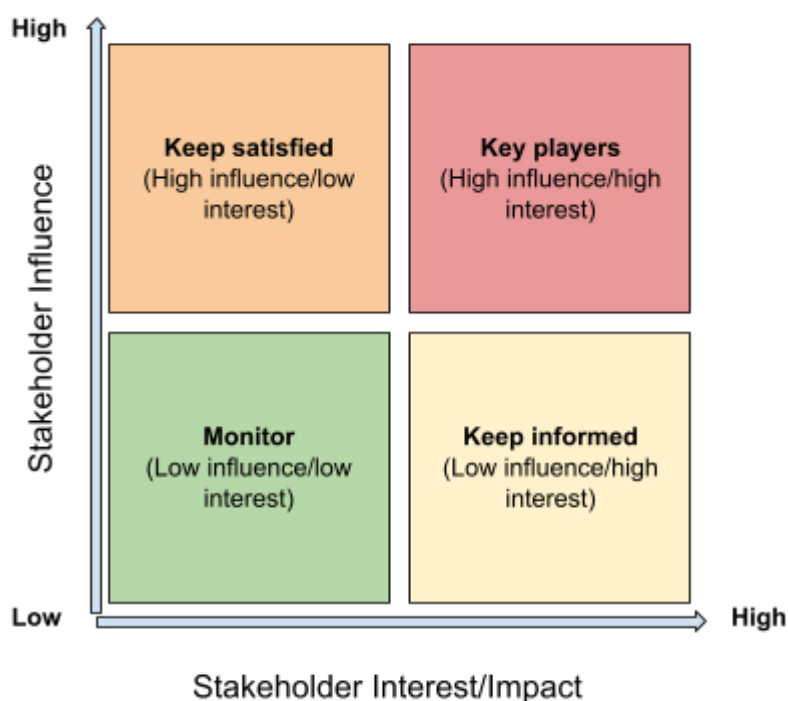


Figure 1: Example Stakeholder influence/interest matrix.

This matrix will assist in prioritising engagement for maximum effectiveness, ensuring efficient resource allocation, and help to determine a strategy for engaging with key stakeholders based on their level of interest and influence over desired outcomes.

To utilise this matrix, key external stakeholders will first need to be identified and then inserted into the appropriate quadrant above based on their level of interest in and influence over desired project outcomes.

At present, these stakeholders likely include:

- Department of Conservation
- Ministry of Health
- Environmental Protection Authority
- Civil Aviation Authority
- Heritage New Zealand
- Ministry for Primary Industries
- Worksafe New Zealand
- Ministry for the Environment
- Regional Councils
- Territorial Local Authorities
- Ministry of Business, Innovation and Employment
- Land Information New Zealand

For any resulting budget bids to Treasury to assist in implementing short-listed solutions, the stakeholder list will likely need to be augmented by the inclusion of the appropriate ministers:

- Ministers for the Environment - Hon Penny Simmonds and Hon Andrew Hoggard
- Minister of Conservation - Hon Tama Potaka
- Regulation - Hon David Seymour
- Science, Innovation and Technology - Hon Dr Shane Reti

Stakeholders should also be mapped along a continuum (figure 2) in relation to their current position on short-listed solutions identified and the desired position the Steering Group would like the stakeholders to reach.

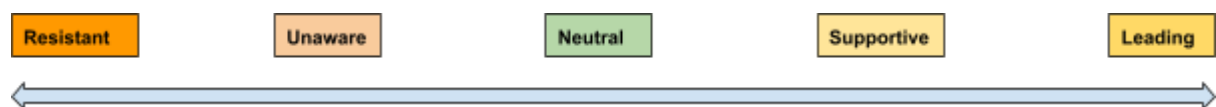


Figure 2: Stakeholder position continuum

Stage 2 - Engagement Plan

Following identification of stakeholders and assigning them to a quadrant in the matrix, an engagement plan can be developed. This plan should detail:

- Objectives for communication and engagement activities
- The engagement approach to be taken. This may focus on:

- Raising general awareness of the challenges identified in this report, potential short-listed solutions and seeking broad support for change;
- Tailoring key messages for individual stakeholders and outlining the benefits of investment in terms of the overarching PF2050 vision; and
- Focussing on trade-offs and political opportunities.
- Identifying and addressing barriers to implementing systems change
- Stakeholders/key audiences grouped by priority and informed by the influence/interest matrix.
- Tactics, approaches and tools. Engagement methods should be informed by the IAP2 Public Participation Spectrum (inform, consult, involve, collaborate, empower) and will differ by stakeholder depending on which quadrant they sit in on the stakeholder influence/interest matrix.
- Engagement programme with high level milestones.
- Key messages.
- Stakeholder engagement register to keep track of engagement and outcomes.