

Democratic Transition Plan –Updated Timeline and actions

Phase title	Mar-Apr23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-Feb	Mar-24	Apr-24	May-24	Jun-24	Jul-24
Phase 1 - Quality candidates														
Commissioners feedback & briefing	Commissioners					Commissioners								
Comms plan - key messages identified	Council							Council						
Creative and design collateral developed							Council	Council	Council	Council				
Candidate information finalised							Council	Council						
Website goes live 15 November 2023							Council	Council						
Commissioners engagement part of pre-LTP events							Commissioners	Commissioners						
Digital campaign March 24										Council				
Commissioners engagement events Feb-April 24									Commissioners	Commissioners	Commissioners			
Nominations open 26 Apr -24 May											Commissioners	Commissioners		
Candidate profiles launched on website and social media													Council	Council
Interviews, hosted debates, media coverage													Council	Council
Campaign know your candidates													Council	Council
Phase 2 - Part A -Increase voter registration and participation														
Finalise plan with Electoral Commission									Commissioners					
Comms plan - key messages identified								Commissioners	Commissioners					
Creative and design collateral developed								Commissioners	Commissioners					
Website goes live 15 November 2023								Commissioners						
Engagement events with EC									Commissioners	Commissioners	Commissioners	Commissioners		
Campaign raise awareness									Commissioners	Commissioners	Commissioners	Commissioners	Commissioners	Commissioners
1st digital campaign March 24										Commissioners				
2nd digital campaign May 24												Commissioners		
Phase 2 - Part B -STV Awareness														
Comms plan - key messages identified								Commissioners						
Creative and design collateral developed									Commissioners	Commissioners				
STV animated video										Commissioners				
Website goes live 15 November 2023								Commissioners						
Campaign raise awareness STV													Commissioners	Commissioners
Digital campaign STV in single member wards													Commissioners	Commissioners
Phase 2 - Part C - TCC is holding an election														
Comms plan - key messages identified								Commissioners		Commissioners				
Creative and design collateral developed										Commissioners	Commissioners			
Website goes live 15 November 2023								Commissioners						
Interactive ward maps - candidates								Commissioners					Commissioners	Commissioners
Maps where to vote													Commissioners	Commissioners
Special votes - where and how													Commissioners	Commissioners
Campaign get voting													Commissioners	Commissioners
Reminders to vote and where each week													Commissioners	Commissioners
Election Day - 20 July 24														Commissioners
Preliminary election results 20 Jul 24-24 Jul														Commissioners
Declaration of result 26 July 24														Commissioners

Phase 1  Commissioners  Council

**DEMOCRACY TRANSITION PLAN**

Phase one	Phase two
<p>Attracting quality candidates</p> <p>This phase is led by Commissioners with its own look, feel and communication style.</p>	<p>Increasing voter participation – goal is 50% voter turnout</p> <ul style="list-style-type: none"> <li>• Attracting people to vote</li> <li>• STV awareness</li> <li>• TCC is holding an election</li> </ul> <p>This phase is led by Council staff and the Electoral Officer</p>

Phase and Purpose	Key messaging	Details
<p><b>Phase 1 - Encourage quality candidates and diverse candidates to stand for election</b></p> <ul style="list-style-type: none"> <li>• Attract quality candidates to stand for election.</li> <li>• Encourage candidates from diverse sectors of the community to stand for election.</li> </ul>	<p>Election digital and media campaign to start in 2024.</p> <p>Commissioners Terms of Reference state: “work with the Council to encourage quality candidates to stand for election”.</p> <p>This phase is led by Commissioners with its own look, feel and communication style.</p> <p>Intentional messages about a fresh start and seeking diversity of candidates.</p> <p>One of the Commissioners key messages is that voters have a responsibility to make an informed choice.</p>	<ul style="list-style-type: none"> <li>• Person specification setting out Commissioners’ essential and desirable attributes of quality candidate (Refer Appendix 1).</li> <li>• Website 15 November 2023 with candidate handbook, attributes of a quality candidate, information for voters, information about the Māori ward and information for candidates.</li> <li>• Candidate information evening Monday, 19 February 2024 (see programme in Appendix 2). Registrations online. Sessions to be recorded and highlights made available on website following evening. Advertising starting 30 January 2024.</li> <li>• Video – Anne Tolley encouraging candidates to stand</li> <li>• Position descriptions for mayor and councillors, day in the life of an elected member</li> <li>• Local Government basics – All you need to know: guide to Local Government and FAQs about local government on website.</li> <li>• Remuneration – part of FAQs and candidate handbook</li> <li>• Commissioners to speak at various organisations about what it takes to be an elected member and what attributes of a quality candidate are. Concepts of collective responsibility, strategic leadership, stewardship of assets, intergenerational equity. Dates and programme to be confirmed.</li> <li>• Online information session for prospective candidates – talk to Commissioners and Electoral Officer (record online session – watch in English and NZ Sign Language – 30 April 2024 (TBC).</li> <li>• Commissioners’ clinics – book a time 1:1 – advertise dates, times – focus on potential candidates March-May 2024</li> <li>• He kanoahi ki te kanoahi – Face to face meetings with targeted groups including iwi/hapū, ethnic, youth and disabled communities e.g. Disability expo</li> <li>• Invite young councillors from other councils to talk about their experiences</li> <li>• Use community development events already planned to encourage candidates to stand.</li> <li>• Encourage people to nominate others (as well as themselves).</li> <li>• Refer to phase 2, part C for campaigns to encourage voters to know who they are voting for, promote media interest and provide more information on candidates.</li> </ul>
<p><b>Phase 2 Part A Increase voter registration and participation</b></p> <ul style="list-style-type: none"> <li>• Encourage eligible voters to enrol with the Electoral Commission.</li> <li>• Encourage more people to vote by highlighting the responsibility for ensuring good governance relies</li> </ul>	<p>We will use a positive, engaging campaign to attract people to vote as we return to an elected Council. The look and feel will be continued throughout the campaign, into the final phase.</p> <p>Local government impacts your life more than central government and we need the public to know that. Rather than focusing solely on youth, this time around we need to encourage everyone to vote. We will target people with specific ads based on their interests, age, concerns, and passions with messaging that will motivate them enough to vote.</p>	<ul style="list-style-type: none"> <li>• Work with Electoral Commission (EC) on local campaign to enrol from February-June 2024. The EC will be promoting voter registration for the central government election on 14 October 2023.</li> <li>• Attend Toi Ohomai and University of Waikato Orientation weeks in February 2024.</li> <li>• Work with Electoral Commission who are engaging Principals and Schools and with Electoral Commission to get Year 12 &amp; 13 students registered and interested in voting.</li> <li>• Commissioners host a breakfast with student leaders</li> <li>• Why you should vote in the local election – series of videos reasons why you should vote</li> <li>• Attend events in community to encourage people to enrol and people keep their enrolment details up to date (work with events team).</li> <li>• Use social media to raise awareness using network nudge and local influencers</li> <li>• Te Rangapū Mana Whenua o Tauranga Moana to provide advice on methods to increase Māori registration and understanding of Māori electoral option e.g. marae Facebook pages.</li> <li>• Refer to phase 2, part C for campaigns to encourage voters to know who they are voting for, promote media interest and provide more information on candidates.</li> </ul>

Democratic Transition Plan –Updated Timeline and actions

Phase and Purpose	Key messaging	Details
<p>on voters making good decisions.</p>		
<p><b>Phase 2</b> <b>Part B</b> <b>Single Transferable Vote awareness</b></p> <ul style="list-style-type: none"> <li>Inform voters that we have STV and that it is as easy as 1,2,3.s</li> </ul>	<p>Key message is that all votes count.</p> <p>To vote, just rank the candidates from your preferred to least preferred and you don't have to rank them all.</p>	<ul style="list-style-type: none"> <li>Digital campaign how STV works in single member wards in June-July 2024</li> <li>STV video on website explaining how STV works</li> </ul>
<p><b>Phase 2</b> <b>Part C</b> <b>Tauranga City Council is holding an election with new wards</b></p> <ul style="list-style-type: none"> <li>Inform the community that TCC is holding an election in July 2024.</li> <li>Inform the community what they are voting for i.e. the Mayor and one Councillor.</li> <li>Inform the voters on the Māori roll that for the first time there is a Māori ward.</li> <li>Inform the community where they can vote.</li> <li>Encourage voters to know who they're voting for.</li> </ul>	<p>We'll let voters know who they're voting for (Mayor and Councillor candidates), what ward they are in, how to vote and where they can vote. For those on the Māori roll, we'll let them know that there's a Māori ward for the first time.</p> <p>We want to attract people to vote and demystify the voting process.</p> <p>We want voters to know they have a responsibility to make an informed choice.</p>	<ul style="list-style-type: none"> <li>Information for voters at <a href="https://www.tauranga.govt.nz/council/about-your-council/elections-2024">https://www.tauranga.govt.nz/council/about-your-council/elections-2024</a></li> <li>Campaign to encourage voters to know who they're voting for and their responsibility to make an informed choice.</li> <li>After nominations have closed, we will ask all candidates to answer some key questions and a short video and along with their candidate profile statement we will post these online (similar to Auckland Council)</li> <li>Attract local and national media interest in candidates.</li> <li>Use social media to raise awareness using network nudge and local influencers</li> <li>Encourage community groups to host meet the candidates and candidate debates. Advertise these dates on website.</li> <li>Pre-election report 12 April 2024</li> <li>Maps – interactive ward maps – put in address and see candidates you can vote for and links back to website</li> <li>Maps - Where can vote – map of post boxes, where can drop off votes in orange bins</li> <li>Promote orange bins in supermarkets</li> <li>Vote box pop ups</li> <li>Drive through voting – on election day</li> <li>Elections 101: A quick guide to making voting easy</li> <li>Te Rangapū Mana Whenua o Tauranga Moana to provide advice on methods to encourage Māori to vote e.g. marae Facebook pages</li> <li>Where and how to cast a special vote – be available at four libraries– extension from just one place to do a special vote in 2019.</li> <li>Assisted participation for voting.</li> <li>Campaign get voting.</li> <li>Reminders to vote and where.</li> <li>Memory reminders – messages on voting envelopes</li> </ul>

## Encouraging candidates to stand

The Commissioners in their terms of reference have been asked by the Minister of Local Government “to work with the Council to encourage quality candidates to stand for election”.

The Commissioners have defined the following attributes that they believe reflect a quality candidate.

The Commissioners recognise that one person will not necessarily have all these attributes, but they see the mayor and councillors collectively holding these attributes to ensure a high performing Council.

- Recognises that while elected members represent a geographic area of the city, they must make decisions that are in the best interests of the whole city.
- Understands and has good governance experience, including recognising and giving effect to the principle of collective responsibility.
- Understands the needs and role of Tauranga as a nationally important metro city.
- Recognises that Tauranga is growing and changing rapidly and the associated need to manage that growth and change.
- Long term strategic thinker capable of making decisions that help define the future for Tauranga and its key role in the Bay of Plenty region.
- Knowledgeable about the direction and rationale behind the Long-Term Plan 2024-34 and capable of delivering on it.
- Financial acumen with experience in large and complex organisations. Aptitude to comprehend financial information and reports and scrutinise management’s performance.
- Aptitude to get to grips with complex legislation and reforms.
- Builder of collegial working relationships and models positive values and behaviours.
- Develop and retains strong strategic partnerships.
- Commits to honouring the Council’s responsibilities under the Local Government Act associated with Te Tiriti o Waitangi and working with mana whenua of Tauranga.
- Recognises the increasing diversity and changing ethnicity of Tauranga City and able to understand and empathise with all cultures and their aspirations.
- Familiar with the history of the development of the city and the reasons why the Commission was appointed.
- Has great communication skills.
- Commits time and energy.

## Candidates Information Evening-

Date: 19 February 2024 Time: 4 pm

Location: Holy Trinity Church Hall, corner of Devonport Road and 3rd Avenue,  
Tauranga

Time	Session	Speakers
4:00 pm	Karakia	Commissioner Shadrach Rolleston
4:05 pm	Welcome	Marty Grenfell, Chief Executive
4:10 pm -4:25 pm	What we found and what surprised us.	Commission Chair Anne Tolley Commissioner Shadrach Rolleston Commissioner Stephen Selwood Commissioner Bill Wasley
4:25 pm- 4:40 pm	What does great governance look like?	Dr Jim Mather
4:40 pm - 5:00 pm	Current and previous councillors talk about their experiences and motivation to stand for office	Andrew Turner, ex-deputy mayor, Christchurch City Council Tu O'Brien, Rangitāiki Māori ward councillor, Whakatāne District Council
5:00 pm – 5:15 pm	Election campaigning and rules, safety in campaigning, election signs, results, and timetable	Warwick Lampp, Electoral Officer
5:15 pm – 5:40 pm	<b>Supper - Mix and mingle with speakers and potential candidates</b>	
5:40 pm –5:50 pm	Relationships with tangata whenua	Maire Duncan, Chair, Te Rangapu Mana Whenua o Tauranga Moana
5:50 pm- 6:20 pm	Relationships with external organisations  A panel discussion from a partner/stakeholders'/community perspective	James Denyer, Mayor, Western Bay of Plenty Mary Dillon, Envirohub Nigel Tutt, Priority One
6:20 pm-6:30 pm	Relationship between governance and management	Marty Grenfell, Chief Executive
6:30 pm	Karakia and close evening	Commissioner Shadrach Rolleston

## Objective

To help prepare potential candidates interested in standing as elected members, Council will host a free candidate information evening, designed to provide expert guidance.

Joined by the Commissioners, a governance expert, our Electoral Officer, and past and present councillors from other councils, the first part of the evening will be an informative session to prepare would-be candidates for what they may expect if elected. It will provide an opportunity for the Commissioners to share information about what they found when they arrived and what surprised them, and share some thoughts about good governance and collective responsibility.

During a supper break where there will be time to mix and mingle.

The second half of the evening will focus on the relationships elected members will need to build on with tangata whenua, community groups and some of our key partners.

The evening will conclude with a session by Council's Chief Executive Marty Grenfell on the relationship he sees between governance and organisational management and how he and his team will support elected members when they take office.

Each session will allow speakers time to respond to questions from the audience.

We will film key portions of the event to host on the Council's webpage. The event links to the wider election campaign's purpose of raising awareness about the work Council undertakes in Tauranga.

Information packs will be provided to all attendees including a candidate's handbook, a position description and links to further information.

## Objective

To help prepare potential candidates interested in standing as elected members, Council will host a free candidate information evening, designed to provide expert guidance.

Joined by the Commissioners, a governance expert, our Electoral Officer, and past and present councillors from other councils, the first part of the evening will be an informative session to prepare would-be candidates for what they may expect if elected. It will provide an opportunity for the Commissioners to share information about what they found when they arrived and what surprised them, as well as considering the attributes candidates might need as elected members.

During a supper break where there will be time to mix and mingle.

The second half of the evening will focus on the relationships elected members will need to build on with tangata whenua, community groups and some of our key partners.

The evening will conclude with a session by Council's Chief Executive Marty Grenfell on the relationship he sees between governance and organisational management and how he and his team will support elected members when they take office.

Each session will allow speakers time to respond to questions from the audience.

We will film key portions of the event to host on the Council's webpage. The event links to the wider election campaign's purpose of raising awareness about the work Council undertakes in Tauranga.

Information packs will be provided to all attendees including a candidate's handbook, a position description and links to further information.