

MPWCT COMMUNICATION PLAN – 2019/2020

Key Related Documents: Strategic Plan, Annual Plan, CFRT Operational Funding Contract

The hapū and iwi of Mōkai Pātea have worked to progress their historic Treaty of Waitangi claims for more than 13 years. The time has come to try to achieve a settlement for the people of Mōkai Pātea. The first step in the direct negotiations part of the settlement process is to achieve a mandate from Mōkai Pātea Nui Tonu. This provides Mōkai Pātea Waitangi Claims Trust the authority, from the people who whakapapa to Mōkai Pātea hapu/iwi, to enter negotiations to settle claims against the Crown for breaches of Te Tiriti o Waitangi.

Robust and regular communication is critical to the success of achieving a mandate, and maintaining that mandate, so that those who affiliate to Mōkai Pātea Nui Tonu and who have a stake in the claims being negotiated, are involved, informed and able to influence decision-making.

This communication strategy provides an overview of the communication techniques and processes that will continue to be used by the Mōkai Pātea Waitangi Claims Trust. The strategy will be reviewed regularly to ensure it is delivering on its objectives. The workload has been great on few. The resource of people, time and putea limited. A successful communication strategy is one that allows for a reciprocal flow of information between the Trust and its members, and vice versa, to ensure 'buy-in'. Therefore, members are encouraged to play their part to make this a reality.

Who is Mōkai Pātea Waitangi Claims Trust?

The Mōkai Pātea Waitangi Claims Trust was established in 2011 by the four iwi of Mokai Patea to further and collectively settle the claims against the Crown for breaches of Te Tiriti o Waitangi in the Mōkai Pātea rohe. It was formed after an initial working party started the process around 2005. Read more here <https://mokaipateaclaims.maori.nz/about/>

Who are the rūnanga iwi of Mōkai Pātea?

Ngāi Ohuake	https://mokaipateaclaims.maori.nz/ngai_te_ohuake/
Ngāti Hauiti	https://mokaipateaclaims.maori.nz/ngati-hauiti/
Ngāti Tamakōpiri	https://mokaipateaclaims.maori.nz/ngati-tamakopiri/
Ngāti Whitikaupeka	https://mokaipateaclaims.maori.nz/ngati-whitikaupeka/

Dual Pathways – Tribunal hearings and Direct negotiations

There are two separate pathways in the process of hearing and settling historical Treaty claims. The Mōkai Pātea Waitangi Claims Trust have been involved in claims heard through the Waitangi Tribunal, with formal evidence in hearings commencing in 2016. The hearings are expected to conclude in 2020 with an estimated further two years before the Tribunal's findings are released.

In addition, the Mōkai Pātea Waitangi Claims Trust has committed itself to a process of "direct negotiations" which has run parallel to the hearings programme, and involves a process of seeking a mandate from those who whakapapa to Mōkai Pātea Nui Tonu, in order to negotiate and settle the claims. Mōkai Pātea Waitangi Claims Trust were accepted by the Crown to be involved in the dual path of both Waitangi Tribunal Hearings and to commence steps towards direct negotiation for settlement with the Crown.

To progress to settlement the first step is to have a mandate (endorsement) from the people who whakapapa to the hapu and iwi of Mokai Patea. That endorsement (mandate) is to allow the Mokai Patea Waitangi Claims Trust to commence negotiations with the Crown regarding the historical breaches of the Treaty of Waitangi that have impacted specifically on the Mokai Patea people.

For the Iwi and Hapu of Mokai Patea to progress towards settlement, the Mokai Patea Waitangi Claims Trust needs to show it has a “mandate” from its members. Those with whakapapa to Mōkai Pātea need to register and vote on the mandate and later in the settlement path ratify the deed of settlement (the ‘ratification’ stage). Understanding the structure and strategy to coordinate and lead the negotiations, and how the hapu and Iwi are represented within that structure is important.

Key Messages and the Context in which Communication is viewed by members

Settler and Crown practices to acquire land, policies, institutionalised thinking and practices of the Crown and its agents, the arrival of the missionaries and Iwi alliances, quickly impacted on the very distinct and individual rangatiratanga of the mana whenua hapu and iwi of the Mōkai Pātea rohe. Mōkai Pātea became identity and tikanga became overshadowed by colonial and larger neighbouring iwi influence and practices.

This impact saw an erosion of identity, the breakdown of hapu and Rūnanga structures and the pressure on rangatira to find ways to maintain whenua against stacked odds. For Mokai Patea Tangata there was a collapse of what was normal society to them. The erosion of identity was multifaceted, loss of mana for many leaders, consolidation of hapu into Rūnanga structures as population dwindled and whenua access and ownership became complicated. From mid-1900’s two to three generations of Mōkai Pātea begin identifying with large Iwi on the Mōkai Pātea boundaries like Ngāti Tuwharetoa or Ngāti Kahungunu, without understanding or referencing their own mana whenua hapu and iwi.

We can anticipate there will be some mistrust of Treaty settlement processes, and agencies such as MPWCT which are established to further tangata whenua aspirations within that Crown-process context. There will likely be a lack of understanding about the settlement process through both the Waitangi Tribunal Hearing process and direct settlement process. There will continue to be some objection to having all claims included in the “large natural grouping” category, as determined by the Crown.

The communication plan aims to:

- Engage a diverse and disengaged group of people and implement a profile-building and registration campaign that will lead more registered members, and to maintain interest and engagement with members
- Build Mōkai Pātea profile to help grow the understanding of iwi and hapū who was involved; what was their story; what did they care about – find ways that will engage people to remain contact and interest.

Membership

- As at **October 2019** there are **3600** individual registered members with the Trust.
- The involvement of those who whakapapa to Mōkai Pātea Nui Tonu must also include those who do not wish to register as members of the Trust. This is because it is recognised that the breaches of the Treaty affected all individuals and whanau, hapū and Iwi within our rohe, and all of those persons should be represented regardless of whether or not they choose to register with the Trust.
- Membership is governed by the Trust Deed which is available at mokaipateaclaims.maori.nz.
- A Membership Committee is a standing committee of the Trust, consisting of experts from each of the Iwi who are able to assess and verify applications for membership, or applications for verification of whakapapa for the purposes of a special vote.
- The membership database is a critical aspect of good communication.
 - The database is an access-based database housed on the server at MPS. It requires database knowledge to export information to use in current communication applications like, direct email campaigns etc.
 - Currently, we can report on iwi affiliation but we cannot report accurately on hapu affiliation. Therefore, hapu affiliation and reporting has been identified as a priority objective to improve the database.

- Close liaison with the Rūnanga databases is important, to ensure consistency. Ngāti Hauiti in particular has been identified as having a database established during the course of the 1990s fisheries settlement processes, and continued alignment with that database is an important objective, to cross reference members and contact details.
- Our objective is to achieve 80% of the database with current up-to-date contact details. The development of an online database platform has been planned to occur in 2019/2020 with migration of data from the access database to the new platform.

General Communication

Good regular communication is resource intensive, and requires suitable capability. MPWCT communicates across a range of platforms, including social media, the web, print media, PR campaigns, and face to face communication in different group settings (one on one, whanau, hapu, iwi, collective iwi. Local government, Local community).

MPWCT communicate by way of:

- regular hui with stakeholders;
- The panui newsletter “Ka Rere ki te Ao” and the e-panui version
- The MPWCT website and social media platforms
- Public Notification of hui by way of recognised local and national newspapers
- Participation and profiling of MPWCT at community events

MPWCT also rely on our Rūnanga representatives who sit as trustees on MPWCT board to feedback and feedforward to the whanau, hapū and Iwi they represent through Runanga, hapu and whanau hui. MPWCT provides “key messages” to Trustees so that there is a consistency of information being disseminated to members, with an opportunity to return to the website for more detailed information or to request further information from the Trust.

Key stakeholders for MPWCT communication are:

1. Registered Members
2. Those who have had whakapapa verified but who do not choose to be registered members
3. MPWCT Trust Board members, including the Tumu Mōkai cultural advisor;
4. MPWCT employees including the Project Manager and Hapū Strategic Advisor
5. MPWCT negotiators for negotiation of Treaty claims
6. The Iwi Rūnanga and the Rūnanga Delegates elected at Hui ā-Iwi to represent the hapū and Iwi of Mōkai Pātea Nui Tonu
7. The affiliated Marae of Mōkai Pātea (refer to the Marae Engagement Strategy which has been developed):
 - a. Ngāi Te Ohuake – Winiata Marae (and noting the intention to re-establish a formal marae at Awarua (Mōkai)
 - b. Ngāti Hauiti – Tāhuhu, Rātā and Winiata Marae
 - c. Ngāti Whitikaupeka – Te Riu o Puanga, Moawhango Marae
 - d. Ngāti Tamakōpiri – Opaea and Kaiewe Marae
8. Land Trusts within the Mōkai Pātea region, including Owahaoko B & D Trust, Owahaoko C Trust, Aorangi (Awarua) Trust, Oruamatua Kaimanawa 1V Trust, Oruamatua Kaimanawa 1U Trust, Timahanga No 1 Trust and Te Koau A Trust. This also extends to whanau trusts such as the Potaka Whanau Trust and other significant landholding trusts in the rohe.
9. Other representative or structural entities within the rohe which represent those who affiliate to Mōkai Pātea, (for example the Ngāti Hinemanu me Ngāti Paki Heritage Trust; Te Rūnanga o Ngāti Hinemanu, Ngāti Paki me Pouwharekura; Mōkai Pātea Services, Ngāti Hinemanu ki Omahu) etc
10. Kaumatua and Rangatahi of Mōkai Pātea who have a special role in providing particular perspectives of our development.

11. External agencies, including neighbouring Iwi/hapū entities, local government, community organisations and provider groups, and central government.

Social Media and Website Communication

The website has been active for some time, but was considerably updated in 2018 to be more responsive across a range of devices including mobile phones. It also now allows MPWCT to update the website content directly without having to go through the web site developer. MPWCT has improved posting of information on the website. All relevant documents for members are accessible and made available transparently.

The social media strategy can also be improved:

- Further improvements can be made with more frequency and coordination across platforms with a specific content plan.
- Many of our people are dispersed away from the Taihape rohe, around Aotearoa and overseas. The challenge is to reach them and help encourage them to keep engaged. A campaign is to be designed around this in 2020.
- MPWCT commits to developing additional strategies for people without internet or smartphone access to avoid the marginalisation of kaumatua. This includes engagement with kaumatua where they are comfortable congregating, and is not restricted to the formal information hui currently in place (Hui a rohe, Runanga Hui, Wananga etc).

Communication Principles (as taken from the MPWCT Strategic Plan 2017-2022)

Kotahitanga:

Mōkai Pātea Confederation is a traditional structure based on the kotahitanga (unity) of the iwi of Mōkai Pātea. All efforts to address Treaty claims and settlements should be made in a manner that reflects the legacy of kotahitanga within Mōkai Pātea.

Rangatiratanga

Emphasis is given to the rangatiratanga of the iwi that comprise the Mōkai Pātea Confederation. The authority to address claims and settlements comes from the iwi

Objectives 2019/2020

To maintain and grow support for MPWCT to achieve and maintain the mandate to enter negotiations with the Crown.

Strategy 1: Build a platform for strong support and mandate from whanau, hapū and iwi throughout the settlement process

NB: The 2017-2022 Strategic Plan was reviewed in July 2019. Reflecting on the continuing challenge to resource and put into action the engagement and communication work, two Strategies were added to add more emphasis on the importance of engagement and communication. They are:

Strategy 7: Develop an engagement plan to raise awareness of the process to the claimant community and the wider community and stakeholders, makes clear the roles of Iwi, Runanga and Hapu and seek a cohesive and aligned approach to the process and ensures independence is maintained.

Strategy 8: Develop a communications plan that seeks to raise awareness of the process to the claimant community and the wider community and stakeholders, Iwi, Runanga and Hapu to grow the database and ensure the claimant community are informed on process and progress.

Communication Targets

1. To engage iwi and hapū members with information on the path to settlement and encourage them to support the kaupapa (approach) through:
 - 1.1. Social media releases during 2019/2020**
 - 1.1.1. Develop a content plan with update posts on Waitangi Tribunal Hearings and Direct Negotiations progress
 - 1.1.2. Improve Facebook engagements from iwi and hapū members (including likes, shares, comments and click throughs) over 2019/2020 compared to 2018/2019
 - 1.1.3. Develop plan for online attendance at Hui-a-Rohe
 - 1.1.4. Develop a plan for live streamed or pre-recorded information videos based
 - 1.2. MPWCT organised Wananga and Hui**
 - 1.2.1. MPWCT Governance Hui. Eight (8) scheduled for 2019/2020 (Includes invitation to MPWCT Claimant Cluster)
 - 1.2.2. Mōkai Pātea Waitangi Claims Trust AGM 14/2/2020
 - 1.2.3. Quarterly hui-a-rohe (Ongoing) at Taihape with Specific Focus on Waitangi Tribunal hearings and Direct Negotiations (Q1 20 October 2019, Q2 23 February 2020, Q3 and Q4 dates tbc)
 - 1.2.4. Wananga in areas where overlapping iwi interests lie prior to Mandate Vote & Hui with Specific Focus on Waitangi Tribunal hearings and mandate presentation held at:
 - Potentially, Tokaanu/Turangi/Taupo, Whanganui, Hawkes Bay dates and venue tbc
 - 1.3. Newsletter publications**
 - 1.3.1. E-panui direct email distribution as required for various campaigns (six scheduled for 2019/2020)
 - 1.3.2. Printed newsletter two planned for 2019/2020
 - 1.4. Runanga & Whanau Organised Hui & Celebrations**
 - 1.4.1. Quarterly Runanga Hui (4 x 4 (16 per year) at least eight hui attended by Hapu Iwi Advisor in the year
 - 1.4.2. Other key Runanga or Whanau hui as the opportunity arises
2. To maintain and grow engagement with hapu and iwi members throughout the direct negotiation settlement process.
 - 2.1. Develop communication content that can be used at various stages on the path to settlement.
 - 2.1.1. Develop content for information and submission template for Deed of Mandate Submission campaign in 2019/2020
 - 2.2. To double iwi registration at each step where an electoral vote is required and improve understanding of Mōkai Pātea
 - 2.2.1. Mandate Vote (achieved) in 2018/2019
 - 2.2.2. Ratify Deed of Settlement in future years
 - 2.2.3. Develop content and campaign to attract interest in Mōkai Pātea story that can be shared through networks to reach non-registered Mōkai Pātea Tangata
3. Use of Champions

- 3.1. Find people who are influencers in different settings with reach, that our current communication channels may not have and encourage whanau to engage with Mōkai Pātea, their hapu and iwi runanga.
- 3.2. Target Runanga Delegates to use their networks of hapu and whanau to reach and inform tangata
- 3.3. Target Neighbouring Iwi and encourage them to share MPWCT posts and take opportunities to present on Mōkai Pātea path to settlement as they arise
4. Lobby wider circles local government, central government, community organisations
 - 4.1. Develop presentation and plan Hikoi to Wellington in 2019/2020 for profile of Mōkai Pātea Hui with Key Government agency heads and ministers (DoC, Defence, Education, TPK, Health, Treaty Settlements)
 - 4.2. Develop a formal communication memorandum with Local Government, building on the current communication between the MPWCT strategic advisor and the Rangitikei District Council
 - 4.3. Look at identifying Wider Mōkai Pātea Community Organisations and developing communication with for example: Land Trusts, Health providers, Education providers, History groups (museum, etc).