

Crown engagement with Māori

Engagement Strategy Template

This template assists you to develop a thorough engagement strategy.

It is important to remember that your engagement strategy should be a living document and should be amended as your engagement process progresses.

Once completed please send your draft engagement strategy to the Engagement team at the Office for Māori Crown Relations – Te Arawhiti. We will review the draft and provide advice on your engagement approach. Your draft should be emailed to crownmaoriengagement@tearawhiti.govt.nz.

This template also provides the basis for reviewing your engagement process once it is completed.

Overview

Engagement title	
Engagement dates	
Responsible person	<i>Include contact phone and email</i>
Agency(s) involved	
Engagement description	<i>An outline of the kaupapa (issue) the engagement relates to and the purpose of the engagement.</i>

Engagement Characteristics

What is the kaupapa?	
What are the key outcomes sought from our engagement?	<i>e.g. Ideas to resolve policy issue, early-stage information gathering, consultation on policy design, socialisation of policy proposal.</i>
How will these outcomes impact the kaupapa?	<i>e.g. Will the engagement inform the options presented to Ministers, will it feed into the policy development process?</i>
Which sectors does our kaupapa impact on?	<i>[Social, Cultural, Economic, Environmental]</i>
Describe the relevance to each of the identified sectors	<i>Social Cultural Economic Environmental</i>
Have you engaged with agencies with overlapping interests and have you developed any cross-cutting strategies?	



Who are you engaging with?	
Is our kaupapa relevant at a local, regional and/or national level?	[Local, Regional, National]
If regional or local areas are impacted, what are these?	
Are there any Treaty settlement commitments or other statutory obligations that require engagement with particular groups?	Deeds of Settlement can be found at www.govt.nz/treaty-settlement-documents/. Te Kāhui Whakamana at Te Arawhiti has developed a policy guidance document to help agencies identify where new policy proposals are likely to have an impact on settlement commitments. This can be accessed by emailing postsettlement@tearawhiti.govt.nz Te Kāhui Whakamana has launched Te Haeata - Settlement Portal, to enable agencies to search relevant settlement commitments. You can learn more about the Te Kāhui Whakamana at https://www.tearawhiti.govt.nz/settlement-commitments/
List all identified individuals, iwi, hapū, whānau, or Māori organisations who have an interest in the kaupapa or impacted area.	Note: iwi and hapū can have multiple representative entities. For each group, ensure you are aware of which entity you are intending to engage with and why. Te Kāhui Māngai (www.tkm.govt.nz) is a useful resource for identifying relevant contacts. Te Puni Kōkiri and Te Arawhiti can also assist. Individuals • Hapū • Whānau • Māori organisations •
Method of engagement	
With reference to the spectrum of engagement methods outlined in the 'Guidelines for engagement with Māori', which method(s) are appropriate for this engagement	N.B. There are times when different engagement methods are appropriate for different groups. Consider statutory and Treaty commitments, and the degree of impact or relevance to different groups. [Inform/Consult/Collaborate/Co-design/Empower]



Engagement Strategy

Co-ordination across Government

Does our kaupapa overlap with any existing engagement processes?	<i>You should consult with colleagues in your sector about whether they have any engagement processes that will overlap with yours.</i>
Is the government currently engaging with any of the identified groups?	
Has the government recently engaged with identified groups on similar or other issues?	
Given the above answers, what opportunities are there to co-ordinate with existing engagement processes to improve the quality of the Crown's engagements and the experience of groups?	<i>Engaging with the Crown can place financial and other burdens on groups. Agencies can reduce this burden where possible, and improve the quality of engagements, by:</i> • <i>Combining engagement hui with other agencies</i> • <i>Taking learnings from other agencies who have previously engaged with a group.</i>

Implementation

Have we involved people from our organisation with the capability to communicate and listen effectively to our audiences?		
Outline briefly the engagement activity(s) planned (e.g. hui, wānanga, consultation on material) for each identified group	Group 1	Engagement activity
	Group 2	“
	Group 3	“
	Group 4	“
Do we have sufficient tikanga Māori capability to participate in, or facilitate, relevant protocols?		
What is our strategy to manage expectations through the engagement process?		
Will our engagement activities (e.g. hui, wānanga) reach all stakeholders we need? Do we have other opportunities for contribution (e.g. electronic feedback)?		



What systems will we have in place to ensure the outcomes of engagement activities are captured accurately and fully?	
Timeframes	
What are the government-driven deadlines for finalising engagement?	
<i>Attach a timeline outlining key dates from current to the finalisation of the engagement process, including time for feedback and evaluation.</i>	
Are there any events in the Māori community that might impact on engagement timelines, or impact on the capacity of groups to contribute?	
Does the timeline allow sufficient time for Māori groups to engage with material, discuss, and contribute, so that engagement is meaningful?	
How flexible is our timeline? Can it respond to unforeseen circumstances?	
Communication strategy	
<i>Attach a communication strategy outlining, for each group being engaged, the key messages you will deliver to that group. These messages should be tailored to the particular audience.</i>	
Do our key messages acknowledge the value that each groups' Māori perspective and experience will bring to our kaupapa?	
What material are we intending to distribute to inform our engagement?	
Is this material in formats that are accessible to the audience?	
How will we manage any media interest in our engagement?	
Risk analysis	



Outline below the risks identified that would impact on a successful engagement process, and the ways to mitigate these risks.

Risk	Impact on engagement	Mitigation

Feedback and self-review

How will we report back the results of the engagement to groups?

Include timeframes, method.

Include a summary of the process here (internal and external) and the website link.

When will you be conducting a review of the engagement process?

An agency self-review template is available to assist with internal reviews.

Who will be involved in the review process internally?

How will you get participants to participate in the review process?

A feedback form template is available to assist with participant reviews.

