

Communications for Rules Notification

Lake Rotorua Stakeholders'
Advisory Group



Proud Partners



With funding from



Overview

- Who are we engaging with?
- How are we going to engage/connect?
- What do they need and want to know?
- How will we engage them?
- What this looks like?



Proud Partners



With funding from



Who?

Everyone living in the Lake Rotorua catchment

- Farmers (Dairy and Drystock)
- Māori Land Trusts/Iwi
- Small Block Owners
- Landowners in new groundwater boundary



Proud Partners



With funding from



How?

- Layered approach to ensure people:
 - understand the desired outcomes
 - are well informed on the process
 - actively engage in the process
- Translate our messages into language people understand, and place it where they can see it.



Proud Partners



With funding from



What?

- Past – Why are new rules required?
- Present – What else are we doing to achieve the required reduction?
- Future – What are the proposed rules and what is the process?



Proud Partners



With funding from



How will we engage?

- Fact Sheet on the proposed rules
- Letterbox drop on the proposed rules
- Information evenings on the proposed rules
- Selection of press ads on the proposed rules and the process
- Selection of posters on the proposed rules and the process
- Selection of radio ads on the process (time reminders)
- Media and key advisor briefing on the proposed rules and the process
- Media updates during the process
- Emails for distribution to RTALP databases on the proposed rules and the process
- Online, databases



Proud Partners



With funding from



What this will look like

- Beauty (<https://vimeo.com/133884657>)
- Floating wetlands press ad
- Process



Proud Partners



With funding from



What possible good could come from half a million plastic bottles in one of our lakes?



Normally plastic in any body of water spells disaster, but in Lake Rotorua it's quite a different story. The half million plastic bottles in our largest lake have been recycled to become part of a floating wetland. There are 4000 square metres of it covered in 20,000 native plants that you can see them spelling out 'Rotorua' if you're ever flying over the lake. Wetlands like this play a major role in

removing nutrients from the water that can otherwise harm the ecosystem, that's why we've given mother nature a hand. But that's not all they do, they're also providing nesting areas for native birds and nursery grounds for fish & koura. The floating wetlands in Rotorua and Rotoehu are part of our chapter in the story of the lakes of Rotorua.

In the story of the lakes of Rotorua, what will our chapter say?

[#loveourlakes](#)



Proud Partners



With funding from



Enabling Lake Rotorua to shine

