

StAG Updates

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Marketing & Communications

Hariata Ngatai, Marketing and Communications Manager, BOPRC

Rotorua Te Arawa Lakes Programme

Revised plan for Marketing and Communications was presented to StAG late last year highlighting the need to speak with the entire Rotorua community in a way that they can relate to. You will begin to see messages appear in publications, on the website, on the radio, in and around the community to try and get a more collaborative community effort to ensure our lakes are restored and protected. The look, feel and language is simplified and to the point.

Lake Rotorua Catchment

As part of a more consistent, user friendly and integrated approach, all information will be in a more palatable format but providing links to the Rotorua Lakes website where more comprehensive information can be found. In the early stages of this year there will be a lot of activity around Advice & Support, Gorse

continued on page 2

UPDATES INSIDE THIS ISSUE

- 1 Marketing and Communications
- 2 \$ 3.3m Low Nitrogen Land Use Project
- 3 Opportunities Symposium
- 4 Land TAG

\$ 3.3 Million Low Nitrogen Land Use Budget

Helen Creagh, Rotorua Catchment Manager, BOPRC

On Monday 9 February a workshop was held with stakeholders to get their feedback on the decision making framework for the \$3.3 Million budget. Participants included representatives of StAG, Land TAG, Grow Rotorua, BOPRC, Farmer Collective, Te Arawa Lakes Trust. The purpose of the workshop was to inform decision making criteria, process and approach to spending the \$3.3 million. The workshop was not to inform what the money should be spent on or who should make the decisions on how the money was spent. Excellent input into all considerations provided. Paper with recommended framework and next steps to be presented to RTALSG in March.

Opportunities Symposium

Warren Webber, LWQS



The Programme Committee has been busy planning for the Opportunities Symposium. At present, the date of the Opportunities Symposium will be 16-17 June 2015. The projected timeline of the Symposium is the following:

continued on page 2

Cont'd Marketing and Communications

Conversion and Incentives Scheme, this will be the first chance to see how the simplified approach is implemented. Opportunities have arisen where these three components are being spoken about at various events and details of other open forums will be sent to StAG as well as through media releases, the Lakes Programme database of contacts and other databases that we may have access to eg iwi, the Collective.

There are still a number of landowners concerned about how they will be affected by the proposed land use rules and support available, and it is quite hard to navigate the current website which is the main hub for information. There are no Fact Sheets available explaining the rules and given the cost to re-print and the risk of information becoming outdated, people should be directed to the website. In due time, the website will be changed to reflect the more simplified approach and to ensure it is easier to navigate and content is easy to understand.



Landowners New to Groundwater Boundary

A meeting was held 11 December 2014 at the Ngongotahā Hall by the Collective in association with BOPRC. About 25 landowners from 13 properties within the additional groundwater area attended. Presentations at the meeting were given by the scientists who helped define the groundwater boundary as well as Sarah Omundsen who discussed the proposed rules. A number of concerns were raised by those who attended as they have only just heard about the nitrogen limits.

Following that meeting, an updated contact list for those new to the groundwater boundary will be sought, a meeting to further explain the draft rules, including how Nitrogen Discharge Allowances will be calculated given there are no 2001-2004 benchmarks for the additional groundwater area will need to be held and a page addressing their specific concerns added to the website.

Cont'd Opportunities Symposium

Timeline

Mon 16 Feb: Programme Committee Meeting following StAG Subcommittee. Key stakeholder groups represented. Subsequent email correspondence to finalise draft programme structure

Wed 18 Feb: Stephen Lamb to meet with Incentive Board to brief on Symposium and request sponsorship support

Tues 24 Feb: Warren Webber to meet with Rotorua Catchment Land TAG to discuss proposed role for critique of programme content

Fri 27 Feb: Draft programme circulated with request to presenters to provide abstract for LandTAG critique

Early March: presenters confirmed *continued from page 1*

Tues 17th March: report to StAG (which meets that day)

31st March: Programme finalised

April/May: promotion & publicity

16-17 June: Symposium Event*

* Note: Mystery Creek Fieldays are 10-13 June. StAG Meeting Tues 23 June

** Event Itinerary is found on page 3. (work in progress)

Land Technical Advisory Group

The Land Technical Advisory Group (LTAG) had its first two meetings in late 2014 and its third meeting is scheduled for 24th February. The LTAG will be progressing a "land science strategy" and consider issues ranging from N mitigation cost-effectiveness to understanding farmer stress. We will also have Stuart Morrison participate as a farmer representative.

All Land TAG agendas, presentations and minutes can be found [here](#).

Andy Bruere, Lake Operations Manager