



21 May 2024

Alan Waller

[fyi-request-26518-d9f985cb@requests.fyi.org.nz](mailto:fyi-request-26518-d9f985cb@requests.fyi.org.nz)

Dear Alan Waller

**Request for Information – Local Government Official Information and Meetings Act (the Act) 1987**

We refer to your request of 23 April 2024 for:

- 1) the council resolution authorising this expenditure – the date of the meeting and the agenda item under which it was approved.*
- 2) all correspondence, emails, memos, reports and meeting minutes, internal and external, including communications with Radio NZ, concerning the establishment of Mouri Tupu, its roll out and the Mayor's interview on RNZ on 22 April 2024.*

**Response:**

Funding for Mouri Tupu – Planting for the Future is being considered by Council as part of the current Long Term Plan process. At its meeting on 12 December 2023, the Long Term Plan/Annual Plan Subcommittee recommended that “Council approves option 6 for the Indigenous Biodiversity Strategy with an operating budget increase of \$0.26M in 2024-25 (\$2.49M over 10 years).

This funding includes the roll-out of a community-led planting programme.

Regarding the second part of your request, please find attached Information within the scope of your request.

Council also has Information on Mouri Tupu on it's website, at: [Mouri Tupu – Planting for the Future | Hutt City Council](#).



You have the right to seek an investigation and review by the Ombudsman of this decision. Information about how to make a complaint is available at [www.ombudsman.parliament.nz](http://www.ombudsman.parliament.nz) or freephone 0800 802 602.

Please note that this response to your information request may be published on Hutt City Council's website. Please refer to the following link:  
[www.huttcity.govt.nz/council/contactus/make-an-official-information-act-request/proactive-releases](http://www.huttcity.govt.nz/council/contactus/make-an-official-information-act-request/proactive-releases)

Yours sincerely

Philip Rossiter

Senior Advisor, Official Information and Privacy

**From:** [Andrew Johnsen](#)  
**To:** [Kat Saunders](#)  
**Cc:** [Andrea Blackshaw](#); [Charlotte Parish](#)  
**Subject:** RE: Planting campaign name, comms plan, PR, tracker and launch event  
**Date:** Thursday, 18 April 2024 3:07:19 pm  
**Attachments:** [image001.png](#)  
[image002.png](#)  
[image003.png](#)  
[image004.png](#)  
[image005.png](#)  
[IMG5HCCLogo-Colour-EmailSignatureV5.png.png](#)  
[IMG6LTP-EmailBanner.png.png](#)

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Great, thanks for sending this through – will be helpful tomorrow and going forward.

Ngā mihi nui,

**Andrew Johnsen** ([he/him](#))

[Pou Tohutohu Whakapā ki Te Koromatua | Senior Communications and Engagement Advisor to the Mayor](#)

Te Kaunihera o Te Awa Kairangi | Hutt City Council, 30 Laings Road, Private Bag 31912, Lower Hutt 5040, New Zealand  
**Kawereo:** 027 208 2964 **Paetukutuku:** [www.huttcity.govt.nz](http://www.huttcity.govt.nz)

**Andrew Johnsen**

[Senior Communications and Engagement Advisor](#)

Hutt City Council, 30 Laings Road, Hutt Central, Lower Hutt 5010

**P:** 027 208 2964 **M:** 027 208 2964 **W:** [www.huttcity.govt.nz](http://www.huttcity.govt.nz)



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**From:** Kat Saunders <xxx.xxxxxxx@xxxxxxx.xxx.xx>  
**Sent:** Thursday, April 18, 2024 2:55 PM  
**To:** Andrew Johnsen <xxxxxx.xxxxxxx@xxxxxxx.xxx.xx>  
**Cc:** Andrea Blackshaw <xxxxxx.xxxxxxxx@xxxxxxx.xxx.xx>; Charlotte Parish <xxxxxxx.xxxxx@xxxxxxx.xxx.xx>  
**Subject:** RE: Planting campaign name, comms plan, PR, tracker and launch event

Hi Andrew,

Please see some notes to brief Campbell for the interview. I have requested the total budget cost. It's not high relative to other Council projects.

Thanks,  
Kat

**Kat Saunders**

[Senior Communications Advisor](#)

Hutt City Council, 30 Laings Road, Hutt Central, Lower Hutt 5011

**P:** **M:** 027 429 0874 **W:** [www.huttcity.govt.nz](http://www.huttcity.govt.nz)



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**From:** Andrew Johnsen <[xxxxxx.xxxxxx@xxxxxxxx.xxxx.xx](mailto:xxxxxx.xxxxxx@xxxxxxxx.xxxx.xx)>  
**Sent:** Wednesday, April 17, 2024 3:12 PM  
**To:** Kat Saunders <[xxx.xxxxxx@xxxxxxxx.xxxx.xx](mailto:xxx.xxxxxx@xxxxxxxx.xxxx.xx)>; Charlotte Parish <[xxxxxxxx.xxxxxx@xxxxxxxx.xxxx.xx](mailto:xxxxxxxx.xxxxxx@xxxxxxxx.xxxx.xx)>  
**Cc:** Sam Guerin <[xxx.xxxxxx@xxxxxxxx.xxxx.xx](mailto:xxx.xxxxxx@xxxxxxxx.xxxx.xx)>; Andrea Blackshaw <[xxxxxx.xxxxxx@xxxxxxxx.xxxx.xx](mailto:xxxxxx.xxxxxx@xxxxxxxx.xxxx.xx)>; Arthur Nelson <[xxxxxx.xxxxxx@xxxxxxxx.xxxx.xx](mailto:xxxxxx.xxxxxx@xxxxxxxx.xxxx.xx)>  
**Subject:** RE: Planting campaign name, comms plan, PR, tracker and launch event

Great, thanks Kat.

Heads up that Nicholas Boyack will be along on Friday afternoon with a photographer – will likely do a video with it as well.

He wants to know how Mouri Tupu is being paid for and will likely ask why we are planting shrubs as well as trees.

[@Kat](#) it would be good to touch base when you're back tomorrow morning.

Ngā mihi nui,

**Andrew Johnsen** ([he/him](#))

Pou Tohutohu Whakapā ki Te Koromatua | Senior Communications and Engagement Advisor to the Mayor

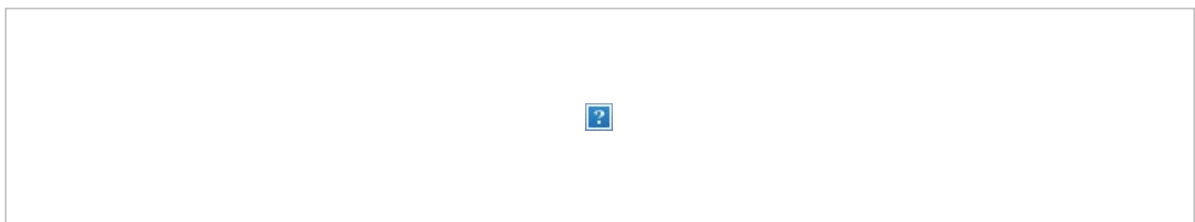
Te Kaunihera o Te Awa Kairangi | Hutt City Council, 30 Laings Road, Private Bag 31912, Lower Hutt 5040, New Zealand  
**Kawereo:** 027 208 2964 **Paetukutuku:** [www.huttcity.govt.nz](http://www.huttcity.govt.nz)

**Andrew Johnsen**

Senior Communications and Engagement Advisor


Hutt City Council, 30 Laings Road, Hutt Central, Lower Hutt 5010

**P:** 027 208 2964 **M:** 027 208 2964 **W:** [www.huttcity.govt.nz](http://www.huttcity.govt.nz)



**From:** Kat Saunders <[xxx.xxxxxxx@xxxxxxx.xxx.xx](mailto:xxx.xxxxxxx@xxxxxxx.xxx.xx)>  
**Sent:** Wednesday, April 17, 2024 2:31 PM  
**To:** Andrew Johnsen <[xxxxxx.xxxxxxx@xxxxxxx.xxx.xx](mailto:xxxxxx.xxxxxxx@xxxxxxx.xxx.xx)>; Charlotte Parish <[xxxxxxx.xxxxxxx@xxxxxxx.xxx.xx](mailto:xxxxxxx.xxxxxxx@xxxxxxx.xxx.xx)>  
**Cc:** Sam Guerin <[xxx.xxxxxxx@xxxxxxx.xxx.xx](mailto:xxx.xxxxxxx@xxxxxxx.xxx.xx)>; Andrea Blackshaw <[xxxxxx.xxxxxxxx@xxxxxxx.xxx.xx](mailto:xxxxxx.xxxxxxxx@xxxxxxx.xxx.xx)>; Arthur Nelson <[xxxxxx.xxxxxxx@xxxxxxx.xxx.xx](mailto:xxxxxx.xxxxxxx@xxxxxxx.xxx.xx)>  
**Subject:** RE: Planting campaign name, comms plan, PR, tracker and launch event

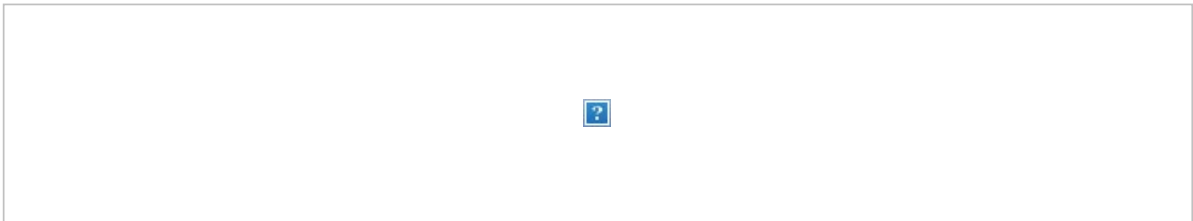
Kia ora koutou,

Please find the link to the content for the Mouri Tupu web page here:  [Mouri Tupu website content.docx](#)

Many thanks,  
Kat

**Kat Saunders**  
Senior Communications Advisor

Hutt City Council, 30 Laings Road, Hutt Central, Lower Hutt 5011  
**P:** **M:** 027 429 0874 **W:** [www.huttcity.govt.nz](http://www.huttcity.govt.nz)



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**From:** Arthur Nelson <[xxxxxx.xxxxxxx@xxxxxxx.xxx.xx](mailto:xxxxxx.xxxxxxx@xxxxxxx.xxx.xx)>  
**Sent:** Wednesday, April 17, 2024 9:35 AM  
**To:** Kat Saunders <[xxx.xxxxxxx@xxxxxxx.xxx.xx](mailto:xxx.xxxxxxx@xxxxxxx.xxx.xx)>; Andrea Blackshaw <[xxxxxx.xxxxxxxx@xxxxxxx.xxx.xx](mailto:xxxxxx.xxxxxxxx@xxxxxxx.xxx.xx)>  
**Cc:** Sam Guerin <[xxx.xxxxxxx@xxxxxxx.xxx.xx](mailto:xxx.xxxxxxx@xxxxxxx.xxx.xx)>  
**Subject:** RE: Planting campaign name, comms plan, PR, tracker and launch event

It could possibly be done via the ongoing Indigenous biodiversity funding which commences in July 2024. What is your view Andrea?

**Arthur Nelson**  
Head of Parks and Reserves

Hutt City Council, 30 Laings Road, Hutt Central, Lower Hutt 5010  
**P:** **M:** 027 210 4010 **W:** [www.huttcity.govt.nz](http://www.huttcity.govt.nz)





**From:** Kat Saunders <[xxx.xxxxxxx@xxxxxxx.xxx.xx](mailto:xxx.xxxxxxx@xxxxxxx.xxx.xx)>  
**Sent:** Wednesday, April 17, 2024 9:33 AM  
**To:** Arthur Nelson <[xxxxxx.xxxxxx@xxxxxxx.xxx.xx](mailto:xxxxxx.xxxxxx@xxxxxxx.xxx.xx)>; Andrea Blackshaw <[xxxxxx.xxxxxxxx@xxxxxxx.xxx.xx](mailto:xxxxxx.xxxxxxxx@xxxxxxx.xxx.xx)>  
**Cc:** Sam Guerin <[xxx.xxxxxx@xxxxxxx.xxx.xx](mailto:xxx.xxxxxx@xxxxxxx.xxx.xx)>  
**Subject:** RE: Planting campaign name, comms plan, PR, tracker and launch event

Kia ora Arthur,

Thanks, that's great.

Andrew had a question re: the Mayor giving our seedlings at the citizenship ceremonies. "We have about 200 people through each one this year. Are we able to get that many seedlings for each one?"

Is that something we can accommodate within the project budget?

Thanks,  
Kat

**Kat Saunders**  
Senior Communications Advisor

Hutt City Council, 30 Laings Road, Hutt Central, Lower Hutt 5011  
**P:** **M:** 027 429 0874 **W:** [www.huttcity.govt.nz](http://www.huttcity.govt.nz)



**From:** Arthur Nelson <[xxxxxx.xxxxxx@xxxxxxx.xxx.xx](mailto:xxxxxx.xxxxxx@xxxxxxx.xxx.xx)>  
**Sent:** Wednesday, April 17, 2024 8:50 AM  
**To:** Kat Saunders <[xxx.xxxxxxx@xxxxxxx.xxx.xx](mailto:xxx.xxxxxxx@xxxxxxx.xxx.xx)>; Andrea Blackshaw <[xxxxxx.xxxxxxxx@xxxxxxx.xxx.xx](mailto:xxxxxx.xxxxxxxx@xxxxxxx.xxx.xx)>  
**Cc:** Sam Guerin <[xxx.xxxxxx@xxxxxxx.xxx.xx](mailto:xxx.xxxxxx@xxxxxxx.xxx.xx)>  
**Subject:** RE: Planting campaign name, comms plan, PR, tracker and launch event

Hi,

As I understand it, we will pick up the costs of the day from non-routine (including photographer) but catering will be picked up by the Mayor's office.

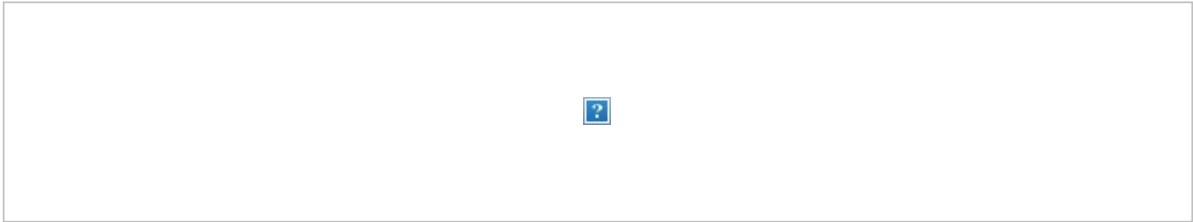
Let me know if I have missed something.

**Arthur Nelson**

Head of Parks and Reserves

Hutt City Council, 30 Laings Road, Hutt Central, Lower Hutt 5010

**P:** **M:** 027 210 4010 **W:** [www.huttcity.govt.nz](http://www.huttcity.govt.nz)



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**From:** Kat Saunders <[xxx.xxxxxxx@xxxxxxx.xxx.xx](mailto:xxx.xxxxxxx@xxxxxxx.xxx.xx)>

**Sent:** Tuesday, April 16, 2024 7:51 PM

**To:** Andrea Blackshaw <[xxxxxx.xxxxxxxx@xxxxxxx.xxx.xx](mailto:xxxxxx.xxxxxxxx@xxxxxxx.xxx.xx)>

**Cc:** Sam Guerin <[xxx.xxxxxx@xxxxxxx.xxx.xx](mailto:xxx.xxxxxx@xxxxxxx.xxx.xx)>; Arthur Nelson <[xxxxxx.xxxxxx@xxxxxxx.xxx.xx](mailto:xxxxxx.xxxxxx@xxxxxxx.xxx.xx)>

**Subject:** RE: Planting campaign name, comms plan, PR, tracker and launch event

Hey Andrea,

Charlotte said she's happy to cover the catering cost after I showed her the quote from Eastbourne Eats, so we should be OK unless you think it's not the right fit. In reality we're only expecting a handful of kids there and mostly adults, but I definitely take your point and we can find a cheaper option.

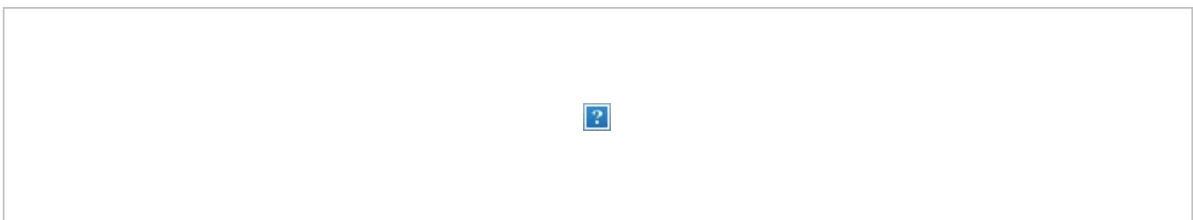
Thanks,  
Kat

**Kat Saunders**

Senior Communications Advisor

Hutt City Council, 30 Laings Road, Hutt Central, Lower Hutt 5011

**P:** **M:** 027 429 0874 **W:** [www.huttcity.govt.nz](http://www.huttcity.govt.nz)



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**From:** Andrea Blackshaw <[xxxxxx.xxxxxxxx@xxxxxxx.xxx.xx](mailto:xxxxxx.xxxxxxxx@xxxxxxx.xxx.xx)>

**Sent:** Tuesday, April 16, 2024 6:20 PM

**To:** Kat Saunders <[xxx.xxxxxxx@xxxxxxx.xxx.xx](mailto:xxx.xxxxxxx@xxxxxxx.xxx.xx)>

**Cc:** Sam Guerin <[xxx.xxxxxx@xxxxxxx.xxx.xx](mailto:xxx.xxxxxx@xxxxxxx.xxx.xx)>; Arthur Nelson <[xxxxxx.xxxxxx@xxxxxxx.xxx.xx](mailto:xxxxxx.xxxxxx@xxxxxxx.xxx.xx)>

**Subject:** RE: Planting campaign name, comms plan, PR, tracker and launch event

Hi all. there is budget for this from July 1 with parks and reserves. in the interm arthur can you absorb? I think catering cost is v high and probably not appropriate spend especially when includes lots of kids. suggest we look for alternatives. if needed happy to arrange pick up from naenae bakery or similar.

AB

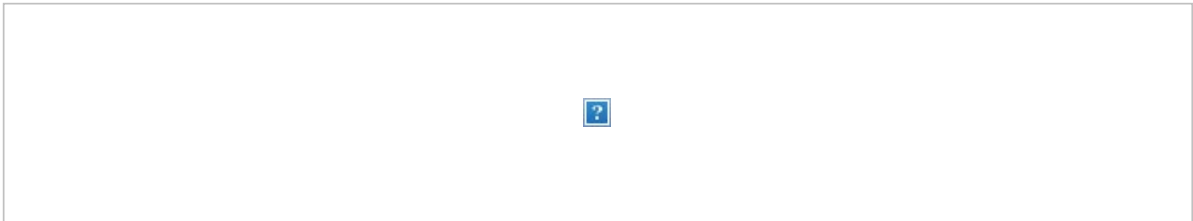
Sent from my Galaxy

**Andrea Blackshaw**

Director Neighbourhoods & Communities

Hutt City Council, 30 Laings Road, Hutt Central, Lower Hutt 5010

**P:** **M:** 021 953 349 **W:** [www.huttcity.govt.nz](http://www.huttcity.govt.nz)



----- Original message -----

From: Kat Saunders <[xxx.xxxxxxx@xxxxxxx.xxx.xx](mailto:xxx.xxxxxxx@xxxxxxx.xxx.xx)>

Date: 16/04/24 3:56 pm (GMT+12:00)

To: Andrew Johnsen <[xxxxxx.xxxxxx@xxxxxxx.xxx.xx](mailto:xxxxxx.xxxxxx@xxxxxxx.xxx.xx)>, Charlotte Parish <[xxxxxxx.xxxxxx@xxxxxxx.xxx.xx](mailto:xxxxxxx.xxxxxx@xxxxxxx.xxx.xx)>

Cc: Andrea Blackshaw <[xxxxxx.xxxxxxxx@xxxxxxx.xxx.xx](mailto:xxxxxx.xxxxxxxx@xxxxxxx.xxx.xx)>, Sam Guerin <[xxx.xxxxxx@xxxxxxx.xxx.xx](mailto:xxx.xxxxxx@xxxxxxx.xxx.xx)>

Subject: RE: Planting campaign name, comms plan, PR, tracker and launch event

Thanks. I have had a quote from our photographer Mark Tantrum for \$340 for taking pics on Friday. I'm not sure whose budget that would come out or whether the project has budget to cover marketing/comms costs. Could someone let me know?

Thanks,  
Kat

**Kat Saunders**

Senior Communications Advisor

Hutt City Council, 30 Laings Road, Hutt Central, Lower Hutt 5011

**P:** **M:** 027 429 0874 **W:** [www.huttcity.govt.nz](http://www.huttcity.govt.nz)





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**From:** Andrew Johnsen <[xxxxxx.xxxxxxx@xxxxxxxx.xxxx.xx](mailto:xxxxxx.xxxxxxx@xxxxxxxx.xxxx.xx)>  
**Sent:** Tuesday, April 16, 2024 3:36 PM  
**To:** Kat Saunders <[xxx.xxxxxxx@xxxxxxxx.xxxx.xx](mailto:xxx.xxxxxxx@xxxxxxxx.xxxx.xx)>; Charlotte Parish <[xxxxxxxx.xxxxxx@xxxxxxxx.xxxx.xx](mailto:xxxxxxxx.xxxxxx@xxxxxxxx.xxxx.xx)>  
**Cc:** Andrea Blackshaw <[xxxxxx.xxxxxxx@xxxxxxxx.xxxx.xx](mailto:xxxxxx.xxxxxxx@xxxxxxxx.xxxx.xx)>; Sam Guerin <[xxx.xxxxxx@xxxxxxxx.xxxx.xx](mailto:xxx.xxxxxx@xxxxxxxx.xxxx.xx)>  
**Subject:** RE: Planting campaign name, comms plan, PR, tracker and launch event

Kia ora Kat,

Thanks for the updates.

The competition is a great idea, really like the idea of getting the kids involved with this – and it gives the Mayor plenty of opportunities to get into schools and check out the progress being made on their gardens. Keen to see a more fleshed out plan for this.

The comms plan is looking good. Great to see some planning for content beyond the initial launch – excited to see how this all ends up looking.

With the Citizenship Ceremonies, we have about 200 people through each one this year. Are we able to get that many seedlings for each one?

And the graphic is shaping up nicely, well done!

Ngā mihi nui,

**Andrew Johnsen** ([he/him](#))

Pou Tohutohu Whakapā ki Te Koromatua | Senior Communications and Engagement Advisor to the Mayor

Te Kaunihera o Te Awa Kairangi | Hutt City Council, 30 Laings Road, Private Bag 31912, Lower Hutt 5040, New Zealand  
**Kawereo:** 027 208 2964 **Paetukutuku:** [www.huttcity.govt.nz](http://www.huttcity.govt.nz)

**Andrew Johnsen**

Senior Communications and Engagement Advisor

Hutt City Council, 30 Laings Road, Hutt Central, Lower Hutt 5010

**P:** 027 208 2964 **M:** 027 208 2964 **W:** [www.huttcity.govt.nz](http://www.huttcity.govt.nz)





**From:** Kat Saunders <[xxx.xxxxxxxx@xxxxxxx.xxx.xx](mailto:xxx.xxxxxxxx@xxxxxxx.xxx.xx)>  
**Sent:** Tuesday, April 16, 2024 3:27 PM  
**To:** Charlotte Parish <[xxxxxxx.xxxxxx@xxxxxxx.xxx.xx](mailto:xxxxxxx.xxxxxx@xxxxxxx.xxx.xx)>; Andrew Johnsen <[xxxxxx.xxxxxxx@xxxxxxx.xxx.xx](mailto:xxxxxx.xxxxxxx@xxxxxxx.xxx.xx)>  
**Cc:** Andrea Blackshaw <[xxxxxx.xxxxxxxx@xxxxxxx.xxx.xx](mailto:xxxxxx.xxxxxxxx@xxxxxxx.xxx.xx)>; Sam Guerin <[xxx.xxxxxx@xxxxxxx.xxx.xx](mailto:xxx.xxxxxx@xxxxxxx.xxx.xx)>  
**Subject:** RE: Planting campaign name, comms plan, PR, tracker and launch event

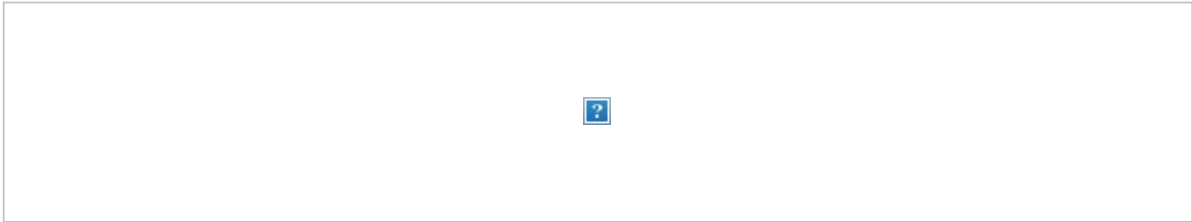
Hey Charlotte,

I'll forward you the quote I got from Eastbourne Eats- their prices may be higher than our usual suppliers, I'm not sure as this is my first catering request. I'm happy to go with a cheaper option. FYI Eastbourne Eats was recommended to me by Caryn Ellis, whose kids went to the kindy and is still quite involved with them.

Thanks,  
Kat

**Kat Saunders**  
Senior Communications Advisor

Hutt City Council, 30 Laings Road, Hutt Central, Lower Hutt 5011  
**P:** **M:** 027 429 0874 **W:** [www.huttcity.govt.nz](http://www.huttcity.govt.nz)



**From:** Charlotte Parish <[xxxxxxx.xxxxxx@xxxxxxx.xxx.xx](mailto:xxxxxxx.xxxxxx@xxxxxxx.xxx.xx)>  
**Sent:** Tuesday, April 16, 2024 3:23 PM  
**To:** Kat Saunders <[xxx.xxxxxxxx@xxxxxxx.xxx.xx](mailto:xxx.xxxxxxxx@xxxxxxx.xxx.xx)>; Andrew Johnsen <[xxxxxx.xxxxxxx@xxxxxxx.xxx.xx](mailto:xxxxxx.xxxxxxx@xxxxxxx.xxx.xx)>  
**Cc:** Andrea Blackshaw <[xxxxxx.xxxxxxxx@xxxxxxx.xxx.xx](mailto:xxxxxx.xxxxxxxx@xxxxxxx.xxx.xx)>; Sam Guerin <[xxx.xxxxxx@xxxxxxx.xxx.xx](mailto:xxx.xxxxxx@xxxxxxx.xxx.xx)>  
**Subject:** RE: Planting campaign name, comms plan, PR, tracker and launch event

Thanks Kat – this all sounds good to me but will defer to Andrew on the comms specific bits. I like the competition idea and the graphic is shaping up great, thank you!

On catering costs – how many people are we catering for? We normally try to spend around \$300 on our stakeholder catering and that's usually between 30-60 people. Happy to spend more just want to get a sense of numbers (and not waste any food!)

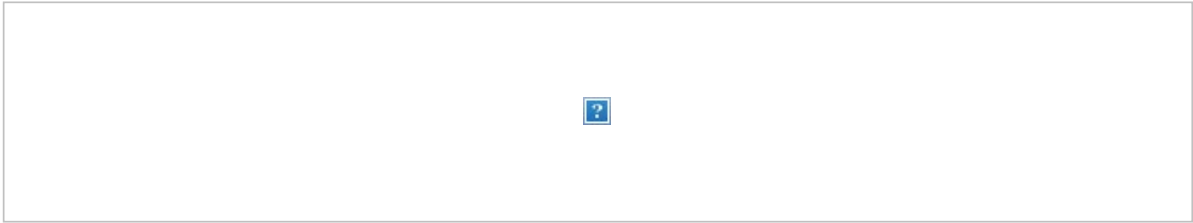
Thanks again, really great to see this!

C

**Charlotte Parish** She/Her  
Head Of Mayor's Office

Hutt City Council, 30 Laings Road, Hutt Central, Lower Hutt 5010

**P:** **M:** 027 4510 211 **W:** [www.huttcity.govt.nz](http://www.huttcity.govt.nz)



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**From:** Kat Saunders <[xxx.xxxxxxxx@xxxxxxx.xxx.xx](mailto:xxx.xxxxxxxx@xxxxxxx.xxx.xx)>

**Sent:** Tuesday, April 16, 2024 3:05 PM

**To:** Andrew Johnsen <[xxxxxx.xxxxxxx@xxxxxxx.xxx.xx](mailto:xxxxxx.xxxxxxx@xxxxxxx.xxx.xx)>; Charlotte Parish <[xxxxxxxxxxxx@xxxxxxxx.xxx.xx](mailto:xxxxxxxxxxxx@xxxxxxxx.xxx.xx)>

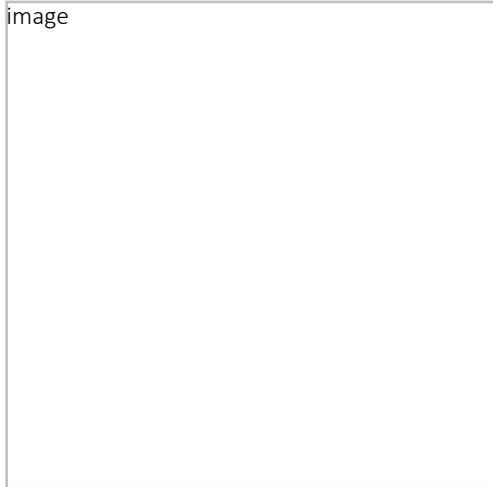
**Cc:** Andrea Blackshaw <[xxxxxx.xxxxxxxx@xxxxxxx.xxx.xx](mailto:xxxxxx.xxxxxxxx@xxxxxxx.xxx.xx)>; Sam Guerin <[xxx.xxxxxx@xxxxxxxx.xxx.xx](mailto:xxx.xxxxxx@xxxxxxxx.xxx.xx)>

**Subject:** RE: Planting campaign name, comms plan, PR, tracker and launch event

Kia ora Andrew & Charlotte,

I appreciate your patience in my response. I'm just bullet-pointing various things to address:

1. I've updated the comms plan, added this year's citizenship ceremonies as further opportunities to give away plants, and fleshed out some content ideas.
2. You both said you wanted a "stronger ask" of the community to get out planting in the media release and the campaign. I've thought hard about how to frame this, as we are not offering to supply plants to everyone, and it feels like there is an incentive for the community missing. One idea I've had is running a competition for tamariki, that schools/ECEs could choose to get behind, to find Lower Hutt's greenest thumbed kids. They could share what they are planting in their gardens at schools/ECEs, and the Mayor could visit them, get some pics, gift some plants, and ultimately choose the school/classroom he thinks is giving it the best go. They could win a bunch of plants for the school, or vouchers for some good gardening gear for the kids. Please let me know what you think, and I can flesh this out more.
3. Catering costs. Are you happy with paying approx. \$630 for the catering? It will be supplied by Eastbourne Eats, a local company and run by someone who went to East Harbour Kindy. They are not a registered supplier, I hope that is OK.
4. The graphic- yes we will include figures- that was a very rough draft. The below is also still a draft sorry, but with more detail. Mitchell says he will be able to supply a final design on Wednesday afternoon.



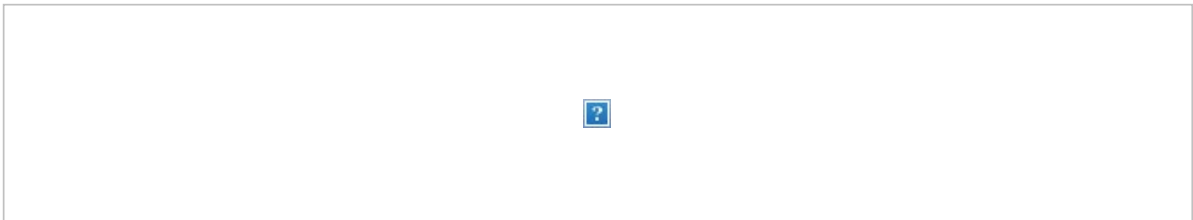
Many thanks,  
Kat

**Kat Saunders**

Senior Communications Advisor

Hutt City Council, 30 Laings Road, Hutt Central, Lower Hutt 5011

**P:** **M:** 027 429 0874 **W:** [www.huttcity.govt.nz](http://www.huttcity.govt.nz)



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**From:** Andrew Johnsen <[xxxxxx.xxxxxx@xxxxxxxx.xxxx.xx](mailto:xxxxxx.xxxxxx@xxxxxxxx.xxxx.xx)>

**Sent:** Wednesday, April 10, 2024 1:40 PM

**To:** Charlotte Parish <[xxxxxxxx.xxxxxx@xxxxxxxx.xxxx.xx](mailto:xxxxxxxx.xxxxxx@xxxxxxxx.xxxx.xx)>; Kat Saunders <[xxx.xxxxxxx@xxxxxxxx.xxxx.xx](mailto:xxx.xxxxxxx@xxxxxxxx.xxxx.xx)>

**Cc:** Andrea Blackshaw <[xxxxxxxx.xxxxxx@xxxxxxxx.xxxx.xx](mailto:xxxxxxxx.xxxxxx@xxxxxxxx.xxxx.xx)>; Sam Guerin <[xxx.xxxxxx@xxxxxxxx.xxxx.xx](mailto:xxx.xxxxxx@xxxxxxxx.xxxx.xx)>

**Subject:** RE: Planting campaign name, comms plan, PR, tracker and launch event

Kia ora Kat,

Thanks for sending this all through, and I appreciate the effort and work that has gone into pulling this together. I have some feedback on both the comms plan and the media release.

**Comms plan:**

- Overall, this is a strong plan for a campaign. The concern (acknowledging you have noted the graphic will be posted/updated every 10k of planting) is that we have a really strong look for the first six weeks, but there's a risk this project will fall away and be out of sight, out of mind before coming back up again this time next year. The Mayor will want to see/know there is a plan in place following this first six weeks of activations. Happy to help with this.
- Really love the name and narrative! For the English tagline, our preference is **Mouri Tupu – Planting for our future**

- The graphic looks good – and I like the idea of it – we just need to add some numbers in it for context. The idea of the growing tree towards the 114k goal is nice, but want to make sure it’s quantifiable for the audience.

**Media release:**

- Good draft!
- The key message out of this is it’s a call to action for the community to join the Mayor in reaching this 114k goal on top of the launch of the campaign. I think we could start it with something along the lines of “We want you to plant around our city! The Mayor launched a community campaign etc.”
- Thanks for drafting the Mayor’s quotes – will have a play around with what he says

Happy to discuss this further.

Ngā mihi nui,

**Andrew Johnsen** ([he/him](#))

Pou Tohutohu Whakapā ki Te Koromatua | Senior Communications and Engagement Advisor to the Mayor

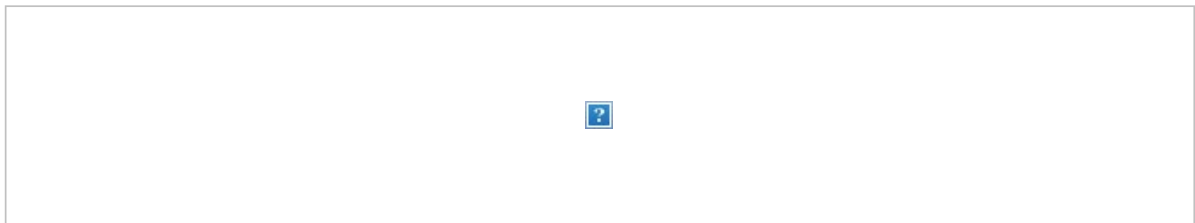
Te Kaunihera o Te Awa Kairangi | Hutt City Council, 30 Laings Road, Private Bag 31912, Lower Hutt 5040, New Zealand  
**Kawereo:** 027 208 2964 **Paetukutuku:** [www.huttcity.govt.nz](http://www.huttcity.govt.nz)

**Andrew Johnsen**

Senior Communications and Engagement Advisor

Hutt City Council, 30 Laings Road, Hutt Central, Lower Hutt 5010

**P:** 027 208 2964 **M:** 027 208 2964 **W:** [www.huttcity.govt.nz](http://www.huttcity.govt.nz)



---

**From:** Charlotte Parish <[xxxxxxxxxxxx@xxxxxxxxxxxx.xx](mailto:xxxxxxxxxxxx@xxxxxxxxxxxx.xx)>

**Sent:** Tuesday, April 9, 2024 5:06 PM

**To:** Kat Saunders <[xxx.xxxxxxx@xxxxxxxx.xx](mailto:xxx.xxxxxxx@xxxxxxxx.xx)>; Andrew Johnsen <[xxxxxx.xxxxxxx@xxxxxxxx.xx](mailto:xxxxxx.xxxxxxx@xxxxxxxx.xx)>

**Cc:** Andrea Blackshaw <[xxxxxx.xxxxxxx@xxxxxxxx.xx](mailto:xxxxxx.xxxxxxx@xxxxxxxx.xx)>; Sam Guerin <[xxx.xxxxxxx@xxxxxxxx.xx](mailto:xxx.xxxxxxx@xxxxxxxx.xx)>

**Subject:** RE: Planting campaign name, comms plan, PR, tracker and launch event

Kia ora – thank you for this! Will spend some time reading through tonight and provide any feedback.

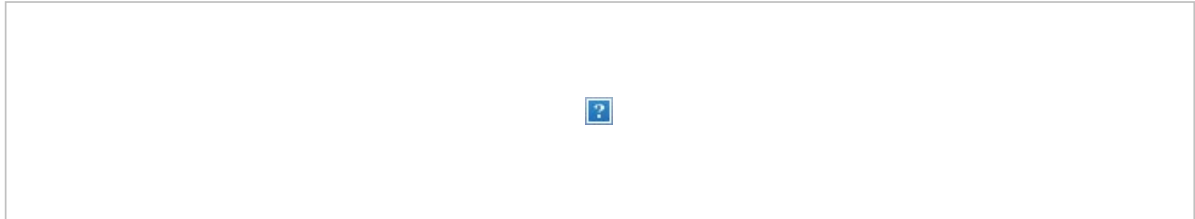
On your questions re the kindy event – v happy to put forward some budget for catering. I think we should be inviting ECB members, councillors and GW reps. Is there anything else you need on logistics from our end for the launch event?

Thanks!

C

**Charlotte Parish** She/Her  
Head Of Mayor's Office

Hutt City Council, 30 Laings Road, Hutt Central, Lower Hutt 5010  
**P:** **M:** 027 4510 211 **W:** [www.huttcity.govt.nz](http://www.huttcity.govt.nz)



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**From:** Kat Saunders <[xxx.xxxxxxxx@xxxxxxxx.xxxx.xx](mailto:xxx.xxxxxxxx@xxxxxxxx.xxxx.xx)>  
**Sent:** Tuesday, April 9, 2024 3:02 PM  
**To:** Charlotte Parish <[xxxxxxxxx.xxxxxx@xxxxxxxx.xxxx.xx](mailto:xxxxxxxxx.xxxxxx@xxxxxxxx.xxxx.xx)>; Andrew Johnsen <[xxxxxx.xxxxxxx@xxxxxxxx.xxxx.xx](mailto:xxxxxx.xxxxxxx@xxxxxxxx.xxxx.xx)>  
**Cc:** Andrea Blackshaw <[xxxxxx.xxxxxxxx@xxxxxxxx.xxxx.xx](mailto:xxxxxx.xxxxxxxx@xxxxxxxx.xxxx.xx)>; Sam Guerin <[xxx.xxxxxx@xxxxxxxx.xxxx.xx](mailto:xxx.xxxxxx@xxxxxxxx.xxxx.xx)>  
**Subject:** Planting campaign name, comms plan, PR, tracker and launch event

Kia ora Charlotte & Andrew,

Thanks for your patience on this. Andrew, we can talk more at our project meeting tomorrow, but please let us know if either of you want to have a meeting to catch up on this.

1. Please find the communications and engagement plan for the project here:  [Planting campaign communications and engagement plan.docx](#)
2. The media release is here:  [Mouri Tupu PR.docx](#) I welcome any feedback or suggestions.
3. The name. Kaanihi has gifted a beautiful name, Mouri Tupu, which is explained in the comms plan and PR. It needs to be followed by an English tagline. We would like to suggest the following. Can you let us know your preference?
  - a. **Mouri Tupu – Planting for our future**
  - b. **Mouri Tupu – Growing the future**
4. I have attached an initial draft design of the visual planting tracker we will use to update the public on planting progress. All feedback is welcome!
5. The launch event next Friday 19 April 1pm-3pm at East Harbour Kindergarten:
  - a. I will supply a separate event schedule for this.
  - b. Dave Burgess is working on a media plan and is planning to invite Nicholas Boyack and the Eastbourne Herald.
  - c. Can you please advise if you have any budget to get catering for afternoon tea?
  - d. Can you please let me know if you want to invite any other HCC elected members, GWRC elected members or members of the Eastbourne Community Board? There will be whanau from the Kindy there. We won't need that many people to help plant the area selected but key stakeholders would be welcome, especially as we are counting GW's plants in our tally.

Ngā mihi,

**Kat Saunders** (she/her)  
Senior Communications Advisor  
Hutt City Council, 30 Laings Road, Lower Hutt 5040  
**P:** **M:** +64274290874 **W:** [www.huttcity.govt.nz](http://www.huttcity.govt.nz)



**Kat Saunders**

Senior Communications Advisor

Hutt City Council, 30 Laings Road, Hutt Central, Lower Hutt 5011

**P:** **M:** 027 429 0874 **W:** [www.huttcity.govt.nz](http://www.huttcity.govt.nz)



## **MEDIA RELEASE – Embargoed until 3pm on Friday 19 April**

### **Lower Hutt sets ambitious planting target through Mouri Tupu**

Lower Hutt Mayor Campbell Barry today formally launched Mouri Tupu – Planting for the Future, and he is calling on the community to pick up a spade and join in.

Mouri Tupu is a community campaign to plant 114,000 native trees and plants and inspire citizens to get out planting and help reach the target.

It will deliver the Mayor's 2022 campaign pledge to plant one native tree or plant for every citizen of Te Awa Kairangi ki Tai Lower Hutt.

To date more than 30,000 natives have been planted across Lower Hutt since October 2022, by Hutt City Council, Greater Wellington and other partners, and community organisations.

“Trees are our environment's lungs, and by doing more planting we can mitigate our city emissions and enhance our places and spaces. This ambitious city goal can only be achieved by all of us working together.

“By planting these trees and other plants, we will leave a greener legacy for our tamariki and mokopuna and will help teach the value of protecting and enhancing our environment.” he said at a community planting event at East Harbour Kindergarten on Friday.

Mouri Tupu roughly translates to recognising that everything has the potential to grow and thrive, powered by the energy that flows through all things, and sustained by our interaction and care of it.

“This is why we are committed to ensuring a community in which everyone thrives; and we can only thrive if we look after our environment,” said the Mayor.

Hutt City Council has provided more than 20,000 plants to community groups in this triennium and has committed to increasing its own planting on Council land. A community planting event will be held in Korounui Stokes Valley at Delaney Park on Saturday 6 July.

There will be more opportunities for community to get involved as the campaign rolls out.

The Council is encouraging the community to share their planting projects, which they can pin on an [interactive map](#) of the city. The campaign progress will be updated regularly on Council's website and social media channels.

“We have lots of great local groups who volunteer their time planting, and we are rolling up our sleeves to join them,” said Mayor Barry.

“I would love to see the wider community join us in making Lower Hutt a greener city.” Share your planting and win – we have prizes up for grabs for people who share their planting pictures with us via social media or directly through [mouritupu@huttcity.govt.nz](mailto:mouritupu@huttcity.govt.nz)



The campaign includes native trees, shrubs and grasses planted by Hutt City Council, Greater Wellington Regional Council, Forest & Bird, and many community organisations. For more information and resources, visit: [hutt.city/mouritupu](https://hutt.city/mouritupu)

ENDS

#### Appendices

- 83% of surveyed Lower Hutt residents told us planting natives is critically important
- Nearly 70% of surveyed residents said that enhancing indigenous biodiversity in reserves, gardens and parks is critically important.\*

\*Hutt City Council [Indigenous Biodiversity Strategy survey](#), April 2023.

**From:** [Andrew Johnsen](#)  
**To:** [Nicholas Boyack](#)  
**Subject:** RE: [EXTERNAL] Trees  
**Date:** Friday, 19 April 2024 10:53:00 am  
**Attachments:** [Media release - Lower Hutt sets ambitious planting target through Mouri Tupu.docx](#)

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Kia ora Nicholas,

Have attached the media release which we will be sending out following the event (3pm), so if you could hold off on publishing until then that would be great.

To answer your question about cost: \$250,000 from the Draft LTP, which includes salary for the new Community Ranger to help implement the biodiversity strategy.

There is more information about Mouri Tupu available here as well: [Mouri Tupu - Planting for the Future | Hutt City Council](#)

Ngā mihi nui,

**Andrew Johnsen** ([he/him](#))

[Pou Tohutohu Whakapā ki Te Koromatua | Senior Communications and Engagement Advisor to the Mayor](#)

Te Kaunihera o Te Awa Kairangi | Hutt City Council, 30 Laings Road, Private Bag 31912, Lower Hutt 5040, New Zealand

**Kawereo:** 027 208 2964 **Paetukutuku:** [www.huttcity.govt.nz](http://www.huttcity.govt.nz)

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**From:** Nicholas Boyack <~~x@xx~~>  
**Sent:** Friday, April 19, 2024 9:58 AM  
**To:** Andrew Johnsen <~~x@xx~~>  
**Subject:** [EXTERNAL] Trees

Andrew, just checking on when you will be sending me the material?

Nicholas

--

**Nicholas Boyack**

Senior journalist

**E** [.@..](#) | **M** 0276420086  
Stuff Ltd, 10 Brandon St, Wellington, New Zealand  
PO Box 2595, Wellington, 6140



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**From:** [Andrew Johnsen](#)  
**To:** [Eastbourne Herald](#)  
**Subject:** RE: [EXTERNAL] Re: Launch of Mayor Barry's planting campaign  
**Date:** Monday, 22 April 2024 10:26:00 am  
**Attachments:** [24\\_04\\_19\\_000334.JPG](#)  
[24\\_04\\_19\\_000043.JPG](#)  
[24\\_04\\_19\\_000449.JPG](#)  
[24\\_04\\_19\\_000269.JPG](#)  
[image001.png](#)  
[image002.png](#)

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Kia ora Louise,

No worries, I've attached a couple for use – please attribute to Mark Tantrum of Mark Tantrum Photography.

Let me know if these work or if you'd like another option or two.

Ngā mihi nui,

**Andrew Johnsen** ([he/him](#))

[Pou Tohutohu Whakapā ki Te Koromatua | Senior Communications and Engagement Advisor to the Mayor](#)

Te Kaunihera o Te Awa Kairangi | Hutt City Council, 30 Laings Road, Private Bag 31912, Lower Hutt 5040, New Zealand  
**Kawereo: 027 208 2964** **Paetukutuku:** [www.huttcity.govt.nz](http://www.huttcity.govt.nz)

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**From:** Eastbourne Herald <[x@xxx](#)>  
**Sent:** Saturday, April 20, 2024 1:57 AM  
**To:** Andrew Johnsen <[x@xxx](#)>  
**Subject:** [EXTERNAL] Re: Launch of Mayor Barry's planting campaign

Hi Andrew

I spoke with your team at the kindy event yesterday about getting a photo of the planting for the paper. Would you please be able to send a couple though?

Kind regards  
Louise

On Wed, 17 Apr 2024 at 11:29, Andrew Johnsen <[x@xxx](#)> wrote:

Kia ora Louise,

Mayor Campbell Barry is formally launched Mouri Tupu – Planting for the future on Friday afternoon at East Harbour Kindergarten. This campaign is aimed at planting a native tree or plant for every Lower Hutt citizen. This will be happening from 1-3pm this Friday (19 April).

Is this a story you would be interested in? We will be sending out a media release following the planting but it's a good opportunity to speak to the Mayor about the campaign.

Let me know if you would like to attend and I can send you more information.

Ngā mihi nui,

**Andrew Johnsen** ([he/him](#))

[Pou Tohutohu Whakapā ki Te Koromatua | Senior Communications and Engagement Advisor to the Mayor](#)

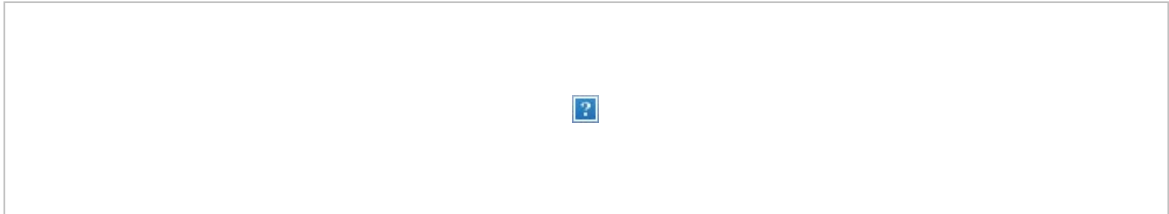
Te Kaunihera o Te Awa Kairangi | Hutt City Council, 30 Laings Road, Private Bag 31912, Lower Hutt 5040, New Zealand  
**Kawereo: 027 208 2964** **Paetukutuku:** [www.huttcity.govt.nz](http://www.huttcity.govt.nz)

**Andrew Johnsen**

Senior Communications and Engagement Advisor

Hutt City Council, 30 Laings Road, Hutt Central, Lower Hutt 5010

**P:** 027 208 2964 **M:** 027 208 2964 **W:** [www.huttcity.govt.nz](http://www.huttcity.govt.nz)



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