

National hīkoi November 2024 – Public Information Management (PIM) Plan

JOEL ROWAN – LEAD PIM

MEGAN HEFFIELD – LEAD MEDIA

4/11/2024

Purpose

The purpose of this document is to outline the approach to managing NZTA public information including communications, media and stakeholder notifications (the wider PIM function) during the planned national hīkoi, which intends to travel from the Far North District to central Wellington between 11 November 2024 and 19 November 2024. This is expected to be a large-scale event.

The lead agency for this event is NZ Police. DPMC is providing a co-ordination role across all government agencies. NZTA is a support agency in the response. Our PIM response fits under the wider coordination of the lead NZ Police PIM/DPMC structure.

We are responsible for managing effects on the state highway network, and this will be reflected in the communications and public information approach. Externally people will be redirected to the other RCAs as needed for local roads info.

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Approach

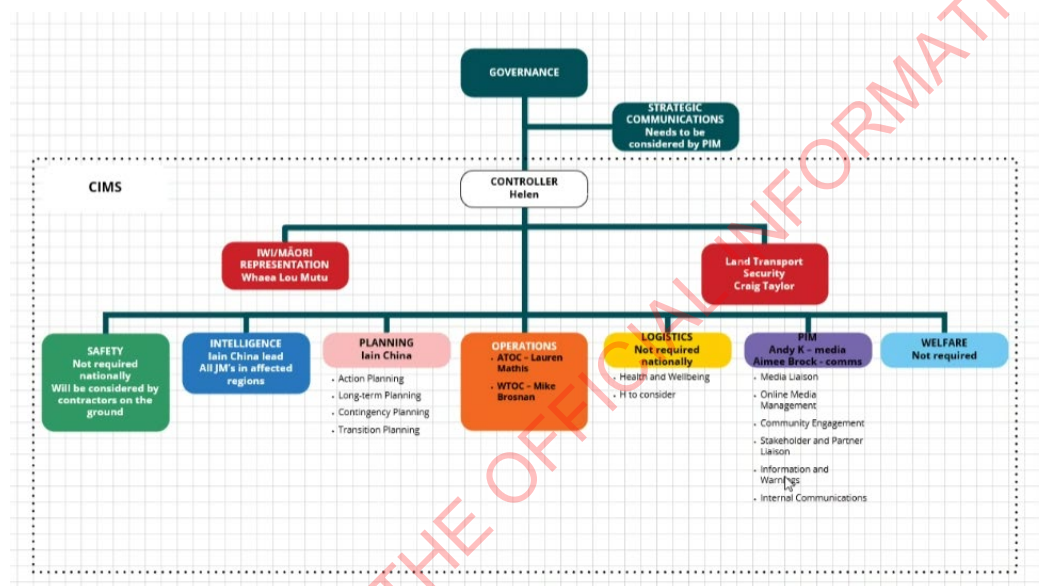
National Planning

The National Planning team is being led by Controller Helen Harris, National Journey Manager and is meeting proactively weekly in advance, with Ops Plans to be shared in advance (see structure below).

Our PIM Lead and Media Lead are attending these meetings and then holding sub-group meetings with the wider E&P group to ensure consistency.

In addition, whaea Lou Motu is meeting directly with the Controller as our national Iwi/Maori Representation SME for the organisation and is meeting directly with the hiko organisers to gather intelligence.

A Governance level Strategic Comms role outside of the National Planning structure is not required for this activity. However, the National Lead PIM will work directly with the TOCs/Operations team to craft a Governance/Ministerial update over and above the daily Sit-Rep process where required.



National PIM & Media

Sharing the lead for the PIM function will be a lead from our Media team and a National PIM Lead from our Engagement & Regional Delivery team, who will form part of the main NZTA national planning/response team for this event. They will be the central point of coordination for all messaging going out from NZTA about the hiko and its impacts on the state highway network. The PIM function is as set out in the PIM Role Card and CIMS structure guidance.

Media will be primarily led by NZ Police for the overall management of the hiko. NZTA media will be limited to responses about any impacts on state highways, while proactive media will be limited to traffic bulletins during the hiko about specific areas of congestion or delays.

The National PIM lead will distribute messages to Regional PIMs, Internal Comms, WTOC/ATOC, Channels (if necessary) and any other internal teams involved in communicating the event. The National PIM will coordinate with NZ Police/DPMC comms leads as required to ensure our supporting messages align to the lead agency messages.

The National PIM will work with the Controller to ensure alert notifications where required are shared with our work sites/M&O suppliers.

The National PIM lead will also attend wider inter-agency PIM Lead meetings run by NZ Police and DPMC, to ensure we are linked into the wider government media/PIM plans.

Travel Information

The National PIM Lead will coordinate with ATOC and WTOC to ensure a consistent approach to Real Time Travel Information (RTI) social media posts is shared across all of the regions.

We will develop agreed messaging/templates in advance to bookend all travel information posts, so that each update includes consistent messaging about the hīkoi and is recognisable as official travel information about this event.

Real time travel information will be posted as the hīkoi progresses and actual disruption becomes clear, as with any unplanned event (crash, slip, breakdown). There will not be early advance communications from NZTA such as those we would share for planned construction or roadworks, given the uncertainty of this impact. However, traffic bulletins may be issued up to 24 hours in advance of expected times of significant disruption – i.e. when the hīkoi arrives at/crosses the Auckland Harbour Bridge.

ATOC and WTOC will also manage the usual travel information channels e.g. Journey Planner and VMS.

We do not intend to activate our other social media channels outside of the TOC RTI process, eg there will not be any prescheduled campaign posts from our Comms & Marketing group.

Regional PIMs

The National PIM Lead will convene a wider sub-group of regional comms leads from the Engagement & Regional Delivery team, and include the media team. These Regional PIMs have been identified in advance and will be responsible for distributing approved messages (from the national response) to pre-identified key stakeholders in their regions, working with DRRs, Journey Managers and local Media Managers.

We do not expect to deliver local office internal comms outside of the nationally-led internal comms arranged by the National PIM Lead. However, if the situation changes and our local office staff wellbeing/security is deemed to be affected, there is the potential for Workplace Services to be added to the National planning team, and/or Local Incident Management Teams (LIMTs) to be stood up.

If necessary, the regional PIMs will support Workplace Services/LIMTs with messaging to local office staff.

Working alongside AT and ATOC

We anticipate large numbers of people participating in the hīkoi when it passes through Auckland with impacts on both local roads and state highways, including the Auckland Harbour Bridge. Auckland Transport (AT) is responsible for local roads and public transport services in the Auckland region.

An Auckland IMT will be stood up across NZTA, AT and ATOC (which is a joint venture between NZTA and AT). Where appropriate, public information will be done jointly, e.g. a proposed joint traffic bulletin to notify of Auckland based disruption. Regional PIMs for Auckland (identified below) will be involved in the joint local response.

As outlined in this plan, ATOC will deliver travel information updates to the public in their area of coverage (Auckland/Northland/Waikato/Bay of Plenty), supporting both NZTA and AT.

Approvals

All incident response messages and public information will be approved by Helen Harris (National Journey Manager, NZTA Incident Controller for the Hikoi). Approvals will be elevated to Andrew Clark (National Manager Maintenance & Operations) where required by Helen. Travel information social media posts will not require this approval provided they are aligned to the structure and messaging agreed with the National PIM.

Spokesperson

Should an NZTA spokesperson be required, Mark Owen will fill this role.

In general however the Media team intend to refer queries over and above the Traffic Bulletins to the NZ Police.

Summary of tactics

Tactic	Details	Responsible
Traffic Bulletins	Proactive, timely information about traffic and travel impacts, as details become clear, sent to relevant media outlets.	Media Team (Andy / Megan)
Reactive Media	Responses to queries or requests for interviews about the hikoi effects on State Highways. Anticipated most media handled by Police, so minimal likely.	Media Team (Andy / Megan) Spokesperson Mark Owen
Stakeholder Updates	Direct messages to key stakeholder organisations in areas where traffic impacts are being experienced. Reutilise existing local channels.	Regional PIMs Messages supplied by National PIM (Joel)
RTI Travel Information Social Media	Regional Facebook and X accounts will share real time travel information updates as/when congestion and delays are experienced due to hikoi activity.	Posts actioned by ATOC/WTOC Travel Info Template / wording supplied by National PIM (Joel)

People

National PIM Function	
National PIM Lead (C&E)	Joel Rowan
National PIM Lead (Media)	Andy Knackstedt / Megan Heffield
Regional PIMs	
Northland / Auckland	Jenni Wild
Auckland (ASM)	Sara Goessi
Waikato / BOP	Paula Taylor
Hawkes Bay	Kathrin Siller
Manawatu	Selina Simcox
Wellington	Hannah Leahy
Wellington (WTA)	s 9(2)(a)

Key Messages

Lead agency NZ Police key messages (excerpts) – as at 17 October 2024

A Hikoī is expected to leave Northland on 10 November 2024 or thereabouts and travel to Wellington, arriving between the 18th and 19th of November 2024 at Parliament in Wellington.

Police are in contact with Hikoī organisers and expect them to carry out their activities in a peaceful and lawful manner.

Police have been aware of the planned Hikoī for some weeks and planning is well advanced to manage people, vehicles, and activity. We are planning for large numbers to join the Hikoī although numbers are not confirmed currently.

There is likely to be some impact to roads and highways and main cities along the route and minor disruption to the Public. Police are working with partners to ensure public safety throughout the hikoī to Wellington and as people return home.

NZ Transport Agency key messages – external

NZ Transport Agency is aware of a large hikoī which intends to travel from the Far North to Wellington between the 11th of November and 19th of November.

NZ Transport Agency is preparing for the hikoī and standing up a team to support the multi-agency effort led by NZ Police to manage this safely. Our role will be to manage any effects on the state highway network.

Police have advised us that potentially large numbers of people are expected to participate in the hikoī. This means there may be disruption to travel along some State Highways on the hikoī route.

NZTA will closely monitor any impacts through our Transport Operations Centres. We will provide real-time travel updates on our website and on NZTA pages on Facebook and X during the hikoī when there are significant delays or disruption.

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RTI Travel Information Social Media

Approach

- The event must be referred to exclusively as the “National hīkoi” or “hīkoi”, for example saying “Due to hīkoi activity” to preface the travel time impacts. Phrases including “protest”, “demonstration”, “public event”, “planned event”, “event” are **not** to be used.
- Avoid expressing any emotion/sentiment. We do not need to thank people for their patience during this event as we are not responsible for the impact. Provide only the facts.
- We are not commenting on the reasons for the hīkoi, if asked we will reply to say “*It is not our role to discuss the reasons for the hīkoi. NZTA is responsible for managing the effects on the transport network. We are supporting NZ Police while they enforce the law and work to ensure public safety.*”

Example Posts (Facebook)

Highlighted sections are standardised language to be agreed. The desired approach is to have a consistent framework for every hīkoi-related travel information social post using matching language. The remainder of the content should be as per any other travel information post informing people of the reason and the impact.

HĪKOI - NORTHLAND 11 NOVEMBER – DELAYS – UPDATE 5:45PM

SH1 Northland traffic has now returned to normal.

12:15 AM, MON 11 NOV

Due to hīkoi traffic, SH1 is CONGESTED between Hikurangi and Whangarei. Expect DELAYS when travelling through this area.

10:15 AM, MON 11 NOV

Due to hīkoi activity, SH1 is BLOCKED in Kawakawa town centre. Expect DELAYS when travelling through this area.



LOCATION, REGION – CONGESTION - XX:XXAM/PM, DAY XX MONTH

Hīkoi traffic is causing DELAYS on the state highway network.

Allow extra time for your journey. ^XX



The image shows a traffic sign with a blue background and yellow text that reads "TRAFFIC DELAYS". To the right of the text is a yellow diamond-shaped warning sign with a black exclamation mark. Below the sign, there are two logos: the NZ Transport Agency logo (Waka Kotahi) on the left and the New Zealand Government logo (Te Kāwanatanga o Aotearoa) on the right. A large, diagonal watermark reading "RELEASED UNDER THE OFFICIAL INFORMATION ACT 1982" is overlaid across the entire sign area.

Internal communication to NZTA Staff

At this stage there is no threat to NZTA staff, offices or our contractors, and no expectation that offices will be closed. There are no current plans to issue warnings to staff or advise staff to stay away from offices. However, this will be monitored by the national response team, as some hīkoi activity will be close to offices (e.g. at Parliament near the Bowen Street Wellington office, and at The Square near the Palmerston North office).

If there is a need to undertake this type of internal communication, Regional PIMs will be asked to work with Workplace Services/ the Local Incident Management Team to ensure appropriate communication reaches staff.

Information will be shared with staff to keep people informed that there is a response to the hīkoi, a high-level summary of our approach, and advice on maintaining political neutrality during this time, including for staff who may wish to participate in the hīkoi.

PIM has developed a notice to all internal NZTA staff which sets out expectations for involvement in the Hīkoi. This is consistent with guidelines from the Public Service Commission and existing NZTA resources about our roles as public servants, and the importance of political neutrality in our work roles.