



will be considered to be released in full

MINO-549 Mangamuka Gorge Communications plan

16 December 2022

Provide information about the communications approach to announcing reinstatement of State Highway 1 (SH1) through the Mangamuka Gorge, and the overall engagement plan for the project.

Waka Kotahi NZ Transport Agency's response:

- Please find attached the Far North State Highway Resilience Programme Communications and Engagement plan.
- The plan details how we will have a strong visual focus, with regular images and video content used to show the extent of the damage and the challenges we are facing, while also explaining the solution and our plans to reinstate SH1 as the programme progresses.
- We will maintain a collaborative approach to decision making throughout the progression of the programme, ensuring regular hui, meetings and workshops with key local stakeholders, hapū and experts.
- The communications and engagement plan is subject to change in response to the development of detailed designs, long-term planning, and as additional funding is secured.

Communications approach to announcing reinstatement of SH1 Mangamuka Gorge

- As we now have confirmed funding of \$100 million to reinstate SH1 through the Mangamuka Gorge, we are planning to make a public announcement prior to Christmas detailing what the Far North State Highway resilience programme includes, and what the next steps are, including accelerated design and procurement.
- This announcement will be made via various channels with a focus on strong imagery and video content, including a drone flyover video which details our approach to the programme.
- It will also include a media release from the Minister's Office, as well as Waka Kotahi, social media, an e-newsletter to our subscriber base, direct emails, briefing sessions and site visits with key stakeholders and hapū, as well as community information sessions.
- While most of the direct communication will be completed prior to Christmas, items such as the drone flyover video and site visits will be carried out early in 2023.