

Appendix R:

DrainWise Awareness & Education Campaign – Final Report



Final Report

Jan - Aug 2019

DrainWise Awareness & Education Campaign
GISBORNE DISTRICT COUNCIL

PREPARED BY Hinemihata Lardelli

FOR Internal use only - DrainWise team

FINAL REPORT

This report covers the work completed as part of the DrainWise Awareness and Education campaign January - August 2019.

It reports on the five part strategy outlined in the project plan (A1501448) and gives recommendations for future campaigns.

The DrainWise Awareness and Education campaign aims to inform and challenge the people of Te Tairāwhiti about wastewater discharges and drainage issues in the Gisborne district.

FINAL REPORT

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WEBSITE UPDATE

As at January 2019, the DrainWise pages on the Council website were very out of date. Because all awareness and education material directs people to the DrainWise website it is crucial that the site is kept relevant, updated and that the content is well-displayed and easily navigated.

It is important to note that the entire Gisborne District Council website is being overhauled and redeveloped in November 2019. Therefore, the work undertaken on the DrainWise pages from January to August was an **interim** measure until the new website is launched. Work undertaken included:

STORMWATER

Stormwater is rainwater that runs off hard surfaces like your roof or driveway. Stormwater doesn't go to the treatment plant, it flows straight into the nearest stream or river.

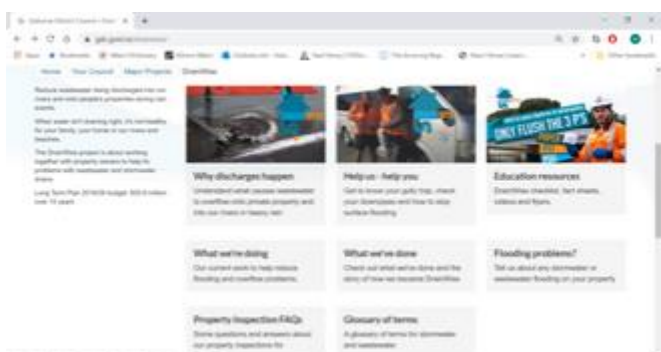
WASTEWATER

Wastewater, commonly known as sewage, is the used water and waste from your home's bathroom, kitchen and laundry. It's also the used water from industry. This is piped to the treatment plant.

- Visual elements were created to aid understanding of text.
- Functionality of the existing website meant information was displayed in continuous walls of text. The visual elements improve the layout of the pages by breaking up the text and providing relevant visual indicators, for example; text was encapsulated within appropriate colour-coded shapes.



- Information was re-written succinctly and technical jargon refined to enhance readability for the public.



- Order of information was redesigned to address community concerns about what the Council has done and what the Council is currently doing to decrease wastewater discharges. This included producing content for two new pages called "what we've done" and "what we're doing". These have been specifically written in a way that the information can easily be updated.



FUTURE ACTIONS - WEBSITE UPDATE

- It is highly recommend that a specific person is assigned to keeping the DrainWise web pages updated. This shouldn't be a strenuous job. A review of the pages at least once a month should suffice.
 - NB: This person needs to be a member of the water utilities team as they have specific knowledge associated to the DrainWise programme of works and discharge information that the general GDC communications team do not always have.
- Features need to be reviewed when the Gisborne District Council website overhaul happens in November with the aim of ensuring DrainWise information is easily navigated. For example, drop down menus should be used to click on subheadings for extensive text (rather than expecting the reader to scroll through long pages or blocks of text).

5 PART MINI-SERIES



Only flush the 3 Ps



Stormwater & wastewater don't mix



Sinks aren't rubbish bins



Get to know your gully trap



Healthy water, healthy community

It is crucial that our community understands the causes of our wastewater discharge problem and also how they can be part of the solution to control it. The 5 part mini-series focused on exactly this. It aimed to engage the public and to demonstrate the Council's genuine desire to fix this problem together as a community.

The 5 part mini-series is made up of five separate key messages which were derived from the 2016 DrainWise plan. Each key message is woven together by scripted dialogue from members of the community using sharp, no-nonsense graphics and confronting images, with strong calls to action. Each key message is accompanied by it's own;



2 minute video



Posters



Double sided flyers



6 large billboards

The objectives of the campaign were successfully achieved, as proven by the overwhelming positive community responses. Success is also evidenced by the fact that the first key message was shared not only by other local authorities in New Zealand but that it also attracted international attention. Statistics on each of the videos can be obtained from the Comms team, who hold all the administration rights to on-line content.

5 PART MINI-SERIES

Data, both anecdotal and statistical, shows the campaign was extremely well received by the community. Feedback describing the key messages included;



"Perfect explanation, well done GDC helping people understand how the system operates and how we can help out"

"What a great informative and enjoyable video!"

"Well done GDC for making the public aware that they are the biggest part of the sewerage discharge problem"



Each step of the process used to create the 5 part mini-series was carefully thought-out and strategically aligned to the overall project objectives. For example, new material on social media was scheduled to be released between 11am and 1pm to maximize viewer response. A number of studies prove this to be the optimal posting time as it captures attention during the average lunch hour while also allowing a second wave of interaction around 6pm when people finish work.

Appendix 1 outlines the process by which the collateral was created. This can be replicated and used for reproduction of further collateral.



5 PART MINI-SERIES

The diverse communication channels used to promote the key messages enhanced the success of the project. They included; GDC facebook page, GDC website, full page adverts and separate inserts in the Gisborne Herald, six large billboards strategically placed around the city, flyers distributed via mail drop box and at community events as well as event participation and radio station interviews.



The social media strategy for the wastewater discharge notification can be found in Appendix 1 of the Comms Plan for Wet Weather Discharge (Doc Ref: A766567) . It includes a detailed response guide which can also be used when material from the 5 part mini-series is re-posted on social media in the future, as is the intention.

The key messages relate to a city wide problem so the campaign aimed to be relatable for all parts of our community. Strategically the “face” of each message in the campaign represents a sector of people - from tradesmen to businessmen, youth to the older generation, Maori and non-Maori, intergenerational families, health professionals and scientists. It is important that future campaigns ensure that this inclusive nature of the messaging is maintained.



FUTURE ACTIONS - 5 PART MINI-SERIES

- It is important that DrainWise leads with empathy when re-launching these messages. Using ‘inclusive’ words such as “we” and “our” highlights that this is a problem that we need to face together as the Council and the community. Words are powerful. This campaign is about building a united front against this problem. Be mindful of words such as “you” and “your” as they put distance between the reader and Council.
- Keep everything specific to Gisborne. This is the one common denominator for our audience members which otherwise are diverse.
- Now that the collateral has been created, I recommend strategically re-launching the campaign before the next winter. My suggested time-frame would be:



2020

FEBRUARY - Only flush the 3 Ps

- Week 1: erect Only flush the 3 Ps billboards
- Week 2: post Only flush the 3 Ps video and posters on social media
- Week 3: mail box drop of Only flush the 3 Ps flyers
- Week 4: radio interviews about Only flush the 3 Ps, ad and insert in the Gisborne Herald

MARCH - Stormwater and wastewater don't mix

- Week 1: erect Stormwater and wastewater don't mix billboards
- Week 2: post Stormwater and wastewater don't mix collateral on FB
- Week 3: mail box drop of Stormwater and wastewater don't mix flyers
- Week 4: radio interviews about Stormwater and wastewater don't mix, ad and insert in the Gisborne Herald

APRIL - Get to know your gully trap

- Week 1: erect Get to know your gully trap billboards
- Week 2: post Get to know your gully trap video and posters on FB
- Week 3: mail box drop of Get to know your gully trap flyers
- Week 4: radio interviews about Get to know your gully trap, ad and insert in the Gisborne Herald

MAY - Healthy water, Healthy community

- Week 1: erect Healthy water, Healthy community billboards
- Week 2: post Healthy water, Healthy community video and posters on FB
- Week 3: mail box drop of Healthy water, Healthy community flyers
- Week 4: radio interviews about Healthy water, Healthy community, ad and insert in the Gisborne Herald

Note: A learning from the 2019 campaign: For maximum impact, release each separate message as a single package.

For example, billboard images change with the release of a new video. That way the community visuals remain consistent with the social media messages.

GOOD NEWS STORIES

The positive impact and progress of the Drainwise programme need to be widely publicized to help build confidence in the programme, and in Council as a whole.

This is an opportunity which has not been fully capitalized over the past six months.

The project plan aimed for a media release for every completed 'public drains on private property' project. This would have highlighted the work done and included interviews with homeowners. For a number of reasons, this did not happen. It is recommended that this be implemented over the coming months.

The template for up-and-coming 'good news stories' and completed 'public drains on private property' projects has been written. Publishing these stories will require a nominated person to complete interviews with homeowners and take photos to accompany the stories.

The 2015/25 LTP consultation process showed a general lack of understanding about Gisborne's wastewater and stormwater networks - Good News Stories will help educate the community about the state of our water networks.



FUTURE ACTIONS - GOOD NEWS STORIES

- Upon completion of a 'public drains on private property' project, a member of the DrainWise team should take photos of the work and obtain a positive quote from a homeowner. This information, along with key bullet points of the project, should then be sent to the Comms team (Christine) who can organise a media release.
- To maximise value and outputs, a timeframe for media releases should be set - suggested to be within 2 weeks of completion of a project.

DRAINWISE ART COMPETITION

The DrainWise Art Competition is a strategic approach to raise awareness of water pollution and Gisborne’s wastewater and stormwater networks.

Although initially planned to run in June–July 2019, it was decided that December is a better time for this project to succeed in. This decision was based on two key reasons, these being

01 WEATHER
 Warm weather is required for outdoor painting. Resene recommended against painting in July as the wet and cold weather will effect the longevity of the paint on the concrete.

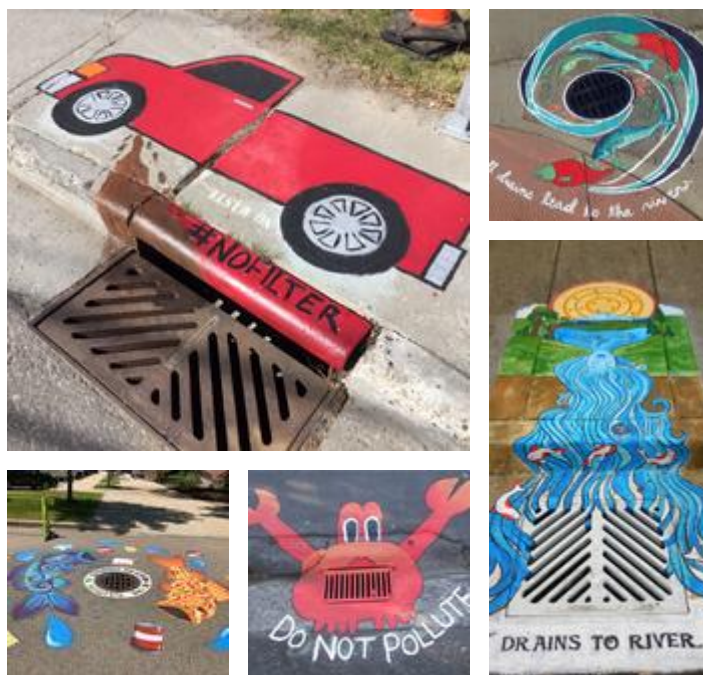
02 SCHOOL TIME TABLES
 Scheduling for schools needs to be considered. The schools themselves identified December as an optimum time for them to incorporate the project into their end of year programmes.



FUTURE ACTIONS - DRAINWISE ART COMPETITION

The DrainWise Art Competition is planned and needs to be actioned in term 4, 2019. The following documents have been completed and can be found in Appendix 2

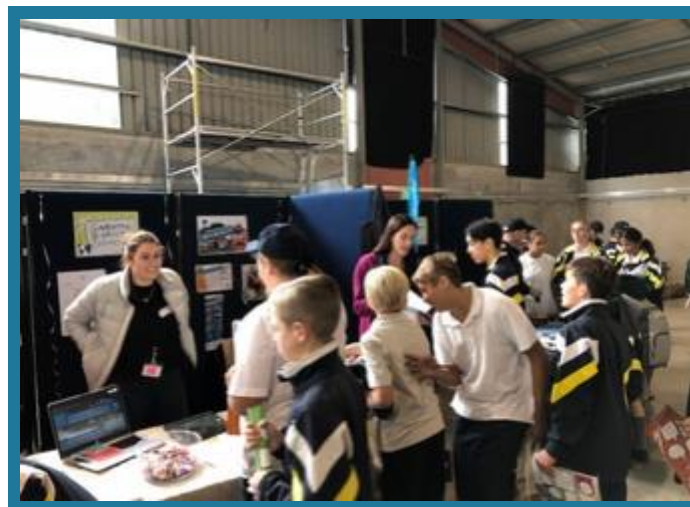
- **Project plan for December**
 - Appendix 2
- Information pack
- Entry and release form
- Content for website
- Rules and regulations



COMMUNITY EVENTS

The initial project plan called for “research” into local events and community activities that DrainWise can support and be a part of. Work undertaken moved beyond the research phase. The positive community response to the campaign and willingness to be involved meant actual engagement has already been established with several groups. These have included;

Collaboration with Hauora Tairawhiti to create the fifth key message “Healthy water, healthy community”. Hauora Tairawhiti have added a DrainWise link on their Healthy Environments page on their public website.

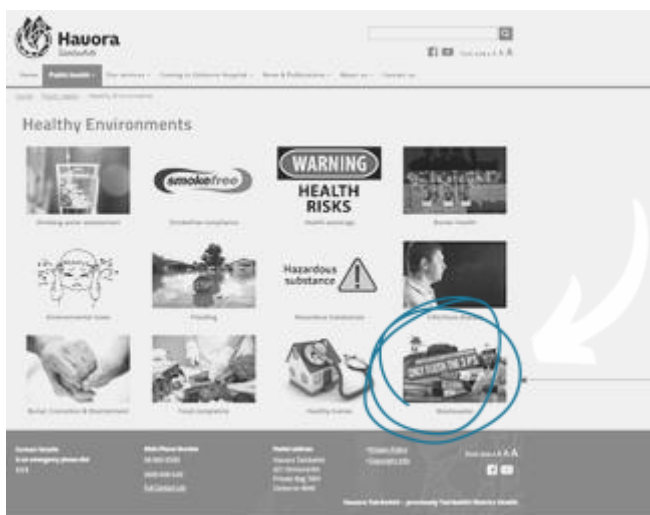


Discussions with Oceans programme manager, James Tremlett. James offered DrainWise a stall at the Matariki celebrations on the Marina and the Horouta waka ama regatta. Unfortunately none of the DrainWise team were available to attend but James kindly accepted DrainWise material which was to be distributed at the event.



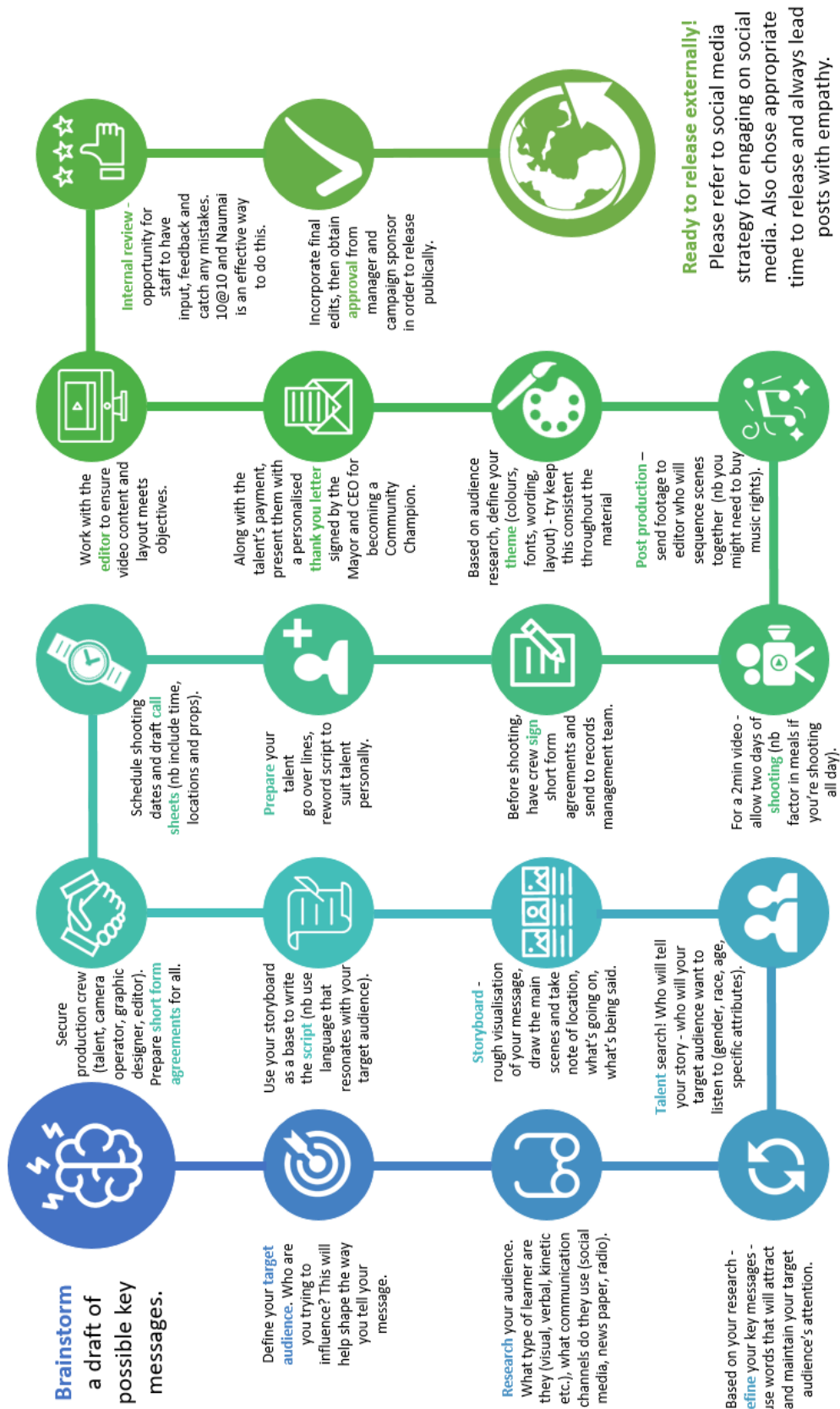
FUTURE ACTIONS - COMMUNITY EVENTS

- The Comms team should be aware of upcoming local events and community activities. It would be great if the Comms team can ensure DrainWise material is publicly visible and easily available to the public at relevant events. N.B. all flyers/posters for the five key messages have been formatted so they are easily reproduced at a range of sizes from A5 to large poster size.
- If there is any capacity within the team, an idea to maximise the distribution of the material would be to run presentations with target groups within the community ie schools, waka ama clubs, old people’s homes, kapa haka groups.



DrainWise presence at the Gisborne Year 7 and 8 career expo which saw over 500 students attend and visit the Gisborne District Council stall. Posters and flyers were available for kids to take home and to learn more about the issues facing our community.

Appendix 1 “Step-by-step” process to create a 2 minute video



Appendix 2 Project plan for DrainWise Art Competition 2019



SUMMER 2019

PROJECT OUTLINE

DrainWise Art Competition 2019

INTERNAL DOCUMENT - GISBORNE DISTRICT COUNCIL

Appendix 2 Project plan for DrainWise Art Competition 2019

ABOUT THE COMPETITION

The DrainWise Art Competition is not just an art competition, it is a creative and strategic approach to educate Gisborne residents about the stormwater and wastewater networks of our city.

Eye catching designs will be painted on six Gisborne footpaths to raise awareness of stormwater pollution. Five drains will be reserved for the school competition and one drain for the open competition.

The artworks will send a clear, visual message to people passing by, that anything they put down the stormwater drain will affect the quality of our waterways and the wildlife that lives in and around our waterways.



Appendix 2 Project plan for DrainWise Art Competition 2019

GOALS OF THE COMPETITION

Enhance the beauty of Gisborne city by adding a splash of colour and creativity to an otherwise dull stormwater drain!

Raise awareness of stormwater pollution and how it affects the quality of our waterways and the wildlife that lives in and around our waterways.

Educate Gisborne residents about the different water networks in our region, in particular the stormwater and wastewater.

Create a new platform for local artists to showcase their skills while also providing an opportunity for kids to express their artistic abilities.

Appendix 2 Project plan for DrainWise Art Competition 2019

PROJECT TIMELINE

Week 1 November

Contact schools/principals to discuss competition details. Ensure all material is complete and signed off e.g info packs, educational booklet, entry and release forms, art template etc. Touch base w Resene.

Week 2 November

Visit schools. Present at staff meetings if required. Distribute competition material to schools and launch online (GDC website & fb).

Week 3 November

Contact Gisborne Herald to organize reporter/photographer for week 3 Dec. Organize slot with radio stations to speak on air about the comp. Secure painting contractor who will replicate winning art onto sites.

Week 4 November

Educational presentations at the schools, teach kids about stormwater and wastewater networks. Host a public presentation.

Week 1 December

Confirm traffic management plan. Schedule industrial cleaning of the six sites. Remember to monitor social media for any public Qs.

Week 2 December

Competition entries due 4PM Wednesday. Thursday AM - judging. Thursday PM - advise winners and schools of comp results. Friday - announce winners publically, Co-ordinate with Resene and artist re paint and materials / liaise with painting contractor, confirm cleaning.

Week 3 December

Painting contractor replicate winning artwork onto sites. Take photos! Present winning artists with their gift vouchers.

Week 4 December

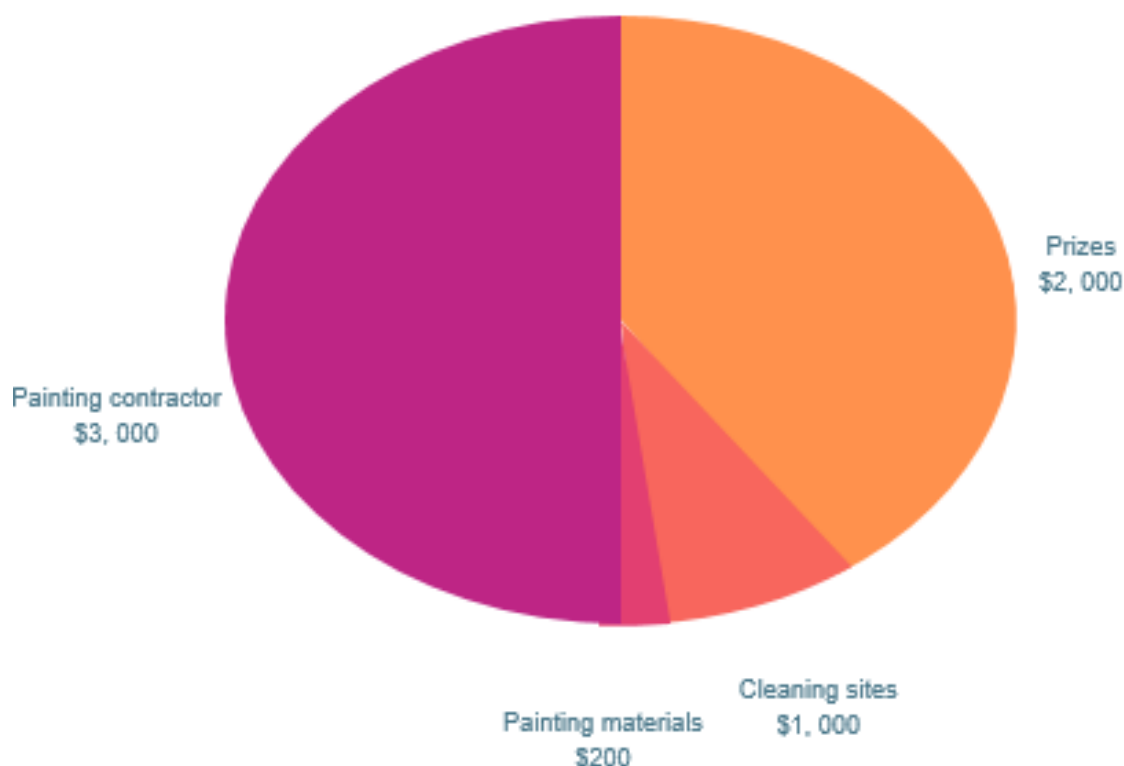
Article in Gisborne Herald. Share final art pieces (and educational material!) to the GDC website and social media pages page.

Appendix 2 Project plan for DrainWise Art Competition 2019

BUDGET

These are the estimated costs to implement the DrainWise Art Competition. As you can see, there is no cost for paints. This is because Resene has kindly offered to sponsor the competition by donating eco-friendly paint.

N.b. this budget does not include the cost of a project manager.



Approx. \$6k