



Where to from here?

Developing a second-generation
parliamentary engagement strategy



Outline

Part 1: Our story so far

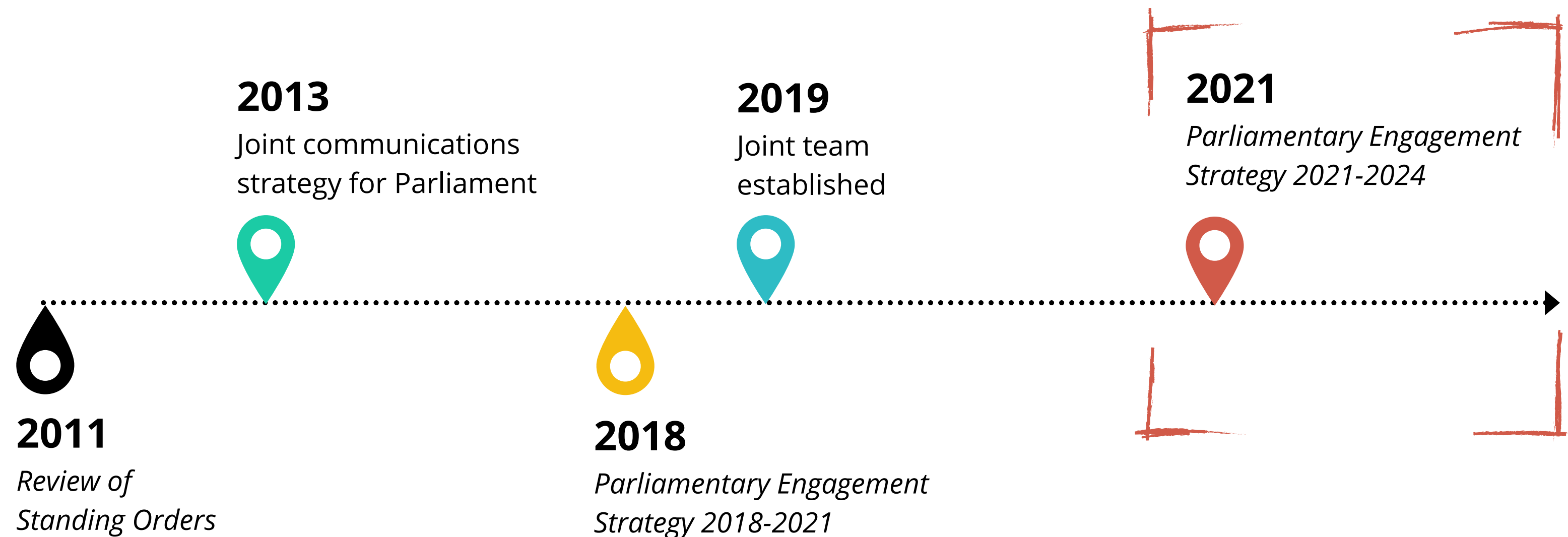
Part 2: The drivers for change

Part 3: Strategy 2.0

Part 4: The road ahead



2011 - 2021: a decade of change





2011 Review of Standing Orders

Publishing parliamentary info is not enough without knowledge and tools.

- Use new technologies
- Integrate & index information
- Assist MPs in their outreach
- Work with news media



2011

*Review of
Standing Orders*

2013

Joint communications
strategy for Parliament



2018

*Parliamentary Engagement
Strategy 2018-2021*

2019

Joint team
established



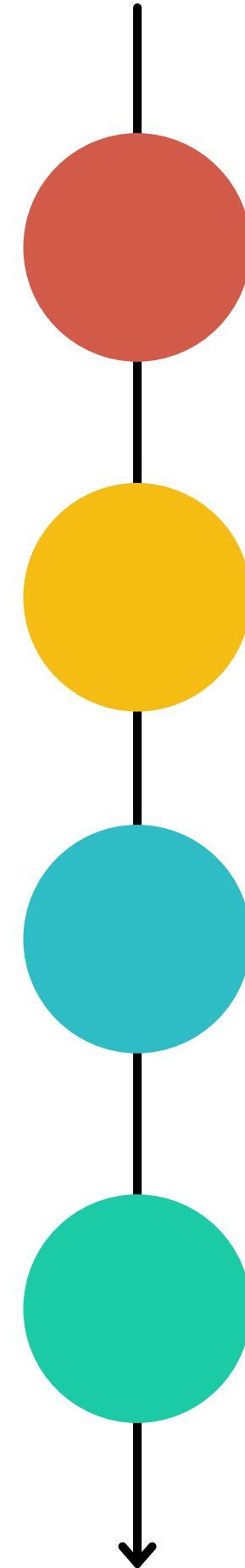
2021

*Parliamentary Engagement
Strategy 2021-2024*



New Zealand Parliament
Pāremata Aotearoa

Strategic evolution



"the old days"

Developed piecemeal
No focus – fragmented approach
"Parliament is here for those who know"

Joint comms strategy (2013)

Developed by PS and OOC
7 focus areas
"Parliament is informative"

Strategy 1.0 (2018)

Developed by OOC, endorsed by PS
6 focus areas
"Parliament is engaging"

Strategy 2.0 (2021)

Developed by inter-agency engagement team
5 focus areas
"Parliament is a partner"

2018

Connect and reach out
Engage - Parliament is interactive
Inform and share the stories of Parliament
Inspire and nurture future voters
Make it easier to be involved
Build partnerships



2021

Parliament is for everyone
Parliament is a partner
Parliament is innovative
Parliament encourages participation
Parliament is valued and trusted



Connecting with our communities

- Rito – Youth Reference Group
- Teachers' Reference Group
- Accessibility Reference Group



Using video content to relate to people

- Rainbow Voices
- Women in Parliament
- Taonga of Parliament
- Spotlight on Parliament
- Webinar series during lockdown
- Livestream tour of Parliament
- Livestreaming the Dissolution, Opening of Parliament, and Youth Parliament



Taking Parliament to the people



- Speaker's Outreach
- Select Committee Outreach
- Going to festivals and markets (Newtown Festival, Pasifika Festival, Fieldays)

Resources that are catered for our audiences

- IPR Panui
- Bespoke NZSL content
- Ayes on Education newsletter & Facebook group
- New education resources such as 'Democracy in a Crisis'
- Workbook for ESOL learners
- Resources translated into Pasifika and other languages



Surprising the public with cool innovations



- Virtual reality headsets out to schools
- Interactive maps on the website
- Instagram filters (e.g. beehive bonnet)

How the world has changed



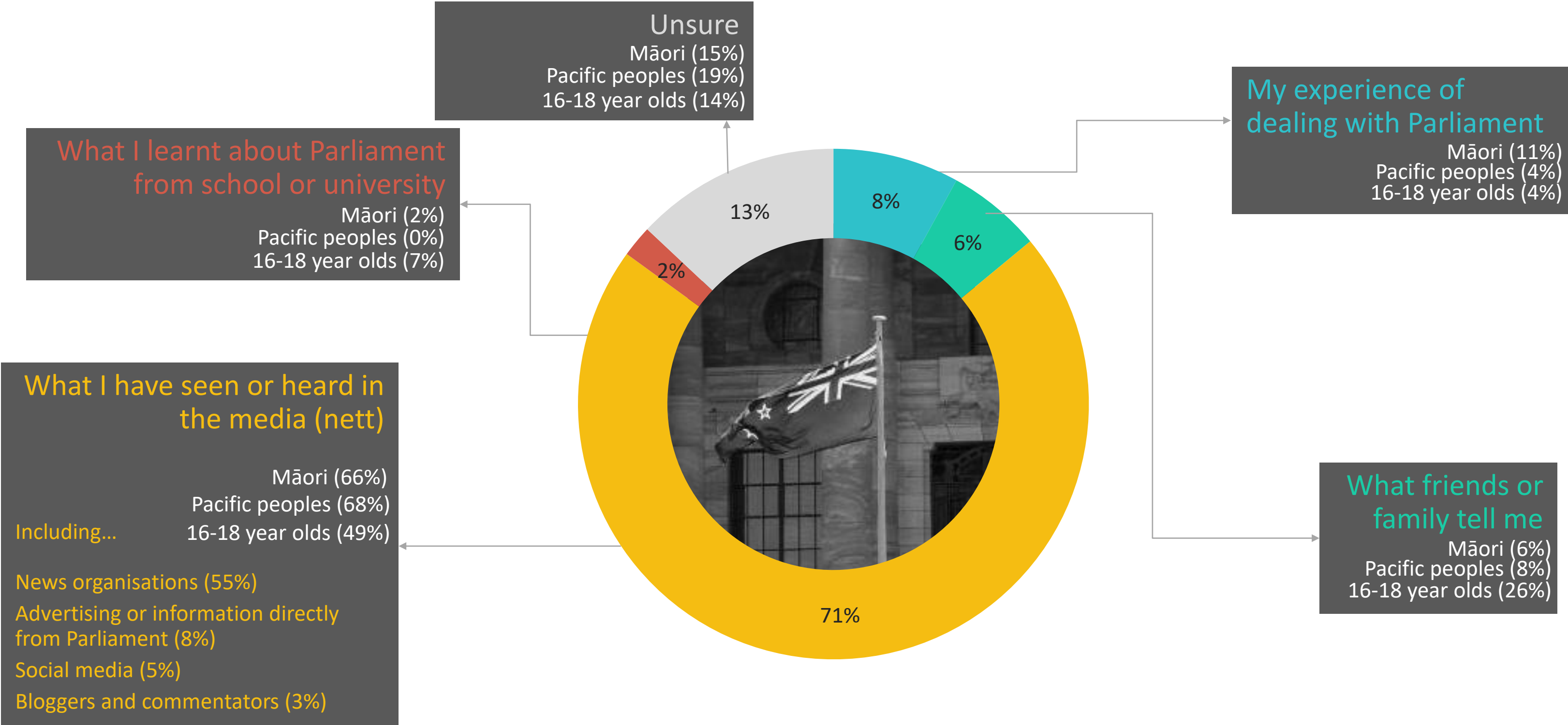
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- Global changes at increased pace.
 - More support from members.
 - Public expectations are much higher...
 - ... but public trust is more fragile.
 - More capacity and maturity.
 - More international expertise and maturation of engagement function.
 - Closer working relationships.
 - Colmar Brunton audience research.

GREATEST INFLUENCE ON VIEWS OF PARLIAMENT:

The media continues to be the greatest influence on the public’s view of Parliament. Media from news organisations is particularly influential. Young New Zealanders are also largely influenced by what they hear from their friends and family.



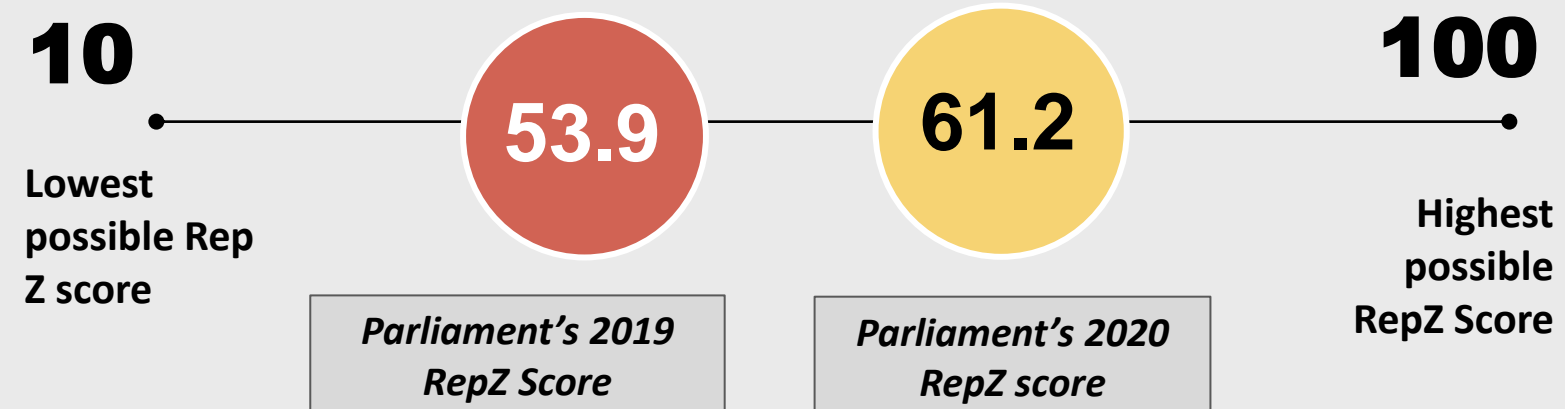
WHICH, IF ANY, OF THE FOLLOWING HAVE HAD THE GREATEST INFLUENCE ON YOUR VIEWS ON PARLIAMENT?



HOW HAVE NEW ZEALANDERS' VIEWS CHANGED SINCE 2019?



Parliament's reputation has improved – this is true for all New Zealanders, Māori, Pacific Peoples, and 16-18 year olds.



Advocacy for Parliament has increased

New Zealanders are more likely to advocate for Parliament

15% vs 10% in 2019

They are also less likely to be critical...

15% vs 22% in 2019



Three of the five key attitudes driving advocacy and reputation

EMPOWERMENT:

More New Zealanders feel empowered to engage with Parliament.
The perception of who Parliament listens to is changing

REPRESENTATIVENESS OF PARLIAMENT:

Just over half of all New Zealanders feel Parliament is representative of the nation.
Less than half think Te Ao Maori is represented.

ACCESSIBILITY OF PARLIAMENT:

One third feel they know how to engage with Parliament
Strong support for teaching school children about Parliament and democratic processes.

The key attitudes measured in the survey are grouped into a number of themes:

- Salience
- Empowerment
- Representativeness
- Accessibility
- Media

AREAS FOR FURTHER IMPROVEMENT TO LIFT ADVOCACY FURTHER:

This slide summarises the key areas to focus on to lift advocacy even further.

PRIORITY AREAS TO INCREASE AGREEMENT WITH

*These areas have a **positive** impact on advocacy, so increasing agreement with each statement will lift advocacy further.*

- I feel a sense of ownership of Parliament
- I feel connected to Parliament
- If there is an issue that is important to me, I can count on other New Zealanders to tackle it with Parliament
- I know how to engage with Parliament
- MPs are approachable and easy to engage with
- MPs work together to achieve a common goal
- People like me are represented at Parliament.

PRIORITY AREAS TO DECREASE AGREEMENT WITH

*These areas have a **negative** impact on advocacy, so decreasing agreement with each statement will lift advocacy further.*

- Getting involved with Parliament takes a lot of effort
- Parliament is associated with conflict.
- Big business and vocal minorities are the ones who influence Parliament

1

Improve processes to make engaging with Parliament easier and more accessible

A key way to lift advocacy for Parliament is to make it easier to engage with. This can be done by teaching people **how to engage**, reducing the **amount of effort it takes to get involved**, and to ensure that **MPs are approachable**.

2

Increase perceptions that Parliament is 'by the people, for the people'

Increasing public investment in Parliament will also uplift advocacy. This involves helping people feel a **sense of ownership, connected to Parliament**, and that their voice holds **influence**.

How we're responding

- The world changes fast: leave room to adapt.
- Describe the mission simply - put the detail elsewhere.
- Do the hard things.
- Concentrate on things we can change.
- Do things with people, not to them.
- Centering te Tiriti in our work.

TAHI:

Parliament is for **everyone**

We'll work alongside groups that have been under-represented in engagement with Parliament to reduce barriers for them to connect with Parliament. We will manaaki all those who engage with Parliament, so you feel respected and valued.

Identify and remove barriers

Focus on under-represented groups

Make connecting with Parliament a safe and welcoming experience

RUA: Parliament is a partner

We'll ensure the principles of Te Tiriti and te ao Māori are reflected in our mahi, and grow our unique partnership with our Pasifika neighbours and communities. By collaborating and sharing ideas, we will all share this journey together.

Te ao Māori woven into all aspects of our engagement

We are committed to our Pacific partners

We work with others (internally and externally) to achieve the strategy

TORU:

Parliament is innovative



We'll celebrate change and recognise that even places built on tradition need to be flexible. We will support Parliament by adapting, thinking creatively, and trying new ways of doing things to ensure greater participation than ever before.

Support Parliament to adapt to change

Challenge perceptions of Parliament

Contribute to NZ's role as a global citizen and parliamentary leader

WHĀ:

Parliament encourages participation



We help people meaningfully connect and have a positive experience with Parliament, regardless of the outcome. We want you to feel empowered to have your say - and we will support you through this process in a way that works for you.

Members and their staff are our biggest champions

Supporting positive experiences, regardless of outcome

Customise and tailor our resources and activity to our audiences

RIMA:

Parliament is **valued** and **trusted**

Through the work of the House and select committees, MPs do work that changes the lives of New Zealanders. We want to show you how Parliament's work may impact you and how you can have your say.

We are a trustworthy source of information

We increase the visibility and reputation of Parliament

We show how Parliament is relevant to the lives of New Zealanders

Where to from here:

- Annual implementation plans
- Closer working relationships
- Meaningful consultation, internal and external
- ...but don't let perfect be the enemy of good
- Strengthening strategic linkages:
 - Te Ao Māori Strategy
 - Internal Comms Strategy
 - Digital Roadmap



Ngā mihi!
(Thanks!)

He pātai?
(Questions?)

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