# Christchurch West Melton Water Management Zone Committee
# AGENDA

## Notice of Meeting:

A meeting of the Christchurch West Melton Water Management Zone Committee will be held on:

| | |
|---|---|
| **Date:** | **Thursday 30 June 2022** |
| **Time:** | **6pm** |
| **Venue:** | **North New Brighton Community Centre, 88-93 Marine Parade, New Brighton** |

**Membership**

| | |
|---|---|
| Chairperson | Annabelle Hasselman - Community Representative |
| Deputy Chairperson | Mike Patchett - Community Representative |
| Members | Helen Rutter - Community Representative |
| | Shona Sluys - Community Representative |
| | Brynlea Stocks - Community Representative |
| | Emma Norrish - Christchurch City Council Elected Representative |
| | Councillor Phil Clearwater - Councillor Environment Canterbury |
| | Councillor Sophie McInnes - Selwyn District Council |
| | Arapata Reuben – Te Ngāi Tūāhuriri Rūnanga |
| | Kākati Royal - Te Hapū o Ngāti Wheke/Rapaki |
| | Tyla Harrison-Hunt - Te Taumutu Rūnanga |
| | Oscar Bloom - Youth Representative |

**23 June 2022**


**Zone Facilitator**
Shelley Washington
Tel: 027 294 5219
**Environment Canterbury**

**Principal Advisor**
Diane Shelander
Senior Policy Analyst
Tel: 941 8304
**Christchurch City Council**

**Committee Advisor**
Liz Ryley
Tel: 941 8153
**Christchurch City Council**


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# Christchurch West Melton Water Management Zone Committee

## Members' Register of Interests – 2022

| Name/Organisation | Interests |
|---|---|
| Annabelle Hasselman | • Chair Ōpāwaho Heathcote River Network<br>• Shareholder Fulton Ross Team Architects<br>  ○ Director and Shareholder (Spouse)<br>• W H Fulton Family Trust – Trustee (Spouse) – Shares in Fulton Hogan |
| Arapata Reuben | • Trustee – Tuahiwi Marae<br>• Trustee – Tuhono Trust<br>• Trustee – Mana Waitaha Charitable Trust<br>• Member – National Kiwi Recovery Group |
| Councillor Sophie McInnes | • Farmlands shareholder<br>• Partner in DaDs Bees (beekeeping business) with spouse |
| Oscar Bloom | • Student at St Andrew's College |
| Emma Norrish | • Director – Metalwork & Design<br>• Trustee – Styx Living Laboratory Trust<br>• Chairperson – Waipapa/Papanui-Innes Community Board |
| Mike Patchett | • Chair, Water and Wildlife Habitat Trust<br>• Trustee, The Eco-Action Nursery Trust |
| Brynlea Stocks | • Employed by Environment Canterbury |
| Councillor Phil Clearwater | • No interests to declare |

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**Karakia Whakamutunga**

## Karakia Tīmatanga

## 1. Apologies

At the close of the agenda no apologies had been received.

## 2. Declarations of Interest

Members are reminded of the need to be vigilant and to stand aside from decision making when a conflict arises between their role as an elected representative and any private or other external interest they might have.

## 3. Identification of General Public Contributions

## 4. Deputations by Appointment

There were no deputations by appointment at the time the agenda was prepared.

## 5. Presentations by the Community

- Redcliffs Residents' Association
- Pūharakekenui Styx Living Laboratory Trust

## 6. Confirmation of Previous Minutes

That the minutes of the Christchurch West Melton Water Management Zone Committee meeting held on Thursday, 28 April 2022 be confirmed (refer page 5).

## 7. Matters Arising from the Minutes

## 8. Identification of Urgent Items by Committee Members

Raised items will be discussed in Other Matters.

# Christchurch West Melton Water Management Zone Committee
# OPEN MINUTES

**Date:** Thursday 28 April 2022
**Time:** 6.04pm
**Venue:** Via audio/visual link

**Present**

| | |
|---|---|
| Chairperson | Annabelle Hasselman - Community Representative |
| Members | Helen Rutter - Community Representative |
| | Brynlea Stocks - Community Representative |
| | Emma Norrish - Christchurch City Council Elected Representative |
| | Councillor Phil Clearwater - Councillor Environment Canterbury |
| | Councillor Sophie McInnes - Selwyn District Council |
| | Arapata Reuben – Te Ngāi Tūāhuriri Rūnanga |
| | Oscar Bloom - ECan Youth Rōpū |

**Zone Facilitator**
Shelley Washington
Tel: 027 294 5219
**Environment Canterbury**

**Principal Advisor**
Diane Shelander
Senior Policy Analyst
Tel: 941 8304
**Christchurch City Council**

**Committee Advisor**
Liz Ryley
Tel: 941 8153
**Christchurch City Council**

www.ccc.govt.nz

Unconfirmed

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www.ecan.govt.nz/news-and-notices/minutes/Pages/Default.aspx

The meeting was opened by Arapata Reuben with a Karakia/Timatanga.

The agenda was dealt with in the following order.

## 1. Apologies

**Committee Resolved CWZC/2022/00007**

That the apologies received from Mike Patchett and Shona Sluys be accepted.

Annabelle Hasselman/Sophie McInnes **Carried**

## 2. Declarations of Interest

There were no declarations of interest recorded.

## 3. Confirmation of Previous Minutes

**Committee Resolved CWZC/2022/00008**

That the minutes of the Christchurch West Melton Water Management Zone Committee meeting held on Thursday, 24 February 2022 be confirmed.

Brynlea Stocks/Phil Clearwater **Carried**

## 4. Matters Arising from the Minutes

Correspondence from Hon Kiri Allan, Associate Minister for the Environment addressed to the Mayor of CCC and Chair of ECan, about the management of urban contaminants in waterways, was tabled at the meeting (refer Minutes Attachment). This was a response to queries by CCC and ECan to the Minister about the development of national measures and industry standards to better manage urban contaminants, such as copper and zinc.

Following discussion agreement was reached by members about the next steps to aide their follow up on the matter.

**Committee Resolved CWZC/2022/00009**

That the Christchurch West Melton Water Management Zone Committee:

1. Agree to write to the ECan Chair and CCC Mayor about next steps regarding urban contaminants in waterways, including a meeting with the Ministry for the Environment and Ministry of Business, Innovation and Employment, Zone Committee members and interested water care community members, to discuss urban contaminants in Christchurch waterways, and their ecological and health impacts.

2. Seek a greater understanding of the scope and purpose of the research project, led by Waka Kotahi, and confirmation of any proposed outcomes.

Annabelle Hasselman/Helen Rutter **Carried**

Unconfirmed

Correspondence from Hon Kiri Allan, Associate Minister for the Environment addressed to CCC and ECan, about the management of urban contaminants in waterways

**Attachments**

A Correspondence Hon Kiri Allan

## 5. Deputations by Appointment

There were no deputations by appointment.

## 6. Identification of Urgent Items

Nil.

## 7. Identification of General Public Contributions

John Benn, Department of Conservation, referred to the presentation at the Zone Committee's 24 February 2022 meeting, Item 10, by Paul Dickson about the Ihutai-Estuary proposal that included the Linwood paddocks. He noted that area is included in the Christchurch District Plan as a site of ecological significance.

(The link to that area of the Plan is at: https://districtplan.ccc.govt.nz/Images/DistrictPlanImages/Site%20of%20Ecological%20Significance/SES%20LP%2014.pdf

## 8. Canterbury Water Management Strategy Action Plan Progress

The priority actions had been discussed at the Zone Committee's recent workshop, and members agreed on their areas of focus, as noted below.

**Stormwater Superhero awareness campaign and Stormwater Superhero/Healthy Waterway awards**

- Mike, Annabelle, Brynlea, Oscar, Phil

**Community Waterways Partnership**

- Mike, Annabelle, Oscar, Phil

**Mahinga Kai**

- Brynlea, Shona, Sophie

**Groundwater**

- Helen, Phil, Sophie

**Other community engagement – sharing biodiversity stories, working with landowners and catchment groups, link with community boards**

- Shona, Phil, Emma

**Sediment, Cashmere and Port Hills working group**

- Annabelle, Mike, Phil

**Advocacy to councils and central government**

Unconfirmed

- Annabelle, Mike, Phil

At this meeting updates were provided by members about the status of these activities, and ideas noted:

- Media and flyer documents for advertising of the Stormwater Superhero awareness campaign. Provide information on - what is lost; the effect on people. Include graphics.
- Involve schools in the advertising, to raise awareness.
- Use of the stormwater trailer, stormwater tshirts.
- Stormwater Superhero/Healthy Waterway awards – awards template to be finalised, and an awards evening to be organised for late October 2022.
- Community Waterways Partnership – development happening of online website for information-sharing.
- Mahinga kai – gain an understanding of how much sediment was flushed from the Ōpāwaho/Heathcote River during recent heavy rain event, use of straw bales to provide spawning habitat, raupo plantings, dredging.
- Other community engagement – engage with CCC Community Boards, hold joint briefings, use of a social media page to promote for example, the awards.
- Provide plants to schools who are ready to do plantings.
- Noted two day Te Tiriti training workshops organised, that are part funded by the CWMS Action Plan Budget, as recommended by this Committee.
- Events the Zone Committee could attend with the stormwater trailer, e.g. Community volunteers day, Mother of all Cleanups.
- Sediment, Cashmere and Port Hills Working Group – waiting for a rainy day inventory following rainfall event to gather information and identify interventions – suggestions to work with Adventure Park and forestry partners.
- Zone Committee has provided its feedback to CCC on the 2022/23 Annual Plan.

**Committee Resolved CWZC/2022/00010**

That the Christchurch West Melton Water Management Zone Committee:

1. Receive the information in the Canterbury Water Management Strategy Action Plan Progress Report.

Oscar Bloom/Emma Norrish **Carried**

Additional discussion prior to the conclusion of the meeting covered:

***Canterbury Water Management Strategy Refresh*** – process for appointment of Zone Committee members:

- Promotion of this year's CWMS Refresh has been conducted in April 2022.
- Expressions of interest are open from Monday 2 May, and close on Monday 30 May.
- Selection workshops will be held in June 2022 with the Selection Panel recommendations of refresh appointments being presented to Councils for approval after that time.

Unconfirmed

***Zone Member Resignation*** – the resignation of Les Wanhalla has been received. Arrangements will be made for a farewell for Les, who has been the Te Taumutu Rūnanga representative on the Committee for a number of years.

Arapata Reuben closed the meeting with a Karakia/Whakamutunga.

**Meeting concluded at 7.36pm.**

**CONFIRMED THIS 30TH DAY OF JUNE 2022**

**ANNABELLE HASSELMAN**
**CHAIRPERSON**

Unconfirmed

# 9. Erosion and Sediment Control

**Reference Te Tohutoro:** 22/812938

**Presenter(s) Te kaipāhō :** Shelley Washington, Zone Facilitator – shelley.washington@ecan.govt.nz

## 1. Purpose of Report Te Pūtake Pūrongo

1.1 The purpose of this report is for Ashley Rule (Redcliffs Residents Association) and Mike Patchett (Deputy Chair, Christchurch West Melton Zone Committee) to provide the Committee with a brief overview of erosion and sediment control issues.

## 2. Officer Recommendations Ngā Tūtohu

That the Christchurch West Melton Water Management Zone Committee:

1. Receive the presentation from the Redcliffs Residents Association, and Mike Patchett, related to erosion and sediment control and sediment contaminated stormwater management problems observed at a subdivision development in Redcliffs, and probable adverse effects on the Avon Heathcote Estuary/Ihutai.
2. Request a progress report from Environment Canterbury and the Christchurch City Council on erosion and sediment control, and sediment contaminated stormwater management, in particular related to subdivision development and dealing with future lot development phases.

## 3. Report Te Pūrongo

3.1 The Redcliffs Residents Association, represented by Ashley Rule with support from Martin Ward, raised concerns about erosion and sediment control to the Christchurch West Melton Zone Committee via the Zone Facilitator. They are concerned about sediment coming from a nearby development in Redcliffs going into the Estuary/Ihutai. The Zone Facilitator offered to invite Mike Patchett to represent the Zone Committee at a meeting and site visit with Ashley, Martin, and Jess Newlands, which was held on 24 May 2022. Jess Newlands is a Compliance Officer at Environment Canterbury, specialising in co-ordinating Environment Canterbury's responsibilities, and monitoring Christchurch City Council's compliance in relation to the Stormwater Network Discharge Consent.

3.2 Martin Ward is a community member from a community group, Te Awa Kura that are helping to "re-green" Barnett Park by working with locals and the City Council to improve the ecological and recreational values of Barnett Park. At our site visit, we also visited Barnett Park to hear about this group's projects.

3.3 The meeting and site visit gave Jess Newlands opportunity to understand the issues from the Redcliffs Resident Association's perspective and Jess agreed to follow this up by communicating with Christchurch City Council staff to investigate the details of consenting and compliance, and identify next steps. Jess is continuing to do this and has been updating Ashley, Martin and Mike in this regard.

## Attachments Ngā Tāpirihanga

There are no attachments to this report.

# 10. Pūharakekenui Styx Living Laboratory Trust

**Reference Te Tohutoro:** 22/813071

**Presenter(s) Te kaipāhō :** Shelley Washington, Zone Facilitator – shelley.washington@ecan.govt.nz

## 1. Purpose of Report Te Pūtake Pūrongo

1.1 The purpose of this report is for representatives of the Pūharakekenui Styx Living Laboratory Trust (the Trust) to provide an update to the Committee of progress with their projects and to outline any support they would like to receive from the Committee.

## 2. Officer Recommendations Ngā Tūtohu

That the Christchurch West Melton Water Management Zone Committee:

1. Receives the presentation from the Pūharakekenui Styx Living Laboratory Trust.

## 3. Report Te Pūrongo

3.1 The Committee has previously had presentations from the Trust as well as the opportunity to attend informative field tours of this catchment with the Trust. The Trust is a local river care group established in 2002 to develop a 'living laboratory' in Pūharakekenui (Styx) River catchment.

3.2 The Trust accomplishes this through developing partnerships, volunteer monitoring, education and outreach, and community volunteer events.

3.3 Their trustees, volunteers and staff are advocates for maintaining water quality and other values (including drainage, ecology, landscape, culture, heritage and recreation) in the river.

3.4 The Trust was set up to achieve Vison 3 of the Christchurch City Council document Styx Vision 2000-2040, which is to create a living laboratory that focusses on research and learning in the Pūharakekenui/Styx catchment.

3.5 Along with Christchurch City Council and other partners and supporters, the Trust has spent the last 20 years working on protecting freshwater quality, restoring ecological function, and viability of vulnerable waterways.

3.6 The Trust has recently received $4.2 million from the Ministry of Environment's Freshwater Improvement Fund and Jobs for Nature, which will go towards planting more than two hectares of forest and two hectares of riparian planting planned for each year over the next five years.

3.7 Further information can be found on their website https://www.thestyx.org.nz/styx-living-laboratory-trust

## Attachments Ngā Tāpirihanga

There are no attachments to this report.

# 11. Ground and Surface Water Quality Implications for the Christchurch West Melton Zone

**Reference Te Tohutoro:** 22/813176

**Presenter(s) Te kaipāhō :** Shelley Washington, Zone Facilitator – shelley.washington@ecan.govt.nz

## 1. Purpose of Report Te Pūtake Pūrongo

1.1 The purpose of this report is for the Committee to gain a shared basic understanding of the ground and surface water quality implications for the zone. Dr Helen Rutter and Andrew Raj will jointly provide this information.

## 2. Officer Recommendations Ngā Tūtohu

That the Christchurch West Melton Water Management Zone Committee:

1. Receive the presentation about ground and surface water quality implications for the Christchurch West Melton zone, from Zone Committee member Dr Helen Rutter, and Senior Groundwater Scientist for ECan, Andrew Raj.

## 3. Report Te Pūrongo

3.1 A presentation will be provided by Dr Helen Rutter and Andrew Raj. Helen is a community member on the Christchurch West Melton Zone Committee. In her professional capacity, Helen is a Water and Land Business Manager at Aqualinc. Aqualinc is a water and land management consultancy.

3.2 Helen has 25 years of experience in hydrogeological research and investigation. Helen's expertise is in both physical hydrogeology (including resource assessment, recharge processes, groundwater flooding and catchment characterisation) and the application of GIS techniques to assist in analysing spatial data.

3.3 Andrew Raj is Senior Scientist in Groundwater Science at Environment Canterbury.

3.4 The Committee has previously had presentations on this broad topic, such as when some of the streams in northern Christchurch dried up after two years of dry winters, and during the development of the Waimakariri sub-regional plan recommendations where potential impacts of groundwater from Waimakariri zone in relation to Christchurch drinking water and spring fed streams was discussed.

3.5 It is a complex topic, and if there are aspects the Committee wishes to receive further information or presentations on, that is an option for the future.

## Attachments Ngā Tāpirihanga

There are no attachments to this report.

# 12. Correspondence - Urban Waterway Contaminants

**Reference / Te Tohutoro:** 22/603152

**Presenter(s) / Te kaipāhō :** Shelley Washington, Zone Facilitator – shelley.washington@ecan.govt.nz

## 1. Purpose of Report / Te Pūtake Pūrongo

1.1 The purpose of this report is to provide the Christchurch West Melton Water Management Zone Committee with a copy of a letter from the Chair, Annabelle Hasselman, to the Mayor CCC and Chair ECan about urban waterway contaminants, and if available, the response back to the Zone Committee.

## 2. Officer Recommendations / Ngā Tūtohu

That the Christchurch West Melton Water Management Zone Committee:

1. Receive the correspondence related to urban waterway contaminants.

## Attachments / Ngā Tāpirihanga

| No. | Title | Page |
|---|---|---|
| A | Zone Committee - 10 May 2022 - Letter to Mayor Dalziel and Chair Hughey regarding urban waterway contaminants | 18 |

## Christchurch West Melton Water Zone Committee

10 May 2022

Mayor Lianne Dalziel and Chair Jenny Hughey

Via: Office of the Mayor and Chief Executive
OfficeoftheMayorandChiefExecutive@ccc.govt.nz

ECan Governance team
governance@ecan.govt.nz

Dear Mayor Dalziel and Chair Hughey

Thank you for your advocacy in recent years to central government for the development of national measures and industry standards to better manage urban waterway contaminants, such as copper and zinc.

We are aware of the March 2022 letter from Associate Minister for the Environment Kiri Allan that you have received in response to your joint 9 February 2022 letter.

Our Committee is pleased there has been a response, but it is concerned that no progress has been made by central government, on implementing the development of national measures and industry standards for managing urban waterway contaminants. Rather, only some research has been undertaken, and primarily this has been via a literature review.

At our Committee meeting in April 2022, we resolved to write to you both with follow-up requests.

- Our Committee requests that your Councils contact the Ministry for the Environment, Ministry for Business Innovation and Employment, and Ministry of Transport, to clarify the purpose of the Waka Kotahi research on the ecological impacts of brake and tyre wear, and to clarify what outcomes they anticipate achieving, or actions they may take as a result.

- Our Committee noted that while the Associate Minister's letter refers to research by Waka Kotahi, it makes no mention of research into building materials as a source of contaminants for our waterways. This is unlikely to be part of Waka Kotahi's research.

## Christchurch West Melton Water Zone Committee

- Our Committee also requests that you invite representatives of the Ministry for the Environment, Ministry for Business Innovation and Employment, and Ministry of Transport, to join representatives of Christchurch City Council, Environment Canterbury and the Zone Committee, to a workshop to be held in Christchurch where local stormwater and waterway contaminant challenges, impacts, actions and possible solutions can be discussed.

I look forward to your reply.

Yours sincerely

A Hasselman.

**Annabelle Hasselman**
**Chair**
**Christchurch West Melton Zone Committee**

*The Christchurch West Melton Water Zone Committee is a community-led committee supported by councils.*

*ecan.govt.nz/myzone*

# 13. Facilitator's Update - June 2022

**Reference / Te Tohutoro:** 22/818263

**Presenter(s) / Te kaipāhō :** Shelley Washington – Zone Facilitator
shelley.washington@ecan.govt.nz

## 1. Purpose of Report / Te Pūtake Pūrongo

1.1 The purpose of this report is to inform the Christchurch West Melton Water Management Zone Committee of community engagement events and relevant updates and actions from previous meetings.

## 2. Officer Recommendations / Ngā Tūtohu

That the Christchurch West Melton Water Management Zone Committee:

1. Receive the Zone Facilitator's report to June 2022.

## 3. Report / Te Pūrongo

### IMPORTANT ZONE COMMITTEE/CANTERBURY WATER MANAGEMENT STRATEGY UPDATES

#### 3.1 Appointment of New Zone Committee members

The process for appointment of new Zone Committee members is currently underway, and the selection workshop to meet candidates has been held. The next step is for successful candidates to be confirmed by each Council. New members are likely to join in from August 2022.

#### 3.2 Committee Canterbury Water Management Strategy Triannual Reports to Councils

The Committee has been providing written and verbal reports to Christchurch City Council for several years, more latterly via the Council's Three Waters Committee. Two years ago, reports to Selwyn District Council commenced. This year, reports to Environment Canterbury's Natural Environment Committee commenced. Reporting happens a maximum of three times per year.

All reports are similar to that provided to Christchurch City Council, as a base that can be adapted if necessary. The Chair and Deputy of the Committee have the opportunity to have input to these reports and to verbally present them. If they are not able to do this, the relevant Council representative can do so, or the Zone Facilitator may. Alternatively, they can be 'taken as read'. The three Councils also receive Zone Committee meeting minutes for noting.

The reports are brief and positive, providing an overview of the Committee's activities and achievements. They are also positive about recent contributions by the three Councils. If the Committee has recommended Canterbury Water Management Strategy Action Plan budget go toward particular projects this is noted. When members join or leave the Zone Committee, this is mentioned, and the reports often contain photos. If the Committee has recently made a recommendation to that particular Council, that can be included and reinforced in the report and addressed at the meeting also.

## RECENT EVENTS

| Event | Target Audience & notes |
|---|---|
| National Volunteer Week Celebration<br>Sunday 19 June 2022 | Shelley Washington and Jenny Bond (Christchurch Envirohub Trust Facilitator for Stormwater Superhero trailer and Te Tuna Tāone) attended this event to raise awareness within existing community groups who might like to use the trailer for their own events or engagement activities. It also served as a useful exercise for figuring out some further equipment and modifications needed, as well as what training could be provided for users. This event was organised by Christchurch City Council to thank volunteers and had a planting activity with Conservation Volunteers New Zealand in Dallington, information stalls by community groups, a free BBQ, coffee cart, live music, a speech by the Mayor and celebratory cake.<br><br>Cashmere Stream Care Group and Christchurch City Council held a planting event on 11 June as part of the Council project to restore the stream. The Group had excellent attendance and the local Rotary group provided a BBQ.<br><br>There were also several Matariki events held throughout the city such as a Matariki Dawn Planting in the Pūharakekenui/Styx River catchment where members of the public could join rongoā practitioners as they celebrated Matariki and puaka rising to signal the Māori New Year. The dawn planting was followed by a hui where participants shared their wishes for the year to come. It was a joint event run by Kahukura Rongoā Māori Trust, Styx Living Laboratory Trust and Christchurch City Council. |

## UPCOMING EVENTS

| Event | Target Audience & Notes |
|---|---|
| | Participants of environmental themed events are encouraged to put information about their events on the eco-calendar on the Christchurch Envirohub website. To find out about events coming up or add your own event please go to: https://www.chchenvirohub.org/eco-calendar/ |

## FOR YOUR INFORMATION AND INSPIRATION

Videos based on Cashmere Stream Care Group's clarity report:

Here is the link to the shorter video created for social media with subtitles:
https://fb.watch/5eW0XWXD_V/

The longer video created for the news story can be found at the bottom of this story: https://www.ecan.govt.nz/get-involved/news-and-events/zone-news/christchurch-west-melton/the-story-of-sediment-in-cashmere-catchment/

## COMMUNICATIONS AND ENGAGEMENT PLAN – ACTIVITIES FROM PREVIOUS AND COMING MONTHS

**Prepared by:** Aleisha Stopforth, Principal Communications and Engagement Advisor, Environment Canterbury
**Prepared for:** Christchurch West Melton Water Zone Committee meeting - 30 June 2022

This report provides an overview of communication and engagement activity completed by Environment Canterbury communications and engagement staff (and contracted communications professionals). Normal channels used include:

- Environment Canterbury website and Facebook
- Christchurch City Council channels
- Local Water Zone email newsletter (through Environment Canterbury)
- Local print media (where applicable).

| Date | Content | Overview |
|---|---|---|
| **June** | From our Chair: Working together to restore Christchurch waterways | • Environment Canterbury Chair Jenny Hughey's monthly column discusses the Community Waterways Partnership.<br>• The Working together to restore Christchurch waterways is in print in The Star newspaper |
| | Stormwater Superhero campaign | • The campaign kicked off in the week commencing 20 June. See the separate update in this report on the campaign to date. |
| **Regional content:**<br>• The Wai We Care campaign for new zone committee members wrapped up at the end of May.<br>• The Environment Canterbury Annual Plan was adopted on 16 June: https://www.ecan.govt.nz/get-involved/news-and-events/2022/cheaper-bus-fares-on-the-way-for-greater-christchurch/<br>• A new People's Panel has been launched, offering more opportunities for community participation, by way of short online surveys: https://www.ecan.govt.nz/get-involved/news-and-events/2022/te-korari-provides-a-space-for-community-voices/ | | |
| **Planned communication activity:**<br>• A story on weed control work at Ōtūkaikino catchment with the Water and Wildlife Habitat Trust.<br>• CHWMZC e-newsletter for July.<br>• End of financial year 'wrap-up' articles of projects the CHWMZC supported through its Action Plan budget. | | |

## UPDATE ON STORMWATER SUPERHERO AWARENESS CAMPAIGN

Provided by Rebecca Kinraid, Cherryred Consulting, 21 June 2022

### Digital

The digital component of the Stormwater Superhero Awareness Campaign (the campaign) has been developed, went live on 20 June 2022, and is live over the coming four weeks. This will be shared across all Environment Canterbury channels including Facebook and Instagram. There is paid and organic content so that we can target groups outside of the traditionally engaged Environment Canterbury audience. Each creative will run for one week. The first week (we are currently in) is the general overarching message, next week will be "At Home", and then "With the Car" followed by "At Work".

In addition to static imagery, we are working on a video that will be simple and informative, this will be shared across social media stories.

The landing page for stormwater on the Environment Canterbury website has been updated to be in line with the campaign. It can be found here: Stormwater | Environment Canterbury (ecan.govt.nz)

### Media

We begin pitching to media this week and will update the Committee if we get any pickup. The media strategy is a mix of pitching and the release of a media release. We will be targeting TV, radio, online and print.

### Paid advertising - Print

The print advertising will be running for four weeks across the Selwyn Times, Bay Harbour News and The Star. As with digital, the adverts will follow the same timeline. The first week (we are currently in) includes an advertorial/editorial component. This will help to provide a bit more context and detail to our messaging.

### Flyers and dog poop bags

The flyer and the dog poop bags are currently being finalised. We hope to have a draft of the flyer through this week. Once approved, it will go to print and we will be able to supply the trailer with an up-to-date version of the flyer to hand out.

Note from Zone Facilitator: Social media content will be provided to the Zone Facilitator to send to key community groups to encourage them to share. Social media and other content will be provided to Christchurch City Council also to share.

### Zone Committee member tasks for Stormwater Superhero awareness campaign during year

Each Zone Committee member will be asked to identify two groups they would like to talk to this year to share key Stormwater Superhero messages, and arrange speaking opportunities with these groups. Communications staff will provide a presentation, brochures and speaking notes as a resource.

Zone Committee members should identify if they would like to be trained to utilise the stormwater superhero trailer at events and engagement opportunities. Shelley will be organising a training event for Zone Committee members, community group members, CCC staff, and ECan staff.

## Attachments / Ngā Tāpirihanga

There are no attachments for this report.

## 14. Other Matters

This item provides an opportunity to discuss other matters of note.

## Karakia Whakamutunga