



Hiko Content Creator Campaign- Q&A

1. What is the Hiko content creator campaign?

- The Hiko content creator campaign is an initiative by Ngāti Whātua Ōrākei to engage the community in creating and sharing content about their experiences using the new Hiko electric vehicles.

2. Who can participate in the campaign?

- The campaign is open to Ngāti Whātua Ōrākei registered members residing in Auckland, aged 18 or above, with a valid full NZ Driver's license.

3. How do I participate as a content creator?

- To participate, create a 1-2 minute video expressing your passion for sustainability and storytelling, and post it on social media, tagging Ngāti Whātua Ōrākei Trust accounts.

4. What's expected from selected content creators?

- Selected creators will receive a Hiko electric vehicle for an allocated period. They'll be required to create engaging content showcasing their experiences using the vehicle and promote sustainability and EV benefits. Content creators are expected to post a minimum of 4 social media content pieces per week across platforms during the campaign period while they are assigned the Hiko vehicle.

5. Can employees of the Group participate in the Hiko content creator campaign?

- Whānau employees of the Group will be considered for eligibility if they meet the qualifying criteria in the campaign's terms and conditions.

6. How are content creators chosen?

- The allocation of vehicles to content creators is managed by the Trust Board office, who make the final selection based on the criteria outlined for the campaign. The selection process considers various factors, including the content creators' alignment with campaign objectives, storytelling abilities, passion for sustainability, and involvement with the Ngāti Whātua Ōrākei community. This process ensures a fair and structured allocation process in line with the campaign's goals and guidelines.

7. What happens if I'm selected as a content creator?

- If selected, you'll receive a Hiko electric vehicle for an allocated period of the campaign period. You'll also need to complete an online driver safety course and adhere to the Trust Board's safe driver policy.

8. Will my content be used by Ngāti Whātua Ōrākei?

- Yes, by participating, you allow Ngāti Whātua Ōrākei to use and share your content for promoting the Hiko EV project. You'll be credited according to guidelines.

9. What are the key dates for the campaign?

- Submission deadline, notification date, and content creation period dates are available online.

10. Can other drivers in my household use the allocated Hiko vehicle?

- Yes, other licensed and approved drivers in your household can use the vehicle when it is assigned to you if they adhere to the campaign's terms and conditions.

11. Where can I drive the Hiko vehicle?

- The Hiko vehicle can be driven anywhere in New Zealand where it is legally permitted to drive such a vehicle. It's important to adhere to all road laws and regulations.

12. Are there restrictions on the distance or duration of use for the vehicle?

- There are no specific limitations on distance or duration, provided the vehicle is used responsibly and as per the terms outlined for the campaign.

13. How do I charge the vehicle?



- Each allocated driver will receive a prepaid charge fob that can be used at all Chargenet stations. The closest charging station is located near New World Eastridge.

14. Can I charge the Hiko vehicle at any charging station in New Zealand?

- Yes, the Hiko vehicle can be charged at any compatible charging station across New Zealand. We recommend using certified charging stations for safety and efficiency.

15. What happens if there's an issue with the vehicle during the campaign period?

- In case of any vehicle-related issues, please contact vehicle assistance using the contact information available inside the vehicle.

16. Am I responsible for the vehicle's maintenance during the campaign?

- Routine maintenance and care, such as checking tire pressure and ensuring the vehicle is clean and charged, are the responsibility of the allocated driver.

17. Can I use the Hiko vehicle for personal trips or errands?

- Yes, that is the intended purpose of these new Hiko vehicles. The vehicle can be used for personal trips or errands within the bounds of New Zealand's driving laws and the campaign's terms.

18. Is insurance coverage provided for the Hiko vehicle?

- Yes, insurance coverage for the vehicle for approved and qualified drivers will be arranged by Ngāti Whātua Ōrākei for the duration of the campaign.

19. Can the Hiko vehicle be used for specific events or community initiatives?

- Yes, if there's a community-related event or initiative where the vehicle's usage aligns with the campaign's objectives, we encourage you to use your vehicle to/from the event.

20. What features does the vehicle have?

- The vehicle is a new model equipped with modern features. For detailed information about its features, please visit www.bydauckland.co.nz/byd-atto-3

21. What's the range of the vehicle?

- The vehicle is equipped with a 60kWh extended battery, providing a range of approximately 420 kilometers.

22. How many people can fit in the car?

- The vehicle is an SUV style model with seating for up to 5 people.

23. Does the vehicle have roof racks?

- Yes, the vehicle comes equipped with standard roof rails for additional carrying capacity.

24. What if I get speeding or parking fines while using the vehicle?

- Each allocated driver is solely responsible for any fines or infringements incurred while using the vehicle.

25. Is there a policy about vehicle use?

- Yes, the Trust Board's "Te Tiaki me te Hautū Waka: Vehicle and Safe Driving Policy" is in place, which all drivers must adhere to while using the allocated vehicle.

26. I haven't driven an EV before. Will there be a briefing?

- Yes, a comprehensive briefing on how to drive and charge an EV will be provided to each driver assigned to use the vehicle.

27. Who is funding the acquisition of these vehicles?

- The funding for the Hiko project, including the acquisition of vehicles, has been secured through grants provided by the Energy Efficiency and Conservation Authority (EECA) and Foundation North. We thank them for their support.



28. What is the strategic outcome Ngāti Whātua Ōrākei aims to achieve with this project?

- The Hiko project aligns with Ngāti Whātua Ōrākei's commitment to sustainability and services for whānau. One strategic goal is to promote environmentally friendly practices within our community by showcasing the benefits of electric vehicles and encouraging sustainable transportation choices.

29. What's the next phase for the Hiko project?

- In 2024 our sustainability initiatives are entering a new phase. We're preparing to install EV chargers in the carpark adjacent to the Marae, facilitating convenient access to these BYD vehicles. When installed, whānau members will be able easily book the vehicles via the Hono app for short trips and errands around town. Additionally, we're exploring the introduction of a new Hiko EV Van, designed to meet the larger transportation needs of our community. These future enhancements align seamlessly with our Taiao plan, which aims to reduce emissions and further strengthen our sustainability endeavors.

30. Where can I find more information or get clarification?

- For any further inquiries, please contact the Trust Board Office.