



NGĀTI WHĀTUA ŌRĀKEI

Trustee Limited

Policy: Communications

Description:	Policy of the Ngāti Whātua Ōrākei Trust
Approved by:	Board Resolution
Date:	7 June 2019

1 Purpose

- 1.1 Timely, accurate, clear and engaging communications is essential to establish and maintain trust with Ngāti Whātua Ōrākei members and other stakeholders. Our ambition and priorities in relation to communication are outlined in the *Ngāti Whātua Ōrākei Trust Strategic Communications Plan* (the Plan) which is available from our website.
- 1.2 This policy supports the delivery of the Plan by providing guidance in various areas of communication and clarity on roles and responsibilities across the Ngāti Whātua Ōrākei Group.

2 Scope

- 2.1 This policy applies to the Directors and Employees of Ngāti Whātua Ōrākei Trustee Ltd (NWOT or the Company) and provides guidance to the subsidiaries of the Trust in relation to communication responsibilities and expectations. Subsidiary policies should not contradict the requirements outlined in this policy.
- 2.2 This policy covers:
 - a) External communications
 - b) Internal communications
 - c) Whānau member communications (including hapu e-panui)
 - d) Management of the Ngāti Whātua Ōrākei website
 - e) Public speaking/speaking engagements
 - f) Email
 - g) Brand management



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3 Policy Statement

External Communications

- 3.1** Official NWOT Communications is considered information provided to stakeholders representing the collective view of NWOT or the hapu. Any NWOT Communication is managed by the Communications, Media and PR Manager. This will ensure management of appropriate and approved messaging, and tone of voice. Approval from the CEO is required before distribution of any official NWOT Communications.
- 3.2** An employee or Director communicating directly with external stakeholders via any communication platform:
- a) Must consider how this may reflect on the Company, other Employees or Directors and must not bring the Board or wider group into disrepute;
 - b) Must reflect the expectations in the Code of Conduct Policy
 - c) Must not share confidential or proprietary information about NWOT or the Group;
 - d) Must ensure that all information shared about NWOT or the Group is authentic, professional and factually correct, and does not mislead or deceive; and
 - e) Must reflect the NWOT mātāpono and values.

Internal Communications

- 3.3** Internal communication refers to communication between Directors and Employees of the Company and between the Company (Directors or Employees) and subsidiaries (either Boards or staff). Any internal communication will be professional and apply the principles of courtesy and respect. The expectations set out in the Code of Conduct Policy must also be followed.
- 3.4** Ensuring alignment of communication strategy/approach between the Company and subsidiaries is the responsibility of the Communications, Media and PR Manager. This is to ensure there is a common understanding of activity across the Group and messages are consistent.
- 3.5** In relation to internal communications, the following protocols will apply:
- a) Company Directors – CEO: Unless the request is of an administrative nature, all requests of the Trust CEO made by Directors must be passed through the Board Chair.
 - b) Company Directors – Staff: Unless the request is of an administrative nature, all requests of the Trust staff must be made via the Chair to the CEO.
 - c) Correspondence - A correspondence register to be established and maintained by the Trust office and accessible to Board members.
 - d) Subsidiaries and KMOT:
 - i) Official Communication from NWOT to any subsidiary or KMOT must come from the Board Chair.



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ii) Communication with the CEOs of any subsidiary or KMOT must include the Chair of the relevant subsidiary and the NWOT Chair.

iii) Communication with operational staff of any subsidiary or KMOT must align to an agreed protocol established between the Trust CEO and subsidiary CEOs.

Whanau Communication

3.6 Members of Ngāti Whātua Ōrākei are the primary stakeholder group for our communications. Our communications activity will apply the principle of “whanau first”, meaning that any significant development that could impact our whanau or our business (subject to commercial sensitivity) should be communicated to whanau as a priority.

3.7 Communication to whanau will be targeted to the audience and will employ as many platforms as appropriate. Communication kanohi ki te kanohi with whanau members will be scheduled at least quarterly.

Hapū E-pānui

3.8 The NWO hapū e-pānui is owned by NWOT and managed by the NWOT Communications, Media and PR Manager. Any version of an e-pānui intended for distribution to Ngāti Whātua Ōrākei Members must be communicated to and approved by the NWOT Communications, Media and PR Manager and CEO to ensure appropriate scheduling and to clear messaging.

3.9 The hapū e-pānui is distributed fortnightly to registered Ngāti Whātua Ōrākei Members who have provided an email. This email list is aligned to the secure Member database and is updated from this database on a regular basis (at least monthly). The distribution schedule is confirmed by the NWOT Communications, Media and PR Manager.

3.10 Content collation for the hapū e-pānui is the role of the NWOT Communications, Media and PR Manager and may be delegated to trained content editors as appropriate.

Ngāti Whātua Ōrākei Website

3.11 The Ngāti Whātua Ōrākei website is a digital communications asset owned and managed by NWOT. The administration and loading of content is the responsibility of the NWOT Communications, Media and PR Manager who may delegate this task as appropriate.

3.12 An Employee or Director that wishes to change content on the website must make a formal request to the NWOT Communications, Media and PR Manager for approval before the request is actioned. Published content on the website must be approved by the CEO.

Public Speaking

3.13 Public speaking and presentation at events and conferences that align with our matapono and strategy is encouraged as a means to reflect and enhance the status of Ngāti Whātua Ōrākei within Tamaki.



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- 3.14** An Employee or Director who has been invited to speak in a public forum on behalf of Ngāti Whātua Ōrākei, shall advise the NWOT Communications, Media and PR Manager for support and to provide any appropriate brand assets (refer discussion below) needed for the event. Opportunities to promote the event and our involvement should also be discussed and leveraged as appropriate.

Email Communication

- 3.15** All employees and Directors must display appropriate email etiquette and best practice when writing emails. This is important to prevent privacy breaches or reputational issues for the Company and Group. A NWOT e-signature will be provided for all NWOT Employees and Directors.

Ngāti Whātua Ōrākei Brand

- 3.16** Brand assets are unique elements enhancing our identity and distinguishes Ngāti Whātua Ōrākei. The approved NWOT brand assets include the Ngāti Whātua Ōrākei logo, e-signature, letterhead and powerpoint template.
- 3.17** NWOT brand assets are maintained by the Communications, PR and Media Manager who is also responsible for brand guidelines associated with the Ngāti Whātua Ōrākei brand.
- 3.18** NWOT Employees and Directors:
- Must not share the NWOT brand assets with anyone outside of the Company or Group without the approval of the NWOT Communications, PR and Media Manager.
 - Must ensure all stakeholders who are provided access to NWOT brand assets, are made aware of our brand guidelines and apply these guidelines.
 - Should exercise caution when using NWOT brand assets. If writing in the capacity of an individual rather than on behalf of the NWOT, the NWOT brand assets must not be used.

4 Responsibilities

- 4.1** The **Board** provides strategic direction for communications, including approving this policy and the strategic communication plan. The Board also approves the budget for communications and monitors the effectiveness of our communications activity.
- 4.2** The **Audit and Risk Committee** monitors risks associated with communications (including poor or non-existent communication) and assesses the management of these risks.
- 4.3** The **Chief Executive** is responsible for delivering the strategic communications plan and, subject to approved delegations, authorising all communication spending and outputs.
- 4.4** The **Communications, PR and Media Manager** is responsible for delivering all operational elements associated with communications activity.



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5 Relevant Legislation and Authoritative Guidance

4.1 All persons performing a function under this policy are required to comply with all relevant legislation including but not limited to:

- Harmful Digital Communications Act 2015
- Ngāti Whātua Ōrākei Trust Deed dated 3 November 2011
- Ngāti Whātua Ōrākei Trust Settlement Act 2012
- Companies Act 1993
- Defamation Act 1992
- Copyright Act 1992
- Privacy Act 1993
- Trustee act 1956

6 Related Policies

6.1 This policy applies to:

- Code of Conduct Policy
- Media Policy
- Social Media Policy
- Delegations Policy

7 Procedures, Standards or Guidelines linked to this Policy

- N/A

8 Definitions

Board	means the Board of Directors of Ngāti Whātua Ōrākei Trustee Limited
CEO	means Chief Executive Officer of the Ngāti Whātua Ōrākei Trust
Communication	means any communication, in any form, intended for audiences that have a genuine interest in the Ngāti Whātua Ōrākei Trust and the wider group.
Communication Platforms	means platforms, in any form, by which a NWOT statement or message is provided to a particular audience. This includes but not limited to Social Media, email, kanohi ki te kanohi, phone, written letter, online forum, public forum.
Employee	means the staff employed by Ngāti Whātua Ōrākei Trustee Limited



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E-pānui	means mass email distribution to Ngāti Whātua Ōrākei Members who have provided an email address
External Stakeholders	includes but not limited to media, community groups, local and central government and the general public.
Group	means Ngāti Whātua Ōrākei Trustee Limited and all subsidiaries
Internal Stakeholders	means NWOT Employees and Directors and staff/Directors from subsidiaries Whai Maia and Whai Rawa.
Members	means members of Ngāti Whātua Ōrākei as defined under section 1.1 of the Ngāti Whātua Ōrākei Trust Deed
Stakeholders	means individuals and organisations considered to have a genuine interest in NWOT activities and progress. A full list of stakeholders and the platforms they engage in is available on request from NWOT Communications, Media and PR Manager.
Trust	means the Ngāti Whātua Ōrākei Trust
Trust Deed	means the deed of settlement of the Ngāti Whātua Ōrākei Trust, dated 3 November 2011

9 Document Control

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