

# INDEPENDENT ELECTORAL REVIEW — WORK PLAN

This work plan is based on the approach and timeframes set out in the review's Terms of Reference.

## STAGE 1

Understanding the problems and opportunities

June—November 2022

### OBJECTIVES

Build **public support and profile** for the review

Develop and test **key issues and options**

### KEY ACTIVITIES

- 1) Project initiation
- 2) Develop engagement strategy and plan
- 3) Develop assessment framework
- 4) Analysis of current policy settings, issues and opportunities
- 5) Draft issues paper for public engagement
- 6) Stage 1 public engagement
- 7) Secondary specialist research (as required)

**Output: Issues paper**

## STAGE 2

Analysing feedback and assessing solutions

December 2022—May 2023

### OBJECTIVES

Develop and test **draft recommendations** through further public engagement

### KEY ACTIVITIES

- 1) Analysis of feedback from Stage 1
- 2) Further policy analysis to develop draft recommendations
- 3) Draft interim report for public engagement
- 4) Stage 2 public engagement
- 5) Secondary specialist research (as required)

**Output: Interim report**

## STAGE 3

Preparing the final report

June—November 2023

### OBJECTIVES

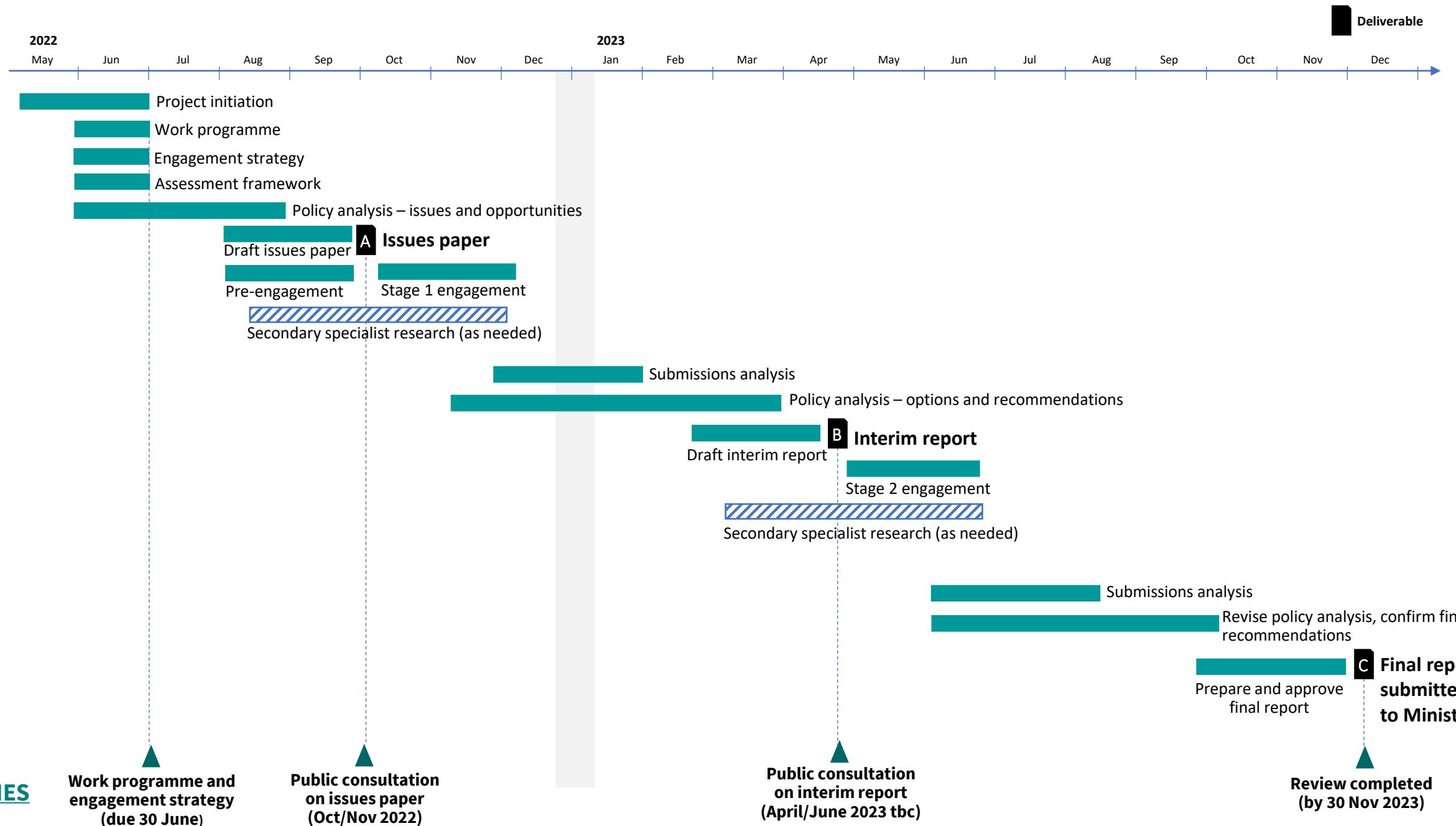
Consolidate **policy analysis and public feedback**

### KEY ACTIVITIES

- 1) Analysis of feedback from Stage 2
- 2) Further policy analysis as required
- 3) Revise interim report and confirm final recommendations
- 4) Submit final report to the Minister of Justice

**Output: Final report**

# INDEPENDENT ELECTORAL REVIEW — TIMELINES



# INDEPENDENT ELECTORAL REVIEW — STAKEHOLDER ENGAGEMENT STRATEGY

## STAGE 1

Understanding the problems and opportunities

July 2022 – September 2022

### BUILD AWARENESS

#### ENGAGEMENT OBJECTIVE

Build awareness and demonstrate relevance for each audience segment

#### KEY ACTIVITIES

- Website launched (all communications and advertising directs public to website), site includes e-newsletter signup for ongoing engagement.
- Stakeholder analysis and planning to establish priority groups. Focus on connecting via partner channels, including advocacy and community groups
- Outreach to partners, advocacy and community groups, including bespoke information packs
- Targeted advertising campaign to build awareness on how to engage. Focus on hard to engage groups
- Earned media and sponsored content programme to build awareness across each segment and inform on how to engage
- Baseline research undertaken to understand awareness and relevance\*

October 2022 – November 2022

### ENGAGE AND CONSULT

#### ENGAGEMENT OBJECTIVE

Make it easy to engage, ask questions and submit views on what matters to them

#### KEY ACTIVITIES

- Issues paper released to support engagement and open discussion
- Website submissions open
- Stakeholder and community group engagement across metros and regional centres. Virtual engagement and webinars supporting face-to-face meetings
- Engagement with Māori and Iwi as our treaty partner, prioritising face-to-face hui
- Establish feedback mechanisms, and follow-up engagement
- Long-form content on specific issues continues to grow awareness (earned media and digital promotion)
- Research focus groups to help shape recommendations (for groups hard to engage through our own engagement initiatives)\*
- Targeted advertising moves from awareness to action. Event notifications to targeted audiences

## STAGE 2

Analysing feedback and assessing solutions

April 2023 – June 2023

### PRESENT RECOMMENDATIONS AND RECEIVE FEEDBACK

#### ENGAGEMENT OBJECTIVE

Feedback on initial recommendations, and the breadth of the views heard

#### KEY ACTIVITIES

- Interim report with draft recommendations released
- Website updated, including video series
- Targeted face-to-face engagement/hui with key audience groups, webinars and videos, supported with letter/email updates and e-newsletters presenting back what we heard, and receiving feedback on recommendations
- Earned media, and thought leadership on specific issues that support recommendations
- Research check to gauge reach and engagement with target audience\*

## STAGE 3

Final report

November 2023

### PRESENT FINAL REPORT

#### ENGAGEMENT OBJECTIVE

Reflect the breadth of engagement and views of the public

#### KEY ACTIVITIES

- Website updated
- Updating key stakeholders of report finalisation to the Minister.
- Incorporate research findings to demonstrate uplift in engagement across sector groups\*