

Strategic Engagement and Partnerships MEO Planner 2026

Purpose and description of the document

To provide a national engagement plan that shows how each region will deliver, manage and support the MEO campaign for 2026.

Within this document you will see the four phases to our engagement process

- **Design** - Necessary to create a strong platform for engagement
- **Plan** - Converts the design platform into a practical plan for engagement activities
- **Implementation** - Delivery and Monitoring of the engagement plan for each Northern, Central, Southern – *Mainly MEO Campaign dates but may include future GE planning dates.*
- **Review** - Evaluation of engagement against success indicators and report outcomes of the plan.

MEO Plan National Purpose & Objectives	Our vision is that New Zealanders trust, value and participate in democracy. Our purpose is to administer New Zealand's electoral system in an independent and impartial way that makes it easy for people to take part in elections, build understanding of how the electoral system works, and maintain public trust and confidence in how elections are run. Our engagement focus for this campaign is to provide the right information to tangata whenua about the Māori Electoral Option, how to exercise their choice through remaining on or changing rolls before the three-month exclusion period ends. We will provide accurate and correct information about how to enrol, update their details and how to participate in the general election. Dates for the campaigns will be determined once the General Election date is announced. For the purposes of planning, we have assumed an election date of Saturday 19 September 2026. The MEO period will run from the 31 March to 6 August 2026. We will focus our engagement efforts using available resources in areas of high Māori population and areas with historically low enrolment and voter turnout using data from GE2023 and the Local Body Elections 2025.
MEO Campaign Objectives	Pou: Facilitate Education • To inform eligible electors of the Māori Electoral Option, the choice it presents and the steps to take to change rolls if desired • To inform electors of their current details and the steps to update these via an Enrolment update public campaign • To engage with electors who are not enrolled, providing an opportunity for them to enrol and exercise their choice

	Deliver in-person and online sessions about democracy, the electoral system, how to enrol, the unpublished roll, provisional roll and voting – focusing on communities with low rates of voter participation including 17–18-year-olds in secondary schools/kura.
Review: Measuring our Success	How we will measure success of our Campaign Objectives % of people reporting an increased understanding of current campaign % of people reporting they know where to go to get accurate information about the current campaign [after an engagement / session] - Increase in enrolment activity in communities we have recently engaged with - The provisional roll daily average will increase to match the rolling ten-year average - Number of engagements delivered including support from external organisations and groups (via the Community Education Fund) - Number of relationships captured through Te Kete - Customer satisfaction from event/engagement attendees in Te Kete - Number of enrolment updates and new enrolments collected at events - Evidence gathered from MEO campaign Kōrero Ōkawa session

Central Region	
Central Region Context	The Central Region contains 24 General Electorates and four Māori electorates. It is home to over half of the New Zealand Māori population (471,738 – Stats NZ 30 June 2024). We have six Strategic Engagement and Partnership hubs; Te Whanganui-a-Tara, Ahuriri, Tairāwhiti, Rotorua, Taranaki and Kirikiriroa, four of which are solo kaimahi. They accommodate three senior advisors, six community engagement advisors, a coordinator and a manager providing services across the region. This unique region contains the capital city of New Zealand, has seven of the top ten New Zealand cities by population and is home to nine of the largest iwi by population Ngāti Porou, Ngāti Kahungunu, Te Arawa, Ngāti Maniapoto, Tūhoe, Ngāti Tūwharetoa and Waikato-Tainui who are kaitiaki to Kiingitanga. There are more than 50 iwi stretching across the electorates we cover, from Coromandel to Wellington¹. To maximise our ability to engage with Māori, we are taking an iwi/hapū-based approach to identify and encourage “champions” to take up the mātauranga and share it within their communities.

The region covers 106,987 km² with travel being a large part of the team's engagement expense. It is predominantly rural and includes one of New Zealand's most remote communities, Tairāwhiti, that has experienced along with Te Matau-a-Māui (Hawkes Bay) significant damage to infrastructure due to severe weather emergencies. The impacts of climate events are likely to be ongoing and will place extra pressure on our resources affecting consistent delivery of service and reaching communities due to severe weather events and conditions.

The region includes 37 local government authorities. We will be capitalising on relationships strengthened through collaborations during the 2025 Local Body Elections to enable further connections, contacts and engagements into our communities where we can share key messaging, support and educate understanding around enrolment, voting and how to participate in the electoral system.

The Central region has the second highest number of people with disability in New Zealand; Manawatū-Whanganui and Taranaki, both at 21 percent. These numbers are significantly higher than the national average of 17 percent³. We will implement a ren-wide disability action plan to support enrolment that is aligned with the Commission's *Accessibility 26* plan.

Regional data¹ Collection and Analysis	Central Region Population	
	Total Population	2,042,483
	Population of Māori Descent There has been an increase of 12.2% in the Māori population since the 2018 census within the central region.	471,738
	Top three electorates of highest Māori population	
	East Cape	54.7%

¹ For a breakdown by engagement hub, see: [Strategic Engagement and Partnerships - Documents - Planning Docs 25 - 26 \(Central\) - All Documents](#)

Rotorua	41%
Napier	31.9%

Enrolment (as at 1 December 2025)

Electors on Main Roll	1,381,564
Māori Electors on the Main Roll	296,252
Enrolment Rate	87.3%
Electors on the dormant roll	43,104
Electors on the provisional roll	900
Electors with an overseas address	36,339
Electors declare overseas	38,452

Lowest voter turnout electorates GE2023

Hamilton East	80.86%
Hamilton West	83.68%
Wellington Central	83.79%
Tukituki	84.6%
Rangitikei	84.69%

The Central region has six unique hubs and our MEO engagement plans have been tailored to their communities:

Whanganui-a-Tara

The Whanganui-a-Tara hub services a large geographic area of approx. 18,150 km², with a population of 674,922 and 12 Local government entities. The area is made up of 4 provinces and 2 cities and includes two large university populations in Victoria and Massey.

With 41 marae in the Whanganui-a-Tara region and a 17.8% Māori population, our focus for MEO will be **Porirua, Palmerston North and Lower Hutt**, concentrating on areas of lowest turnout including Moera, Wainuiomata, Taita, Naenae, and Avalon. These regions are also generally higher on the deprivation index and have higher than average numbers of Pasifika and ethnic community populations.

The Whanganui-a-Tara region is the area most affected by recent electoral boundary changes, which will require clear and concise messaging, supported by simplified activations and engagements, to ensure that voters are aware of the changes to the boundaries and electorate names.

We will be working closely with iwi, councils and service providers across these areas, to ensure that low participating communities have access to information delivered in a way that works for them and from trusted sources. Working with these communities to recruit people to work in voting places will be important to enable voters to see staff they know and trust.

Tairāwhiti hub

The Tairāwhiti hub covers the entire Gisborne Region, the East Cape, Cape Runaway to Whakatāne and areas within this boundary. It has the largest Māori population in the Central Region, encompassing 13 iwi and associated hapū; 138 Marae; as well as the highest proportion of te reo Māori speakers (30.5%) and the largest Māori population in the country.

In 2023 Tairāwhiti and Ahuriri both suffered immense damage to properties and infrastructure due to Cyclone Gabrielle. The region is still recovering from the effects of Gabrielle with challenges to land, infrastructure, economy and community support and recovery.

The region is characterised by remote rural communities and smaller, low-access urban townships such as Ōpōtiki, Whakatāne, and Kawerau, with Gisborne serving as the main centre for health and government services.

The 2025 LBE/MEO campaign has helped form relationships with local councils, iwi and hapū, community providers, and others within these communities who have an interest in empowering their communities to participate in democracy. The Gisborne District council utilised the recent LBE campaign as an opportunity to reconnect with people in the community and to check in on how people were doing which led to an improvement of people participating in the local elections. Utilising face to face engagement will be the most effective form of connection in these communities.

Some of the key areas identified as ongoing challenges for engagement include:

- Access to information online in rural areas and lack of engagement/visibility of the Electoral Commission in their community
- Distrust in Central and Local Government systems, after Cyclone Gabrielle
- Difficulty in checking enrolment details online and a belief people had been removed from the roll or have been changed to a different roll without consent.
- High levels of deprivation and cost of living making participation in civics a low priority
- An adverse experience and lack of support in voting places from Commission during past Elections

Unemployment is above the national rate and 34.9% of the population live in communities with a deprivation index level of 10. The top five industries for employment are represented by various East Coast collectives, through government, industry, iwi and hapū. These are agriculture, forestry and fishing, health care and social assistance, education and training, construction, and manufacturing, they will be a good mechanism to reach large numbers of those that live in rural settings.

The areas of focus for Tairāwhiti will be **Gisborne, Kaiti, Elgin and Mangapapa**, as well all rural areas including **Ruatoria, Tolaga Bay, Tokomaru Bay and Te Araroa**. Rural regions have been identified with limited internet and mobile access to information and have ongoing low levels of participation, particularly the **Urewera / Ruatoki** region.

Ahuriri hub

This hub covers across Hawke's Bay and the Tararua regions. These regions are covered by the Napier, Tukituki and part of the Wairapa electorates. The main iwi is Ngāti Kahungunu and there are 73 marae.

Hawke's Bay has a population of 175,074, with a high Māori population of 28.6% (50,076). The total land area is 14,200 square kilometres with a low population density of 12.71 per sq/km. Tararua has a population of 18,660, with a higher-than-average Māori population of 26.9%. The total land area is 4,364 square kilometres with a low population density of 4.3 people per square kilometre.

10% of youth are not in employment, education or training and engaging with rangatahi service providers has been critical to success for previous campaigns. The region also had successful community education fund recipients during the LBE which we can leverage for MEO.

Infrastructure in the aftermath of Cyclone Gabrielle remains challenging in some areas both across Tairāwhiti and Hawke's Bay and can create delays and uncertainty for travel with ongoing weather events. Some areas have also been cut off due to issues with roading in the Manawātū gorge however the new road has improved this.

There are pockets of high deprivation between **Wairoa** and **Woodville** which are generally urban or semi-rural, these areas have historically also low enrolment and participation. Some rural/remote settlements have low internet/mobile access and will require in person engagement, including **Mōhaka, Raupunga** and **Wairoa**. Other areas of focus are **Napier** including Maraenui, Marewa, Onekawa, Tamatea; **Hastings West** including Flaxmere, Camberley, Omahu; **Hastings East** including St Leonards, Karamu, Mayfair, Raureka; **Central Hawke's Bay, Dannevirke, Woodville** and **Pahiatua**.

Kirikirihoa Hub

This hub services a large geographic area of 23,901 km², with a population of 536,200 and 11 Territorial authorities, the most of any district in NZ. The area is made up of 26 rural communities, 2 provinces and 1 city. The region also hosts Waikato University and the Institute of Technology. The median income is lower than the NZ average. Māori are the second largest population across the Waikato region at 27.2%.

Kirikirihoa is the fastest growing city in NZ and has many areas in the deprivation index range of 7 – 10. It had one of the lowest voter turnouts for GE in 2023. Our connections with youth providers and local council will be instrumental to our engagement in the region. We will be working alongside voting services to try and lift this through sharing our relationships to get community involved.

Most towns in King Country have a deprivation index of between 9 & 10, and a high Māori population. Relationships have been developed during the local elections which will continue to be developed and strengthened to improve electoral participation in this area. There is a boundary change for Taumarunui which will be factored into engagement in that area.

Waikato District is an area that faces challenges common to rural populations, including access to services. The districts population of Māori is 27%. Relationships formed with Councils and service providers will form the basis for engagement in these areas. Waikato region is home for 68 marae and is home to Kiingitanga; our relationships with iwi are key to dispersing information through trusted channels.

The areas of focus for MEO and GE26 are **Tuakau, Te Kauwhata, Maramarua, Waikaretu, Hamilton City, Huntly, Ngaruawahia, Te Awamutu, Otorohanga, Te Kuiti, Taumarunui, Coromandel, Paeroa-Miranda-Hauraki Plains, Waihi, Waiau, Katikati, and Matakana Island.**

Rotorua hub

This hub services a geographic area of 11,701 km², with a population of 360,789 and 7 local government authorities. The area consists of 21 rural communities, 3 provinces and 1 city. The median income in 3 of the 4 electorates is lower than the NZ average. The Māori population is higher than the National average in 2 of the 4 electorates and there are 98 marae in the area.

Rotorua has a Māori population above the national average of 40.9% and 13.6% speak te reo. Much of the region is in the 7-10 range of the deprivation index. We will work with Iwi, hapū, hauora providers and partners to support understanding of the MEO.

42.9% of the Taupō population in highly deprived communities. We will work with various social services, hauora, youth services and multiple councils (Taupō & South Waikato) to ensure low participating communities in the Taupō electorate have the information they need to make informed decisions about enrolling and voting in GE 2026

The economic downturn has also largely impacted South Waikato (Tokoroa) through closures in main industries, resulting in high unemployment in this area. Survival is top of mind for these communities, and this will require careful consideration to our approach when engaging.

Tauranga is the fifth-most populous city and one of New Zealand's fastest-growing cities. Proportionally, Tauranga has higher percentages of people of European (79%) and Māori (19%) ethnicity than the national averages (69% and 18% respectively), and lower percentages of Pacific peoples, Asian and MELAA ethnicity.

The areas of focus for this hub are **Rotorua** and **Bay of Plenty** including Te Puke, Whakatāne, Matapihi, Welcome Bay, Tokoroa and Taupō.

Taranaki hub

Under the new boundaries the Taranaki Hub will consist of six territorial authorities, three provinces, two cities and 27 rural communities. The New Plymouth and Whanganui electorates have a combined population of 165,543. The median income across both electorates is lower than the New Zealand average, and Māori represent 23.3% of the New Plymouth electorate population and 29.6% of the population in the Whanganui electorate. The Taranaki Hub will service a geographic area of approximately 9,400 km² based on the new boundaries for the New Plymouth and Whanganui electorates. Under these updated boundaries, Whanganui will

expand to include Raetihi, Ohakune, Waiouru and Owango, which were previously part of Rangitikei. With these changes, the population of the combined electorates will increase to reflect the inclusion of these areas within the Ruapehu District..

New Plymouth stretches from Ōpunakē to Waitara, with a Māori population of 23.3%. The electorate is home to two iwi, eight secondary schools, two wharekura, and 12 marae. Waitara has a high Māori population at 47%, while Spotswood, Marfell, and Blagdon have 31.7%. Parihaka has 33.7%, and Waiwakaiho – Bell Block South has 32.2%, making them all key areas for engaging with the Māori community.

Taranaki maunga holds deep cultural, spiritual, and historical significance for iwi of Taranaki, serving as a symbol of identity, unity, and connection to the land. This will always remain front of mind when engaging with iwi, hapū and marae. Waitara is home to Ōwae Marae, a significant meeting place for several iwi. Historically, it has brought iwi within and beyond Taranaki together for important hui and continues to host iwi, kaupapa Māori and community events. Attending kaupapa at this marae will be a high priority. The Parihaka neighbourhood encompasses a number of rural towns stretching from Ōpunakē to Spotswood, but Parihaka itself is a place of profound historical and cultural significance in Taranaki, known as a centre of Māori resistance, peace advocacy, and community leadership. Engaging this community will also be a high priority.

Whanganui covers the area from South Taranaki to Whanganui and has a Māori population of 29.6% being home to seven iwi, seven secondary schools, three wharekura, and 36 marae. Within South Taranaki, Pātea has a high population of Māori at 54.80%, while Manaia has 51.20%, Normanby has 46.30%, and other key focus areas have between 21-32%. Within Whanganui, several small communities had low voter turnout and collectively account for 35.2% of the Māori population. Although many areas fall within the Dep index range of 5–10, only a few small and rural communities had low voter turnout, which have been identified as our focus areas. Te Awa Tupua, the Whanganui River, and its surrounding lands hold profound cultural, spiritual, and historical significance for iwi of Whanganui, serving as a source of identity and connection to whakapapa and whenua. This will always remain front of mind when engaging with iwi, hapū and marae

Ruapehu including Ōwango, Waimarino, Raetihi, Ohakune, Waiouru was previously part of the National Park and Tangiwai neighbourhoods within the Rangitikei Electorate, these areas will be included in Whanganui for GE26. Collectively, they have a Māori population of 33% and is home to three iwi, one secondary school and seven marae. Ruapehu and its surrounding lands holds profound cultural, spiritual, and historical significance for the iwi of the region, serving as a source of identity and connection to whakapapa, whenua, and local traditions.

Although Rātana Pā and Turakina sit within the Turakina neighbourhood in the Rangitikei electorate, they will be included within the Whanganui portfolio as they are geographically closer to Whanganui and maintain strong historical and cultural ties to the region. With a Māori population of 42.7%, this electorate is home to three iwi and two marae. Rātana Pā is the heart of the Rātana

movement and home to a significant Māori population, with deep roots in Māori faith, politics, and collective leadership. Engagement with this community will be a high priority.

Parts of the Taranaki-King Country electorate are included in the Taranaki hub as they are a part of the Taranaki region. The area stretches from Midhurst, Inglewood, Tikorangi, and Tarata through to Urenui and Mokau. These communities have a combined population of approximately 13,407, with 19.3% identifying as Māori. While much of the area is rural farmland, bush, and sparsely populated, it is home to five iwi and three marae, reflecting a strong Māori presence and rich whakapapa connections.

The areas of focus for MEO and GE2026 are **Waitara, Waiwakaiho, Bell Block, Spotswood, Marfell, Blagdown, Parihaka, Stratford, Eltham, Pātea, Manaia, Manutahi-Waitōtara, Hāwera, Normanby, Whanganui, Ohakune, Raetihi and Waiouru**. In addition, the Hub will support North Taranaki communities, which are part of the Taranaki-King Country electorate, and Rātana and Turakina, which are part of Rangitikei.

To reach these communities, we will attend local events and participate in significant cultural events. In addition, we will actively engage with local iwi, hapū, secondary schools, kura kaupapa, councils, and social services to explore meaningful ways to connect with Māori, and the wider community; strengthen relationships; and work together to increase enrolment and voter turnout.

IMPLEMENTATION PHASE - Kirikiriroa				
Stakeholder	Deliverable	Important Dates or Milestones	Resources Requirements	Financial Requirements
Regatta - Turangawaewae	Inform MEO and legislative changes, enrolment	Feb	MEO resources and event equipment, 2 people	Mileage - \$35 Stand - \$600
Waitangi Day Celebration	Inform MEO and legislative changes, enrolment	Feb	MEO resources and event equipment, 1 person	-
Franklin Multicultural festival	Inform MEO and legislative changes, enrolment	March	MEO resources and event equipment, 2 people	Stand - \$100
Te Kuiti Muster	Inform MEO and legislative changes, enrolment	March	MEO resources and event equipment, 2 people, Rental car	Car Rental- \$110 Stand - \$90
O Week WINTEC	Inform MEO and legislative changes, enrolment	Feb/March	MEO resources and event equipment, 2 people	-

O Week Waikato Uni	Inform MEO and legislative changes, enrolment	Feb/March	MEO resources and event equipment, 2 people	-
Community centres and other network hui across hub area	Inform MEO and legislative changes, enrolment	Feb/March	MEO and enrolment resources, 1 person, rental car x 4 times	Car rental - \$430
Establish new relationships in Pookeno, Te Kauwhata, Waiuku, Te Awamutu	New relationships established in time for MEO campaign	Feb/March	1 person, kai, rental car	Car Rental - \$100 Kai - \$20
Te Nehenehenui	Collaborate on delivery of information to Maniapoto Iwi	Feb/March	1 person, rental car	Car rental - \$100, includes catching up with others
Email updates to stakeholders	Inform MEO and legislative changes, enrolment	March	-	-
Community centres and other network hui across hub area	MEO, legislative changes, boundary review, enrolment, discuss GE	April - June	MEO and enrolment resources, 1 person, rental car x 6 times	Car rental - \$750
Te Nehenehenui	Collaborate on delivery of information to Maniapoto Iwi	April - June	1 person, rental car	Car rental - \$130, includes catching up with others
Attend Poukai x 3	MEO, legislative changes, boundary review enrolment, GE preparation	April - June	1 person	Local, no cost
Marae & Kohanga hui Taumarunui	MEO, legislative changes, boundary review enrolment, GE preparation	April - June	1-person, rental car x 2 times	Car rental and fuel - \$160
Visit councils	Collaboration on local engagement & enrolment	April - June	1-person, rental car	Included in other visits above
Tainui Waka Regional Kapa haka	MEO, legislative changes, boundary review enrolment, GE preparation	April	MEO resources and event equipment, 2 people	Stand fee - \$1100
Matariki Celebrations Pukekohe and Port Waikato	MEO, legislative changes, boundary review enrolment, GE preparation	June	MEO resources and event equipment, 2 people, car rental x 2 times	Car rental - \$160

Tuakau and Pukekohe Market	MEO, legislative changes, boundary review enrolment, GE preparation	April - June	MEO resources and event equipment, 2 people	Mileage - \$50
50 schools as per Youth Action plan		March - August	Schools' material, 2 x people, rental cars	
Email updates to stakeholders	Inform MEO and legislative changes, enrolment	June	-	-
IMPLEMENTATION PHASE - Rotorua				
Stakeholder	Deliverable (what will be achieved because of the activity?)	Important Dates or Milestones	Resources Requirements (including people)	Financial Requirements
Rotorua Lakes Council Neighbourhood Days	MEO, legislative changes, boundary review, enrolment, discuss GE	January	MEO, enrolment and event resources, event equipment, 1 person, x 4 times	Event resources - \$50
Community network hui in Rotorua	MEO, legislative changes, boundary review, enrolment, discuss GE	February - June	MEO and enrolment resources, 1 person, x 5 times	Local, no cost
Mataatua Waka Regional Kapa haka	MEO, legislative changes, boundary review enrolment, GE preparation	February	MEO and enrolment resources and event equipment, 1 person, car rental	Car rental - \$125 Stall fee - \$350
Waitangi Day Festival 2026	MEO, legislative changes, boundary review enrolment, GE preparation	6 th February	MEO and enrolment resources and event equipment, 1 person, car rental	Car rental - \$125 Event resources - \$16
Waikato University - O 'week Tauranga Campus	Inform MEO and legislative changes, enrolment	Feb/March	MEO and enrolment resources and event equipment, 1 person, car rental	Car rental - \$95 Event resources - \$16
Toi Ohomai Institute of Technology - O 'Week	Inform MEO and legislative changes, enrolment	Feb/March	MEO and enrolment resources and event	Car rental - \$95 Event resources - \$32

			equipment, 1 person, car rental x 2 times	
Engagement with Tauranga Moana Iwi (Partners) - Ngāi Te Rangī Iwi, Ngāti Ranginui, Ngā Pōtiki & Ngāti Pūkenga	MEO, legislative changes, boundary review enrolment, GE preparation	Feb/March	MEO and enrolment resources, 1 person, car rental	Car rental - \$95 Engagement resources - \$16
Te Arawa Regional Kapa haka	MEO, legislative changes, boundary review enrolment, GE preparation	March	MEO and enrolment resources and event equipment, 1 person	Stall fee - \$250
Pride In Putāruru Water & Food Festival	Inform MEO and legislative changes, enrolment	March	MEO, enrolment and event resources and event equipment, 1 person, car rental	Car rental - \$95 Event resources - \$16
Tauranga Multicultural Festival	Inform MEO and legislative changes, enrolment	March	MEO, enrolment and event resources and event equipment, 1 person, car rental	Car rental - \$105 Event resources - \$16
Rotorua Multicultural Lakeside Concert	Inform MEO and legislative changes, enrolment	March/April	MEO, enrolment and event resources and event equipment, 1 person	Event resources - \$16
50 Schools (TBC as per Youth Action plan)		March - August	School material, 1 x person, rental cars	
Engagement with Iwi (Partners) and Community stakeholders – Rotorua & Te Puke	MEO, legislative changes, boundary review enrolment, GE preparation	March – June	MEO and enrolment resources, 1 person	Local, no cost
Engagement with Iwi (Partners) and Community stakeholders – South Waikato	MEO, legislative changes, boundary review enrolment, GE preparation	April	MEO and enrolment resources, 1 person, car rental	Car rental - \$75
Toi Ohomai Institute of Technology - Community Connect Events	Inform MEO and legislative changes, enrolment	April - June	MEO and enrolment resources, 1 person, car rental x 2 times	Car rental - \$95 Event resources - \$16

Engagement with Iwi (Partners) and Community stakeholders – Taupo/Tūrangi	MEO, legislative changes, boundary review enrolment, GE preparation	April - June	MEO and enrolment resources, 1 person, car rental x 2 times	Car rental - \$290
Rotorua Careers Expo	Inform MEO and legislative changes, enrolment	May	MEO, enrolment and event resources and event equipment, 1 person, car rental	Stall fee - \$150 Event resources - \$32
Festival of Cultures (Katikati)	Inform MEO and legislative changes, enrolment	May/June	MEO, enrolment and event resources and event equipment, 1 person	Car rental - \$105 Event resources - \$30
South Waikato Employment & Skills Expo	Inform MEO and legislative changes, enrolment	May/June	MEO, enrolment and event resources and event equipment, 1 person, car rental	Car rental - \$105 Event resources - \$30
Engagement with Iwi (Partners) and Community stakeholders – Maketu, Kawerau and Whakatane	MEO, legislative changes, boundary review enrolment, GE preparation	May/June	MEO, enrolment and event resources and event equipment, 1 person, car rental	Car rental - \$125
IMPLEMENTATION PHASE - Taranaki				
Stakeholder	Deliverable (what will be achieved because of the activity?)	Important Dates or Milestones	Resources Requirements (including people)	Financial Requirements
Araukuukuu Hapū Whānau Day	Inform MEO and legislative changes, enrolment	17 January	0	0
Waitara Night Markets	Inform MEO and legislative changes, enrolment	17 January	Stand	\$20
Rātana Celebrations	Inform MEO and legislative changes, enrolment	22-25 January	Stand and travel	\$888.38
Waitangi Day ki Waitara	Inform MEO and legislative changes, enrolment	6 February	Stand	\$20
Te Kāhui Maunga Kapa Haka Regionals	Inform MEO and legislative changes, enrolment	7 March	Stand	\$50

Family Fun Day in Eltham	Inform MEO and legislative changes, enrolment	10 Jan	Stand	
2026 Egmont A & P Summer Show	Inform MEO and legislative changes, enrolment	21 Feb	Stand	
Sth Taranaki - connecting with stakeholders including Councils, Iwi, Community Orgs	Inform MEO and legislative changes, enrolment	Jan - March	Online and Travel to Sth Taranaki. Car, 1 person	\$100
Hawera - connecting with stakeholders including Councils, Iwi, Community Orgs	Inform MEO and legislative changes, enrolment	Jan - March	Online and Travel to Hawera. Car, 1 person	\$100
50 Schools	MEO and enrolment	Feb - June	Travel	\$200
Road trip to Whanganui via Pātea, Manutahi, Meet Whanganui DC	Inform MEO and legislative changes, enrolment	March - June	Travel x 2, Car, Accommodation, 1 person, engagement resources	\$1340
Road trip to Waiouru via Bulls, Marton, Taihape, Ohakune, Raetihi, Meet Ruapehu DC	Inform MEO and legislative changes, enrolment	March - June	Travel x 2, Car, Accommodation, 1 person, engagement resources	\$1340
IMPLEMENTATION PHASE – Te Whanganui-A-Tara				
Stakeholder	Deliverable	Important Dates or Milestones	Resources Requirements	Financial Requirements
Porirua Waitangi Day Event	MEO, legislative changes, boundary review, enrolment, GE preparation	6 th February	MEO and Enrolment brochures, enrolment forms, 2 people	Stall fee - \$200
Te Rā O te Raukura Lower Hutt	MEO, legislative changes, boundary review, enrolment, GE preparation	1 st February	MEO and Enrolment brochures, enrolment forms, 1-2 people	Stall fee - \$150
Victoria University O Week Wellington	MEO, legislative changes, boundary review, enrolment, GE preparation	February	MEO and Enrolment brochures, enrolment forms, take one packs, 1 person	Local, no cost
Massey University O Week Wellington	MEO, legislative changes, boundary review, enrolment, GE preparation	February	MEO and Enrolment brochures, enrolment forms, take one packs, 1 person	Local, no cost

Massey University O week Palmerston North	MEO, legislative changes, boundary review, enrolment, GE preparation	February	MEO and Enrolment brochures, enrolment forms, take one packs, 1 person	Car and Petrol - \$120
UCOL O Week Masterton	MEO, legislative changes, boundary review, enrolment, GE preparation	March	MEO and Enrolment brochures, enrolment forms, take one packs, 1 person	Mileage - \$60
Cuba Dupa Wellington	MEO, legislative changes, boundary review, enrolment, GE preparation	March	MEO brochures, enrolment forms, take one packs, pens, 1 person	Stall fee - \$200 Parking fees - \$50
Rangatahi Civics Wananga Carterton	MEO, legislative changes, boundary review, enrolment, GE preparation	April	Activations, MEO brochures, enrolment forms, pens, kai	Kai - \$200 Mileage - \$30
Various Network Meetings Whanganui-a-Tara/ Hutt Valley/ Porirua	MEO, legislative changes, boundary review, enrolment, GE preparation	Monthly – February - June	1 person per hui	Local, no cost
Establishing new relationships Palmerston North and Horowhenua	New relationships established in time for MEO campaign	Feb/March	1 person, kai, rental car	Car and petrol - \$100 Kai - \$20
Planning hui with various Iwi Hutt Valley, Porirua	MEO, legislative changes, boundary review, enrolment, GE preparation	Feb/March	Kai, 1 person	Kai - \$100
Planning hui with various Iwi Horowhenua & Palmerston North	MEO, legislative changes, boundary review, enrolment, GE preparation	Feb/March	1 person, kai, rental car	Car and petrol - \$100 Kai - \$20
Youth Inspire Lower Hutt	MEO, legislative changes, boundary review, enrolment, GE preparation	April	Activations, MEO brochures, enrolment forms, pens, kai	Kai - \$50
50 Schools	MEO – Enrol, Check details, Provisional Voters	Feb-June		
Planning Hui with various councils	MEO, legislative changes, boundary review, enrolment, GE preparation	Feb - June	1 person	No cost, local or online
Email updates to stakeholders	Inform MEO and legislative changes, enrolment	June	-	-

IMPLEMENTATION PHASE - Ahuriri				
Stakeholder	Deliverable	Important Dates or Milestones	Resources Requirements	Financial Requirements
Ngāti Kahungunu Waitangi Day Whānau Fun Day	Event, - Inform - MEO, legislative changes, GE Preparation, enrolment	6 February	Activations, MEO brochures, enrolment forms, pens, sunscreen, kai, two/three people	Mileage - \$67 Stall Cost - \$60 Kai - \$50
EIT O Week	Event - Inform MEO, Enrolment	March	Activations, brochures, enrolment forms, pens, sunscreen, kai One Person	Mileage - \$40 Kai - \$20
International Cultures Day	Event, - Inform - MEO, legislative changes, GE Preparation, enrolment	March	Activations, MEO brochures, enrolment forms, pens, sunscreen, kai, two/three people	Mileage - \$44 Kai - \$20 Stall Cost - \$30
Napier Disability Advisory Group	Monthly Hui – inform, Education, Community insights, MEO, legislative changes	Monthly Feb – Dec	Easy Read brochures, Activations, key messages One person	Mileage – \$129
Te Taiwhenua O Heretaunga Gala Day	Event, - Inform - MEO, legislative changes, GE Preparation, enrolment	March	Activations, MEO brochures, enrolment forms, pens, sunscreen, kai, two people	Mileage - \$44 Kai - \$20
Flaxmere Community Day	Event, - Inform - MEO, legislative changes, GE Preparation, enrolment	March	Activations, MEO brochures, enrolment forms, pens, sunscreen, kai, two people	Mileage - \$52 Kai - \$30
Napier Whānau Fest	Event, - Inform - MEO, legislative changes, GE Preparation, enrolment	28 th February	Activations, MEO brochures, enrolment forms, pens, sunscreen, kai, two people	Mileage - \$17 Kai - \$20
Tararua Engagement – develop and sustain relationships	Consult, Education, Community insights, MEO, legislative changes	March and May	Rental Car, MEO brochures, presentation, pens, take one	Rental Car, Petrol, Coffee engagements \$460

			packs, enrolment forms, one person	
Central Hawke's Bay – Heartlands Information Session	Collaborate – Key messages, information enrolment workshop	9 th February	Brochures, enrolment forms, pens, take one packs, presentation, one person	Mileage - \$158
Wairoa Engagement	Inform – Heartlands workshop, EIT Workshops	March and May	Brochures, enrolment forms, pens, take one packs, presentation, two people	Rental car, petrol \$260
Gisborne	Support remote kaimahi	March		Rental Car, petrol, accommodation, meals - \$800
Maintaining existing relationships with English Language Partners, Taiwhenua, Disability Resource Centre, Councils, Nevertheless and allow for six new relationships	Develop and sustain relationships	January - June	Brochures, enrolment forms, pens, take one packs, presentation, one person	Mileage \$1400
20 Schools	Inform/Educate	Apr/May/Jun	Brochures, enrolment forms, pens, take one packs, presentation, two people	Mileage \$342
Matariki Events – Maraenui, Ahuriri, Hastings	Event, - Inform - MEO, legislative changes, GE Preparation, enrolment	June	Activations, MEO brochures, enrolment forms, pens, sunscreen, kai, two people	Mileage \$69 Kai \$100
Ngāti Kahungunu Iron Māori	Event, - Inform - MEO, legislative changes, GE Preparation, enrolment	May	Activations, MEO brochures, enrolment forms, pens, sunscreen, kai, two people	Mileage \$38 Kai \$40
Level up LIVE – Youth Expo	Event, - Inform - MEO, legislative changes, GE Preparation, enrolment	June	Activations, MEO brochures, enrolment forms, pens, sunscreen, kai, two people	Mileage - \$82 Kai - \$40
Pasifika Workshops	Inform/Educate – provide a hands-on workshop to experience enrolling and voting in a familiar environment	May/June	Activations, MEO brochures, enrolment forms, pens, sunscreen, kai, two people	Mileage - \$85 Kai - \$

Disability Workshops	Inform/Educate - provide a hands-on workshop to experience enrolling and voting in a familiar environment	May/June	Activations, MEO brochures, enrolment forms, pens, sunscreen, kai, two people	Mileage - \$85 Kai - \$80
IMPLEMENTATION PHASE - Tairāwhiti				
Stakeholder	Deliverable (what will be achieved because of the activity?)	Important Dates or Milestones	Resources Requirements (including people)	Financial Requirements
TROTAK Waitangi Day Event – TBC	Event – Inform- MEO, Electoral Amendments, GE Prep and enrolment	Feb	Activations, Brochures, Enrolment Forms, Pens,	Mileage - \$25
Tairāwhiti Children's Day	Event-Inform-MEO, Electoral Amendments, GE Prep, enrolment	March	Activations, Brochures, Enrolment Forms, Pens,	Mileage - \$29
EIT – O Week	Event-Inform MEO, Electoral Amendments, GE Prep, enrolment	March	Activations, Brochures, Enrolment Forms, Pens,	Mileage \$15
High School and Tertiary in Gisborne	Workshops – Inform - MEO, Electoral Amendments, GE Prep, enrolment	Feb / March	Activations, Brochures, Enrolment Forms, Pens, Presentation	Mileage \$150
Kura Kaupapa Gisborne TKKM Ngā Uri a Maui, Horouta Wānanga, Hawaiki Hou	Inform/ educate / Workshops - MEO, Electoral Amendments, GE Prep, enrolment	Feb / March	Activations, Brochures, Enrolment Forms, Pens, Presentation	Mileage \$20
Te Poho-o-Rawiri	Inform/ educate / Workshops MEO, Electoral Amendments, GE Prep, enrolment	Feb/March	Brochures, Enrolment Forms, Presentation	Mileage \$33 Kai \$100
Iwi / Hauora Services in Gisborne	Inform/ educate / MEO, Electoral Amendments, GE Prep, enrolment	Feb / March	Brochures, Enrolment Forms, Presentation	Mileage \$52
Govt Dept – Gisborne (TPK, MSD, Whatu ora etc)	Develop and Sustain Relationships	March / April	Brochures, Enrolment, Data, Collaboration	Mileage \$35

East Coast Trip – Ruatoria, Te Araroa, Wharekahika, Tolaga Bay, Tokomaru bay	Inform/ educate / Workshops MEO, Electoral Amendments, GE Prep, enrolment	March / April	Brochures, Enrolment Forms, Presentation	Rental Car, petrol, accommodation, meals \$700
East Coast Trip - Ōpōtiki, Whakatāne	Inform/ educate / Workshops MEO, Electoral Amendments, GE Prep, enrolment	Feb / March	Brochures, Enrolment Forms, Presentation	Rental Car, petrol, accommodation, meals \$600
Wairoa Engagement	Inform – Heartlands workshop, EIT Workshops	March / May	Brochures, enrolment forms, pens, take one packs, presentation, two people	Rental car, petrol \$260
Colour Run 2026 Diversity & Equity - Tairāwhiti Multicultural	Event-Inform MEO, Electoral Amendments, GE Prep, enrolment	May	Activations, Brochures, Enrolment Forms, Pens,	Mileage \$18
Rongomaiwahine Iwi Trust Expo	Event-Inform MEO, Electoral Amendments, GE Prep, enrolment	March	Activations, Brochures, Enrolment Forms, Pens,	Rental car, Mileage, Meals \$250

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- Stat NZ. (2025, February 27). Household Disability Survey- Estimates of Disability Prevalence: 2023. [disability-statistics-2023-estimates-of-disability-prevalence-updated.xlsx](#)
- Te Puni Kōkiri. (n.d.). Find Iwi by Map. Te Kāhui Māngai - Directory of Iwi and Māori Organisations. <https://www.tkm.govt.nz/map/>

Northern Region

Northern Region Context

The Northern Region covers 24 General electorates and 3 Māori electorates. The two regional hubs are based in Ellerslie (Tāmaki Makaurau) and Whangārei (Te Tai Tokerau), with the Tai Tokerau team being spread across Northland. The Northern team is made up of 10 permanent staff members – one regional manager, three Senior Advisors, five Community Engagement Advisors, and one Coordinator.

The Northern Region covers two distinct areas: the super-diverse urban centre of Tāmaki Makaurau, and the mostly rural, high Māori population rohe of Te Tai Tokerau. These two areas each have unique demographic characteristics and engagement needs. Te Tai Tokerau is often referred to as the birthplace of the nation and is an area rich in historic and archaeological sites including the Waitangi Treaty grounds. Tāmaki Makaurau is Aotearoa's largest and most diverse city (43% born overseas compared to 29% nationally) with a significant urban Māori population and number of marae. Across the region there is high variance of participation rates, and high rates of distrust of government and electoral systems. This distrust is rooted in historic injustices that have had lasting generational impacts, one of which has been the normalisation of abstention or non-voting within communities.

There are 77,475 people in Te Tai Tokerau of Māori descent, or 40% of Northland's population (an increase of 12% since 2018). The median age of Northland's population is 43yo, compared to the national median age of 38yo. In contrast, there are 227,989 people in Tāmaki Makaurau of Māori descent, which is 14% of the total population in Tāmaki Makaurau (an increase of 10% increase since 2018). The median age for Tāmaki Makaurau population is 36yo, one of the youngest in the country (StatsNZ, 2023). However, Māori median age in our region is even younger at 27yo, over a decade younger than non-Māori.

The top three electorates with the highest proportion of Māori are **Northland, Whangārei** and **Manurewa**. In and around these areas we will focus efforts in *Kaitia, Kaikohe, Hokianga, Moerewa, Otangarei, Raumanga* and *Tikipunga* in Northland, and *Manurewa, Henderson, Massey, Papakura, Takanini, Māngere, and Ōtara* in Tāmaki Makaurau. These targeted areas include urban and rural marae and targeted kaupapa Māori events in Northland, Whangārei and Manurewa.

Tangata Whenua relationships within the region are diverse and range from formative to established across groups including Urban Māori orgs, Hauora orgs, Rūnanga, Whānau/ Hapu/ Iwi based groups, Marae Trusts, Kura Kaupapa, Rangatahi orgs and other Kaupapa.

There are various other low participating communities across Tāmaki and Te Tai Tokerau. Pasifika, Ethnic, Disabled peoples and Youth populations within our region, particularly those from lower socio-economic areas, continue to have lower participation rates. Within our region, there are also strong intersections between those who are Māori as well as Pasifika, disabled, or youth. It is

	therefore key for our team to continue to prioritise efforts in the ongoing building of relationships and meaningful engagement with these communities. Our approach is to encourage collaboration with stakeholders to increase our reach into the communities identified as having factors that impact participation in elections. <i>Our established collaboration with Voting Services</i> will ensure these relationships are shared and managed to provide the best wrap around and seamless service to communities for MEO and GE2026. We will leverage off community and local council relationships developed during the 2025 Local Body Elections, as well as the Tāmaki Makaurau By-election in 2025. Learnings from 2025 will help guide and strengthen our approach and connections across and into key communities and enable greater reach and efficacy in providing key messaging, support and education promoting understanding and participation in our electoral system.														
Regional data Collection and Analysis	Northern Region Population <table border="1" data-bbox="427 708 2033 914"> <tr> <td data-bbox="427 708 1227 810">Total Population</td><td data-bbox="1227 708 2033 810"> 2,017,100 (1.8million Tāmaki Makaurau 200,000 Te Tai Tokerau) </td></tr> <tr> <td data-bbox="427 810 1227 914">Population of Māori Descent</td><td data-bbox="1227 810 2033 914"> 281,019 or 14% of regional population (40% of Te Tai Tokerau population, 12% of Tāmaki Makaurau population) </td></tr> </table> Top three electorates of highest Māori population <table border="1" data-bbox="427 1024 2033 1134"> <tr> <td data-bbox="427 1024 1227 1061">Northland</td><td data-bbox="1227 1024 2033 1061">41%</td></tr> <tr> <td data-bbox="427 1061 1227 1098">Whangārei</td><td data-bbox="1227 1061 2033 1098">30%</td></tr> <tr> <td data-bbox="427 1098 1227 1134">Manurewa</td><td data-bbox="1227 1098 2033 1134">25%</td></tr> </table> Enrolment (as at 01 December 2025) <table border="1" data-bbox="427 1244 2033 1370"> <tr> <td data-bbox="427 1244 1227 1313">Electors on Main Roll</td><td data-bbox="1227 1244 2033 1313">1,350, 541</td></tr> <tr> <td data-bbox="427 1313 1227 1370">Māori Electors on the Main Roll</td><td data-bbox="1227 1313 2033 1370">174,016</td></tr> </table>	Total Population	2,017,100 (1.8million Tāmaki Makaurau 200,000 Te Tai Tokerau)	Population of Māori Descent	281,019 or 14% of regional population (40% of Te Tai Tokerau population, 12% of Tāmaki Makaurau population)	Northland	41%	Whangārei	30%	Manurewa	25%	Electors on Main Roll	1,350, 541	Māori Electors on the Main Roll	174,016
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Māori Electors on the Main Roll	174,016														

Enrolment Rate	88.9%
Electors on the Dormant Roll	40,543
Electors on the Provisional Roll	561
Electors with an overseas address	38,021
Electors declare overseas	41,578

Electoralates with lowest voter turnout GE2023

Māngere	61.25%
Panmure - Ōtāhuhu	61.95%
Manurewa	63%
Botany	70.83%
Takanini	70.95%
Mt Roskill	70.96%

Te Tai Tokerau

Te Tai Tokerau is widely known as the birthplace of the nation and is an area rich in historic and archaeological sites including the Waitangi Treaty grounds. The Whangārei Hub covers from the top of the North Island down to Wellsford, 201,100 people, and over 12,500km² geographically. There is one Regional Council and three District Councils within the region.

There are several hundred marae across Northland, with 40% of the region identifying as Māori. The predominant iwi affiliation for Māori within the Northland region is Ngāpuhi. 10% of Northland's population speak Māori, which is significantly higher than the national average.

Both electorates covered by this hub have high populations of Māori – with Northland being 44% Māori, and Whangārei 34%. Areas of focus for this hub are **Kaitaia, Kaikohe, Hokianga, Moerewa**, (Northland/ Te Tai Tokerau electorates) **Otangarei, Raumanga and Tikipunga** (Whangārei/Te Tai Tokerau electorates).

The median age for Northland is 43yrs, however for Māori in the region it is 29yrs. There are 28 high schools and Kura across Northland, three tertiary providers across various campuses, and over 50 PTEs.

Te Tai Tokerau is a vast and predominantly rural region, with geographical isolation a barrier to access for many communities. For these communities there is limited access to internet, limited postal services, and unsealed roads, etc. The impacts of Cyclone Gabrielle and other flooding events caused significant damage to infrastructure across Te Tai Tokerau, some of which are still in repair.

Across this vast region, there are high levels of deprivation, with many areas, particularly in the Northland electorate, sitting at 9-10 on the deprivation index. We have identified key pockets and communities of focus where we will prioritise efforts based on our local knowledge, data and insights.

A key challenge this hub manages is access – to isolated communities, managing reach across a vast geographical region, and to low participating communities with intergenerational distrust towards government and electoral systems, and the normalisation of intentional non-voting.

Major locally based events like Waitangi Day and kapa haka festivals will provide opportunities to build relationships, trust and share information and education about elections and support local kaupapa.

Tāmaki Makaurau

Our hub in Tāmaki Makaurau covers from Wellsford to the Bombay Hills, around 1.8million people, and roughly 5,000km² geographically. Auckland Council covers the entire region, which is divided into 13 wards and 21 local boards.

There are over 60 marae in the Tāmaki Makaurau region, with 14% of the region's total population identifying as Māori. The Iwi affiliation for 40% of Māori within Tāmaki is Ngāpuhi. The electorates with the highest Māori populations within Tāmaki are Manurewa (25%), Papakura (24%), Māngere and Ōtāhuhu (both 18%). Māngere, Ōtāhuhu and Manurewa also have both the highest Pasifika populations and continue to have the lowest voter turnout in the country.

Tāmaki is the largest and most diverse city in Aotearoa. It is home to the largest Pasifika population (17% of total pop.) and Ethnic population (34%). The second most spoken language within the region is Samoan.

The median age for the population in Tāmaki is 35.9yrs – but for Māori it is 26.2yrs, and 25.6yrs for Pasifika. There are over 120 high schools and kura in Tāmaki. There are two universities and three institutes of technology spread across multiple campuses, and over 100 PTEs.

Tāmaki has significant levels of socio-economic stratification across the region. Communities with higher deprivation levels are disproportionately impacted by cost-of-living factors and access to resources, and there are high levels of transience within these communities. Homelessness has increased by 90% within Tāmaki, while 700 charitable organisations have closed since Jan 2025. Youth homelessness is an increasing issue and concern within our region, particularly as capacity of organisations to respond to this need are limited.

Factors we consider when planning our engagement delivery is reach, convenience and visibility. Reach is important for us when working with partners to meet the scale of Tāmaki and being highly visible in places electors visit regularly brings convenience to communities who are often time-poor.

A key change for the communities we serve within Tāmaki is that all our general electorate boundaries have changed, and three electorates have been reconfigured with new names. This is an added layer of complexity for our communities on top of MEO and GE messaging, digital comms, and EAB changes.

Core focus areas for this hub for MEO and GE26:

- **Manurewa, Māngere, and Ōtāhuhu electorates** – With the lowest voter turnout nationally, as well as the highest Pasifika populations, significant Māori populations, and high youth populations. These areas in also are high deprivation, sitting at an average of 9-10 on the deprivation index. Lower participating and higher deprivation areas that were initially in the Botany and Takanini electorates are now part of the new Ōtāhuhu and Manurewa electorate boundaries.
- **Henderson (previously Te Atatū) and Glendene (previously Kelston)** – Within these electorates there is high Pasifika populations, significant Māori populations, high Ethnic populations and high levels of deprivation.
- **Mt. Roskill** – In particular the Wesley and Mt. Roskill South areas which are low participation, high cultural diversity areas. It is important to note that the Wesley area is now included in the new Mt Albert electorate boundary. It will be important for us to keep focusing on this area so that it does not get 'lost' to a higher participating electorate.

IMPLEMENTATION PHASE - Te Tai Tokerau				
Stakeholder	Deliverable	Important Dates or Milestones	Resources Requirements	Financial Requirements

Waitangi Day – Waitangi	Inform MEO and legislative changes, enrolment	4-6 Feb	Hire Car, CE Resources, x4 kaimahi	Travel/Accom
Mangungu – Te Tiriti signing commemorative event – Hokianga	Inform MEO and legislative changes, enrolment	12 Feb	Mileage, CE resources, x2 kaimahi	Travel
Love it Here Festival - Whangarei	Inform MEO and legislative changes, enrolment	14 Feb	CE Resources, x1 kaimahi	Travel
Hokianga Community Civics Clinics	Inform MEO and legislative changes, enrolment	Monthly from Mar	Mileage, x1 kaimahi	Travel
Stakeholder support sessions	Enrolment, education, with councils and high interest/ influence community orgs, Inform MEO and legislative changes, enrolment	Feb-March 2026	Mileage, CE Resources	Travel, food
Kapa Haka Regionals – Whangarei	Inform MEO and legislative changes, enrolment	28 Mar 2026	Mileage, CE Resources	Travel
Te Ahuareka – festival - Moerewa	Inform MEO and legislative changes, enrolment	28-30 Mar	Mileage, CE Resources	Travel, stall fee
Regular community networks	Inform MEO and legislative changes, enrolment	Monthly from Feb	Mileage, CE resources, presentations	Travel
Community Education Fund Recipients	Community Education for MEO/GE	Mar 2026	Northern Team support as required	TBC
Youth Week events	Inform MEO and legislative changes, enrolment	2-8 May 2026	Mileage, CE Resources	Travel
Matariki Events	Inform MEO and legislative changes, enrolment	June-July 2026	Mileage, CE Resources, kaimahi x3	Travel
School presentations/workshops/careers evenings	Inform MEO and legislative changes, enrolment	Throughout 2026	Mileage, CE resources, presentations, kaimahi x2	Travel

Tertiary + Youth provider orgs	Inform MEO and legislative changes, enrolment	Throughout 2026	Mileage, CE resources, presentations, kaimahi x2	Travel
Dargaville and Whangarei Careers Roadshow - Northland	Inform MEO and legislative changes, enrolment	17-20 Mar	Mileage, CE resources, kaimahi x2	Travel
Far North Careers Roadshow	Inform MEO and legislative changes, enrolment	26-28 May	Mileage, CE resources, kamahi x2	Travel/ Accom
Pasifika Festival – Whangarei	Inform MEO and legislative changes, enrolment	TBC	Mileage, CE Resources, kaimahi x2	Travel
Kura Reo Ki Whirinaki Event	Inform MEO and legislative changes, enrolment	Apr	Mileage, Ce Resources	Travel
Ngā Manu Kōrero regional events	Inform MEO and legislative changes, enrolment	Jun	Mileage, CE Resources, kaimahi x2	Travel/ Accom
Te Taumata Kura Reo	Inform MEO and legislative changes, enrolment	Jan	Mileage, CE Resources, kaimahi x1	Travel

IMPLEMENTATION PHASE - Tāmaki Makaurau				
Stakeholder	Deliverable	Important Dates or Milestones	Resources Requirements	Financial Requirements
Stakeholder Matrix Review completed	Tangata whenua stakeholder list updated	Jan 2026	Stakeholder spreadsheet, Northern team	N/A
Funfest - Auckland	Inform MEO and legislative changes, enrolment	14-18 Jan 2026	Mileage, CE Resources	Travel
Polyfest Leaders Conference	Inform MEO and legislative changes, enrolment	21-22 Jan 2026	Mileage, CE Resources	Travel
Waitangi Day – Waititi Marae	Inform MEO and legislative changes, enrolment	6 Feb 2026	Mileage, CE Resources	Travel
Auckland Chinese New Year Festival	Inform MEO and legislative changes, enrolment	14 Feb 2026	Mileage, CE resources	Travel
Big Gay Out – Auckland	Inform MEO and legislative changes, enrolment	15 Feb 2026	Mileage, CE Resources	Travel

Taiwan Day – Auckland	Inform MEO and legislative changes, enrolment	6-7 Mar 2026	Mileage, CE resources	Travel
Polyfest – Auckland	Inform MEO and legislative changes, enrolment	8-21 Mar 2026	Mileage, CE Resources	Travel
Culture fest – Auckland	Inform MEO and legislative changes, enrolment	29 Mar 2026	Mileage, CE Resources	Travel
SAYN Network	Inform MEO and legislative changes, enrolment	Monthly from Feb/Mar	Mileage, CE resources, presentations	Travel
Citizenship Ceremonies	Inform MEO and legislative changes, enrolment	Monthly from Mar	Mileage, CE Resources	Travel
Regular community networks	Inform MEO and legislative changes, enrolment	Monthly from Feb/Mar	Mileage, CE resources, presentations	Travel
Community Education Fund Recipients	Community Education for MEO/GE	Mar 2026	Northern Team support as required	TBC
SAYN Symposium	Inform MEO and legislative changes, enrolment	15 & 17 April 2026	Mileage, CE resources, presentations	Travel
Youth Week events	Inform MEO and legislative changes, enrolment	2-8 May 2026	Mileage, CE Resources	Travel
Careers Out West Expo	Inform MEO and legislative changes, enrolment	6 May 2026	Mileage, CE Resources	Travel
275 Day Māngere	Inform MEO and legislative changes, enrolment	27 May 2026	Mileage, CE Resources	Travel
Philippine Independence Day 2026	Inform MEO and legislative changes, enrolment	6 June 2026	Mileage, CE Resources	Travel
South Auckland Careers Expo	Inform MEO and legislative changes, enrolment	23-24 June 2026	Mileage, CE Resources	Travel
Africa Day	Inform MEO and legislative changes, enrolment	June	Mileage, CE Resources	Travel
EID Day	Inform MEO and legislative changes, enrolment	June	Mileage, CE Resources	Travel
Haka Ngāhau	Inform MEO and legislative changes, enrolment	June	Mileage, CE Resources	Travel

Matariki Events	Inform MEO and legislative changes, enrolment	June-July 2026	Mileage, CE Resources	Travel
Markets – South and West Akl	Inform MEO and legislative changes, enrolment	Throughout 2026	Mileage, CE resources	Travel
School presentations/workshops/careers evenings	Inform MEO and legislative changes, enrolment	Throughout 2026	Mileage, CE resources, presentations	Travel
Tertiary + Youth provider orgs	Inform MEO and legislative changes, enrolment	Throughout 2026	Mileage, CE resources, presentations	Travel
Stakeholder support sessions	Enrolment, education, with councils and high interest/ influence community orgs	Throughout 2026	Mileage, CE Resources	Travel, food

Southern Region

Southern Region Context

The Southern Region covers 16 General Electorates and 1 Māori Electorate. We have three Strategic Engagement and Partnership hubs: **Ōtautahi**, **Ōtepoti**, **Whakatū**. **Ōtepoti** and **Whakatū** Hub operate as remote kaimahi.

The Southern Region currently accommodates one Senior Advisor, two Community Engagement Advisors (Ōtepoti and Ōtautahi), one newly appointed Community Engagement Advisor (Whakatū) and one Regional Manager providing services across the region. There are currently two Ōtautahi vacancies for a Community Engagement Advisor and a Coordinator which will be filled in the first quarter of 2026.

This diverse region contains New Zealand's second largest city (Ōtautahi, 419,200 (Stats NZ, 2023 Census), as well as other cities Ōtepoti (132,800), Invercargill (58,000) and Whakatū (54,000). The Māori population in the South Island (Te Waipounamu) is significantly smaller than in the North Island, with about 15.1% of the total Māori population (around 133,000 people) living there as of the 2023 Census, compared to 84.9% in the North Island.

There are nine iwi in the South Island. The largest of these is Ngāi Tahu, with an estimated 84,969 people affiliated with the iwi (Census 2023). Eight iwi are in the upper South Island across the Tasman, Whakatū, Blenheim districts. These are; Ngāti Kuia, Rangitāne, Ngāti Apa, Ngāti Koata, Ngāti Rarua, Ngāti Toa, Ngāti Tama and Te Ātiawa. (Note: some of these iwi also extend into parts of the Whanganui-a-Tara area)

To improve engagement with Māori communities, we are working through iwi and hapū to identify community champions who can share mātauranga and support understanding within their communities.

The region covers 150,437km² with travel and accommodation being a significant amount of the team's expenses for engagement. Whilst the region has major urban populations, there is still a large rural population with many small communities throughout the region. An example of remote communities in the Southern region is the West Coast, which has had significant damage from climate events over the past few years. This has led to infrastructure failure, closure of roads, schools etc.

These climate-related events are expected to continue, creating additional strain on our resources and impacting our ability to deliver services consistently and maintain engagement with communities affected by extreme weather conditions.

The region includes 23 local government authorities. We will leverage off these existing relationships strengthened through collaboration during the 2025 Local Body Elections to extend our reach into communities, supporting the delivery of clear, consistent information and education on enrolment, voting, and participation in the electoral system.

Southern Region Population

Total Population	1,255,400
Population of Māori Descent	133, 650

Top three electorates of highest Māori population

Invercargill	16%
Christchurch East	16%
Kaikōura	12%

Enrolment (as at 1 December 2025)

Electors on Main Roll	859,926
Māori Electors on the Main Roll	90,974
Enrolment Rate	86.5%
Electors on the Dormant Roll	29,668
Electors on the Provisional Roll	497
Electors with an overseas address	18,267
Electors declare overseas	19,184

Lowest electorates for Māori voter turnout GE2023

Invercargill	69.3%
Christchurch East	71.5%
Wigram	72.1%
Southland	72.3%
Rangitata	72.6%

Ōtautahi

Canterbury and the West Coast are regions of significant geographic scale, cultural importance, and population diversity. The Ōtautahi Hub services the Canterbury region and parts of the West Coast, covering a population of approximately 700,000 people across more than 50,000 km². The region includes Environment Canterbury and the West Coast Regional Council, alongside multiple Territorial Authorities, including Christchurch City, Selwyn District, Waimakariri District, Ashburton District, Timaru District, and Westland District Councils.

The Ōtautahi hub is within the rohe of Ngāi Tahu, with mana whenua interests across urban, rural, and coastal communities. Māori make up approximately 9–10% of the population across Canterbury, with higher concentrations in some districts and on the West Coast. While overall proportions are below the national average, Māori communities remain a key priority for engagement, particularly through rūnanga, marae, kura, and Māori service providers. Te reo Māori speakers represent a smaller but growing proportion of the population, creating opportunities for culturally responsive and Tiriti-aligned engagement approaches.

The Ōtautahi Hub supports multiple electorates across Te Waipounamu including Christchurch East, Christchurch Central, Ilam, Banks Peninsula, Selwyn, Waimakariri, Rangitata, Kaikōura, West Coast–Tasman, and parts of Te Tai Tonga.

Key areas of focus include West Coast–Tasman, Christchurch East, Wigram, Ashburton, Timaru, and rural Canterbury, reflecting a mix of urban centres, fast-growing satellite towns, provincial centres, and isolated rural communities.

Canterbury has a relatively balanced age profile, with a median age of 39.1 years, whilst the median age of Māori sits at 25.8 years (Stats NZ 2023 Census). The region has a strong education footprint, including the University of Canterbury, Ara Institute of Canterbury, Lincoln University, and a wide network of secondary schools, kura, and alternative education providers. These institutions provide important opportunities for enrolment, education, and engagement with first-time voters, students, and highly mobile populations.

Large parts of Canterbury and the West Coast are predominantly rural and geographically dispersed, with long travel distances between communities. Many West Coast communities experience isolation due to terrain, limited transport links, and weather-dependent access. Digital connectivity and postal access can be inconsistent in rural and remote areas, presenting challenges for enrolment and voting access.

The region continues to experience the impacts of natural hazards and extreme weather, including flooding, coastal erosion, earthquakes, and alpine weather events. On the West Coast in particular, frequent weather disruptions can affect infrastructure,

transport, and community access. Parts of Ōtautahi also continue to face ongoing recovery and resilience challenges following historical earthquake events.

Socio-economic conditions vary widely across the region. While parts of Canterbury experience strong growth and relative prosperity, there are pockets of high deprivation, particularly in eastern Ōtautahi, parts of South Canterbury, and some West Coast communities. These areas can experience lower electoral participation, influenced by access barriers, transience, and disengagement from government systems.

A key challenge for the Ōtautahi Hub is delivering equitable access and consistent service delivery across a large, diverse, and geographically complex region. This includes reaching rural and remote communities, engaging fast-growing populations in satellite towns, and supporting communities with historically lower participation. The Ōtautahi hubs approach in this region relies on strong partnerships with local government, mana whenua, education providers, and community organisations, alongside place-based and culturally responsive engagement, to support informed enrolment, voting, and participation in the electoral system.

Ōtepoti

Otago and Southland are regions with strong historic, cultural and geographic significance, encompassing large urban centres, provincial towns, and extensive rural and remote communities. The Ōtepoti Hub covers a wide geographic area from Waitaki in North Otago through to Rakiura Stewart Island in Southland, serving a population of approximately 350,000 people across more than 60,000 km². The Ōtepoti hub includes six district councils, two city councils, and two regional councils.

The predominant iwi affiliation for Māori within the Otago/Southland region is Ngāi Tahu, with Māori communities present across both urban and rural areas. While Otago and Southland have a lower proportion of Māori compared with the national average, Māori communities remain a priority for engagement, particularly in areas with younger Māori populations and lower participation rates. Te reo Māori speakers represent a smaller but important proportion of the population, with opportunities to strengthen engagement through iwi, rūnaka, marae, and Māori-led organisations.

The Ōtepoti Hub covers multiple electorates, including Dunedin, Taieri, Waitaki, Invercargill, Southland and parts of Te Tai Tonga. Key areas of focus include South Dunedin, Mosgiel, Balclutha, Oamaru, Invercargill, Gore, Bluff, and Central Otago, reflecting a mix of urban centres, provincial towns, and rural communities with varying levels of electoral participation and access.

The Otago/Southland regions include a strong education presence, with the University of Otago, Otago Polytechnic, Southern Institute of Technology, multiple campuses, and a wide network of secondary schools, kura, and alternative education providers.

These institutions present key opportunities for enrolment and participation engagement, particularly with first-time voters and transient populations.

Otago and Southland are predominantly rural regions, with many communities' experiencing geographic isolation, long travel distances, and limited public transport. In some areas, access to reliable internet and postal services remains inconsistent. The region has also experienced increasing impacts from extreme weather events, including flooding and coastal erosion, which have affected infrastructure, housing, and community connectivity—particularly in South Dunedin, Clutha, and parts of Southland.

While deprivation levels vary across the region, there are pockets of high socio-economic deprivation, particularly in parts of South Dunedin, Invercargill, and rural Southland. These communities often experience lower electoral participation, driven by access barriers, mobility challenges, and disengagement from government systems.

A key challenge for the Ōtepoti Hub is reach and access—delivering consistent, trusted electoral services across a vast geographic area while engaging communities with historically lower participation, including young people, Māori, rural communities, and highly mobile populations.

Addressing barriers to enrolment and voting requires strong local partnerships, place-based engagement, and sustained relationship-building with community organisations, education providers, local government, and mana whenua to support informed and accessible participation in the electoral system.

Whakatū

The Whakatū Hub services the Nelson–Tasman, Marlborough, and West Coast regions, encompassing a diverse mix of urban centres, provincial towns, and remote rural and coastal communities. The hub covers a population of approximately 200,000 people across a geographically expansive and complex area of more than 40,000 km². The region includes three unitary and district councils—Nelson City, Tasman District, Marlborough District—along with Buller District on the upper West Coast, and sits across the jurisdictions of Tasman and West Coast Regional Council functions.

The region is within the rohe of Ngāti Kuia, Rangitāne o Wairau, Ngāti Toa Rangatira, Ngāti Tama, Te Ātiawa, Ngāti Rārua, and Ngāi Tahu on the West Coast. Māori make up approximately 9–11% of the population across the hub area, with higher proportions in parts of Marlborough and the West Coast. Māori communities are present across urban and rural locations, with engagement opportunities through marae, rūnanga, kura, and Māori service providers. Te reo Māori speakers represent a modest but important proportion of the population, reinforcing the importance of culturally responsive and Tiriti-aligned engagement approaches.

The Whakatū Hub supports multiple electorates, including Nelson, West Coast–Tasman, Kaikōura, and parts of Te Tai Tonga. Key areas of focus include Nelson City, Blenheim, Hokitika, Greymouth, Richmond, Motueka, Picton, Westport, Reefton, and Karamea, as well as smaller rural and coastal settlements that can experience access and connectivity challenges.

The population across the Whakatū Hub is generally older than the national average, with median ages in the mid-40s, particularly in Tasman and Marlborough. Younger populations are concentrated in Nelson City and some West Coast communities. The region includes a range of education providers, including Nelson Marlborough Institute of Technology (NMIT) across multiple campuses, secondary schools, kura, and alternative education providers, offering opportunities for engagement with young and first-time voters.

Large parts of the Whakatū Hub region are rural, remote, and geographically isolated, with long travel distances, limited public transport, and communities separated by challenging terrain. Some areas experience limited access to reliable internet and postal services, particularly on the West Coast and in rural Tasman and Marlborough, creating barriers to enrolment and voting access.

The region is regularly affected by severe weather events, including flooding, landslides, coastal erosion, and transport disruptions. The upper West Coast in particular experiences frequent weather-related isolation, while parts of Tasman and Marlborough have been impacted by recent flooding events that caused significant damage to infrastructure and community facilities, some of which remain under repair.

Socio-economic conditions vary across the region. While parts of Nelson–Tasman experience relative affluence, there are pockets of high deprivation, particularly in some West Coast communities, parts of Marlborough, and specific urban neighbourhoods. These areas can experience lower levels of electoral participation, influenced by access barriers, population transience, and disengagement from government and electoral systems.

A key challenge for the Whakatū Hub is ensuring equitable access and consistent engagement across a dispersed and geographically complex region. Reaching isolated communities, supporting participation in areas affected by weather-related disruption, and engaging populations with historically lower participation requires strong local partnerships. The Whakatū hub will continue to work closely with local authorities, mana whenua, education providers, and community organisations, using place-based and culturally responsive approaches to support informed enrolment, voting, and participation in the electoral system.

IMPLEMENTATION PHASE – Southern Region				
Stakeholder	Deliverable (what will be achieved because of the activity?)	Important Dates or Milestones	Resources Requirements (including people)	Financial Requirements
Whakatū kaimahi training	Induction and training for Whakatū CEA	Early February	Hire Car, Accom, Flights	TBC
MEO Campaign Kit	All staff to become familiar	March 2026	Comms	
MEO Recruitment	9 CLs	Early/mid-February 2026	Glen/Caleb	Flights, Accom
Community Education Fund	Community Education for MEO/GE	TBC	Southern Team support	
Temporary workforce training	Ōtautahi	Week beginning 23 March	Glen/Caleb	Flights, Accom
Temporary workforce training	Ōtepoti	Week beginning 23 March	Glen/Caleb	Flights, Accom
Regional Manu Kōrero	Enrolment, Key messaging	August/Sept	4 CLs 32 hours	
Secondary Schools Programme	Youth Action Plan - Enrolment, Key messaging, recruitment	Terms 2 & 3	YA Team	
Youth Week	Enrolment, Key messaging, recruitment	May 2026	TBC	
IMPLEMENTATION PHASE – Ōtautahi				
Stakeholder	Deliverable (what will be achieved because of the activity?)	Important Dates or Milestones	Resources Requirements (including people)	Financial Requirements
Christchurch Waitangi Day		6 th February		
Kapa Haka Regionals	Event Participation – Marlborough/Whakatū + Ōtautahi	24/25 th April (NEL/MAR) 23 rd May (CHC)	Southern Team support as required	TBC
Careers Expo Ōtautahi	Enrolment, Key messaging, recruitment	7-8 May 2026	4 CLs 64 hours	\$2235
Burnham Military Camp event	Enrolment, Key messaging	19 February 2026	Glen/Sol	No cost
Summer Starter at UC	Enrolment, Key messaging	26 February 2026	Glen	No cost

Ara	Enrolment, Key messaging, recruitment	As identified through 2026	TBC	
Canterbury Polyfest		TBC	Southern Team support	TBC
IMPLEMENTATION PHASE – Ōtepoti				
Stakeholder	Deliverable (what will be achieved because of the activity?)	Important Dates or Milestones	Resources Requirements (including people)	Financial Requirements
Otakou Waitangi Day		6 th February		
OUSA Tent City – O-Week	Enrolment, Key messaging, recruitment	16 - 18 February 2026	Caleb/Sol	\$1400
Moana Nui	Enrolment, Key messaging, recruitment	28 March 2026	4 CLs 32 hours	TBC
Careers Expo Ōtepoti	Enrolment, Key messaging, recruitment	13 May 2026	3 CLs 24 hours	\$1475
Careers fest Southland	Enrolment, Key messaging, recruitment	6 – 7 August 2026	2 CLs 20 hours	\$650
Murihiku Polyfest	Enrolment, Key messaging, recruitment	TBC	TBC	TBC
Otago Polyfest	Enrolment, Key messaging, recruitment		TBC	TBC
IMPLEMENTATION PHASE – Whakatū				
Stakeholder	Deliverable (what will be achieved because of the activity?)	Important Dates or Milestones	Resources Requirements (including people)	Financial Requirements
To be confirmed.				