



engaging people

specialists in engaging people

Volume 14 No. 1 JANUARY 2009

The Twyfords story in New Zealand

BY VIVIEN TWYFORD

Past, Present and Future

The Past: 2002 – 2008

Vivien Twyford brought the Certificate in Public Participation (developed by the International Association for Public Participation - IAP2) to New Zealand in 2002. As one of the first internationally licensed IAP2 trainers Vivien wanted to share a new approach to public consultation with practitioners in New Zealand.

The first participants who undertook the Certificate Course included consultants, environmental planners, and local government practitioners. Over the next few years Vivien, with her colleagues Max Hardy and John Dengate, continued to deliver the Certificate to individual participants and groups within organisations as diverse as central government departments (Housing New Zealand, Child Youth and Family, Transit NZ), local government agencies (Auckland City Council, North Shore City Council, Wellington City Council) and regional government (Environment Canterbury, Auckland Regional Council).

While training was the first product Twyfords launched in NZ, it was soon followed up by consulting work. In 2006 Vivien worked on the Auckland Western Ring Route project where she advised Transit NZ on the most effective way to engage Auckland stakeholders in its decision whether or not to bring the Route forward by introducing a toll. John Dengate worked with Auckland City Council to peer review a number of project engagement strategies, and with Vivien advised on and facilitated a Design Forum for Rodney District Council. Last year Max Hardy was commissioned by Housing New Zealand to engage communities in an urban renewal project in Tamaki and Stuart Waters worked with ARC on engagement on climate change.

The Present – 2009

Twyfords are committed to a sustainable business in NZ providing quality services and enduring results to their clients in an ongoing way. Recognising the unsustainability of constant travel across the Tasman, Twyfords has engaged a full time NZ-based consultant Riripeti Reedy. Riripeti, featured on the other side of this newsletter, lives in Wellington but will travel around NZ wherever she is needed. She will be an integral part of the Twyfords team

linking in to weekly meetings and accessing the team's experience and expertise in community engagement.

Riripeti Reedy will drive the NZ business, calling on support when needed from her IAP2 licensed Australian colleagues.

Twyfords will deliver IAP2 training where needed within government, NGO and private sector organisations. A public course is already scheduled in Wellington in April and May 2009.

The Future – EXTRA-ordinary results require EXTRA-ordinary clients and EXTRA-ordinary processes

Riripeti's focus will be identifying those EXTRA-ordinary organisations who seek truly EXTRA-ordinary results by engaging stakeholders in decision-making. Our EXTRA-ordinary engagement processes go way beyond the typical compliance model of consultation. Twyfords will plan engagement strategies to include both internal and external stakeholders and build organisational capacity to engage people effectively. Results include new options, changes in behaviour, decisions made with robust information and integrity for enduring results.



An interview with our New Zealand Based Senior Consultant – Riripeti Reedy

BY MAX HARDY

Max: Welcome to Twyfords Riripeti. So tell me – why the move into consulting at this point in your life.

Riripeti: The challenge and the stretch. For me, the options between doing something again in Government, which was also pretty exciting, and the challenge to go out and find work was the point of difference. To me that's about 'being on your mettle', 'stepping up to it

Continued next page

An interview with our New Zealand Based Senior Consultant – Riripeti Reedy

(continued from previous page)

and keeping on to it'. It's not just about turning up to work. I have to be a part of what ticks it over. I have to oil and grease the wheels, otherwise I'm part of what clogs up the works. So it's an opportunity to keep me sharp or I can let it make me nervous... and a bit of both is good, I think.

M: So why Twyfords?

R: A big bit of good luck in finding out about the opportunity. The clincher was the Twyfords philosophy about engagement taking time, being an investment where we expect and want people to become a part of the decision-making process, that real engagement requires an investment by the engaging organisation of itself! Too many times I have seen the expense and energy expended on engaging with customers, clients, your stakeholders and not even a tenth of that same energy and expense being shared with your staff! Why? Because engagement is what most people think you do with others, not yourselves. Twyfords aims to change that! I'd like to be part of that.

M: What do you see as the main services you can provide? How can you help your clients?

R: Ko Hikurangi te maunga, Ko Waiapu te awa, Ko Ngati Porou te iwi, Ko Ngati Porou te whenua, ko au. Literally translated that means, Hikurangi is my mountain, Waiapu is my river, Ngati Porou is my tribe, Ngati Porou is my land, I am. The tribe I come from covers the north eastern seaboard of the North Island. Our mountain Hikurangi is the first landfall of sunlight for each and every day of this world! That's where my service to me and others starts from. That's what makes me think I can bring some insight and understanding of Maori, of indigenous issues, of issues that are out there in the margins, are not quite mainstream, not a part of the orthodoxy just yet, and help make them understood and known. I have research, evaluation, and public policy skills and I can talk myself out of most 'brown paper bags'. And, I love the light bulb moments of students who 'get it', so teaching, working with adult learners, yes I have skills in that area too.

M: You have a vast amount of experience. Tell us one or two things that you have learnt that has shaped the kind of person you are, and the way that you work with people and organisations?

R: I cannot go further than my parents, who are educationists in the most mainstream sense of the word and in the most imaginative sense too. School, reading, writing, university all of that was and is a given for us as their children and for our kids. Running alongside that was always that we were Ngati Porou, we were Maori and that made us special, that added to our shine. I learned about Abel Tasman and James Cook at school. Yes I was a part of that but I was, we were, more. I also had ancestors who sailed their waka across the ocean hundreds of years before and then sailed back to Hawaiki to bring more people, that's why we were already here when Tasman and Cook came. The importance of imagination, of learning, of education and knowing, they shape me and the way I work with anyone who is eager to look beyond him or herself.

M: What are you most excited about with your new role?

R: New people, new places, new thinking, and adding some of that 'new' to who and what I am.

M: What are you most nervous about?

R: New people, new places, new thinking... all of the above!

M: Finally, what is your favourite piece of music, and the most important book you have ever read?

R: Ravel's Bolero is up there and tied with Zeppelin's Stairway to Heaven. I don't know that it's the most important book I've ever read but I've read it over and over since I was about 10, Austen's Pride and Prejudice, and now there's all these film versions and a Bollywood one too!

M: Welcome again. Great to have you on board!



specialists in
engaging people

EDITOR:

Vivien Twyford

WRITTEN BY:

Vivien Twyford
Riripeti Reedy
Max Hardy

DESIGNED BY:

Graphic Connection

PRINTED BY:

Westonprint, Kiama

MAIL

PO Box 12584
Thorndon
Wellington 6144

TELEPHONE

(04) 499 1830

MOBILE

021 854 620

EMAIL

twyfords@twyfords.com.au

WEBSITE

www.twyfords.com.au

SUBSCRIBE

To subscribe to our electronic newsletter, visit our website at www.twyfords.com.au

UNSUBSCRIBE

If you no longer wish to receive the Twyfords newsletter, please email twyfords@twyfords.com.au, phone +61 2 4226 4040 or fax +61 2 4226 4042 to ask to be removed from the mailing list.