

**From:** Beth Houlbrooke [<mailto:beth@socialiq.co.nz>]

**Sent:** Monday, 15 July 2019 12:03 p.m.

**To:** Beth Houlbrooke <[beth@socialiq.co.nz](mailto:beth@socialiq.co.nz)>

**Subject:** The campaign has begun!

Dear family, friends and supporters

This is my first e-mail, and hopefully not one of too many, asking for your support for my re-election to the Rodney Local Board. I have to say this is the most challenging of any campaign I have ever run. You may think, because you're already a supporter, that it should be easy, but as the only incumbent running for the Warkworth subdivision after six years of service, there is a lot riding on it – with experience also comes complacency and, dare I say it, opposition.

In asking for your support I need to make it clear that I am also asking for the support of my Rodney First team members, all of whom I want to see elected. For the Warkworth subdivision, my running mates are:

**Ayla Walker** – our millennial mother of two from Ahuroa, recently completed her business studies, already involved in the Warkworth community through her role with One Warkworth Business Association, Mahurangi Winter Festival of Lights, and on both the PFTA and BOT of Ahuroa School.

**Paul Manton** – our “good keen man”! Paul is the current co-chair of the Puhoi Community Forum, and a member of both the Matakana Coast Trail Trust and Mahurangi Community Sport and Recreation Collective. Paul resides half way between Puhoi and Ahuroa and gives us much needed rural representation.

The campaign effort will be to see **all three of us** elected as part of the Rodney First ticket. Other candidates on the ticket for Kumeu subdivision are Phelan Pirrie (my current deputy), Brent Bailey (sitting member), and new candidates Danielle Hancock and Vicki Kenny. For the Dairy Flat subdivision we have Louise Johnston, also a sitting member. Bios for all our candidates can be read on our website [www.rodneyfirst.org](http://www.rodneyfirst.org), which will be updated continuously during the campaign.

I take this opportunity to let you know, if you do not already, that Allison Roe has decided not to re-stand for election. We wish Allison all the best and know she is one of our biggest supporters.

I am absolutely convinced that we are putting up the highest calibre of candidates ever for Rodney, and that all of them are 100% committed to serving the interests of Rodney residents and ratepayers for all the right reasons and with a breadth and depth of life experience and skills needed to carry out that function positively and collaboratively.

So, what do we stand for? Below are our Strategic Objectives which I hope are a clear statement of our purpose as a team. From this we will develop some local priorities that, if supported through our election, we will put into the next draft Local Board Plan to secure their funding and support from the Governing Body of Auckland Council. This is the *key* to being able to carry out our election promises and the main purpose of forming a ticket. With priorities already agreed upon, we will be able to hit the ground running rather than spend the electoral term fighting independent corners. I welcome your feedback on our strategic objectives and what you think should be our priorities for the Warkworth area.

#### **Safer & Better Roads**

- Increase the rate of road sealing within Rodney by making money go further.

- Seek solutions to improving the standards of road maintenance.
- Provide safe pedestrian, cycle, and equestrian links across Rodney.

### Preparing for Growth

- Lobby NZTA for improvements on our State Highways (SH1 & SH16).
- Ensure Rodney gets its fair share of regional spending.
- Make town centres, parks, and facilities fit for the future.

### Connecting Communities

- Improve access to public transport for better connectivity throughout Rodney.
- Lobby Central Government and Transport Agencies for an efficient public transport solution for the North West.
- Encourage and support the growth of a recreational trail network.

### Protecting the Environment

- Improve the quality of our harbours and waterways.
- Encourage community initiatives for environmental sustainability.
- Advocate for and support effective monitoring and enforcement of regulations.

### Working with our Community

- Involve the community in planning for the future.
- Guide and connect communities with council to advance local projects.
- Support partnerships between government agencies, business, iwi, and communities to find smarter ways working together.

Although I am not seeking donations at this time (I've been putting away savings to run this campaign), there is still a lot to do that you may be able to help with:

#### **Erecting and dismantling billboards**

This is the big one! By far the most costly, physical, and time-consuming exercise. You may hate the visual pollution but it is still the most highly visible way we can get the word out. We will get the coreflutes printed, and materials uplifted, but putting them up is a mammoth task and so if you can give some physical assistance please let me know. This will be happening from around the second weekend in August.

#### **Sites for billboards or fence signs**

You may also know or have an ideal site for a billboard or fence sign. We must have permission from the landowner. Do let us know if you have any ideas or contacts. If you have previously given permission for a billboard site, then we will appreciate your confirmation that this is available again.

#### **Distribution of flyers**

At this point in time we intend to pay Reach Media to deliver all our printed material, budget permitting. Phew – you're off the hook!

#### **Campaign Debate attendance**

Your presence at any events will be a huge boost. I'll keep you updated where and when these are happening.

#### **Supporters' Event**

We are planning a supporters' event that will be family friendly. We'll supply a bit of food and entertainment, and you'll hear from Ayla, Paul and I, and possibly others, in some very short addresses. We hope this will garner your enthusiasm to get behind our campaign, and be a way of thanking you for your support.

### **Sharing of Social Media posts**

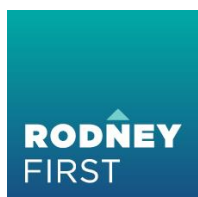
We can't bomb Facebook groups too much ourselves but we will be posting regularly from our own Facebook page [www.voterodneyfirst.org](http://www.voterodneyfirst.org), so if you are on Facebook please go and 'like' the page, and share the posts with your contacts and into community Facebook groups.

### Key dates:

- Candidate nominations open – 19<sup>th</sup> July 2019
- Candidate nominations close at noon and the electoral roll closes – 16<sup>th</sup> August 2019
- Candidates announced – 21<sup>st</sup> August 2019
- Voting opens – 20<sup>th</sup> September 2019
- Last day to post voting papers – 8<sup>th</sup> October 2019
- Voting closes at noon – 12<sup>th</sup> October 2019
- Official results announced – 17<sup>th</sup> October – 23<sup>rd</sup> October 2019
- Inaugural Meeting of Rodney Local Board – 5<sup>th</sup> November 2019

Your support is vital to our success.

Nga mihi



### **Beth Houlbrooke**

Candidate - Rodney Local Board, Warkworth Subdivision

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Facebook: [www.facebook.com/VoteRodneyFirst](https://www.facebook.com/VoteRodneyFirst)

My Facebook: [www.facebook.com/bethhoulbrookeforlocalboardwarkworth](https://www.facebook.com/bethhoulbrookeforlocalboardwarkworth)