

From: Paul Luckman
Sent: Wednesday, 24 November 2010
To: [Auckland Local Boards]
Cc: [Various]
Subject: FW: Imagine Auckland Leading

Dear Auckland Local Board members

KiwiGrow™ and Social Media - Kickstarting the New Auckland

Congratulations on your election to represent your local community.

Along with the rest of us in Auckland, you will no doubt be concerned about the significant questions that remain unanswered. How can a strong grassroots democracy coexist with a powerful new Council and CCOs? How can we ensure we all work together, march to the same tune, and sing from the same songsheet? How can Auckland's governance be the best it can be?

I want to bring to your attention a possibility that marries a powerful Auckland-grown collaboration technology with new tools for spatial mapping and social networking. Together, these will help you, and groups throughout your communities, perform at a whole new level.

Since 2004, Creative Decisions has been promoting a new collaborative governance based around our company's universal NZ2100 model for health and sustainability. That in itself is quite revolutionary. Now, in 2010, we also have a mature understanding of the use of information technology for social networking, and the integration of map-based elements into web software. These three major developments uniquely position Auckland to become a world leader in community democracy.

If you've seen the movie "The Social Network", screening now, you will have been left wondering how such a powerful technology can be better directed toward the public good. Here's how.

In June 2010 we put a proposal (attached, and also on our website) to the Auckland Transition Agency. In it you will see how we offered to lead creation of a new internet-based "KiwiGrow Network" to bring together and empower the region's many stakeholder groups, and deliver a vibrant, sustainable New Auckland. Unfortunately, by June, the ATA's programme for the remainder of its term had been finalised, and they were unable to facilitate the kick-off meetings. Now, it seems that progress depends on coordinated action from Auckland's Local Boards.

Accordingly, I would be glad if you could:

- Take some time to familiarise yourself with what is being proposed, and consult with your fellow Board members;
- Collectively initiate a public discussion, over the summer holiday period, on the benefits of a KiwiGrow Network that has potential to catalyse transformative change within the City;
- Forward this email to interested groups within your own network to allow them to participate in the discussion.

We ask that you understand our taking this unconventional direct approach. It allows us to move quickly, and we think this is necessary for the new Auckland to get off to a good start as soon as possible.

We are happy to meet with Boards (individually, or perhaps at a meeting of Board Chairpersons) to present or clarify these proposals. We do however strongly recommend familiarising yourselves with much of the material on our website www.creativedecisions.co.nz. This will help to build your understanding, as well as inform you of some of the many other applications of KiwiGrow.

This message is CC'd to the Mayor, Len Brown, and Councillors. Given they are substantial stakeholders, I am also sending it as a matter of courtesy to the political parties, policy-makers, and other leaders so they can prepare themselves, if they choose, to help you respond to this initiative.

I would like to reiterate: This is not something we would contemplate doing without the involvement and commitment of Local Boards.

-- Additional Notes to CC'd recipients:

- 1) To the Rt Hon John Key, and National MPs with an interest in Auckland: You will see the approach taken is consistent with the Government's commitment to deliver sustainability through a combination of strong institutions and community social responsibility.
- 2) To the Hon Phil Goff, and Labour MPs with an interest in Auckland: The origins of this approach lie as much in work undertaken as part of the previous government's sustainability programmes, as in the needs of the present day.
- 3) Tena koutou, Hon Tariana Turia, Hon Dr Pita Sharples, Hone Harawira, and Auckland Maori: The approach is grounded in holistic thinking that is natural to Maori. It can facilitate a convergence in thinking for Maori and non-Maori, which may help in the resolution of many difficult issues. Maori could rightfully claim to have helped to initiate a new form of governance that is recognisably Maori.
- 4) To the Hon Rodney Hide, and fellow Act Party MPs with an interest in Auckland: In providing a mechanism for collaborative governance, the approach contains the seeds of minimal government that is Act's cornerstone value. It would help to complete the governance reforms that you have initiated, and contribute to increased support for them within the community.
- 5) To Dr Russel Norman, Metiria Turei, and all Green Party MPs: The inspiration for the approach lies to a significant extent in work undertaken as part of the previous government's sustainability programmes, to which Greens supporters contributed strongly. In its implementation it will also depend on efforts of dedicated and professional Green Party supporters.
- 6) To other Auckland Leaders and opinion-shapers: We all have our own different ideas on how best to improve Auckland's governance. However we believe you will like enough of our proposal to want to support Auckland's Local Boards as they decide on the role they wish to play.

Best regards, and good luck

Naku noa, na Paul Luckman – "Imagine Auckland Leading"

Dr Paul G Luckman
Creative Decisions Ltd

P O Box 18-441
Auckland
New Zealand

e: paul@creativdecisions.co.nz
w: www.creativedecisions.co.nz
t/f +64-(0)9-5755620
m: 021-973817

Creative Decisions is a non-political, non-religious, technical consultancy with a history of involvement in Auckland sustainability issues. Our principal focus for business development is the interface between local government and communities.