

Te Ao Māori – Bilingual Signage, Naming Conventions and Working with Māori

out of scope

Naming Conventions:

- *NZTA has received a verbal request from the Minister to use English first in its name. We have taken some initial steps to give effect to this request while we await the all-of-government guidance to fully understand the extent of the requirements. Costs of responding to this have been minimal.*
- The legal name of the organisation under the Land Transport Management Act has always remained 'New Zealand Transport Agency'

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Naming conventions

- The name Waka Kotahi was gifted to the organisation at the time of formation and included with a trademark registered on 1 August 2008, the day on which the organisation was established from the merger of the former Transit NZ and Land Transport NZ. The legal name of the organisation under the Land Transport Management Act has always remained 'New Zealand Transport Agency'.
- With the recent change of Government we are now taking appropriate steps to give effect to the policy of the new Government that public service organisations should have their primary name in English. NZTA has received a verbal request from the Minister to use English first in its name. We have taken some initial steps to give effect to this request while we await the all-of-government guidance to fully understand the extent of the requirements.
- We are taking a staged approach to this and have already updated some templates. An updated logo has been designed in house to minimise costs. We do not anticipate rebranding our offices and vehicles at this stage. The updated logo will be used for anything new, or when existing signage/branding needs updating or replacing.

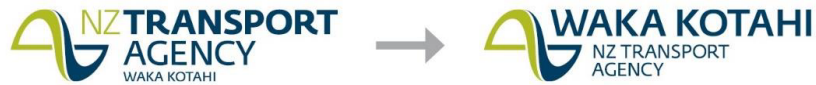
NZTA in the media – recent and noteworthy media articles

Title/link	Opening lines to the article
<h1>out of scope</h1>	
Waka Kotahi to use its English name first after pressure from the Government - RNZ	Waka Kotahi will begin referring to itself using its English name first after pressure from parties in the coalition government. NZ First Leader Winston Peters ran an election campaign with a policy of abolishing Māori first names for government agencies. Prime Minister Christopher Luxon has said he met many people on the campaign trail who could not differentiate between government agency names.
<h1>out of scope</h1>	

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Waka Kotahi did not undertake any rebranding in 2021/22 or in the previous four financial years.

In 2019/20, we did rearrange our organisational logo to give more prominence to our te reo Māori name, show our support for te reo Māori revitalisation and make our te reo Māori name more prominent in the communities we work in.



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