

24 June 2020

[REDACTED]

REF: OIA-6760

Dear [REDACTED]

**Request made under the Official Information Act 1982**

Thank you for your email of 10 June 2020 requesting the following information under the Official Information Act 1982 (the Act):

*Pai mā,*

*I kite au kei te maere kua puta ke te New Zealand Transport Agency kua puta ke tona ingoa ki Waka Kotahi.*

*Tena koa tohutohu mai mo enei e whai ake nei:*

- 1. Ko nga korero o te huringa whakawhitiwhiti korero a te iwi i whai ake nei ki te whakarereke i tenei ingoa.*
- 2. Ko te kaupapa me te hihiri ki te whakarereke i tenei ingoa.*
- 3. Ko te keehi pakihi i mahia me te whaaia te painga o te utu o tera ingoa.*
- 4. Kua whakarereke ranei te hinonga ture i tona ingoa?*
- 5. Ko te utu katoa ki te huri i te ingoa?*
- 6. Ko wai nga kaiwhakarato ratonga kua uru mai ki tenei ahuatanga me te ahua ranei e pa ana ki te huringa ingoa?*
- 7. I whai te huringa hoko ki te whakauru i enei kaiwhakarato ratonga?*
- 8. Ko nga uara whakarite me nga moni kua utua ki te ra takitahi ki nga kaiwhakarato ratonga?*

For clarity you have provided us with the English translation of your request as follows:

*Good day,*

*I note with some surprise that the New Zealand Transport Agency appears to have changed its name to Waka Kotahi.*

*Please advise on the following:*

- 1. The details of the public consultation process followed to change this name.*
- 2. The rationale and motivation to change this name.*
- 3. The business case undertaken and anticipated cost benefit of such name change.*
- 4. The official / government adopted process / procedure to change the name.*
- 5. Has the legal entity changed its name?*
- 6. The overall cost to change the name?*
- 7. Which service providers have been engaged to date in any way or form related to the name change?*

8. *The procurement process followed to engage such service providers?*
9. *The appointment values and amounts paid to date individually to said service providers*

There are multiple parts to the request and I will address each in turn. However, it is important to note that Waka Kotahi NZ Transport Agency has not changed its name. Waka Kotahi is the Te Reo Māori name for NZ Transport Agency that was first introduced in 2008, and included on the trade mark registered on 1 August 2008. Recently, Waka Kotahi was chosen to give more prominence to its te reo Māori name.

1. *The details of the public consultation followed to change the name*

There has been no public consultation in relation to giving our te reo Māori name more prominence.

In October 2007 Ian Stuart, the Manager of the Establishment Unit for the New Zealand Transport Agency (NZTA), set up a group consisting of Roger Maxwell from Land Transport NZ; Rāwhiti Moses from Transit NZ; and, Amster Reedy, a noted Maori te reo and tikanga consultant; to develop and recommend to the Establishment Board a Maori name for the NZ Transport Agency.

Following an internal consultation process, there was further consultation with the Maori Language Commission and Te Puni Kōkiri to seek their endorsement of the preferred name, Waka Kotahi.

2. *The rationale and motivation to change this name*

Through the new Māori Language Act and the development of the Maihi Karauna (the Crown's Strategy for Māori Language Revitalisation 2019-2023), the government is committed to enhancing support for te reo Māori revitalisation by all government agencies as a normal part of the way we do business. Waka Kotahi NZ Transport Agency has also signalled its commitment to this through our [Māori Strategy – Te Ara Kotahi](#) and our Te Reo Māori Policy call.

One way to achieve this is to ensure Te Reo Māori is more visible to the communities we work in. As such, Waka Kotahi is giving more prominence to its te reo Māori name.

In August 2019, its logo was rearranged to give more prominence to Waka Kotahi. The change to the logo aligns with guidance provided by Te Puni Kōkiri: [Māori-English Bilingual Signage: A guide for best practice](#)



Waka Kotahi also updated its guidance to staff in March 2020 to use its full name “Waka Kotahi NZ Transport Agency” initially and thereafter “Waka Kotahi” or “the Transport Agency”.

3. *The business case undertaken and anticipated cost benefit of such name change.*

There is no business case associated with giving greater prominence to the te reo Māori name Waka Kotahi.

4. *The official / government adopted process / procedure to change the name.*

Waka Kotahi has not changed its name and has therefore not adopted any official process / procedure, other than following guidance from Te Puni Kōkiri regarding the change to our logo.

5. *Has the legal entity changed its name?*

Our legal name under 93(1) of the Land Transport Management Act is the New Zealand Transport Agency. This remains unchanged.

6. *The overall cost to change the name*

The only cost associated with the change has been the partial replacement of signage in the Waka Kotahi National Office at Chews Lane to reflect the changes to the logo. The cost for this was \$636.

The design work associated with the reorganisation of the logo was completed in-house. There are no plans to replace any other existing signage where that will incur costs. The re-organised logo will be used for anything new, or when a replacement is required, e.g. when a sign deteriorates, when new stationery needs to be printed.

7. *Which service providers have been engaged to date in any way or form related to the name change?*

There are no service providers involved in the change to give greater prominence to the te reo Māori name. However, our internal Māori Partnerships Team – Te Mātangi provides cultural support and advice to the organisation.

8. *The procurement process followed to engage such service providers*

There are no service providers involved in the change to give greater prominence to the te reo Māori name and, as such, no procurement process has been required.

9. *The appointment values and amounts paid to date individually to said service providers*

Nil.

If you would like to discuss this reply with the Waka Kotahi NZ Transport Agency, please contact Stephen Moore, Senior Manager Channels and Standards, by email to [stephen.moore@nzta.govt.nz](mailto:stephen.moore@nzta.govt.nz) or by phone on (021) 874 471.

Yours sincerely



**Stephen Moore**

Senior Manager – Channels and Standards