

Let us know how you'd like to proceed with these three and if you have any questions.

Thanks!

s 9(2)(a)

---

**From:** s 9(2)(a) @fcb.com>

**Date:** Thursday, 7 December 2023 at 10:18 AM

**To:** Out of scope @nzta.govt.nz>

**Cc:** s 9(2)(a) @fcb.com>, s 9(2)(a)

s 9(2)(a) @fcb.com>

**Subject:** Re: Speed - Logo Removal Update & Pricing Proposal

Hi Out of scope

Hope all went well on the shoot/

Happy to hold on this until we have further guidance on changes to the Waka logo. Thanks for letting us know.

Thanks,

s 9(2)(a)

---

**From:** Out of scope @nzta.govt.nz>

**Date:** Wednesday, 6 December 2023 at 1:46 PM

**To:** s 9(2)(a) @fcb.com>

**Cc:** s 9(2)(a) @fcb.com>, s 9(2)(a)

s 9(2)(a) @fcb.com>

**Subject:** Re: Speed - Logo Removal Update & Pricing Proposal

Hi s 9(2)(a)

Thanks for looking into this and costing it out for us.

Just talking over it with Out of scope and given the likelihood of us having to change the Waka logo soon can we hold off updating these for now? Happy to run with them as is until we have word on what is happening with the logo.

Thanks,

Out of scope

Get [Outlook for Android](#)

---

Out of scope

Released under the Official Information Act 1982

**From:** Out of scope  
**To:** Out of scope  
**Subject:** RE: Vehicle graphics  
**Date:** Monday, 11 December 2023 3:09:09 PM  
**Attachments:** [image001.png](#)  
[image002.png](#)  
[image003.png](#)

---

Thanks Out of scope

Ngā mihi,

Out of scope

---

**From:** Out of scope @nzta.govt.nz>  
**Sent:** Monday, 11 December 2023 2:38 pm  
**To:** Out of scope @nzta.govt.nz>; Out of scope @nzta.govt.nz>;  
Out of scope @nzta.govt.nz>  
**Subject:** RE: Vehicle graphics

Hey Out of scope and Out of scope

The board will hopefully update us tomorrow on the logo.

Ngā mihi.

Out of scope (he/him)

**Manager, Design and Brand**

Te Waka Kōtuitia – Engagement and Partnerships

Phone: s 9(2)(a)

Mobile: s 9(2)(a)

**NZ Transport Agency Waka Kotahi**

44 Bowen Street, Wellington, New Zealand

[Facebook](#) | [Twitter](#) | [LinkedIn](#)



---

**From:** Out of scope @nzta.govt.nz>  
**Sent:** Tuesday, 5 December 2023 11:57 am  
**To:** Out of scope @nzta.govt.nz>; Out of scope @nzta.govt.nz>;  
Out of scope @nzta.govt.nz>  
**Subject:** Re: Vehicle graphics

Thanks Out of scope

I will keep you up to date on the logo/name.

Could you contact myself and Out of scope for proofs in future?

Ngā mihi.

Out of scope (he/him)

**Manager, Design and Brand**

Te Waka Kōtuia – Engagement and Partnerships

Phone: s 9(2)(a)

Mobile: s 9(2)(a)

**Waka Kotahi** NZ Transport Agency

---

**From:** Out of scope <@nzta.govt.nz>

**Date:** Tuesday, 5 December 2023 at 11:15 AM

**To:** Out of scope <@nzta.govt.nz>, Out of scope

<Out of scope <@nzta.govt.nz>, Out of scope

Out of scope <@nzta.govt.nz>

**Subject:** RE: Vehicle graphics

Hi Out of scope

Thanks for your email.

The vehicles currently going through fit out are Mitsubishi Outlander XLS 2.4 5DR SUV PHEVs.

I always contact Out of scope when we roll out a new vehicle and run any graphics by her, are you wanting us to make additional checks?

For your information, at this stage there are 5x Outlanders going through fit out right now that are due to have our logo. I am waiting for confirmation on whether or not the signage has been applied to the vehicles. If they have I assume we are not having it taken back off and redone? Further to this there are another 7x in an order of 25 that will require our branding and will progress through the fit out stage in the coming weeks.

Many thanks,

Out of scope (she/her)

**National Fleet Coordinator**

Corporate Support

Email: Out of scope <@nzta.govt.nz>

Phone: s 9(2)(a)

Mobile: s 9(2)(a)

**Waka Kotahi** NZ Transport Agency

**Auckland, Level 5, AON Centre, 29 Customs Street West  
Private Bag 106602, Auckland 1143, New Zealand**

[Facebook](#) | [Twitter](#) | [LinkedIn](#)



---

**From:** Out of scope <[redacted]@nzta.govt.nz>  
**Sent:** Tuesday, 5 December 2023 10:52 am  
**To:** Out of scope <[redacted]@nzta.govt.nz>  
**Cc:** Out of scope <[redacted]@nzta.govt.nz>  
**Subject:** Vehicle graphics

Morena [redacted]

We are waiting on approval from the board and minister to go ahead with the logo & name change. If this doesn't happen this week then it would be more practice to stick with the current artwork. I will keep you updated on how we get on this week.

In the meantime we had a couple of questions.

- You mentioned Mitsubishi as the new vehicles. Could you let us know what model? so we can check the design still works.
- Also, are we able to set up a process for any new application of the graphics, on vehicle models that have not been previously used, to have the print files approved by my team prior to manufacturing?

Ngā mihi.

Out of scope (he/him)

**Manager, Design and Brand**

Te Waka Kōtuiti – Engagement and Partnerships

Phone: s 9(2)(a)

Mobile: s 9(2)(a)

**Waka Kotahi** NZ Transport Agency

44 Bowen Street, Wellington, New Zealand

[Facebook](#) | [Twitter](#) | [LinkedIn](#)

**From:** Out of scope  
**To:** Out of scope  
**Subject:** RE: "Waka Kotahi" name  
**Date:** Friday, 8 December 2023 8:49:57 AM  
**Attachments:** [image002.png](#)  
[image003.png](#)

All good Out of scope hopefully we will get confirmation soon that we can roll it out more widely.

Out of scope

**Senior Manager Channels and Standards**  
Te Waka Kōtahi | Engagement and Partnerships  
[facebook](#) | [twitter](#) | [linkedin](#)



**From:** Out of scope @nzta.govt.nz>  
**Sent:** Friday, 8 December 2023 8:27 AM  
**To:** Out of scope @nzta.govt.nz>; Out of scope @nzta.govt.nz>;  
Out of scope @nzta.govt.nz>  
**Subject:** RE: 'Waka Kotahi' name

Hi guys,

s 9(2)(g)(i) – the response to  
s 9(2)(a) below is factual, s 9(2)(a)

Out of scope – happy to discuss further if you need.

Cheers,

Out of scope

Out of scope / Senior Media Manager  
Te Waka Kōtahi Engagement and Partnerships  
M s 9(2)(a)  
E Out of scope @nzta.govt.nz/ w nzta.govt.nz

**From:** Out of scope @nzta.govt.nz>  
**Sent:** Friday, 8 December 2023 7:41 AM  
**To:** Out of scope @nzta.govt.nz>  
**Cc:** Out of scope @nzta.govt.nz>  
**Subject:** Re: 'Waka Kotahi' name

Hi Out of scope

This does veer a bit from the agreed holding statement and we are currently only using the logo

for media releases and things going to the Minister's office!

Cheers

Out of scope

Out of scope

s 9(2)(a)

Sent from my phone

---

**From:** Out of scope <[redacted]@nzta.govt.nz>  
**Sent:** Friday, December 8, 2023 7:37:06 AM  
**To:** Out of scope <[redacted]@nzta.govt.nz>  
**Cc:** Out of scope <[redacted]@nzta.govt.nz>  
**Subject:** Fwd: 'Waka Kotahi' name

Hey [redacted] and [redacted]

Can we keep a consistent response on this? I was of the impression we were officially waiting on the green light from PSC before undertaking this.

Ngā mihi.

Out of scope (he/him)

**Manager, Design and Brand**

Te Waka Kōtuita – Engagement and Partnerships

Phone: s 9(2)(a)

Mobile: s 9(2)(a)

**Waka Kotahi** NZ Transport Agency

---

**From:** Out of scope <[redacted]@nzta.govt.nz>  
**Sent:** Thursday, December 7, 2023 7:31:32 PM  
**To:** Out of scope <[redacted]@nzta.govt.nz>  
**Subject:** FW: 'Waka Kotahi' name

Hi

FYI Following our convo yesterday, I was surprised to see this being our response to a media enquiry.

---

**From:** Out of scope <[redacted]@nzta.govt.nz>  
**Sent:** Wednesday, 6 December 2023 11:27 am  
**To:** s 9(2)(a) <[redacted]@nzme.co.nz>  
**Subject:** RE: 'Waka Kotahi'

Hi s 9(2)(a)

We will be referring to the organisation using our English name first.

Our senior leaders are having regular discussions with staff to ensure that the policy of the new Government is well understood and implemented.

The updated logo below has been designed in-house, and is now being used.



Consistent with Government expectations, changes to our name and logo are being rolled out over time to minimise unnecessary costs.

Cheers,

Out of scope

---

**From:** s 9(2)(a) <[redacted]@nzme.co.nz>  
**Sent:** Wednesday, 6 December 2023 10:55 am  
**To:** Out of scope <[redacted]@nzta.govt.nz>  
**Subject:** Re: 'Waka Kotahi'

**CAUTION:** The sender of this email is from outside Waka Kotahi. Do not click links, attachments, or reply unless you recognise the sender's email address and know the content is safe.

Hi [redacted]

What are the 'appropriate steps' being taken, and do they include using the word NZ Transport Agency before Waka Kotahi?

Cheers

s 9(2)(a)

s 9(2)(a)  
Super City Reporter  
New Zealand Herald  
Tel: s 9(2)(a)

---

**From:** Out of scope <[redacted]@nzta.govt.nz>  
**Sent:** Wednesday, December 6, 2023 10:46 AM  
**To:** s 9(2)(a) <[redacted]@nzme.co.nz>  
**Subject:** RE: 'Waka Kotahi'

Morning s 9(2)(a)

No formal directive has yet been received, however we are aware of the policy of the new Government that public service organisations should have their primary name in English, and we

are taking appropriate steps to give effect to this policy.

Thanks,

Out of scope

---

**From:** s 9(2)(a) @nzme.co.nz>  
**Sent:** Wednesday, 6 December 2023 8:38 am  
**To:** Out of scope @nzta.govt.nz>  
**Subject:** 'Waka Kotahi'

**CAUTION:** The sender of this email is from outside Waka Kotahi. Do not click links, attachments, or reply unless you recognise the sender's email address and know the content is safe.

Hi

Out of scope

Has WK received a directive from the minister about the use of the words 'Waka Kotahi' and, if so, what was the directive and is WK abiding by it?

Cheers

s 9(2)(a)

s 9(2)(a)  
Super City Reporter  
New Zealand Herald  
Tel: s 9(2)(a)

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NZME Ltd / NZME Holdings Ltd / NZME Publishing Ltd / NZME Radio Ltd / NZME Educational Media Ltd

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This message, together with any attachments, may contain information that is classified and/or subject to legal privilege. Any classification markings must be adhered to. If you are not the intended recipient, you must not peruse, disclose, disseminate, copy or use the message in any way. If you have received this message in error, please notify us immediately by return email and

**From:** Out of scope  
**To:** Out of scope  
**Subject:** CSW-15955 Logo to put on campaigns being dispatched (urgently required) - instruction from Karen  
**Date:** Friday, 8 December 2023 11:52:41 AM  
**Attachments:** [jira-generated-image-static-link\\_attachment\\_7-c60a8b1f-3330-4b4e-878b-649d38530ff6](#)

---

**CAUTION:** The sender of this email is from outside Waka Kotahi. Do not click links, attachments, or reply unless you recognise the sender's email address and know the content is safe.

-----  
Reply above this line.

Kia ora Out of scope

Attached is a .zip file of all of the new NZTA logos for you to use on the collateral that Karen has advised they can be used in. Please **do not share or distribute them** any wider.

If you have anyone else asking for them or if you and your team have any questions, do send them our way

[NZTA Primary Logo 2023.zip](#) ☐

Ngā mihi

Out of scope

Channels and Standards

E: [channels@nzta.govt.nz](mailto:channels@nzta.govt.nz)

Cc: Out of scope@nzta.govt.nz and Out of scope

Released under the Official Information Act 1982



**NZ TRANSPORT**  
**AGENCY**  
WAKA KOTAHI



**NZ TRANSPORT**  
**AGENCY**  
WAKA KOTAHI





**NZ TRANSPORT**  
**AGENCY**  
WAKA KOTAHI

**From:** Out of scope  
**To:** Channels; Out of scope  
**Subject:** Logo to put on campaigns being dispatched (urgently required) - instruction from Karen  
**Date:** Friday, 8 December 2023 11:06:57 AM  
**Attachments:** [image001.png](#)

---

Hi team and Out of scope

Coming back to you on the chat we had on Monday around logos and getting onto campaigns we're about to despatch.

Realise you'll be having a lot of requests for these, but we've just had Karen talk to us in a hui and advised for those campaigns we should be putting the new English first logo on – as in immediately.

We're looking at despatching today/Monday, so can we urgently get logo files if they are ready?

Thanks  
Phill

Out of scope (he/him)

**Marketing Manager (Acting)**

Te Waka Kōtuia | Engagement and Partnerships

Out of scope [@nzta.govt.nz](mailto:Out of scope@nzta.govt.nz)

s 9(2)(a)

**Waka Kotahi** NZ Transport Agency

44 Bowen St, Pipitea, Wellington 6011

Private Bag 6995, Wellington 6141, New Zealand

[Facebook](#) | [Twitter](#) | [LinkedIn](#)



**From:** [Karen Jones](#)  
**To:** [Out of scope](#)  
**Cc:** [Out of scope](#); [Sarina Pratley](#)  
**Subject:** Re: For approval : standard response for queries about our name and use of English  
**Date:** Wednesday, 6 December 2023 9:56:20 AM

---

Fine thanks team

Get [Outlook for iOS](#)

---

**From:** [Out of scope](#) @nzta.govt.nz>  
**Sent:** Wednesday, December 6, 2023 9:42:12 AM  
**To:** Karen Jones <Karen.Jones@nzta.govt.nz>  
**Cc:** [Out of scope](#) @nzta.govt.nz>; [Out of scope](#) @nzta.govt.nz>;  
[Out of scope](#) @nzta.govt.nz>; [Out of scope](#) @nzta.govt.nz>; Sarina Pratley <Sarina.Pratley@nzta.govt.nz>

**Subject:** For approval : standard response for queries about our name and use of English

Kia ora Karen

Please find below for approval (see blue text) a standard response for queries to the contact centre/via email about our name and use of English. The statement uses our plain language approach of first person, and is suitable for written and verbal communication (for example contact centre script). Note the statement says changes "are" being made ([Out of scope](#) suggestion).

The statement's been drafted in response to correspondence and comments we're receiving about changing our name and our use of Te Reo Māori.

I checked the statement with Andy and he's comfortable.

**Statement for approval**

*We're taking the appropriate steps to give effect to the policy of the new Government that public service organisations should communicate primarily in English and have their names primarily in English, apart from those related specifically to Māori.  
Consistent with Government expectations, changes to our name and logo are being rolled out over time to minimise unnecessary cost and wastage.*

**Media statement for reference**

*NZ Transport Agency, Waka Kotahi is taking the appropriate steps to give effect to the policy of the new Government that public service organisations should communicate primarily in English, and have their names primarily in English.*

Ngā mihi

[Out of scope](#)

[Out of scope](#) (she/her)

**Executive Advisor**

Te Waka Kōtuia - Engagement and Partnerships

Email: [Out of scope](#) @nzta.govt.nz

Phone: [s 9\(2\)\(a\)](#)

Mobile: [Out of scope](#)

**From:** Out of scope  
**To:** Out of scope  
**Cc:** Out of scope  
**Subject:** RE: For review: CC queries - Reo Māori / name  
**Date:** Wednesday, 6 December 2023 1:04:00 PM  
**Attachments:** [image006.png](#)  
[image007.png](#)  
[image008.png](#)

Yes, Out of scope is actioning the information in terms of the contact centre.

I'll find a time for us to meet to talk process when you're feeling better and back at work.

Look after yourself.

Ngā mihi

Out of scope

---

**From:** Out of scope @nzta.govt.nz>  
**Sent:** Wednesday, 6 December 2023 12:58 pm  
**To:** Out of scope @nzta.govt.nz>  
**Cc:** Out of scope @nzta.govt.nz>; Out of scope @nzta.govt.nz>  
**Subject:** Re: For review: CC queries - Reo Māori / name

Kei te pai. Confirming no action needed from me to send to the contact centre team as Out of scope will handle that? They've asked again this morning so just checking.

Is there an outline of a sign off process or RASCI type thing for these types of requests so I can see if me or Te Mātangi have role in it or not?

Apologies if this has been shared with Out of scope recently as we haven't caught about this specifically. That will help me and Te Mātangi direct requests we get about the use of te reo Māori from our peers across Government and externally.

Ngā manaakitanga,

**Out of scope** (Ngāpuhi)

**Team Leader, Māori Outcomes, Communication and Engagement**

Te Waka Kōtuitia | Engagement and Partnerships

Email: Out of scope @nzta.govt.nz

Mobile: s 9(2)(a)

**Waka Kotahi NZ Transport Agency**

---

**From:** Out of scope @nzta.govt.nz>  
**Sent:** Wednesday, December 6, 2023 12:49:20 PM  
**To:** Out of scope @nzta.govt.nz>  
**Cc:** Out of scope @nzta.govt.nz>; Out of scope @nzta.govt.nz>  
**Subject:** RE: For review: CC queries - Reo Māori / name

Kia ora Out of scope

s 9(2)(a)

Out of scope has approved the following standard response and it has been provided to Out of scope, Out of scope, Out of scope and Out of scope. It follows our plain language approach of first person and is suitable for written responses and the contact centre scripts. Out of scope has confirmed she'll action with the contact centre. Out of scope and Out of scope will action with their teams.

*We're taking the appropriate steps to give effect to the policy of the new Government that public service organisations should communicate primarily in English and have their names primarily in English, apart from those related specifically to Māori.*

*Consistent with Government expectations, changes to our name and logo are being rolled out over time to minimise unnecessary cost and wastage.*

At a people leader call on Friday, people leaders were advised that Out of scope was the contact if they had any questions about supporting the new Government. Could you please check in with Out of scope if you get any queries about new Government commitments? It'll help ensure you have the most up to date information, including access to standard responses that have been prepared. It'll also help identify where a response/guidance is needed. That would be really helpful.

s 9(2)(a)

Ngā mihi

Out of scope

**Out of scope** (she/her)

**Executive Advisor**

Te Waka Kōtuitia - Engagement and Partnerships

Email: Out of scope @nzta.govt.nz

Phone: s 9(2)(a)

Mobile

---

**From:** Out of scope @nzta.govt.nz>  
**Sent:** Wednesday, 6 December 2023 12:24 pm  
**To:** Out of scope @nzta.govt.nz>  
**Cc:** Out of scope @nzta.govt.nz>  
**Subject:** Re: For review: CC queries - Reo Māori / name

Kia ora Out of scope was this statement ok to go? Once we have the direction from PSC and agreed our position based on that advice, I can create a key message doc that can live in Infobub and be referred to by all of the teams across Waka Kotahi. Other Māori comms teams across Government are also keeping each other across developments when appropriate.

Cc'ing in **Out of scope** s 9(2)(a)

Ngā manaakitanga,

**Out of scope** (Ngāpuhi)

**Team Leader, Māori Outcomes, Communication and Engagement**

Te Waka Kōtuia | Engagement and Partnerships

Email: **Out of scope** [@nzta.govt.nz](mailto:@nzta.govt.nz)

Mobile: **s 9(2)(a)**

**Waka Kotahi** NZ Transport Agency

---

**From:** **Out of scope**

**Sent:** Tuesday, December 5, 2023 2:00:15 PM

**To:** **Out of scope** [@nzta.govt.nz](mailto:@nzta.govt.nz); **Out of scope** [@nzta.govt.nz](mailto:@nzta.govt.nz); **Out of scope** [@nzta.govt.nz](mailto:@nzta.govt.nz); **Out of scope**

**Out of scope** [@nzta.govt.nz](mailto:@nzta.govt.nz); **Out of scope** [@nzta.govt.nz](mailto:@nzta.govt.nz)

**Cc:** **Out of scope** [@nzta.govt.nz](mailto:@nzta.govt.nz)

**Subject:** RE: For review: CC queries - Reo Māori / name

Kia ora, we normally provide messaging for the call centres. Is that what you mean in terms of process? The messaging would be approved by the relevant business group.

Ngā manaakitanga,

**Out of scope** (Ngāpuhi)

**Team Leader, Māori Outcomes, Communication and Engagement**

Te Waka Kōtuia | Engagement and Partnerships

Email: **Out of scope** [@nzta.govt.nz](mailto:@nzta.govt.nz)

Mobile: **s 9(2)(a)**

**Waka Kotahi** NZ Transport Agency



---

**From:** **Out of scope** [@nzta.govt.nz](mailto:@nzta.govt.nz)

**Sent:** Tuesday, 5 December 2023 1:47 pm

**To:** **Out of scope** [@nzta.govt.nz](mailto:@nzta.govt.nz); **Out of scope** [@nzta.govt.nz](mailto:@nzta.govt.nz); **Out of scope** [@nzta.govt.nz](mailto:@nzta.govt.nz); **Out of scope**

**Out of scope** [@nzta.govt.nz](mailto:@nzta.govt.nz); **Out of scope** [@nzta.govt.nz](mailto:@nzta.govt.nz)

**Cc:** **Out of scope** [@nzta.govt.nz](mailto:@nzta.govt.nz)

**Subject:** RE: For review: CC queries - Reo Māori / name

Kia ora koutou

I've advised **Out of scope** and Sarina and am awaiting advice from them on the process for information provided by the contact centre.

I'll also follow up with Karen.

Ngā mihi

**Out of scope**

**Out of scope** (she/her)

**Executive Advisor**

Te Waka Kōtuia - Engagement and Partnerships

Email: **Out of scope** [@nzta.govt.nz](mailto:@nzta.govt.nz)

Phone: **s 9(2)(a)**

Mobile:

---

**From:** **Out of scope** [@nzta.govt.nz](mailto:@nzta.govt.nz)

**Sent:** Tuesday, 5 December 2023 1:08 pm

**To:** **Out of scope** [@nzta.govt.nz](mailto:@nzta.govt.nz); **Out of scope** [@nzta.govt.nz](mailto:@nzta.govt.nz); **Out of scope** [@nzta.govt.nz](mailto:@nzta.govt.nz); **Out of scope**

**Out of scope** [@nzta.govt.nz](mailto:@nzta.govt.nz); **Out of scope** [@nzta.govt.nz](mailto:@nzta.govt.nz)

**Cc:** **Out of scope** [@nzta.govt.nz](mailto:@nzta.govt.nz)

**Subject:** RE: For review: CC queries - Reo Māori / name

**Out of scope** – can we confirm what the official holding line is for our name and logo at this stage!

**Out of**

**Senior Manager Channels and Standards**

Te Waka Kōtuia | Engagement and Partnerships

[facebook](#) | [twitter](#) | [linkedin](#)



---

**From:** **Out of scope** [@nzta.govt.nz](mailto:@nzta.govt.nz)

**Sent:** Tuesday, 5 December 2023 1:04 PM

**To:** Out of scope @nzta.govt.nz>; Out of scope @nzta.govt.nz>; Out of scope @nzta.govt.nz>;  
**Out of scope** @nzta.govt.nz>  
**Cc:** Out of scope @nzta.govt.nz>  
**Subject:** For review: CC queries - Reo Māori / name

Kia ora koutou,

This ok for some holding lines for use to respond to members of the public? Once we've got the PSC advice, we can take another look.

I've touched base with colleagues in the Māori communication space at other government departments with te reo Māori names (that don't "directly" work for Māori) and they are suggesting a similar approach of te reo Māori second.

Tēnā koe,

We're taking the appropriate steps to give effect to the policy of the new Government that public service organisations should have their primary name in English, and to communicate primarily in English.

Ngā mihi,

NZ Transport Agency, Waka Kotahi

---

**From:** Out of scope @nzta.govt.nz>  
**Sent:** Tuesday, 5 December 2023 12:28 pm  
**To:** Out of scope @nzta.govt.nz>; Out of scope @nzta.govt.nz>; Out of scope @nzta.govt.nz>  
**Subject:** RE: CC queries - Reo Māori / name

Kia ora Out of scope

We can absolutely help. A corporate holding statement for this has been drafted, and Out of scope in my team will write back shortly with a copy of that for you to use as I don't have the latest version.

Hope this assists in this holding space. Further advice is expected from PSC to all government agencies soon.

Many thanks

Out of scope

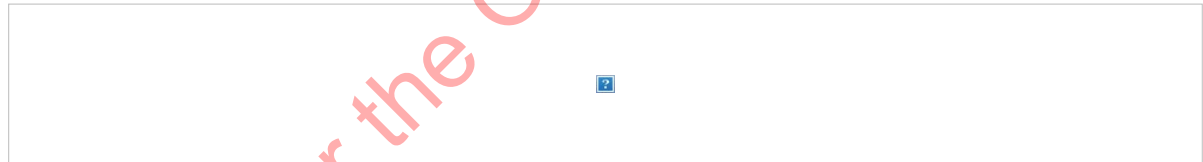
---

**From:** Out of scope @nzta.govt.nz>  
**Sent:** Tuesday, 5 December 2023 11:54 am  
**To:** Out of scope @nzta.govt.nz>; Out of scope @nzta.govt.nz>  
**Subject:** FW: CC queries - Reo Māori / name

Kia ora koutou

Hope you're both doing well, you've been name dropped as potentially being able to assist the Contact Centre with some responses to public queries we are getting about changing the logo/name order and use of Reo Māori.

Here's an example of an email received today, which we haven't replied to yet. We have other similar questions about when we will be changing our information. I'm looking for a simple one/two lines that we can use in general responses for these types of emails. Any help is much appreciated!



Ngā mihi nui

Out of scope (She/Her)  
Principal Advisor – Operational Delivery  
Customer and Services  
Waka Kotahi NZ Transport Agency



---

**From:** Out of scope @nzta.govt.nz>  
**Sent:** Tuesday, 5 December 2023 11:48 am  
**To:** Out of scope @nzta.govt.nz>  
**Subject:** CC queries

Kia ora Out of scope

Had my catch up with Out of scope and she thinks it would be best to go to Out of scope or Out of scope in comms to see if they can provide the contact centre with some guidance/key messages for the te reo Māori queries that are coming through.

You may have seen it already but there's also the below that Out of scope provided to Stuff regarding some queries from them:

*We're taking the appropriate steps to give effect to the policy of the new Government that public service organisations should have their primary name in English. An updated logo has been designed in-house, and is now being used.*

*For background, the organisation has not changed its name. Waka Kotahi is the te reo Māori name for the NZ Transport Agency. It was first introduced 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 been 'New Zealand Transport Agency'.*

Ngā mihi,

**From:** [Karen Jones](#)  
**To:** Out of scope  
**Cc:** Out of scope  
**Subject:** RE: Waka Kotahi?  
**Date:** Wednesday, 6 December 2023 1:29:00 PM  
**Attachments:** [image002.png](#)  
[image004.png](#)

---

Here's our current public response:

### Statement

*We're taking the appropriate steps to give effect to the policy of the new Government that public service organisations should communicate primarily in English and have their names primarily in English, apart from those related specifically to Māori.*

*Consistent with Government expectations, changes to our name and logo are being rolled out over time to minimise unnecessary cost and wastage. We will be moving to NZ Transport Agency Waka Kotahi, with the abbreviation being NZTA.*

Ngā mihi nui

### Karen Jones

#### Group General Manager

Pūmanawa Tāngata | People and Safety (acting)

Te Waka Kōtuia | Engagement and Partnerships

Phone: s 9(2)(a)



Mobile:

**Waka Kotahi** NZ Transport Agency

National Office, 44 Bowen Street

Private Bag 6995, Wellington 6141, New Zealand

[twitter](#) | [youtube](#) | [facebook](#)

**From:** Out of scope @nzta.govt.nz>

**Sent:** Wednesday, 6 December 2023 12:25 pm

**To:** Out of scope @nzta.govt.nz>; Out of scope @nzta.govt.nz>

**Cc:** Karen Jones <Karen.Jones@nzta.govt.nz>; Out of scope @nzta.govt.nz>

**Subject:** Fwd: Waka Kotahi?

Hi Out of scope and Out of scope

Do you have any insights on this?

Cheers,

Out of scope

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Out of scope

**From:** Out of scope  
**To:** Out of scope; Karen Jones; Out of scope  
**Cc:** Out of scope; Sarina Pratley  
**Subject:** RE: For approval : standard response for queries about our name and use of English  
**Date:** Wednesday, 6 December 2023 11:10:00 AM

---

Ngā mihi nui ki a koutou!

Āe I will share the below with our Te Mahau whānau

Out of scope

---

**From:** Out of scope <[redacted]@nzta.govt.nz>  
**Sent:** Wednesday, 6 December 2023 10:20 AM  
**To:** Karen Jones <Karen.Jones@nzta.govt.nz>; Out of scope <[redacted]@nzta.govt.nz>  
**Cc:** Out of scope <[redacted]@nzta.govt.nz>; Out of scope <[redacted]@nzta.govt.nz>;  
Out of scope <[redacted]@nzta.govt.nz>; Sarina Pratley <Sarina.Pratley@nzta.govt.nz>  
**Subject:** Re: For approval : standard response for queries about our name and use of English

Thanks all! I will ensure my staff also use this

Out of scope

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---

**From:** Karen Jones <Karen.Jones@nzta.govt.nz>  
**Sent:** Wednesday, December 6, 2023 9:56:19 AM  
**To:** Out of scope <[redacted]@nzta.govt.nz>  
**Cc:** Out of scope <[redacted]@nzta.govt.nz>; Out of scope <[redacted]@nzta.govt.nz>;  
Out of scope <[redacted]@nzta.govt.nz>; Out of scope <[redacted]@nzta.govt.nz>; Sarina  
Pratley <Sarina.Pratley@nzta.govt.nz>  
**Subject:** Re: For approval : standard response for queries about our name and use of English

Fine thanks team

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---

**From:** Out of scope <[redacted]@nzta.govt.nz>  
**Sent:** Wednesday, December 6, 2023 9:42:12 AM  
**To:** Karen Jones <Karen.Jones@nzta.govt.nz>  
**Cc:** Out of scope <[redacted]@nzta.govt.nz>; Out of scope <[redacted]@nzta.govt.nz>;  
Out of scope <[redacted]@nzta.govt.nz>; Out of scope <[redacted]@nzta.govt.nz>; Sarina  
Pratley <Sarina.Pratley@nzta.govt.nz>  
**Subject:** For approval : standard response for queries about our name and use of English

Kia ora Karen

Please find below for approval (see blue text) a standard response for queries to the contact centre/via email about our name and use of English. The statement uses our plain language approach of first person, and is suitable for written and verbal communication (for example contact centre script). Note the statement says changes “are” being made (Out of scope suggestion).



The statement's been drafted in response to correspondence and comments we're receiving about changing our name and our use of Te Reo Māori.

I checked the statement with **Out of scope** and he's comfortable.

### Statement for approval

*We're taking the appropriate steps to give effect to the policy of the new Government that public service organisations should communicate primarily in English and have their names primarily in English, apart from those related specifically to Māori.*

*Consistent with Government expectations, changes to our name and logo are being rolled out over time to minimise unnecessary cost and wastage.*

### Media statement for reference

*NZ Transport Agency, Waka Kotahi is taking the appropriate steps to give effect to the policy of the new Government that public service organisations should communicate primarily in English, and have their names primarily in English.*

Ngā mihi

**Out of scope**

**Out of scope** (she/her)

### Executive Advisor

Te Waka Kōtuia - Engagement and Partnerships

Email: **Out of scope** [@nzta.govt.nz](mailto:outofscope@nzta.govt.nz)

Phone: **s 9(2)(a)**

Mobile **s 9(2)(a)**

**From:** Out of scope  
**To:** Out of scope  
**Cc:** Out of scope  
**Subject:** RE: For action : Urgent : Standard response for our name and use of te reo  
**Date:** Wednesday, 6 December 2023 8:33:00 AM  
**Attachments:** [image001.png](#)

---

Discussed with Out of scope how about this!

*NZ Transport Agency Waka Kotahi (NZTA) is taking the appropriate steps to give effect to the policy of the new Government that public service organisations should communicate primarily in English and have their names primarily in English.*

*Some changes can be made quickly but to minimise unnecessary cost and wastage, any changes to NZTA's name and logo will be rolled out over time. For example, a new logo will be used for anything new, or when a replacement is required,*

s 9(2)(a)

**Senior Manager Channels and Standards**  
Te Waka Kōtuitia | Engagement and Partnerships  
[facebook](#) | [twitter](#) | [linkedin](#)



---

**From:** Out of scope <@nzta.govt.nz>  
**Sent:** Wednesday, 6 December 2023 8:14 AM  
**To:** Out of scope <@nzta.govt.nz>; Out of scope <@nzta.govt.nz>; Out of scope <@nzta.govt.nz>; Out of scope <@nzta.govt.nz>  
**Cc:** Out of scope <@nzta.govt.nz>  
**Subject:** RE: For action : Urgent : Standard response for our name and use of te reo

Thanks Out of scope

Steve what do you think of below – I wanted to add in about the fact it wont be visible to the public via signage as we will only do that once something is up for normal replacement. I would need to test that with the office

*NZ Transport Agency, Waka Kotahi is taking the appropriate steps to give effect to the policy of the new Government that public service organisations should communicate primarily in English and have their names primarily in English.*

*An updated logo has been designed in-house, and is now being used, and we are updating our internal style guide to ensure that our correspondence and other communications use appropriate language to give effect to the new Government's policy. In line with the Government's expectation that this change should be being cost neutral, we will be changing our signage at offices and on vehicles as they come up for renewal.*

**From:** Out of scope [redacted] <[redacted]@nzta.govt.nz>  
**Sent:** Tuesday, 5 December 2023 6:04 pm  
**To:** Out of scope [redacted] <[redacted]@nzta.govt.nz>; Out of scope [redacted] <[redacted]@nzta.govt.nz>; Out of scope [redacted] <[redacted]@nzta.govt.nz>  
**Cc:** Out of scope [redacted] <[redacted]@nzta.govt.nz>  
**Subject:** RE: For action : Urgent : Standard response for our name and use of te reo

Hi all,

We've had several media queries on our name, and a couple on our use of te reo.

The one-liner below is a combination of responses covering both:

*NZ Transport Agency, Waka Kotahi is taking the appropriate steps to give effect to the policy of the new Government that public service organisations should communicate primarily in English, and have their names primarily in English.*

We could add:

*An updated logo has been designed in-house, and is now being used, and we are updating our internal style guide to ensure that our correspondence and other communications use appropriate language to give effect to the new Government's policy.*

Cheers,

Out of scope [redacted]

Out of scope [redacted] / Senior Media Manager  
Te Waka Kotahi Engagement and Partnerships  
M s 9(2)(a)  
E Out of scope [redacted] <[redacted]@nzta.govt.nz/> w nzta.govt.nz

---

**From:** Out of scope [redacted] <[redacted]@nzta.govt.nz>  
**Sent:** Tuesday, 5 December 2023 5:02 PM  
**To:** Out of scope [redacted] <[redacted]@nzta.govt.nz>; Out of scope [redacted] <[redacted]@nzta.govt.nz>  
**Cc:** Out of scope [redacted] <[redacted]@nzta.govt.nz>; Out of scope [redacted] <[redacted]@nzta.govt.nz>  
**Subject:** For action : Urgent : Standard response for our name and use of te reo

Kia ora kōrua

Karen has asked that one of you develop a standard response that can be used when we receive comments/questions about Government commitments related to our name and use of te reo in our communication. The response should be appropriate to use across correspondence, queries to the contact centre, social media and for queries received by the office.

The request is in response to correspondence and comments we are receiving via the contact centre, social media, etc.

Ngā mihi

Out of scope

Out of scope (she/her)

**Executive Advisor**

Te Waka Kōtuia - Engagement and Partnerships

Email: Out of scope [@nzta.govt.nz](mailto:Out of scope@nzta.govt.nz)

Phone: s 9(2)(a)

Mobile: s 9(2)(a)

Released under the Official Information Act 1982

Out of scope

**From:** Out of scope

**Sent:** Wednesday, 6 December 2023 12:52 pm

**To:** Out of scope @nzta.govt.nz>; Out of scope @nzta.govt.nz>;

Out of scope @nzta.govt.nz>; Out of scope @nzta.govt.nz>; Out of scope

Out of scope @nzta.govt.nz>; Out of scope @nzta.govt.nz>

**Subject:** Key messages around name change - for use for our correspondence and emails

Morena

Please see below the approved statements with regard to our name change – this has been sent to Customer and other groups so there is consistency. Please share with the timā.

*We're taking the appropriate steps to give effect to the policy of the new Government that public service organisations should communicate primarily in English and have their names primarily in English, apart from those related specifically to Māori.*

*Consistent with Government expectations, changes to our name and logo are being rolled out over time to minimise unnecessary cost and wastage.*

#### **Media statement for reference**

*NZ Transport Agency, Waka Kotahi is taking the appropriate steps to give effect to the policy of the new Government that public service organisations should communicate primarily in English, and have their names primarily in English.*

Kia pai to ra

Out of scope

#### **National Manager Government Relations**

Te Waka Kōtuia | Engagement and Partnerships

Email: Out of scope @nzta.govt.nz

Mobile: s 9(2)(a)

**Waka Kotahi** NZ Transport Agency

Wellington

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Out of scope

---

**From:** Out of scope @nzta.govt.nz>  
**Sent:** Wednesday, 6 December 2023 10:20 am  
**To:** Out of scope @nzta.govt.nz>  
**Subject:** Re: For approval : standard response for queries about our name and use of English

Yes thanks Out of scope

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---

**From:** Out of scope @nzta.govt.nz>  
**Sent:** Wednesday, December 6, 2023 10:04:12 AM  
**To:** Out of scope @nzta.govt.nz>; Out of scope @nzta.govt.nz>; Out of scope  
Out of scope @nzta.govt.nz>  
**Cc:** Out of scope @nzta.govt.nz>  
**Subject:** FW: For approval : standard response for queries about our name and use of English

Kia ora koutou

Out of scope, can I leave this with you to update the contact centre? Given the content I saw yesterday, I also wanted to check that our people have the support they need.

Out of scope, can I leave with you re Ministerial Services?

Out of scope, can I leave with you re social media?

Thank you both.

Ngā mihi

Out of scope

---

**From:** Karen Jones <[Karen.Jones@nzta.govt.nz](mailto:Karen.Jones@nzta.govt.nz)>  
**Sent:** Wednesday, 6 December 2023 9:56 am  
**To:** Out of scope @nzta.govt.nz>  
**Cc:** Out of scope @nzta.govt.nz>; Out of scope @nzta.govt.nz>;  
Out of scope @nzta.govt.nz>; Out of scope @nzta.govt.nz>; Sarina  
Pratley <[Sarina.Pratley@nzta.govt.nz](mailto:Sarina.Pratley@nzta.govt.nz)>  
**Subject:** Re: For approval : standard response for queries about our name and use of English

Fine thanks team

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**From:** Out of scope [redacted] <[redacted]@nzta.govt.nz>  
**Sent:** Wednesday, December 6, 2023 9:42:12 AM  
**To:** Karen Jones <Karen.Jones@nzta.govt.nz>  
**Cc:** Out of scope [redacted] <[redacted]@nzta.govt.nz>; Out of scope [redacted] <[redacted]@nzta.govt.nz>; Out of scope [redacted] <[redacted]@nzta.govt.nz>; Sarina Pratley <Sarina.Pratley@nzta.govt.nz>  
**Subject:** For approval : standard response for queries about our name and use of English

Kia ora Karen

Please find below for approval (see blue text) a standard response for queries to the contact centre/via email about our name and use of English. The statement uses our plain language approach of first person, and is suitable for written and verbal communication (for example contact centre script). Note the statement says changes “are” being made ([redacted] suggestion).

The statement’s been drafted in response to correspondence and comments we’re receiving about changing our name and our use of Te Reo Māori.

I checked the statement with [redacted] and he’s comfortable.

#### Statement for approval

*We’re taking the appropriate steps to give effect to the policy of the new Government that public service organisations should communicate primarily in English and have their names primarily in English, apart from those related specifically to Māori.*

*Consistent with Government expectations, changes to our name and logo are being rolled out over time to minimise unnecessary cost and wastage.*

#### Media statement for reference

*NZ Transport Agency, Waka Kotahi is taking the appropriate steps to give effect to the policy of the new Government that public service organisations should communicate primarily in English, and have their names primarily in English.*

Ngā mihi

Out of scope [redacted]

Out of scope [redacted] (she/her)

#### Executive Advisor

Te Waka Kōtuia - Engagement and Partnerships

Email: Out of scope [redacted] <[redacted]@nzta.govt.nz>

Phone: s 9(2)(a)

Mobile: [redacted]

**From:** Out of scope  
**To:**  
**Cc:**  
**Subject:** RE: For action : Urgent : Standard response for our name and use of te reo  
**Date:** Wednesday, 6 December 2023 8:33:51 AM  
**Attachments:** [image001.png](#)

---

Discussed with Out of scope how about this!

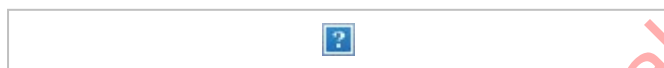
*NZ Transport Agency Waka Kotahi (NZTA) is taking the appropriate steps to give effect to the policy of the new Government that public service organisations should communicate primarily in English and have their names primarily in English.*

*Some changes can be made quickly but to minimise unnecessary cost and wastage, any changes to NZTA's name and logo will be rolled out over time. For example, a new logo will be used for anything new, or when a replacement is required,*

Out of scope

**Senior Manager Channels and Standards**  
Te Waka Kōtuitia | Engagement and Partnerships

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---

**From:** Out of scope <@nzta.govt.nz>  
**Sent:** Wednesday, 6 December 2023 8:14 AM  
**To:** Out of scope <@nzta.govt.nz>; Out of scope <@nzta.govt.nz>; Out of scope <@nzta.govt.nz>; Out of scope <@nzta.govt.nz>  
**Cc:** Out of scope <@nzta.govt.nz>  
**Subject:** RE: For action : Urgent : Standard response for our name and use of te reo

Thanks Out of scope

Out of scope what do you think of below – I wanted to add in about the fact it won't be visible to the public via signage as we will only do that once something is up for normal replacement. I would need to test that with the office

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*An updated logo has been designed in-house, and is now being used, and we are updating our internal style guide to ensure that our correspondence and other communications use appropriate language to give effect to the new Government's policy. In line with the Government's expectation that this change should be being cost neutral, we will be changing our signage at offices and on vehicles as they come up for renewal.*



**From:** Out of scope [redacted] <[redacted]@nzta.govt.nz>  
**Sent:** Tuesday, 5 December 2023 6:04 pm  
**To:** Out of scope [redacted] <[redacted]@nzta.govt.nz>; Out of scope [redacted]  
Out of scope [redacted] <[redacted]@nzta.govt.nz>; Out of scope [redacted] <[redacted]@nzta.govt.nz>  
**Cc:** Out of scope [redacted] <[redacted]@nzta.govt.nz>  
**Subject:** RE: For action : Urgent : Standard response for our name and use of te reo

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We've had several media queries on our name, and a couple on our use of te reo.

The one-liner below is a combination of responses covering both:

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We could add:

*An updated logo has been designed in-house, and is now being used, and we are updating our internal style guide to ensure that our correspondence and other communications use appropriate language to give effect to the new Government's policy.*

Cheers,

Out

Out of scope [redacted] / Senior Media Manager  
Te Waka Kotahi Engagement and Partnerships  
Ms 9(2)(a)  
E Out of scope [redacted] <[redacted]@nzta.govt.nz/> w nzta.govt.nz

---

**From:** Out of scope [redacted] <[redacted]@nzta.govt.nz>  
**Sent:** Tuesday, 5 December 2023 5:02 PM  
**To:** Out of scope [redacted] <[redacted]@nzta.govt.nz>; Out of scope [redacted] <[redacted]@nzta.govt.nz>  
**Cc:** Out of scope [redacted] <[redacted]@nzta.govt.nz>; Out of scope [redacted] <[redacted]@nzta.govt.nz>  
**Subject:** For action : Urgent : Standard response for our name and use of te reo

Kia ora kōrua

Karen has asked that one of you develop a standard response that can be used when we receive comments/questions about Government commitments related to our name and use of te reo in our communication. The response should be appropriate to use across correspondence, queries to the contact centre, social media and for queries received by the office.

The request is in response to correspondence and comments we are receiving via the contact centre, social media, etc.

Ngā mihi

Out of

Out of scope (she/her)

**Executive Advisor**

Te Waka Kōtuia - Engagement and Partnerships

Email: Out of scope [@nzta.govt.nz](mailto:Out of scope@nzta.govt.nz)

Phone: s 9(2)(a)

Mobile:

Released under the Official Information Act 1982

**From:** Out of scope  
**To:** Out of scope  
**Cc:** Out of scope  
**Subject:** FW: For approval : standard response for queries about our name and use of English  
**Date:** Wednesday, 6 December 2023 10:04:00 AM

---

Kia ora koutou

Out of scope can I leave this with you to update the contact centre? Given the content I saw yesterday, I also wanted to check that our people have the support they need.

Out of scope can I leave with you re Ministerial Services?

Out of scope, can I leave with you re social media?

Thank you both.

Ngā mihi

Out of scope

---

**From:** Karen Jones <Karen.Jones@nzta.govt.nz>  
**Sent:** Wednesday, 6 December 2023 9:56 am  
**To:** Out of scope @nzta.govt.nz>  
**Cc:** Out of scope @nzta.govt.nz>; Out of scope @nzta.govt.nz>;  
Out of scope @nzta.govt.nz>; Out of scope @nzta.govt.nz>; Sarina  
Pratley <Sarina.Pratley@nzta.govt.nz>  
**Subject:** Re: For approval : standard response for queries about our name and use of English

Fine thanks team

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---

**From:** Out of scope @nzta.govt.nz>  
**Sent:** Wednesday, December 6, 2023 9:42:12 AM  
**To:** Karen Jones <Karen.Jones@nzta.govt.nz>  
**Cc:** Out of scope @nzta.govt.nz>; Out of scope @nzta.govt.nz>;  
Out of scope @nzta.govt.nz>; Out of scope @nzta.govt.nz>; Sarina  
Pratley <Sarina.Pratley@nzta.govt.nz>  
**Subject:** For approval : standard response for queries about our name and use of English

Kia ora Karen

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The statement’s been drafted in response to correspondence and comments we’re receiving about changing our name and our use of Te Reo Māori.

I checked the statement with [Out of scope] and he's comfortable.

### Statement for approval

*We're taking the appropriate steps to give effect to the policy of the new Government that public service organisations should communicate primarily in English and have their names primarily in English, apart from those related specifically to Māori.*

*Consistent with Government expectations, changes to our name and logo are being rolled out over time to minimise unnecessary cost and wastage.*

### Media statement for reference

*NZ Transport Agency, Waka Kotahi is taking the appropriate steps to give effect to the policy of the new Government that public service organisations should communicate primarily in English, and have their names primarily in English.*

Ngā mihi

[Out of scope]

[Out of scope] (she/her)

### Executive Advisor

Te Waka Kōtuia - Engagement and Partnerships

Email: [Out of scope]@nzta.govt.nz

Phone: s 9(2)(a)

Mobile: [Out of scope]

**From:** Out of scope  
**To:** Out of scope  
**Subject:** FW: For approval : standard response for queries about our name and use of English  
**Date:** Friday, 8 December 2023 9:01:19 AM  
**Attachments:** [image001.png](#)

---

Out of scope

**Senior Manager Channels and Standards**

Te Waka Kōtuitia | Engagement and Partnerships

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[www.nzta.govt.nz](http://www.nzta.govt.nz)

---

**From:** Karen Jones <Karen.Jones@nzta.govt.nz>  
**Sent:** Wednesday, 6 December 2023 9:56 AM  
**To:** Out of scope @nzta.govt.nz>  
**Cc:** Out of scope @nzta.govt.nz>; Out of scope @nzta.govt.nz>;  
Out of scope @nzta.govt.nz>; Out of scope @nzta.govt.nz>; Sarina  
Pratley <Sarina.Pratley@nzta.govt.nz>  
**Subject:** Re: For approval : standard response for queries about our name and use of English

Fine thanks team

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---

**From:** Out of scope @nzta.govt.nz>  
**Sent:** Wednesday, December 6, 2023 9:42:12 AM  
**To:** Karen Jones <[Karen.Jones@nzta.govt.nz](mailto:Karen.Jones@nzta.govt.nz)>  
**Cc:** Out of scope @nzta.govt.nz>; Out of scope @nzta.govt.nz>;  
Out of scope @nzta.govt.nz>; Out of scope @nzta.govt.nz>; Sarina  
Pratley <[Sarina.Pratley@nzta.govt.nz](mailto:Sarina.Pratley@nzta.govt.nz)>  
**Subject:** For approval : standard response for queries about our name and use of English

Kia ora Karen

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I checked the statement with Out of scope and he's comfortable.

**Statement for approval**

*We're taking the appropriate steps to give effect to the policy of the new Government that public service organisations should communicate primarily in English and have their names primarily in English, apart from those related specifically to Māori.*

*Consistent with Government expectations, changes to our name and logo are being rolled out over time to minimise unnecessary cost and wastage.*

**Media statement for reference**

*NZ Transport Agency, Waka Kotahi is taking the appropriate steps to give effect to the policy of the new Government that public service organisations should communicate primarily in English, and have their names primarily in English.*

Ngā mihi

Out of scope

Out of scope (she/her)

**Executive Advisor**

Te Waka Kōtuia - Engagement and Partnerships

Email: Out of scope@nzta.govt.nz

Phone: s 9(2)(a)

Mobile: s 9(2)(a)

Released under the Official Information Act 1982

**From:** Out of scope  
**To:** Out of scope; Sarina Pratley; Karen Jones  
**Subject:** FW: For review: CC queries - Reo Maori / name  
**Date:** Tuesday, 5 December 2023 1:45:00 PM  
**Attachments:** image002.png  
image003.png  
image004.png

Kia ora kōrua

FYI - I've received the below request. What is the process you have for requests related to information provided by the contact centre? What's the turnaround time for responding to emails?

I'll touch base with @Karen Jones about a holding statement.

Ngā mihi

Out of scope

Out of scope (she/her)

**Executive Advisor**

Te Waka Kōtuitia - Engagement and Partnerships

Email: Out of scope @nzta.govt.nz

Phone: s 9(2)(a)

Mobile: s 9(2)(a)

**From:** Out of scope @nzta.govt.nz>  
**Sent:** Tuesday, 5 December 2023 1:08 pm  
**To:** Out of scope @nzta.govt.nz>; Out of scope @nzta.govt.nz>; Out of scope @nzta.govt.nz>; Out of scope @nzta.govt.nz>; Out of scope @nzta.govt.nz>; Out of scope @nzta.govt.nz>;  
**Cc:** Out of scope @nzta.govt.nz>  
**Subject:** RE: For review: CC queries - Reo Māori / name

Out of scope – can we confirm what the official holding line is for our name and logo at this stage!

Out of scope

**Senior Manager Channels and Standards**

Te Waka Kōtuitia | Engagement and Partnerships

[facebook](#) | [twitter](#) | [linkedin](#)



**From:** Out of scope @nzta.govt.nz>  
**Sent:** Tuesday, 5 December 2023 1:04 PM  
**To:** Out of scope @nzta.govt.nz>; Out of scope @nzta.govt.nz>; Out of scope @nzta.govt.nz>; Out of scope @nzta.govt.nz>; Out of scope @nzta.govt.nz>;  
**Cc:** Out of scope @nzta.govt.nz>  
**Subject:** For review: CC queries - Reo Māori / name

Kia ora koutou,

This ok for some holding lines for use to respond to members of the public? Once we've got the PSC advice, we can take another look.

I've touched base with colleagues in the Māori communication space at other government departments with te reo Māori names (that don't "directly" work for Māori) and they are suggesting a similar approach of te reo Māori second.

Tēnā koe,

We're taking the appropriate steps to give effect to the policy of the new Government that public service organisations should have their primary name in English, and to communicate primarily in English.

Ngā mihi,

NZ Transport Agency, Waka Kotahi

**From:** Out of scope @nzta.govt.nz>  
**Sent:** Tuesday, 5 December 2023 12:28 pm  
**To:** Out of scope @nzta.govt.nz>; Out of scope @nzta.govt.nz>; Out of scope @nzta.govt.nz>; Out of scope @nzta.govt.nz>;  
**Subject:** RE: CC queries - Reo Māori / name

Kia ora Out of scope

We can absolutely help. A corporate holding statement for this has been drafted, and Out of scope in my team will write back shortly with a copy of that for you to use as I don't have the latest version.

Hope this assists in this holding space. Further advice is expected from PSC to all government agencies soon.

Many thanks

Out of scope

**From:** Out of scope @nzta.govt.nz>  
**Sent:** Tuesday, 5 December 2023 11:54 am  
**To:** Out of scope @nzta.govt.nz>; Out of scope @nzta.govt.nz>;  
**Subject:** FW: CC queries - Reo Māori / name

Kia ora koutou

Hope you're both doing well, you've been name dropped as potentially being able to assist the Contact Centre with some responses to public queries we are getting about changing the logo/name order and use of Reo Māori.

Here's an example of an email received today, which we haven't replied to yet. We have other similar questions about when we will be changing our information. I'm looking for a simple one/two lines that we can use in general responses for these types of emails. Any help is much appreciated!

Out of scope

Ngā mihi nui

**Out of scope** (She/Her)  
**Principal Advisor – Operational Delivery**  
Customer and Services  
**Waka Kotahi** NZ Transport Agency



---

**From:** Out of scope <@nzta.govt.nz>  
**Sent:** Tuesday, 5 December 2023 11:48 am  
**To:** Out of scope <@nzta.govt.nz>  
**Subject:** CC queries

Kia ora Out of s

Had my catch up with Out of s and she thinks it would be best to go to Out of scope or Out of scope in comms to see if they can provide the contact centre with some guidance/key messages for the te reo Māori queries that are coming through.

You may have seen it already but there's also the below that Out of scope provided to Stuff regarding some queries from them:

*We're taking the appropriate steps to give effect to the policy of the new Government that public service organisations should have their primary name in English. An updated logo has been designed in-house, and is now being used.*

*For background, the organisation has not changed its name. Waka Kotahi is the te reo Māori name for the NZ Transport Agency. It was first introduced 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 been 'New Zealand Transport Agency'.*

Ngā mihi,

**Out of scope** (she/her)  
**Manager Ministerial Services – Regulatory**  
Te Waka Kotia | Engagement & Partnerships  
Phone: S 9(2)(a)  
Mobile: S 9(2)(a)  
**Waka Kotahi** NZ Transport Agency  
Palmerston North  
Private Bag 11777, Palmerston North 4442, New Zealand  
[twitter](#) | [youtube](#) | [facebook](#)





**From:** Out of scope  
**To:** Out of scope  
**Cc:** Out of scope  
**Subject:** Re: Urgent request  
**Date:** Monday, 4 December 2023 4:51:47 PM  
**Attachments:** [image001.png](#)

---

Sure.

Fire through the old one so I know I can reference it

Ngā mihi.

Out of scope (he/him)

**Manager, Design and Brand**

Te Waka Kōtuitia – Engagement and Partnerships

Phone: s 9(2)(a)

Mobile: s 9(2)(a)

**Waka Kotahi** NZ Transport Agency

---

**From:** Out of scope @nzta.govt.nz>  
**Date:** Monday, 4 December 2023 at 4:50 PM  
**To:** Out of scope @nzta.govt.nz>  
**Cc:** Out of scope @nzta.govt.nz>, Out of scope  
Out of scope @nzta.govt.nz>  
**Subject:** Urgent request

Hi all,

Is there any way you could do me up a template for a joint NZTA/Auckland Transport media statement in the next 15 minutes? With our new logo?

I have an old one with the AT logo I can send you if that helps.

Cheers,

Out of scope

Out of scope / Senior Media Manager  
Te Waka Kōtuitia Engagement and Partnerships  
M s 9(2)(a)  
E Out of scope @nzta.govt.nz / w nzta.govt.nz

---

**From:** Out of scope @nzta.govt.nz>  
**Sent:** Friday, 1 December 2023 4:43 PM

**To:** Out of scope @nzta.govt.nz>  
**Cc:** Out of scope @nzta.govt.nz>; Out of scope  
Out of scope @nzta.govt.nz>  
**Subject:** RE: New NZTA media release templates

Apologies Out of scope  
Updated versions attached.

Ngā mihi.

Out of scope (he/him)  
**Manager, Design and Brand**  
Te Waka Kōtuia – Engagement and Partnerships  
Phone: s 9(2)(a)  
Mobile: s 9(2)(a)  
**NZ Transport Agency Waka Kotahi**  
44 Bowen Street, Wellington, New Zealand  
[Facebook](#) | [Twitter](#) | [LinkedIn](#)

---

**From:** Out of scope  
**Sent:** Friday, 1 December 2023 3:07 pm  
**To:** Out of scope @nzta.govt.nz>  
**Cc:** Out of scope @nzta.govt.nz>; Out of scope  
Out of scope @nzta.govt.nz>  
**Subject:** New NZTA media release templates

Kia ora Out of scope

Here is the updated media release templates with the all new logo.  
Can you please share these with you team to start using.

Ngā mihi.

Out of scope (he/him)  
**Manager, Design and Brand**  
Te Waka Kōtuia – Engagement and Partnerships  
Phone: s 9(2)(a)  
Mobile: s 9(2)(a)  
**Waka Kotahi NZ Transport Agency**  
44 Bowen Street, Wellington, New Zealand  
[Facebook](#) | [Twitter](#) | [LinkedIn](#)

# Media release

9 January 2024



## Insert headline in here

NZ Transport Agency Waka Kotahi (NZTA) spokesperson XXX says ...

"Quote ...," says Mr/Ms x.

NZTA thanks everyone for their patience while this important work is completed.

### Plan ahead for a safe, enjoyable journey. Keep up to date with:

- Traffic updates: [journeys.nzta.govt.nz/traffic](https://journeys.nzta.govt.nz/traffic)
- Facebook: [facebook.com/TransportAgency](https://facebook.com/TransportAgency)
- Twitter: [twitter.com/WakaKotahi\\_news](https://twitter.com/WakaKotahi_news)
- Journey planner: [journeys.nzta.govt.nz](https://journeys.nzta.govt.nz)
- Phone: 0800 4 HIGHWAYS (0800 44 44 49)

For more information please contact:

### Name

#### Media Manager

Phone: XX XXX XXXX

Mobile: XXX XX XXXX

Email: [first.last@nzta.govt.nz](mailto:first.last@nzta.govt.nz)

Website: [nzta.govt.nz](https://nzta.govt.nz)

The NZ Transport Agency works to create transport solutions for all New Zealanders – from helping new drivers earn their licences, to leading safety campaigns to investing in public transport, state highways and local roads.

 [About](#)  [Careers](#)  [Contact](#)



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**Te Kāwanatanga  
o Aotearoa**  
New Zealand Government

# Traffic Bulletin

9 January 2024



## Insert headline in here

NZ Transport Agency Waka Kotahi (NZTA) spokesperson XXX says ...

"Quote ...," says Mr/Ms x.

NZTA thanks everyone for their patience while this important work is completed.

### Plan ahead for a safe, enjoyable journey. Keep up to date with:

- Traffic updates: [journeys.nzta.govt.nz/traffic](https://journeys.nzta.govt.nz/traffic)
- Facebook: [facebook.com/TransportAgency](https://facebook.com/TransportAgency)
- Twitter: [twitter.com/WakaKotahi\\_news](https://twitter.com/WakaKotahi_news)
- Journey planner: [journeys.nzta.govt.nz](https://journeys.nzta.govt.nz)
- Phone: 0800 4 HIGHWAYS (0800 44 44 49)

For more information please contact:

### Name

#### Media Manager

Phone: XX XXX XXXX

Mobile: XXX XX XXXX

Email: [first.last@nzta.govt.nz](mailto:first.last@nzta.govt.nz)

Website: [nzta.govt.nz](https://nzta.govt.nz)

The NZ Transport Agency works to create transport solutions for all New Zealanders – from helping new drivers earn their licences, to leading safety campaigns to investing in public transport, state highways and local roads.

 [About](#)  [Careers](#)  [Contact](#)



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**Te Kāwanatanga  
o Aotearoa**  
New Zealand Government

**From:** [Karen Jones](#)  
**To:** **Out of scope**  
**Subject:** FW: new govt onramp page  
**Date:** Monday, 4 December 2023 8:58:00 AM  
**Attachments:** [new govt onramp page.docx](#)  
[image001.png](#)

---

Note this direction – let's chat?

Ngā mihi nui

## Karen Jones

### Group General Manager

Pūmanawa Tāngata | People and Safety (acting)

Te Waka Kōtuia | Engagement and Partnerships

Phone: **s 9(2)(a)**

Mobile: **s 9(2)(a)**

### Waka Kotahi NZ Transport Agency

National Office, 44 Bowen Street

Private Bag 6995, Wellington 6141, New Zealand

[twitter](#) | [youtube](#) | [facebook](#)




**From:** Karen Jones

**Sent:** Monday, 4 December 2023 8:52 am

**To:** **Out of scope** @nzta.govt.nz>

**Cc:** **Out of scope** @nzta.govt.nz>

**Subject:** new govt onramp page

Quite a few changes thanks if this is an OnRamp page.

**s 9(2)(g)(i)**

**Out**

Out of scope

Released under the Official Information Act 1982

Out of scope



## What changes

### Our name will change to English first

- This will be rolled out in a cost-effective approach following Ministerial direction and gradually
- The style guide and logo are being updated to support the change to our name – once available, they will go onto OnRamp.

Out of scope



Released under the Official Information Act 1982

**From:** Out of scope  
**To:** Out of scope  
**Cc:** Out of scope  
**Subject:** RE: New NZTA logo for Minister's PPE  
**Date:** Friday, 1 December 2023 12:21:37 PM  
**Attachments:** [image001.png](#)

---

Many thanks Out of scope

---

**From:** Out of scope @nzta.govt.nz>  
**Sent:** Friday, 1 December 2023 12:19 pm  
**To:** Out of scope @nzta.govt.nz>  
**Cc:** Out of scope @nzta.govt.nz>  
**Subject:** New NZTA logo for Minister's PPE

Kia ora Out of scope

Here is the updated file for you to use for the small PPE order.

FYI, We will work with Out of scope and NZ Blackwoods to get the PPE logos updated across the catalogue.

Ngā mihi.

Out of scope (he/him)

**Manager, Design and Brand**

Te Waka Kōtuitia – Engagement and Partnerships

Phone: s 9(2)(a)

Mobile: s 9(2)(a)

**Waka Kotahi** NZ Transport Agency

44 Bowen Street, Wellington, New Zealand

[Facebook](#) | [Twitter](#) | [LinkedIn](#)







**NZ TRANSPORT**  
**AGENCY**  
WAKA KOTAHI

Out of scope

---

**From:** Nicole Rosie  
**Sent:** Friday, 1 December 2023 8:26 am  
**To:** Cassandra Crowley  
**Cc:** Karen Jones; Out of scope Dr Paul Reynolds s 9(2)(a)  
**Subject:** RE: Out of cycle paper

Cassandra – we will get Out of /karen to respond and send you through further details that we have provided to the media on this. Short story is whilst cabinet approved a name change last year, this was never actioned with the legislative change to support not going through.

Ngā mihi,

**Nicole Rosie** ([she/her](#))  
**Chief Executive**  
Email: [Nicole.rosie@nzta.govt.nz](mailto:Nicole.rosie@nzta.govt.nz)  
Phone: s 9(2)(a)



[www.nzta.govt.nz](http://www.nzta.govt.nz)

**From:** Cassandra Crowley s 9(2)(a)  
**Sent:** Thursday, 30 November 2023 9:31 pm  
**To:** Nicole Rosie <[Nicole.Rosie@nzta.govt.nz](mailto:Nicole.Rosie@nzta.govt.nz)>  
**Cc:** Dr Paul Reynolds s 9(2)(a) Out of scope  
**Out of scope**@nzta.govt.nz>  
**Subject:** Re: Out of cycle paper

**CAUTION:** The sender of this email is from outside Waka Kotahi. Do not click links, attachments, or reply unless you recognise the sender's email address and know the content is safe.

Is there an error in two re legal name?

On Thu, 30 Nov 2023, 3:40 pm Nicole Rosie, <[Nicole.Rosie@nzta.govt.nz](mailto:Nicole.Rosie@nzta.govt.nz)> wrote:

Paul, Cassandra – after meeting with Minister Brown this week, we have received direction with regards to English name first. Please see the attached paper for more details.

Ngā mihi,

**Nicole Rosie** ([she/her](#))

**Chief Executive**

Email: [Nicole.rosie@nzta.govt.nz](mailto:Nicole.rosie@nzta.govt.nz)

Phone: s 9(2)(a)

**Waka Kotahi** NZ Transport Agency

44 Bowen Street, Wellington

Private Bag 6995, Wellington 6141, New Zealand

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Out of scope

---

**From:** Nicole Rosie  
**Sent:** Friday, 1 December 2023 2:33 pm  
**To:** Dr Paul Reynolds s 9(2)(a); Cassandra Crowley (Board Member); Karen Jones; Paul Reynolds (Board Member)  
**Cc:** Out of scope  
**Subject:** Re: Out of cycle paper

Yes it can, but the Minister has asked us to change branding and communication in media asap. Currently this is an oral request with no direction to this effect yet received.

He has also asked us to provide him with ppe that is branded NZTA.

So, we are in the position of needing to action specific requests from the Minister (orally) in the absence of a decision on this in the interim.

We could just get your support for an interim step on changing comms to manage this in the interim... noting the staged approach.

Regards

Nicole Rosie  
Chief Executive - Waka Kotahi (NZTA)

---

**From:** Paul Reynolds s 9(2)(a)  
**Sent:** Friday, December 1, 2023 11:59:20 AM  
**To:** Nicole Rosie <Nicole.Rosie@nzta.govt.nz>; Dr Paul Reynolds s 9(2)(a); Cassandra Crowley (Board Member) s 9(2)(a)  
**Cc:** Out of scope @nzta.govt.nz>  
**Subject:** RE: Out of cycle paper

**CAUTION:** The sender of this email is from outside Waka Kotahi. Do not click links, attachments, or reply unless you recognise the sender's email address and know the content is safe.

Hi Nicole  
Can this paper not go to the board as it meets on 11/12 December?  
Paul

Dr Paul H S Reynolds QSO

s 9(2)(a)

E  
M s 9(2)(a)

**From:** Nicole Rosie [mailto:Nicole.Rosie@nzta.govt.nz]

**Sent:** Thursday, 30 November 2023 3:41 p.m.

**To:** Dr Paul Reynolds s 9(2)(a) Cassandra Crowley (Board Member)  
s 9(2)(a)

**Cc:** Out of scope @nzta.govt.nz>

**Subject:** Out of cycle paper

Paul, Cassandra – after meeting with Minister Brown this week, we have received direction with regards to English name first. Please see the attached paper for more details.

Ngā mihi,

**Nicole Rosie** ([she/her](#))

**Chief Executive**

Email: [Nicole.rosie@nzta.govt.nz](mailto:Nicole.rosie@nzta.govt.nz)

Phone: s 9(2)(a)

**Waka Kotahi** NZ Transport Agency

44 Bowen Street, Wellington

Private Bag 6995, Wellington 6141, New Zealand

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**To** Dr Paul Reynolds, Chair  
Cassandra Crowley, Deputy Chair

**Cc** Executive Leadership Team

**From** Nicole Rosie

**Date** 30/11/2023

**Subject** For noting – implementing a change to English-first version of our name and logo

---

### Purpose

The memo advises you that the Executive Leadership Team has endorsed a change to an English first name in response to direction from the Minister of Transport.

### Recommendations

Management recommends that you:

1. **Note** that, in consultation with the Executive Leadership Team, I have approved a staged, cost minimisation approach to implementing our English first, following direction from our Minister.
2. **Note** that our legal name remains unchanged: New Zealand Transport Agency.
3. **Note** that for day-to-day use, the first use of our name will be “NZ Transport Agency Waka Kotahi” and thereafter it can be abbreviated to “NZTA”.
4. **Note** that our logo will revert to an English-first version and that we have taken this opportunity to refresh it slightly. Our Style Guide will be updated accordingly.

### Background

The *Coalition Agreement New Zealand National Party & New Zealand First* states that the Parties will “Ensure all public service departments will have their primary name in English, except for those specifically related to Māori”. While the commitment is specific to departments, the Prime Minister has publicly stated it will apply to the state sector and the Minister of Transport has this week verbally directed us to change our name to English-first.

We understand that the Public Service Commission (PSC) will be providing written confirmation of this direction to agencies.

### What you need to know

#### Our staged approach to implementation

Our implementation approach minimises the cost of the changing our name and logo. This means:

- All design work will be undertaken in-house
  - Working quickly to update digital templates with the new logo and name (for example media releases), which will be rolled out first
  - Updating our website and social media sites when possible
  - Using existing stocks of stationery and publications before reintroducing the new name and logo with any new orders
  - Taking an as and when approach to larger items such as building signage, highway signage and branded vehicles - there are no plans to replace signage where it will incur costs. The new logo will be used for anything new or when a replacement is required.
-

Current

Old

New



#### *Our English first name and logo*

#### **We remain committed to Te Ara Kotahi and building our capability and partnership with Māori**

The Government's direction is limited to our name and logo change. We remain committed to building our Māori capability and partnership with Māori as previously agreed in our strategic direction with the Board.

Staff have raised questions and concerns about this name change and what it means for our ongoing partnership, therefore we will reinforce our ongoing commitment to our Māori strategy, Te Ara Kotahi, in our staff communications. We plan to update the Board next year on our strategic approach and the refresh of Te Ara Kotahi in line with the incoming Government's objectives.

#### **Our approach is the same one we took we change our name to Te Reo**

Waka Kotahi is the te reo Māori name for the NZ Transport Agency. It was first introduced 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.

In August 2019, our logo was rearranged to give more prominence to Waka Kotahi. We updated our 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". The decision to give "Waka Kotahi" more prominent was made by the then Interim Chief Executive in consultation with the ELT.

**From:** Out of scope  
**To:** Out of scope  
**Cc:** Out of scope  
**Subject:** RE: 2023 NZTA logo update  
**Date:** Friday, 1 December 2023 3:24:24 PM

---

InfoHub, Journey Planner, OnRamp and Puna Koi lockups are ready to go

I've also stumbled across a couple of random ones which I've just got sitting empty in the Websites folder, hopefully it makes sense as to where they go lol

Ngā mihi,

Out of scope

Out of scope (she/her)

**Graphic Designer, Design and Brand**

Te Waka Kōtuia – Engagement and Partnerships

Email: Out of scope @nzta.govt.nz

---

**From:** Out of scope  
**Sent:** Friday, 1 December 2023 2:51 pm  
**To:** Out of scope @nzta.govt.nz>; Out of scope  
Out of scope @nzta.govt.nz>; Out of scope @nzta.govt.nz>; Out of scope  
Out of scope @nzta.govt.nz>  
**Cc:** Out of scope @nzta.govt.nz>; Out of scope @nzta.govt.nz>  
**Subject:** 2023 NZTA logo update

Kia ora koutou

Here's the path to the folder where you'll be able to find the new NZTA logos:

Internal link

The folder called **"Primary logo"** contains just the straight up NZ Transport Agency logos

The folder called **"Websites"** contains the lockups for OnRamp, Journey Planner etc etc. I will make a PNG and SVG with no padding in full colour and white for each lockup. I am making my way through these now so if you don't see a certain lockup in there, it'll be because they don't exist lol.

The current system I've established with Out of scope is I'll message him as each is ready to be made live, please let me know if you'd like an alternative way.

Ngā mihi,

Out of scope

Out of scope (she/her)

**Graphic Designer, Design and Brand**



Te Waka Kōtuia – Engagement and Partnerships

Email: **Out of scope** [@nzta.govt.nz](mailto:outofscope@nzta.govt.nz)

**Waka Kotahi** NZ Transport Agency

44 Bowen Street, Pipitea, Wellington 6011

Private Bag 6995, Wellington 6141, New Zealand

[Facebook](#) | [Twitter](#) | [LinkedIn](#)

Released under the Official Information Act 1982

**From:** Out of scope  
**To:** Out of scope  
**Subject:** FW: Draft content for Our name section of essential doc.  
**Date:** Friday, 1 December 2023 9:23:00 AM  
**Attachments:** [14-079 Writing style guide 5.2 our name page.pdf](#)  
[image001.png](#)  
[22-011 Writing and brand essentials our name page.pdf](#)  
[image002.png](#)

---

Out of scope

**Senior Manager Channels and Standards**  
Te Waka Kōtuia | Engagement and Partnerships

[facebook](#) | [twitter](#) | [linkedin](#)



---

**From:** Out of scope @nzta.govt.nz>  
**Sent:** Thursday, 30 November 2023 5:43 PM  
**To:** Out of scope @nzta.govt.nz>  
**Cc:** Out of scope @nzta.govt.nz>  
**Subject:** RE: Draft content for Our name section of essential doc.

Hi Out of scope

Am sending over Our name pages from Writing style and essentials doc. They were banged together in a bit of a rush - there's certainly more work to do on them...

Ngā mihi

Out of scope

**Adviser, Design and Brand**

Te Waka Kōtuia – Engagement and Partnerships

Email: Out of scope [@nzta.govt.nz](mailto:Out of scope@nzta.govt.nz)

Phone: s 9(2)(a)

**Waka Kotahi** NZ Transport Agency

---

**From:** Out of scope @nzta.govt.nz>  
**Sent:** Thursday, 30 November 2023 5:04 pm  
**To:** Out of scope @nzta.govt.nz>  
**Cc:** Out of scope @nzta.govt.nz>  
**Subject:** RE: Draft content for Our name section of essential doc.

It's possible that we may be saying that it's fine to use Waka Kotahi for internal use, will keep you updated.

Out of scope

**Senior Manager Channels and Standards**

Te Waka Kōtuia | Engagement and Partnerships

[facebook](#) | [twitter](#) | [linkedin](#)



---

**From:** Out of scope [redacted] <[\[redacted\]@nzta.govt.nz](mailto:[redacted]@nzta.govt.nz)>  
**Sent:** Thursday, 30 November 2023 3:16 PM  
**To:** Out of scope [redacted] <[\[redacted\]@nzta.govt.nz](mailto:[redacted]@nzta.govt.nz)>  
**Cc:** Out of scope [redacted] <[\[redacted\]@nzta.govt.nz](mailto:[redacted]@nzta.govt.nz)>  
**Subject:** Draft content for Our name section of essential doc.

Kia ora [redacted]

Here's this for a first draft – might need a tweak here and there a little further down the road ...

Ngā mihi

Out of scope [redacted]

**Adviser, Design and Brand**

Te Waka Kōtuia – Engagement and Partnerships

Email: Out of scope [redacted] <[\[redacted\]@nzta.govt.nz](mailto:[redacted]@nzta.govt.nz)>

Phone: s 9(2)(a) [redacted]

**Waka Kotahi** NZ Transport Agency

44 Bowen Street

Private Bag 6995, Wellington 6141, New Zealand

[Facebook](#) | [Twitter](#) | [LinkedIn](#)



# Writing style essentials

## Our name

It's important to use our name correctly, to keep our brand alive and strong.

### Waka Kotahi: travelling together as one

Waka means vessel and kotahi means one, so our te reo Māori name creates the idea of travelling together as one.

### Using Aotearoa New Zealand

You can use Aotearoa New Zealand if you'd like to. Use Aotearoa New Zealand in full the first time you mention it, then use Aotearoa alone every other time you mention it.

### Avoid these styles

- ✗ Don't write WK or the Agency.
- ✗ Don't write 'the NZTA are' – write 'the NZTA is'.

### Tip



Remember that we often don't need to use our name every single time we mention ourselves, especially when our communications are well branded. We use 'we, us, and our' to talk about ourselves – it really helps with our voice and our human, conversational tone for connecting with the reader.

## Full name

### NZ Transport Agency Waka Kotahi

Use our full name followed by our short name in brackets, the first time you mention us in your communication.

Use 'the' with our full name.

- ✓ The NZ Transport Agency Waka Kotahi (NZTA) believes in zero deaths and serious injuries on our roads by 2050.

NZTA people and partners work hard to strengthen all parts of the system: safe vehicles, safe behaviours, safe roads and safe speeds.

## Short name

### NZTA

Use NZTA alone (no brackets) every other time you mention us.

- ✓ In an emergency, follow all instructions from NZTA floor wardens. They may ask you to leave the building, go home or wait for more information.

## Legal name

### New Zealand Transport Agency

Use our legal name sparingly, only for legal documents like contracts or terms and conditions. Use our legal name the first time you mention us, then use our other names every other time you mention us. Clearly link our legal name with our other names, either in a sentence or in your list of definitions.

- ✓ Our legal name is New Zealand Transport Agency. In this document, we use NZ Transport Agency Waka Kotahi or NZTA to mean New Zealand Transport Agency.

(or)

Common term	Meaning
We, us, our, NZ Transport Agency Waka Kotahi, NZTA	New Zealand Transport Agency (our legal name)

# Our name

It's important to use our name correctly, to keep our brand alive and strong.

## Avoid these styles

- ✗ Don't write WK or the Agency.
- ✗ Don't write 'the NZTA are' – write 'the NZTA is'.

## Tip



Remember that we often don't need to use our name every single time we mention ourselves, especially when our communications are well branded. We use 'we, us, and our' to talk about ourselves – it really helps with our voice and our human, conversational tone for connecting with the reader.

## Full name

NZ Transport Agency Waka Kotahi

Use our full name followed by our short name in brackets, the first time you mention us in your communication.

Use 'the' with our full name.

The NZ Transport Agency Waka Kotahi (NZTA) believes in zero deaths and serious injuries on our roads by 2050.

NZTA people and partners work hard to strengthen all parts of the system: safe vehicles, safe behaviour, safe roads and safe speeds.

## Short name

NZTA

Use NZTA alone (no brackets) every other time you mention us.

In an emergency, follow all instructions from NZTA floor wardens. They may ask you to leave the building, go home, or wait for more information.

## Legal name

New Zealand Transport Agency

Use our legal name sparingly, only for legal documents like contracts or terms and conditions. Use our legal name the first time you mention us, then use our other names every other time you mention us. Clearly link our legal name with our other names, either in a sentence or in your list of definitions.

Our legal name is New Zealand Transport Agency. In this document, we use NZ Transport Agency Waka Kotahi or NZTA to mean New Zealand Transport Agency.

or

Common term	We, us, our, NZ Transport Agency Waka Kotahi, NZTA
Meaning	New Zealand Transport Agency (our legal name)

# Writing and brand essentials

December 2023

Version 1.4



**Te Kāwanatanga o Aotearoa**  
New Zealand Government

Released under the Official Information Act 1982





# Writing style essentials

## Our name

It's important to use our name correctly, to keep our brand alive and strong.

## Using Aotearoa New Zealand

You can use Aotearoa New Zealand if you'd like to. Use Aotearoa New Zealand in full the first time you mention it, then use Aotearoa alone every other time you mention it.

## Avoid these styles

- ✗ Don't write WK or the Agency.
- ✗ Don't write 'the NZTA are' – write 'the NZTA is'.

## Tip



Remember that we often don't need to use our name every single time we mention ourselves, especially when our communications are well branded. We use 'we, us, and our' to talk about ourselves – it really helps with our voice and our human, conversational tone for connecting with the reader.

## Our full name

NZ Transport Agency Waka Kotahi

## Our short name

NZTA

Use our full name followed by our short name in brackets, the first time you mention us in your communication.

- ✔ NZ Transport Agency Waka Kotahi (NZTA) believes in zero deaths and serious injuries on our roads by 2050.  
  
NZTA people and partners work hard to strengthen all parts of the system: safe vehicles, safe behaviours, safe roads and safe speeds.  
  
Use NZTA alone (no brackets) every other time you mention us.
- ✔ In an emergency, follow all instructions from NZTA floor wardens. They may ask you to leave the building, go home or wait for more information.

## Waka Kotahi: travelling together as one

Waka means vessel and kotahi means one, so our te reo Māori name creates the idea of travelling together as one.

## Legal name

New Zealand Transport Agency

Use our legal name sparingly, only for legal documents like contracts or terms and conditions. Use our legal name the first time you mention us, then use our other names every other time you mention us. Clearly link our legal name with our other names, either in a sentence or in your list of definitions.

- ✔ Our legal name is New Zealand Transport Agency. In this document, we use NZ Transport Agency Waka Kotahi or NZTA to mean New Zealand Transport Agency.  
  
(or)

Common term	Meaning
We, us, our, NZ Transport Agency Waka Kotahi, NZTA	New Zealand Transport Agency (our legal name)

# Brand system elements

## Our logo

We must use our logo on all internal and external material developed for and by NZTA.

Always use the logo in full, without editing or changing it, or any of its individual elements. Never add to the logo or create new logos to represent NZTA or its teams, groups and projects.

Only use logo files available on OnRamp or from the Channels and Standards team.

## Colour

The accepted formats are:

- full colour (spot colour, CMYK or RGB)
- one colour (black, blue or white).

Use the full colour logo wherever possible.

## Minimum size

For print, our logo must be no smaller than 30mm wide. On screen, it must be no smaller than 148 pixels wide.

## Clear space

Use the height of the word Waka as a guide to create the correct clear space around the logo. This is the minimum space you need around the logo, but it's always better to have more if you can.

Make sure you don't put any text, images (other than an appropriate contrasting background colour) or other graphics inside the clear space zone. This will make sure the logo always appears uncluttered, keeping its impact and visibility.

## More information

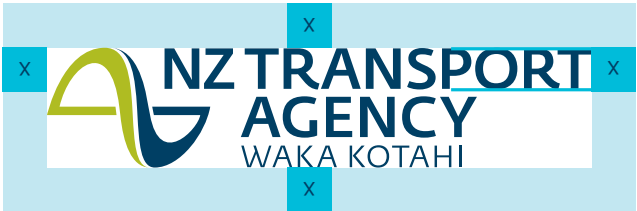
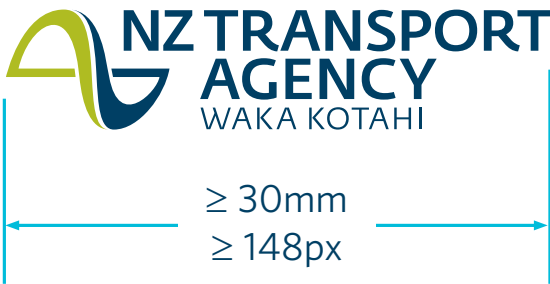


If you need logo files, check OnRamp.

[Using our logo \(OnRamp\)](#)

Email [channels@nzta.govt.nz](mailto:channels@nzta.govt.nz) if you need help or other file formats.

We only give access to our full logo library to approved design agencies, contractors and consultants.







Email [channels@nzta.govt.nz](mailto:channels@nzta.govt.nz) for more information or help with what's in this document or see the communication and engagement pages on OnRamp.





**From:** Out of scope  
**To:** Out of scope  
**Subject:** RE: Draft content for Our name section of essential doc.  
**Date:** Friday, 1 December 2023 8:23:00 AM  
**Attachments:** [image002.png](#)  
[image003.png](#)

---

Thanks Out of scope

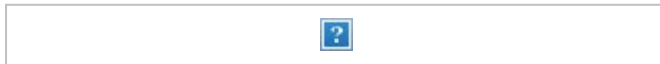
Will see what Nicole says on the People Leaders call today but I suspect we're going to have to also add Waka Kotahi under our Short Name and say something along the lines of You can use Waka Kotahi when engaging with iwi and for internal use.  
Kind of makes sense.

s 9(2)(a)

**Senior Manager Channels and Standards**

Te Waka Kōtuitia | Engagement and Partnerships

[facebook](#) | [twitter](#) | [linkedin](#)



---

**From:** Out of scope @nzta.govt.nz>  
**Sent:** Thursday, 30 November 2023 5:43 PM  
**To:** Out of scope @nzta.govt.nz>  
**Cc:** Out of scope @nzta.govt.nz>  
**Subject:** RE: Draft content for Our name section of essential doc.

Hi Out of scope

Am sending over Our name pages from Writing style and essentials doc. They were banged together in a bit of a rush - there's certainly more work to do on them...

Ngā mihi

Out of scope

**Adviser, Design and Brand**

Te Waka Kōtuitia – Engagement and Partnerships

Email: Out of scope @nzta.govt.nz

Phone: s 9(2)(a)

**Waka Kotahi** NZ Transport Agency

---

**From:** Out of scope @nzta.govt.nz>  
**Sent:** Thursday, 30 November 2023 5:04 pm  
**To:** Out of scope @nzta.govt.nz>  
**Cc:** Out of scope @nzta.govt.nz>  
**Subject:** RE: Draft content for Our name section of essential doc.

It's possible that we may be saying that it's fine to use Waka Kotahi for internal use, will keep you

Out of scope

**From:** InternalComms <[InternalComms@nzta.govt.nz](mailto:InternalComms@nzta.govt.nz)>

**Sent:** Friday, 1 December 2023 1:41 pm

**To:** People Leaders - Waka Kotahi <[PeopleLeaders@nzta.govt.nz](mailto:PeopleLeaders@nzta.govt.nz)>

**Subject:** Resources from today's people leader call with Nicole Rosie

Kia ora koutou,

Thank you for joining us for Nicole Rosie's people leader update today.

**Slide pack:** Here is the link to the slide pack, which you can refer to when connecting with your teams – you are encouraged to please connect your teams with the key material that we can provide right now:

[1 December 2023 – People leader update.pptx](#)

Out of scope

Ngā mihi,

Internal Communications team



[www.nzta.govt.nz](http://www.nzta.govt.nz)

# People leader update

1 December 2023



# Our name

A coalition commitment to deliver



- We have been asked to change our name to English first. This will be rolled out in a cost-effective approach from now
- This doesn't change our commitment to our strategy Te Ara Kotahi, our approach to working in partnership with Māori and continuing to uplift our capability
- You should refer to us as NZ Transport Agency Waka Kotahi first, abbreviated to NZTA

Out of scope

[View online](#)



Kia ora koutou,  
Today I'm bringing you an update in a slightly different format.  
I'm answering questions interview-style and will be largely focusing on the new government's 100-day plan and what it means for us, our name, and our mahi.  
The questions are:

Out of scope

- It's been signalled all government organisations use their **English name first**. Should we expect to see that change made here soon?

Out of scope



Out of scope

Have a great week everyone.  
Ngā mihi,  
Nicole (she/her)

Ngā mihi,

Out of scope

([she/her](#))

**Advisor, Change and Internal Communications**

Te Waka Kōtuia | Engagement and Partnerships

**Waka Kotahi** NZ Transport Agency

Released under the Official Information Act 1982

**From:** Out of scope  
**To:** Out of scope  
**Cc:** Out of scope  
**Subject:** RE: Our name - in confidence  
**Date:** Thursday, 30 November 2023 9:21:00 AM  
**Attachments:** [image004.png](#)  
[image005.png](#)  
[image006.png](#)

---

Fair enough, spoke to Out of scope just NZTA!

Out of scope

**Senior Manager Channels and Standards**  
Te Waka Kōtuia | Engagement and Partnerships  
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---

**From:** Out of scope @nzta.govt.nz>  
**Sent:** Thursday, 30 November 2023 8:30 AM  
**To:** Out of scope @nzta.govt.nz>; Out of scope @nzta.govt.nz>;  
Out of scope @nzta.govt.nz>; Out of scope @nzta.govt.nz>  
**Cc:** Out of scope @nzta.govt.nz>; Out of scope @nzta.govt.nz>  
**Subject:** RE: Our name - in confidence

Mōrena Out of scope

Thanks for the update!

I've been asked to put in a very strong recommendation sooner rather than later on behalf of the Specialist Channels team. We **strongly** recommend we **don't** have 2 alternative names for people to choose from (NZTA and Transport Agency).

From many many years of past experience between us all, it's far too confusing and we've seen all kinds of problems and inconsistencies. It's quite critical for our high-volume operational comms that customers **must** engage with (letters, emails, forms and so on).

Thank you,  
Out of scope

Out of scope (she/her)

**Senior Advisor and Plain Language Advisor, Channels and Standards**  
Te Waka Kōtuia – Engagement and Partnerships  
Phone: s 9(2)(a)



---

**From:** Out of scope @nzta.govt.nz>  
**Sent:** Wednesday, 29 November 2023 3:52 pm



**From:** Out of scope  
**To:** Out of scope  
**Subject:** Name  
**Date:** Thursday, 30 November 2023 10:24:00 AM  
**Attachments:** [image001.png](#)

---

Hi Out of scope

As discussed our preference for the name change is as follows:

Our legal name remains unchanged: New Zealand Transport Agency (this never changed when we moved to Waka Kotahi first)

For day to day use the first use of our name will be NZ Transport Agency Waka Kotahi and thereafter it can be abbreviated to NZTA.

Out of scope

**Senior Manager Channels and Standards**

Te Waka Kōtuia | Engagement and Partnerships

Email: Out of scope@nzta.govt.nz

Phone: s 9(2)(a)

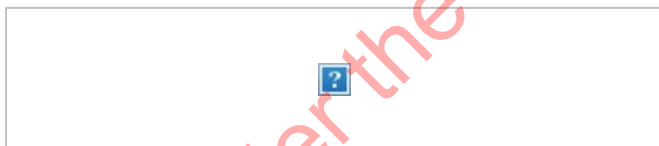
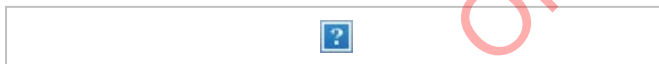
Mobile: s 9(2)(a)

**Waka Kotahi NZ Transport Agency**

44 Bowen Street

Private Bag 6995, Wellington 6141, New Zealand

[facebook](#) | [twitter](#) | [linkedin](#)



**From:** Out of scope  
**To:** Out of scope  
**Subject:** RE: Name  
**Date:** Thursday, 30 November 2023 10:43:00 AM  
**Attachments:** FW FYI re use of Te Reo name.msg  
image001.png

Kia ora Out of scope

I've confirmed with Out of scope

1. Please prepare the paper using the memo template not the Board paper template.
2. It should be for Board Chair noting, consistent with the approach when the Te Reo Māori name was adopted (see attached).
3. We should include the information on the approach to change.

Below is the information from the ELT paper.

Rec

1. **Endorses** a staged implementation to changing our primary name to English following direction from our Minister, and our style guide being updated, with a view minimising the cost of the change. Our primary name will be the NZ Transport Agency | Waka Kotahi with abbreviations being NZTA or the Transport Agency.

Proposed change	Impact on us
Ensure all public service departments have their primary name in English, except for those specifically related to Māori.	<p>While the coalition agreement is specific to departments, the Prime Minister and Deputy have made media statements that it will apply to the wider state sector, with Waka Kotahi being cited as an example of an agency that will change.</p> <p>Once our Minister has confirmed this direction, we would recommend a staged implementation to changing our primary name to English. Our primary name will be the NZ Transport Agency   Waka Kotahi with abbreviations being NZTA or the Transport Agency.</p>

Let me know if you need any other information.

Ngā mihi

Out of scope

Out of scope (she/her)

**Executive Advisor**

Te Waka Kōtuia - Engagement and Partnerships

Email: Out of scope@nzta.govt.nz

Phone: s 9(2)(a)

Mobile

**From:** Out of scope@nzta.govt.nz>

**Sent:** Thursday, 30 November 2023 10:24 am

**To:** Out of scope@nzta.govt.nz>

**Subject:** Name

Hi Out of scope

As discussed our preference for the name change is as follows:

Our legal name remains unchanged: New Zealand Transport Agency (this never changed when we moved to Waka Kotahi first)

For day to day use the first use of our name will be NZ Transport Agency Waka Kotahi and thereafter it can be abbreviated to NZTA.

**Out of scope**

**Senior Manager Channels and Standards**

Te Waka Kōtuia | Engagement and Partnerships

Email: Out of scope [@nzta.govt.nz](mailto:s 9(2)(a)@nzta.govt.nz)

Phone: s 9(2)(a)

Mobile:

**Waka Kotahi NZ Transport Agency**

44 Bowen Street

Private Bag 6995, Wellington 6141, New Zealand

[facebook](#) | [twitter](#) | [linkedin](#)




**From:** Out of scope  
**To:** Out of scope  
**Subject:** Draft memo with 3 logos added in  
**Date:** Thursday, 30 November 2023 12:04:00 PM  
**Attachments:** [Document1.docx](#)

---

Released under the Official Information Act 1982

**From:** Out of scope  
**To:** Out of scope  
**Subject:** RE: Media release with council logo  
**Date:** Thursday, 30 November 2023 1:17:31 PM  
**Attachments:** [image002.png](#)  
[image003.png](#)

---

Out of scope – assume that you are across this request and okay for Out of scope to make this for Out of scope?

Out of scope

**Senior Manager Channels and Standards**  
Te Waka Kōtuia | Engagement and Partnerships  
[facebook](#) | [twitter](#) | [linkedin](#)



[www.nzta.govt.nz](http://www.nzta.govt.nz)

---

**From:** Out of scope @nzta.govt.nz>  
**Sent:** Thursday, 30 November 2023 12:54 PM  
**To:** Out of scope @nzta.govt.nz>  
**Subject:** Media release with council logo

Hey Out of scope  
Are you happy with this request?

Kia ora channels team,

Are you able to please create a media release template for me that has both our logo and the Tauranga City Council logo in the header?

I have attached their logo, or there are other options here:

<https://www.tauranga.govt.nz/council/about-your-council/brand-guidelines>

I've also attached my current template, which is temporary until we get firm direction from new govt but this is the one we should use for now.

By Friday would be tremendous if you can manage it.

Thank you!

Ngā mihi

Out of scope ([she/her](#))

**Media Manager**  
Te Waka Kōtuia | Engagement and Partnerships

Email: Out of scope @nzta.govt.nz Mobile: s 9(2)(a)

## Waka KotahiNZ Transport Agency

[twitter](#) | [youtube](#) | [facebook](#)

Ngā mihi.

Out of scope

(he/him)

### Manager, Design and Brand

Te Waka Kōtuia – Engagement and Partnerships

Phone: s 9(2)(a)

Mobile: s 9(2)(a)

**Waka Kotahi** NZ Transport Agency

44 Bowen Street, Wellington, New Zealand

[Facebook](#) | [Twitter](#) | [LinkedIn](#)



[www.nzta.govt.nz](http://www.nzta.govt.nz)

Released under the Official Information Act 1982

**From:** Out of scope  
**To:** Out of scope  
**Cc:** Out of scope  
**Subject:** RE: Logo comparisons  
**Date:** Thursday, 30 November 2023 1:23:20 PM  
**Attachments:** [image001.png](#)  
[NZTA-Logo-comparisons.jpg](#)

---

Āno!

---

**From:** Out of scope  
**Sent:** Thursday, 30 November 2023 12:02 pm  
**To:** Out of scope <@nzta.govt.nz>  
**Cc:** Out of scope <@nzta.govt.nz>  
**Subject:** RE: Logo comparisons

---

**From:** Out of scope  
**Sent:** Thursday, 30 November 2023 11:54 am  
**To:** Out of scope <@nzta.govt.nz>  
**Cc:** Out of scope <@nzta.govt.nz>  
**Subject:** Logo comparisons

Et voila

Ngā mihi

Out of scope (he/him)

**Senior Graphic Designer, Design & Brand**  
Te Waka Kōtuia | Engagement & Partnerships  
Phone: s 9(2)(a)  
**Waka Kotahi** NZ Transport Agency



Please note I don't work on Wednesdays

Current



Old



New



Released under the Official Information Act 1982



**From:** Out of scope  
**To:** Out of scope  
**Cc:** Out of scope  
**Subject:** RE: Branded NZTA PPE gear suppliers  
**Date:** Thursday, 30 November 2023 4:38:00 PM  
**Attachments:** [image002.png](#)  
[image003.png](#)

---

Thanks Out of scope

Copying in Out of scope to liaise re: the vehicle branding and note that we have new vehicles due in the next few weeks!

Out of scope

**Senior Manager Channels and Standards**  
Te Waka Kōtuia | Engagement and Partnerships  
[facebook](#) | [twitter](#) | [linkedin](#)



---

**From:** Out of scope @nzta.govt.nz>  
**Sent:** Thursday, 30 November 2023 4:34 PM  
**To:** Out of scope @nzta.govt.nz>  
**Cc:** Out of scope @nzta.govt.nz>; Out of scope @nzta.govt.nz>; Out of scope  
Out of scope @nzta.govt.nz>  
**Subject:** RE: Branded NZTA PPE gear suppliers

Hi again Out of scope

Just FYI, I've also asked Out of scope (in my team – our National Fleet Coordinator) to hold off on new vehicle signage. We have quite a number of new vehicles due in the next few weeks as part of our EV transition.

Depending on timelines, we may get the vehicles out without signage to start with, and have new branding put on them when we have details, rather than having them held somewhere – either way, we'll work out the logistics.

I understand you've been in touch with s 9(2)(a) at NZ Safety Blackwoods – thank you . She seems like she has everything under control, and is amending the order system for us.

Ngā mihi,  
Out of scope

---

**From:** Out of scope @nzta.govt.nz>  
**Sent:** Thursday, 30 November 2023 2:27 pm  
**To:** Out of scope @nzta.govt.nz>; Out of scope  
Out of scope @nzta.govt.nz>  
**Cc:** Out of scope @nzta.govt.nz>; Out of scope @nzta.govt.nz>  
**Subject:** RE: Branded NZTA PPE gear suppliers

Excellent, thanks [Out of scope] we will keep you in the loop

---

**From:** [Out of scope] <[Out of scope]@nzta.govt.nz>  
**Sent:** Thursday, 30 November 2023 1:53 pm  
**To:** [Out of scope] <[Out of scope]@nzta.govt.nz>; [Out of scope] <[Out of scope]@nzta.govt.nz>  
**Cc:** [Out of scope] <[Out of scope]@nzta.govt.nz>; [Out of scope] <[Out of scope]@nzta.govt.nz>  
**Subject:** RE: Branded NZTA PPE gear suppliers

Yes, absolutely. I can get the BSS Managers to let their teams know to hold on to orders for now. And I'll let NZ Safety Blackwoods know that if they get any orders to hold off filling these until we let them know.

Ngā mihi,  
[Out of scope]

---

**From:** [Out of scope] <[Out of scope]@nzta.govt.nz>  
**Sent:** Thursday, 30 November 2023 1:00 pm  
**To:** [Out of scope] <[Out of scope]@nzta.govt.nz>; [Out of scope] <[Out of scope]@nzta.govt.nz>  
**Cc:** [Out of scope] <[Out of scope]@nzta.govt.nz>; [Out of scope] <[Out of scope]@nzta.govt.nz>  
**Subject:** RE: Branded NZTA PPE gear suppliers

Thanks [Out of scope] we will be in contact once we have agreement on the new logo. It's good to know that you're the person to coordinate.

In the meantime, do you think it might be worthwhile asking for a hold on branded PPE gear/stationery until we receive guidance on the updated branding? There is a heap of surplus PPE gear available in the offices if required for H&S reasons?

I just wanted to flag this for cost-saving reasons and adherence to the new Govt's wishes.

[Out of scope]

---

**From:** [Out of scope] <[Out of scope]@nzta.govt.nz>  
**Sent:** Thursday, 30 November 2023 12:50 pm  
**To:** [Out of scope] <[Out of scope]@nzta.govt.nz>; [Out of scope] <[Out of scope]@nzta.govt.nz>  
**Cc:** [Out of scope] <[Out of scope]@nzta.govt.nz>; [Out of scope] <[Out of scope]@nzta.govt.nz>  
**Subject:** RE: Branded NZTA PPE gear suppliers

Sorry, should have been clearer – I'm happy to liaise with NZ Safety Blackwoods on any changes (I won't get in touch with them until I hear from you)

Ngā mihi,  
[Out of scope]

---

**From:** [Out of scope]  
**Sent:** Thursday, 30 November 2023 12:42 pm

**To:** Out of scope @nzta.govt.nz>; Out of scope @nzta.govt.nz>  
**Cc:** Out of scope @nzta.govt.nz>; Out of scope @nzta.govt.nz>  
**Subject:** RE: Branded NZTA PPE gear suppliers

Hi Out of scope

Our supplier is NZ Safety Blackwoods for both PPE gear and corporate clothing. I manage the contract for this, and I am in touch with our national account manager there.

Is there an indication for the timeline for new branding at this stage? (I realise there are probably a few things up in the air, but this would give an indication of whether to hold off on urgent PPE orders, weighing up H&S requirements).

Our teams also order some other branded items (eg business cards), which could probably be paused too. Out of scope – I think the contract for Blue Star / branded consumables sits with your area?

Ngā mihi,

Out of scope

---

**From:** Out of scope @nzta.govt.nz>  
**Sent:** Thursday, 30 November 2023 11:49 am  
**To:** Out of scope @nzta.govt.nz>  
**Cc:** Out of scope @nzta.govt.nz>; Out of scope @nzta.govt.nz>; Out of scope  
Out of scope @nzta.govt.nz>  
**Subject:** Branded NZTA PPE gear suppliers

Hi there Out of scope

I'm wondering if you could send a note out to your BSS managers to determine how many PPE gear suppliers that we use in the Motu? I'm aware of NZ Safety Blackwoods but suspect that we use other suppliers.

We may need to contact their account managers to advise that our branding will be changing and to perhaps put a hold on future/existing branded PPE orders until such time they receive our new branding.

Ngā mihi nui

Out of scope

Executive Assistant Out of scope  
Group General Manager  
Te Waka Kōtuia | Engagement & Partnerships

DDI s 9(2)(a) / M s 9(2)(a)

Waka Kotahi NZ Transport Agency  
National Office / 44 Bowen Street  
Private Bag 6995, Wellington 6141, New Zealand

[facebook](#) | [twitter](#) | [linkedin](#)

**From:** Out of scope  
**To:** Out of scope  
**Cc:** Out of scope  
**Subject:** RE: Agency logo for Ministerial Services use only  
**Date:** Thursday, 30 November 2023 12:39:55 PM  
**Attachments:** [image001.png](#)  
[image002.png](#)

---

Awesome thanks Out of scope and Out of scope

---

**From:** Out of scope @nzta.govt.nz>  
**Sent:** Thursday, 30 November 2023 12:38 pm  
**To:** Out of scope @nzta.govt.nz>  
**Cc:** Out of scope @nzta.govt.nz>; Out of scope @nzta.govt.nz>;  
Out of scope @nzta.govt.nz>; Out of scope @nzta.govt.nz>  
**Subject:** Re: Agency logo for Ministerial Services use only

Kia ora Out of scope

No issues with that. The reason why we are keeping such close tabs on it is there is a proposed updated logo going to ELT. Once approved this logo will need to be the one replaced, not the old one.

Until then, happy for MS team to keep it within their fold.

Ngā mihi.

Out of scope (he/him)

**Manager, Design and Brand**

Te Waka Kōtuia – Engagement and Partnerships

Phone: s 9(2)(a)

Mobile: s 9(2)(a)

**Waka Kotahi** NZ Transport Agency

---

**From:** Out of scope @nzta.govt.nz>  
**Date:** Thursday, 30 November 2023 at 12:35 PM  
**To:** Out of scope @nzta.govt.nz>  
**Cc:** Out of scope @nzta.govt.nz>, Out of scope  
Out of scope @nzta.govt.nz>, Out of scope @nzta.govt.nz>, Out of scope  
Out of scope @nzta.govt.nz>  
**Subject:** Agency logo for Ministerial Services use only

Hi Out of scope

I know a couple of our staff have been provided with the new/old logo and explicitly asked not to share it. Ministerial Services as a team needs the logo for our briefings, as advised by Out of scope this morning, so can I please get my hands on it for Out of scope, and myself? Preferably our team

would have access but at a minimum the three Managers should have it so we can add it when reviewing and finalising to go out the door.

Of course, we will keep it very tightly held as we do with signatures of staff etc.

Happy to chat if you like,

Cheers

Out of scope

Out of scope

**Manager Ministerial Services - Enterprise**

Te Waka Koutua | Engagement and Partnerships

Email: **Out of scope** [@nzta.govt.nz](mailto:Out of scope@nzta.govt.nz)

Phone: **s 9(2)(a)** Mobile: **s 9(2)(a)**

**5** Years of service

**Waka Kotahi** NZ Transport Agency

Chews Lane Office, 50 Victoria Street

Private Bag 6995, Wellington 6141, New Zealand

[twitter](#) | [youtube](#) | [facebook](#)



[www.nzta.govt.nz](http://www.nzta.govt.nz)

Released under the Official Information Act 1982

**From:** [Karen Jones](#)  
**To:** [Out of scope](#)  
**Subject:** Karen Jones shared "Out of cycle paper - English first name" with you  
**Date:** Thursday, 30 November 2023 1:15:19 PM  
**Attachments:** [AttachedImage](#)  
[AttachedImage](#)  
[AttachedImage](#)  
[AttachedImage](#)  
[AttachedImage](#)



## Karen Jones shared a file with you

[Out of scope](#) - Can you draft an email from Nicole to Paul and Cassandra from her - saying that the Minister has asked us to give effect to this name change and we wish to follow due process in informing our Board of this change, hence the memo attached thanks.

[Out of scope](#) - made a few changes - there is one date to check as [Out of scope](#) was later than 2008 as CE and a final spell check please

and [Out of scope](#) - thanks heaps



Out of cycle paper - English first name



This link only works for the direct recipients of this message.

Open



[Privacy Statement](#)



**From:** Out of scope  
**To:** Out of scope  
**Subject:** FW: holding line - naming convention for Waka Kotahi NZ Transport Agency  
**Date:** Wednesday, 29 November 2023 2:35:00 PM  
**Attachments:** image002.png  
image003.png  
image004.png  
image005.png

**Senior Manager Channels and Standards**  
Te Waka Kōtuitia | Engagement and Partnerships  
[facebook](#) | [twitter](#) | [linkedin](#)



**From:** Out of scope <@nzta.govt.nz>  
**Sent:** Monday, 27 November 2023 3:43 PM  
**To:** Richard May <Richard.May@nzta.govt.nz>; Karen Jones <Karen.Jones@nzta.govt.nz>; Out of scope  
Out of scope <@nzta.govt.nz>; Out of scope <@nzta.govt.nz>; Out of scope  
**Cc:** Out of scope <@nzta.govt.nz>  
**Subject:** RE: holding line - naming convention for Waka Kotahi NZ Transport Agency

Hi again all,  
Just circling back to confirm that for media queries the agreed approach is that we will use the holding statement below, with the background material to be used if further context or clarification is required:

Holding statement

"The NZ Transport Agency will take the appropriate steps to give effect to the policy of the new Government that public service organisations should have their primary name in English."

Background

Waka Kotahi is the te reo Māori name for the NZ Transport Agency. It was first introduced 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.  
Prior to the establishment of the organisation, consultation was undertaken with the Māori Language Commission and Te Puni Kōkiri to seek their endorsement of the preferred te reo Māori name, Waka Kotahi.

In 2019, the NZ Transport Agency chose to give more prominence to our te reo Māori name. This operational decision was made by the Interim Chief Executive at the time, in consultation with the organisation's Executive Leadership Team.

Cheers,

Out of scope

Out of scope / Senior Media Manager  
Te Waka Kotuia Engagement and Partnerships  
Ms 9(2)(a)  
E Out of scope @nzta.govt.nz/ w nzta.govt.nz

From: Out of scope

Sent: Monday, 27 November 2023 12:41 PM

To: Richard May <Richard.May@nzta.govt.nz>; Karen Jones <Karen.Jones@nzta.govt.nz>; Out of scope

Out of scope @nzta.govt.nz>; Out of scope @nzta.govt.nz>; Out of scope

Out of scope @nzta.govt.nz>

Cc: Out of scope @nzta.govt.nz>

Subject: holding line - naming convention for Waka Kotahi NZ Transport Agency

Importance: High

Kia ora folks,

In anticipation of media and stakeholder enquiries relating to our naming convention which we're likely to receive this week, I've drafted up the holding line below, with input from Out of scope

If you're able to review and approve or suggest amendments this afternoon it would be much appreciated.

Cheers,

Out of scope

*Waka Kotahi is the te reo Māori name for the NZ Transport Agency. It was first introduced 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.*

*Prior to the establishment of the organisation, consultation was undertaken with the Māori Language Commission and Te Puni Kōkiri to seek their endorsement of the preferred te reo Māori name, Waka Kotahi.*

*In 2019, Waka Kotahi NZ Transport Agency chose to give more prominence to our te reo Māori name. This operational decision was made by the Interim Chief Executive at the time, in consultation with the organisation's Executive Leadership Team.*

*Waka Kotahi NZ Transport Agency will comply with any formal directive received from the new Government in relation to the naming convention for our organisation.*

Out of scope / Senior Media Manager  
Te Waka Kotuia Engagement and Partnerships



M s 9(2)(a)  
E Out of scope @nzta.govt.nz/ w nzta.govt.nz  
Waka Kotahi NZ Transport Agency  
Chews Lane Office / 50 Victoria Street  
Private Bag 6995, Wellington 6141, New Zealand

---



Released under the Official Information Act 1982

**From:** Out of scope  
**To:** Out of scope  
**Cc:** Out of scope  
**Subject:** Our name - in confidence  
**Date:** Wednesday, 29 November 2023 3:52:00 PM  
**Attachments:** [image004.png](#)  
**Importance:** High

---

Recommendation going to ELT tomorrow is - Our primary name will be the NZ Transport Agency | Waka Kotahi with abbreviations being NZTA or the Transport Agency.  
I've recommended removing the | and just having NZ Transport Agency Waka Kotahi and Karen is good with that.

On that basis can you start drafting up an update to the style guide that reflects this.

The recommendation will also be to minimise the cost of change so that should be reflected in the logo change and how we implement it – similar to when we went to the Waka Kotahi logo.

We will need to think about our key EBC letters and emails and how quickly and easily we can update them **Out of scope** also how much envelope stock we have, but that can wait until next week once we have an agreed approach.

**Out of scope**

**Senior Manager Channels and Standards**

Te Waka Kōtuitia | Engagement and Partnerships

Email: **Out of scope**@nzta.govt.nz

Phone: s 9(2)(a)

Mobile: s 9(2)(a)

**Waka Kotahi NZ Transport Agency**

44 Bowen Street

Private Bag 6995, Wellington 6141, New Zealand

[facebook](#) | [twitter](#) | [linkedin](#)



**From:** Out of  
**To:** Sarina Pratley  
**Cc:** Out of Karen Jones; Out of scope  
**Subject:** RE: Use of Te Reo in Contact Centre  
**Date:** Tuesday, 28 November 2023 11:27:51 AM  
**Attachments:** image001.png

---

Kia ora Sarina

I've checked with Karen and the ELT agenda on Thursday includes a comms plan for coalition commitments. The paper is being drafted today. Karen has advised that we take a BaU approach until then.

Ngā mihi

Out of scope

Out of scope (she/her)

**Executive Advisor**

Te Waka Kōtuitia - Engagement and Partnerships

Email: Out of scope@nzta.govt.nz

Phone: s 9(2)(a)

Mobile:

---

**From:** Sarina Pratley <Sarina.Pratley@nzta.govt.nz>  
**Sent:** Tuesday, 28 November 2023 10:26 am  
**To:** Out of scope@nzta.govt.nz; Out of scope  
Out of scope@nzta.govt.nz  
**Cc:** Out of scope@nzta.govt.nz; Karen Jones <Karen.Jones@nzta.govt.nz>  
**Subject:** RE: Use of Te Reo in Contact Centre

Thank you, Out of scope can you please organise a communication for Contact Centre staff to be able to officially answer questions from the public... based off the below information.

To clarify for all, we currently answer our phone enquiries with "Welcome to Waka Kotahi" and our IVR voice recording is the same.

Until we have a directive to change this we will be leaving as status quo. If this is to change, we will need to manage technology changes and support our people with the why and process including updating training material.

Can I please sign off the communication prior rolling out.

Ngā mihi nui

**Sarina Pratley** (she/her)

**Chief Customer & Services Officer**

Customer & Services

Email: [sarina.pratley@nzta.govt.nz](mailto:sarina.pratley@nzta.govt.nz)

Phone: s 9(2)(a)  
Mobile:

---

**From:** Out of scope <@nzta.govt.nz>  
**Sent:** Monday, 27 November 2023 4:21 pm  
**To:** Out of scope <@nzta.govt.nz>  
**Cc:** Out of scope <@nzta.govt.nz>; Sarina Pratley <Sarina.Pratley@nzta.govt.nz>  
**Subject:** RE: Use of Te Reo in Contact Centre

Kia ora Out of scope

I'm following up for you. I'll come back to you as soon as I can.

Ngā mihi

Out of scope

---

**From:** Out of scope <@nzta.govt.nz>  
**Sent:** Monday, 27 November 2023 4:01 pm  
**To:** Out of scope <@nzta.govt.nz>; Out of scope <@nzta.govt.nz>; Out of scope <@nzta.govt.nz>; Sarina Pratley <Sarina.Pratley@nzta.govt.nz>; Karen Jones <Karen.Jones@nzta.govt.nz>  
**Cc:** Out of scope <@nzta.govt.nz>; Out of scope <@nzta.govt.nz>; Out of scope <@nzta.govt.nz>  
**Subject:** RE: Use of Te Reo in Contact Centre

Kia ora everyone,

Thank you for your guidance. We are using the longer version for queries relating to the use of Reo, Out of scope

Ngā mihi,

Out of scope (she/her)

**Manager, Contact Centre**  
Te Mahau | Customer and Services

---

**From:** Out of scope <@nzta.govt.nz>  
**Sent:** Monday, 27 November 2023 3:35 pm  
**To:** Out of scope <@nzta.govt.nz>; Out of scope <@nzta.govt.nz>; Out of scope <@nzta.govt.nz>; Sarina Pratley <Sarina.Pratley@nzta.govt.nz>; Karen Jones <Karen.Jones@nzta.govt.nz>  
**Cc:** Out of scope <@nzta.govt.nz>; Out of scope <@nzta.govt.nz>; Out of scope <@nzta.govt.nz>  
**Subject:** RE: Use of Te Reo in Contact Centre

Hi Out of scope

My preference would be to stick with the slightly longer holding line:

*The NZ Transport Agency will take appropriate steps to give effect to the policy of the new Government that public service organisations should have their primary name in English.*

s 9(2)(g)(i)

Cheers,

Out of scope

Out of scope / Senior Media Manager  
Te Waka Kotia Engagement and Partnerships  
M s 9(2)(a)  
E Out of scope [@nzta.govt.nz](mailto:@nzta.govt.nz) / w [nzta.govt.nz](mailto:nzta.govt.nz)

---

**From:** Out of scope [@nzta.govt.nz](mailto:@nzta.govt.nz)

**Sent:** Monday, 27 November 2023 3:03 PM

**To:** Out of scope [@nzta.govt.nz](mailto:@nzta.govt.nz); Out of scope [@nzta.govt.nz](mailto:@nzta.govt.nz); Sarina Pratley <[Sarina.Pratley@nzta.govt.nz](mailto:Sarina.Pratley@nzta.govt.nz)>; Karen Jones <[Karen.Jones@nzta.govt.nz](mailto:Karen.Jones@nzta.govt.nz)>; Out of scope

Out of scope [@nzta.govt.nz](mailto:@nzta.govt.nz)

**Cc:** Out of scope [@nzta.govt.nz](mailto:@nzta.govt.nz); Out of scope

Out of scope [@nzta.govt.nz](mailto:@nzta.govt.nz)

**Subject:** RE: Use of Te Reo in Contact Centre

Kia ora Out of scope

Thank you for that; it will really help our frontline kaimahi.

Is everyone else comfortable for all other queries that we receive, that we use the following wording: *The Agency will take the appropriate steps to give effect to the policies of the new Government in due course.*

Ngā mihi,

Out of scope ([she/her](#))

**Manager, Contact Centre**

Te Mahau | Customer and Services

---

**From:** Out of scope [@nzta.govt.nz](mailto:@nzta.govt.nz)

**Sent:** Monday, 27 November 2023 2:39 pm

**To:** Out of scope [@nzta.govt.nz](mailto:@nzta.govt.nz); Out of scope [@nzta.govt.nz](mailto:@nzta.govt.nz); Sarina Pratley <[Sarina.Pratley@nzta.govt.nz](mailto:Sarina.Pratley@nzta.govt.nz)>; Karen Jones <[Karen.Jones@nzta.govt.nz](mailto:Karen.Jones@nzta.govt.nz)>; Out of scope

Out of scope [@nzta.govt.nz](mailto:@nzta.govt.nz)

**Cc:** Out of scope [@nzta.govt.nz](mailto:@nzta.govt.nz); Out of scope

Out of scope [@nzta.govt.nz](mailto:@nzta.govt.nz)

**Subject:** RE: Use of Te Reo in Contact Centre

**Importance:** High

Kia ora kōrua

**Out of scope** passed on your message about the calls to the contact centre. You can use the statement below. There are no FAQs or additional information. [@Sarina Pratley](#), [@Karen Jones](#) and **Out of scope** – FYI.

*The NZ Transport Agency already communicates primarily in English. The Agency will take the appropriate steps to give effect to the policy of the new Government that public service organisations should have their primary name in English.*

Ngā mihi

**Out of scope**

**Out of scope** (she/her)

**Executive Advisor**

Te Waka Kōtuia - Engagement and Partnerships

Email: **Out of scope** [@nzta.govt.nz](mailto:Out of scope@nzta.govt.nz)

Phone: **s 9(2)(a)**

Mobile **Out of scope**

---

**From:** **Out of scope** [@nzta.govt.nz](mailto:Out of scope@nzta.govt.nz)>

**Sent:** Monday, 27 November 2023 1:43 PM

**To:** **Out of scope** [@nzta.govt.nz](mailto:Out of scope@nzta.govt.nz)>

**Cc:** **Out of scope** [@nzta.govt.nz](mailto:Out of scope@nzta.govt.nz)>

**Subject:** Use of Te Reo in Contact Centre

Kia ora **Out of scope** – passing on a message from **Out of scope**, the Executive Advisor in Customer & Services.

**Out of scope** in the Contact Centre is fielding various calls via her team about the use of Te Reo in our scripts / websites etc. I believe we have a holding message about maintaining the status quo that her team are using but she's asking for some FAQ's or a bit more detail.

Are you able to connect with **Out of scope** about this?

Ngā mihi

**Out of scope**

**Out of scope**

**Executive Advisor**

Pūmanawa Tāngata – People & Safety Group

Email: **Out of scope** [@nzta.govt.nz](mailto:Out of scope@nzta.govt.nz)

Phone: **s 9(2)(a)**

**Waka Kotahi** NZ Transport Agency

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Out of scope

**From:** Nicole Rosie  
**Sent:** Tuesday, 28 November 2023 4:40 pm  
**To:** Karen Jones  
**Subject:** Re: Stuff request

Hey have we sent this? I think our position re use of our name or change of first name needs to be discussed and agreed with the Board. s 9(2)(g)(i)

s 9(2)(g)(i)

At this stage I would not be confirming a reversion to English first - until we agree around the approach.

Nicole

Regards

Nicole Rosie  
Chief Executive - Waka Kotahi (NZTA)

---

**From:** Karen Jones <Karen.Jones@nzta.govt.nz>  
**Sent:** Tuesday, November 28, 2023 3:43:01 PM  
**To:** Nicole Rosie <Nicole.Rosie@nzta.govt.nz>  
**Subject:** FW: Stuff request

Heads up on the below response.

We have spoken to the Minister's office & given a heads up to PSC.

Ngā mihi nui

## Karen Jones

Group General Manager  
Pūmanawa Tāngata | People and Safety

**From:** Out of scope <[redacted]@nzta.govt.nz>  
**Sent:** Tuesday, 28 November 2023 3:12 pm  
**To:** Karen Jones <Karen.Jones@nzta.govt.nz>  
**Subject:** RE: Stuff request

Thanks Karen – amended as below.

- Has Waka Kotahi been sent a directive from the new government about changes to its name, branding or use of te reo Māori?  
No formal directive has yet been received, however we are aware of the policy of the new Government that public service organisations should have their primary name in English, and we will take appropriate steps to give effect to this policy.
- Does Waka Kotahi have an estimate of how much it will cost and how long it will take to reverse the agency's name back to NZTA?



For background, Waka Kotahi NZ Transport Agency has not changed its name. Waka Kotahi is the te reo Māori name for the NZ Transport Agency. It was first introduced 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 NZ Transport Agency will take the appropriate steps to give effect to the policy of the new Government that public service organisations should have their primary name in English. We anticipate that the costs associated with this will be modest, as the design work for an updated logo will be completed in-house, and additional costs will be limited to the replacement of some signage at our public offices to reflect changes to the logo. As outlined in the response to question six in the OIA response below, the costs associated with changes made in 2020 to give 'Waka Kotahi' more prominence were less than \$1,000.

<https://www.nzta.govt.nz/assets/About-us/docs/oia2-2020/oia-6760-response.pdf>

- Have there been any concerns raised by staff within the agency about the comments made by members of the incoming government about the need for change at the agency?  
Waka Kotahi NZ Transport Agency has over 2,400 staff, and as is to be expected, many have raised questions with colleagues, managers and senior leaders about how the organisation will implement the policies of the new Government. As is the case across the public service, our people understand that it is our role to serve the Government of the day to the best of our ability and give effect to their policies.

As outlined in our Code of Conduct, we:

- maintain the political neutrality required to enable us to work with current and future governments
- carry out the functions of our organisation, unaffected by our personal beliefs
- support our organisation to provide robust and unbiased advice
- respect the authority of the government of the day.

Out of scope / Senior Media Manager

Te Waka Kōtuitia Engagement and Partnerships

Ms 9(2)(a)

Out of scope @nzta.govt.nz/ w nzta.govt.nz

From: s 9(2)(a) @stuff.co.nz>

Sent: Tuesday, 28 November 2023 1:38 PM

To: Out of scope @nzta.govt.nz>

Subject: Stuff request

**CAUTION:** The sender of this email is from outside Waka Kotahi. Do not click links, attachments, or reply unless you recognise the sender's email address and know the content is safe.

Kia ora Out of scope

I hope this finds you well.

Can you please send me a response to the following:

- Has Waka Kotahi been sent a directive from the new government about changes to its name, branding or use of te reo Māori?
- Does Waka Kotahi have an estimate of how much it will cost and how long it will take to reverse the agency's name back to NZTA?
- Have there been any concerns raised by staff within the agency about the comments made by members of the incoming government about the need for change at the agency?

If you could please aim to get a response back to me by COB today that would be tops. Feel free to give me a call if you want to discuss s 9(2)(a)



**From:** Out of scope  
**To:** Out of scope  
**Subject:** FW: naming convention for media statements and media responses  
**Date:** Tuesday, 28 November 2023 2:46:00 PM  
**Attachments:** [image001.png](#)  
[image004.png](#)  
[image005.png](#)  
[image006.png](#)  
[image007.png](#)  
[image008.png](#)  
[image009.png](#)  
[image010.png](#)

Ngā mihi

Out of scope

Out of scope (she/her)

**Executive Advisor**

Te Waka Kōtuitia - Engagement and Partnerships

Email: Out of scope [@nzta.govt.nz](mailto:Out of scope@nzta.govt.nz)

Phone: s 9(2)(a)

Mobile

**From:** Karen Jones <Karen.Jones@nzta.govt.nz>

**Sent:** Tuesday, 28 November 2023 12:08 pm

**To:** Out of scope [@nzta.govt.nz](mailto:Out of scope@nzta.govt.nz); Out of scope [@nzta.govt.nz](mailto:Out of scope@nzta.govt.nz)

**Subject:** RE: naming convention for media statements and media responses

Kia ora

In the absence of the direction from Govt or the ELT decision, I think go with status quo and use:

Waka Kotahi | NZ Transport Agency in the first use, and then the agency in subsequent uses.

I have checked with Richard too.

Ngā mihi nui

**Karen Jones**

**Group General Manager**

Pūmanawa Tāngata | People and Safety

Phone: s 9(2)(a)

Mobile:

**Waka Kotahi** NZ Transport Agency

National Office, 44 Bowen Street

Private Bag 6995, Wellington 6141, New Zealand

[twitter](#) | [youtube](#) | [facebook](#)



**From:** Out of scope <[redacted]@nzta.govt.nz>  
**Sent:** Tuesday, 28 November 2023 11:52 am  
**To:** Karen Jones <Karen.Jones@nzta.govt.nz>; Out of scope <[redacted]@nzta.govt.nz>  
**Subject:** RE: naming convention for media statements and media responses  
**Importance:** High

Hi Karen,

Happy to wait until Thursday for formal direction, but my team will have traffic bulletins and media statements to send out today and tomorrow, and we do need some temporary guidance – on the understanding that it's an interim step.

Cheers,

Out of scope  
[redacted]

Out of scope / Senior Media Manager  
Te Waka Kotahi Engagement and Partnerships  
Ms 9(2)(a)  
Out of scope <[redacted]@nzta.govt.nz / w nzta.govt.nz

**From:** Karen Jones <Karen.Jones@nzta.govt.nz>  
**Sent:** Tuesday, 28 November 2023 11:43 AM  
**To:** Out of scope <[redacted]@nzta.govt.nz>; Out of scope <[redacted]@nzta.govt.nz>  
**Subject:** RE: naming convention for media statements and media responses

Thanks Out of scope  
[redacted]

ELT are considering a paper on Thursday as to the wider implications of the coalition agreements. Given the implications of making this change for the wider business, I think all ELT should be across and agree to what is recommended re our Te reo name change. Therefore can you wait until Thursday to get this direction?

Out of scope for inclusions in the recs as an example of what we are proposing to give effect to the PM's direction.

Ngā mihi nui

**Karen Jones**

**Group General Manager**  
Pūmanawa Tāngata | People and Safety

Phone: s 9(2)(a)  
Mobile: [redacted]

**Waka Kotahi NZ Transport Agency**  
National Office, 44 Bowen Street  
Private Bag 6995, Wellington 6141, New Zealand  
[twitter](#) | [youtube](#) | [facebook](#)





**From:** Out of scope <[redacted]@nzta.govt.nz>  
**Sent:** Tuesday, 28 November 2023 11:37 am  
**To:** Karen Jones <Karen.Jones@nzta.govt.nz>  
**Subject:** naming convention for media statements and media responses  
**Importance:** High

Hi Karen,

Following on from our discussion this morning, in order to give effect to the policy of the new Government that public service organisations should have their primary name in English, we're proposing that our media statements, traffic bulletins and media responses will:

- Refer to the organisation as 'NZ Transport Agency/Waka Kotahi' for the initial reference, with 'NZ Transport Agency' used for subsequent references
- Refer to our people as 'NZ Transport Agency/Waka Kotahi' spokespeople – i.e. NZ Transport Agency/Waka Kotahi Group General Manager Transport Services Brett Gliddon
- Use the logo as in the media release template below which gives prominence to 'NZ Transport Agency' for our media statements and traffic bulletins.

Please let me know if you're happy with this as an interim approach.

Cheers,

Out of scope

Out of scope / Senior Media Manager  
Te Waka Kotahi Engagement and Partnerships  
Ms 9(2)(a)  
E Out of scope <[redacted]@nzta.govt.nz / w.nzta.govt.nz>

## MEDIA RELEASE

X December 2023



### Headline

NZ Transport Agency/Waka Kotahi spokesperson XXX says ...

"Quote ...," says Mr/Ms x.

The Transport Agency thanks everyone for their patience while this important work is completed.

**Plan ahead for a safe, enjoyable journey this summer. Keep up to date with:**

- Traffic updates:



- Facebook:
- Twitter:
- Journey planner:
- Phone: 0800 4 HIGHWAYS (0800 44 44 49)



---

**For more information please contact:**

Media Manager  
NZ Transport Agency

**M:** 021

**E:** [@nzta.govt.nz](mailto:@nzta.govt.nz)

**W:** [www.nzta.govt.nz](http://www.nzta.govt.nz)

The NZ Transport Agency works to create transport solutions for all New Zealanders – from helping new drivers earn their licences, to leading safety campaigns to investing in public transport, state highways and local roads.

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Released under the Official Information Act 1982

**From:** Out of scope  
**To:** Out of scope  
**Subject:** FW: naming convention for media statements and media responses  
**Date:** Tuesday, 28 November 2023 12:22:00 PM  
**Attachments:** [image002.png](#)  
[image005.png](#)  
[image006.png](#)  
[image007.png](#)  
[image008.png](#)  
[image010.png](#)  
[image011.png](#)  
[image003.png](#)  
**Importance:** High

Hi Out of scope

Below is what Out of scope is proposing to use for media releases and traffic bulletins this week. It's just a holding pattern but worth thinking about if we do go down the NZ Transport Agency Waka Kotahi route.

Not sure I like the / between NZ Transport Agency and Waka Kotahi and shortening to NZ Transport Agency doesn't feel that short to me.

Keen for your collective thoughts on what would work best, including use of NZTA

Out of scope

#### Senior Manager Channels and Standards

Te Waka Kōtuia | Engagement and Partnerships

[facebook](#) | [twitter](#) | [linkedin](#)



**From:** Out of scope <@nzta.govt.nz>  
**Sent:** Tuesday, 28 November 2023 11:47 AM  
**To:** Out of scope <@nzta.govt.nz>  
**Subject:** FW: naming convention for media statements and media responses  
**Importance:** High

...and here's what I've asked Karen to confirm as an interim guideline for our comms...

Out of scope / Senior Media Manager  
Te Waka Kōtuia Engagement and Partnerships  
Ms 9(2)(a)  
E Out of scope <@nzta.govt.nz/ w nzta.govt.nz>

**From:** Out of scope  
**Sent:** Tuesday, 28 November 2023 11:37 AM  
**To:** Out of scope <@nzta.govt.nz>  
**Subject:** naming convention for media statements and media responses  
**Importance:** High

Hi Karen,

Following on from our discussion this morning, in order to give effect to the policy of the new Government that public service organisations should have their primary name in English, we're proposing that our media statements, traffic bulletins and media responses will:

- Refer to the organisation as 'NZ Transport Agency/Waka Kotahi' for the initial reference, with 'NZ Transport Agency' used for subsequent references
- Refer to our people as 'NZ Transport Agency/Waka Kotahi' spokespeople – i.e. NZ Transport

Agency/Waka Kotahi Group General Manager Transport Services Brett Gliddon

- Use the logo as in the media release template below which gives prominence to 'NZ Transport Agency' for our media statements and traffic bulletins.

Please let me know if you're happy with this as an interim approach.

Cheers,

Out of scope

Out of scope / Senior Media Manager  
Te Waka Kotahi Engagement and Partnerships  
Ms 9(2)(a)  
E Out of scope @nzta.govt.nz/ w nzta.govt.nz

## MEDIA RELEASE

X December 2023

### Headline

NZ Transport Agency/Waka Kotahi spokesperson XXX says ...

"Quote ..., " says Mr/Ms x.

The Transport Agency thanks everyone for their patience while this important work is completed.

### Plan ahead for a safe, enjoyable journey this summer. Keep up to date with:

- Traffic updates:



- Facebook:
- Twitter:
- Journey planner:
- Phone: 0800 4 HIGHWAYS (0800 44 44 49)



### For more information please contact:

Media Manager  
NZ Transport Agency

M: 021

E: @nzta.govt.nz

W: [www.nzta.govt.nz](http://www.nzta.govt.nz)

The NZ Transport Agency works to create transport solutions for all New Zealanders – from helping new drivers earn their licences, to leading safety campaigns to investing in public transport, state highways and local roads.

[About](#) [Careers](#) [Contact](#)



**From:** Out of scope  
**To:** Out of scope; Prisca Gain; Richard May  
**Cc:** Leisa Coley; Out of scope  
**Subject:** RE: Cost of rebranding as Waka Kotahi  
**Date:** Tuesday, 28 November 2023 2:14:00 PM  
**Attachments:** image002.png  
image003.png

---

There's a slightly updated cost in a more recent OIA response but I don't think it got published on the website. It's a very small increase that added in the cost of trademarking the new logo.

Otherwise we did all the work in house, used up old stocks of stationery first and only used the new logo for anything new or end of life that needed replacing.

Out of scope

**Senior Manager Channels and Standards**

Te Waka Kōtuitia | Engagement and Partnerships

[facebook](#) | [twitter](#) | [linkedin](#)



---

**From:** Out of scope @nzta.govt.nz>  
**Sent:** Tuesday, 28 November 2023 1:08 PM  
**To:** Prisca Gain <Prisca.Gain@parliament.govt.nz>; Richard May <Richard.May@nzta.govt.nz>  
**Cc:** Out of scope @nzta.govt.nz>; Out of scope @nzta.govt.nz>; Karen Jones <Karen.Jones@nzta.govt.nz>  
**Subject:** FW: Cost of rebranding as Waka Kotahi

Hi all,

See the request below from *Newshub*.

I'll provide s 9(2)(a) with the link to the OIA response below, and refer him to the answer to question number six:

<https://www.nzta.govt.nz/assets/About-us/docs/oia2-2020/oia-6760-response.pdf>

cheers,

Out of scope

Out of scope / Senior Media Manager  
Te Waka Kōtuitia Engagement and Partnerships  
M s 9(2)(a)  
E Out of scope @nzta.govt.nz/ w nzta.govt.nz

---

**From:** s 9(2)(a) @wbdcontractor.com>  
**Sent:** Tuesday, 28 November 2023 12:35 PM  
**To:** Out of scope @nzta.govt.nz>

**Subject:** Cost of rebranding as Waka Kotahi

**CAUTION:** The sender of this email is from outside Waka Kotahi. Do not click links, attachments, or reply unless you recognise the sender's email address and know the content is safe.

Hi Out of scope

I'm been looking through hansard and written questions and even your annual reports but I can't find a figure.

I'd love to know how much it cost to rebrand NZTA/LTNZ into Waka Kotahi.

Ball park is fine.

Cheers,

s 9(2)(a)

**s 9(2)(a)**

Political Reporter, Newshub

**s 9(2)(a)**

[www.newshub.co.nz](http://www.newshub.co.nz)



Released under the Official Information Act 1982



**From:** Out of scope  
**To:** Out of scope; Sarina Pratley; Karen Jones; Out of scope  
**Cc:** Out of scope  
**Subject:** RE: Use of Te Reo in Contact Centre  
**Date:** Monday, 27 November 2023 3:04:00 PM  
**Attachments:** image001.png

---

Sorry can I just clarify.... are we already referring to Waka Kotahi as NZ Transport Agency?

s 9(2)(g)(i)

I prefer the 'snippet' Out of scope has suggested below.

Out of scope

---

**From:** Out of scope @nzta.govt.nz>  
**Sent:** Monday, 27 November 2023 3:03 PM  
**To:** Out of scope @nzta.govt.nz>; Out of scope @nzta.govt.nz>; Sarina Pratley <Sarina.Pratley@nzta.govt.nz>; Out of scope @nzta.govt.nz>; Out of scope @nzta.govt.nz>  
**Cc:** Out of scope @nzta.govt.nz>; Out of scope @nzta.govt.nz>  
**Subject:** RE: Use of Te Reo in Contact Centre

Kia ora Out of scope

Thank you for that; it will really help our frontline kaimahi.

Is everyone else comfortable for all other queries that we receive, that we use the following wording: *The Agency will take the appropriate steps to give effect to the policies of the new Government in due course.*

Ngā mihi,

Out of scope (she/her)

**Manager, Contact Centre**  
Te Mahau | Customer and Services

---

**From:** Out of scope @nzta.govt.nz>  
**Sent:** Monday, 27 November 2023 2:39 pm  
**To:** Out of scope @nzta.govt.nz>; Out of scope @nzta.govt.nz>; Sarina Pratley <Sarina.Pratley@nzta.govt.nz>; Karen Jones <Karen.Jones@nzta.govt.nz>; Out of scope @nzta.govt.nz>  
**Cc:** Out of scope @nzta.govt.nz>; Out of scope @nzta.govt.nz>  
**Subject:** RE: Use of Te Reo in Contact Centre  
**Importance:** High

Kia ora kōrua

**From:** Out of scope  
**To:** Out of scope  
**Cc:** Out of scope  
**Subject:** RE: Use of Te Reo in Contact Centre  
**Date:** Monday, 27 November 2023 1:49:00 PM  
**Attachments:** [image002.png](#)  
[image003.png](#)

---

Hi 

This probably needs to come from the CE's office re: a holding statement. I haven't received anything official yet so I am continuing with the status quo until such time.

**Out of scope** has created the following holding message for similar media enquiries about our te reo name:

*Waka Kotahi is the te reo Māori name for the NZ Transport Agency. It was first introduced 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.*

*Prior to the establishment of the organisation, consultation was undertaken with the Māori Language Commission and Te Puni Kōkiri to seek their endorsement of the preferred te reo Māori name, Waka Kotahi.*

*In 2019, Waka Kotahi NZ Transport Agency chose to give more prominence to our te reo Māori name. This operational decision was made by the Interim Chief Executive at the time, in consultation with the organisation's Executive Leadership Team.*

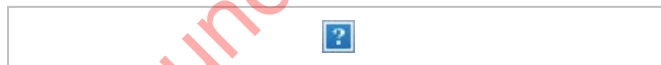
*Waka Kotahi NZ Transport Agency will comply with any formal directive received from the new Government in relation to the naming convention for our organisation.*

**Out of scope**

**Senior Manager Channels and Standards**



Te Waka Kōtua | Engagement and Partnerships

[facebook](#) | [twitter](#) | [linkedin](#)



---

**From:** Out of scope @nzta.govt.nz>  
**Sent:** Monday, 27 November 2023 1:43 PM  
**To:** Out of scope @nzta.govt.nz>  
**Cc:** Out of scope @nzta.govt.nz>  
**Subject:** Use of Te Reo in Contact Centre

Kia ora  – passing on a message from , the Executive Advisor in Customer & Services.

**Out of scope** in the Contact Centre is fielding various calls via her team about the use of Te Reo in our scripts / websites etc. I believe we have a holding message about maintaining the status quo that her team are using but she's asking for some FAQ's or a bit more detail.

Are you able to connect with **Out of scope** about this?

Ngā mihi

**Out of scope**

**Out of scope**

**Executive Advisor**

Pūmanawa Tāngata – People & Safety Group

Email: **Out of scope** [@nzta.govt.nz](mailto:Out of scope@nzta.govt.nz)

Phone: **s 9(2)(a)**

**Waka Kotahi** NZ Transport Agency

[Facebook](#) | [Twitter](#) | [LinkedIn](#)



Released under the Official Information Act 1982

**From:** Out of scope  
**To:** Richard May  
**Cc:** Sarina Pratley  
**Subject:** For advice: URGENT : Use of Te Reo in Contact Centre  
**Date:** Monday, 27 November 2023 2:05:00 PM  
**Attachments:** image002.png  
image003.png

---

Kia ora Richard

Please see below from Out of scope and Out of scope (and Sarina's Executive Advisor – Out of scope)

I don't think we can any further information as we haven't had a formal direction from the new Government. I'd appreciate your guidance on this as I want to ensure contact centre people have the support they need.

Ngā mihi

Out of scope

Out of scope (she/her)

**Executive Advisor**

Te Waka Kōtuia - Engagement and Partnerships

Email: s 9(2)(a) @nzta.govt.nz

Phone: s 9(2)(a)

Mobile

---

**From:** Out of scope @nzta.govt.nz>

**Sent:** Monday, 27 November 2023 1:50 pm

**To:** Out of scope @nzta.govt.nz>

**Cc:** Out of scope @nzta.govt.nz>

**Subject:** RE: Use of Te Reo in Contact Centre

Hi Out of scope

This probably needs to come from the CE's office re: a holding statement. I haven't received anything official yet so I am continuing with the status quo until such time.

Out of scope has created the following holding message for similar media enquiries about our te reo name:

*Waka Kotahi is the te reo Māori name for the NZ Transport Agency. It was first introduced 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.*

*Prior to the establishment of the organisation, consultation was undertaken with the Māori Language Commission and Te Puni Kōkiri to seek their endorsement of the preferred te reo Māori name, Waka Kotahi.*

*In 2019, Waka Kotahi NZ Transport Agency chose to give more prominence to our te reo Māori*

**From:** Out of scope  
**To:** Out of scope  
**Date:** Monday, 27 November 2023 10:41:00 AM  
**Attachments:** [image001.png](#)

---

To avoid the costs of rebranding, it was agreed that where changing the logo would incur a cost (eg signage, stationery, vehicle branding, computer applications) it would be phased in for any new instances only (eg new fleet vehicles). Where there is very little or no 'replacement' cost (eg templates) the owners of these would be encouraged to update them as soon as practicable.

Out of scope it should be noted that due to this approach there's still plenty of examples of the English-first logo still in circulation.

Out of scope

**Senior Manager Channels and Standards**

Te Waka Kōtuia | Engagement and Partnerships

Email: Out of scope@nzta.govt.nz

Phone: s 9(2)(a)

Mobile: s 9(2)(a)

**Waka Kotahi** NZ Transport Agency

44 Bowen Street

Private Bag 6995, Wellington 6141, New Zealand

[facebook](#) | [twitter](#) | [linkedin](#)




**From:** Out of scope  
**To:** Out of scope  
**Subject:** Found this from a few years ago - needs updating  
**Date:** Monday, 27 November 2023 10:39:00 AM  
**Attachments:** [image001.png](#)

---

## Appendix 1: Examples of the NZ Transport Agency logo usage

### WEBSITES

- NZ Transport Agency website
- OnRamp
- Education Portal
- Safer Journeys
- Drive.govt.nz
- RightCar.govt.nz
- Agents Portal
- VIRMS
- Transact sites
- Tolling Online

### PRINT AND PUBLICATIONS ETC

- Corporate documents that include:
  - Annual Report
  - SOI / SPE
  - Induction toolkit
- SH Project newsletters and other collateral (eg. Flyers, leaflets, printed newsletters, brochures, posters)
- Alliance and PPP partnerships
- 'Suppliers to' and 'Partnered with' logo
  - Agents (AA, VTNZ etc)
  - Contractors (BECA, HEB, Opus etc)
- Email newsletters
- Email signatures
- Staff ID cards
- Word and Powerpoint templates
- Factsheets
- Printed forms (MR1 etc)
- Road code book
- Letterheads
- Envelopes and other stationary items
- Business cards
- Banners
- Billboards
- SH project signs
- Corporate clothing
- Fleet vehicles
- Maintenance vehicles

### SYSTEMS

- Kiosk

- Payroll
- Service Desk (BMC)
- Citrix portal
- Sharepoint sites
- Lock screens
- Uview
- CRM
- Social media channels
  - Facebook
  - Twitter
  - LinkedIn
  - YouTube
  - Instagram
  - Workplace

Out of scope

#### Senior Manager Channels and Standards

Te Waka Kōtuia | Engagement and Partnerships

Email: Out of scope@nzta.govt.nz

Phone: s 9(2)(a)

Mobile: s 9(2)(a)

#### Waka Kotahi NZ Transport Agency

44 Bowen Street

Private Bag 6995, Wellington 6141, New Zealand

[facebook](#) | [twitter](#) | [linkedin](#)




## Out of scope

**From:** Nicole Rosie  
**Sent:** Friday, 8 December 2023 11:02 am  
**To:** Out of scope  
**Cc:** Out of scope  
**Subject:** RE: Deeply saddened by government's decision

Hi <sup>Out of scope</sup> I wanted to drop you a note when you were back from leave to respond to your email below. Thank you for writing to me to raise your concern and passion for our name and the deeper commitments that sit behind our Te Ao Maori journey.

I want to assure you that the organisation remains absolutely committed to continuing to build our cultural competency and our partnership with Māori. As I explained in my video, our work in this space will continue and be expanded to ensure we are working to expand our diversity, inclusion, and cultural competency programmes as this will be critical to us being an effective and efficient organisation.

With respect to our name, we will continue to use both our names – The New Zealand Transport Agency, Waka Kotahi – was the name we were originally given (the brand was this order) with our Maori name gifted at the time(2008/9). The incoming government has asked we lead with our English name so we will be returning to English first in our branding including retaining Waka Kotahi within the brand. The incoming government and our Minister have indicated that they are supportive of Waka Kotahi being used for audiences that prefer this and understand the role we perform.

I can and do appreciate your concern around honouring the gift we were given by mana whenua, iwi when given Waka Kotahi as our name. We intend to continue to prove through our actions that we will honour the gift we have received.

Ngā mihi,

Nicole Rosie (she/her)

### Chief Executive

Email: [Nicole.rosie@nzta.govt.nz](mailto:Nicole.rosie@nzta.govt.nz)

Phone: <sup>s 9(2)(a)</sup>

**Waka Kotahi** NZ Transport Agency

Private Bag 6995, Wellington 6141, New Zealand

[twitter](#) | [youtube](#) | [facebook](#)



[www.nzta.govt.nz](http://www.nzta.govt.nz)

**From:** Out of scope <@nzta.govt.nz>  
**Sent:** Sunday, 26 November 2023 10:14 am  
**To:** Nicole Rosie <[Nicole.Rosie@nzta.govt.nz](mailto:Nicole.Rosie@nzta.govt.nz)>  
**Cc:** Out of scope <@nzta.govt.nz>  
**Subject:** Deeply saddened by government's decision



Out of scope

**From:** Nicole Rosie  
**Sent:** Monday, 27 November 2023 11:26 am  
**To:** Dr Paul Reynolds s 9(2)(a) Cassandra Crowley (Board Member);  
Paul Reynolds (Board Member)  
**Cc:** Richard May; Out of scope  
**Subject:** Re: Deeply saddened by government's decision

Thanks both. That is exactly what I was after.

Nicole

Regards

Nicole Rosie  
Chief Executive - Waka Kotahi (NZTA)

---

**From:** Paul Reynolds s 9(2)(a)  
**Sent:** Monday, November 27, 2023 9:58:30 AM  
**To:** Nicole Rosie <Nicole.Rosie@nzta.govt.nz>; Dr Paul Reynolds s 9(2)(a)  
Cassandra Crowley (Board Member) s 9(2)(a)  
**Cc:** Richard May <Richard.May@nzta.govt.nz>; Out of scope @nzta.govt.nz>  
**Subject:** RE: Deeply saddened by government's decision

**CAUTION:** The sender of this email is from outside Waka Kotahi. Do not click links, attachments, or reply unless you recognise the sender's email address and know the content is safe.

Hi Nicole

I agree completely with Cassandra's comments to you. Additionally, I think it is likely that there will be an all-of-government response to the new government's naming policy, co-ordinated through the Public Service Commission.  
Paul

**Dr Paul H S Reynolds QSO**

Out of scope

**From:** Nicole Rosie [mailto:Nicole.Rosie@nzta.govt.nz]  
**Sent:** Sunday, 26 November 2023 1:54 p.m.  
**To:** Dr Paul Reynolds s 9(2)(a) Cassandra Crowley (Board Member)  
s 9(2)(a)  
**Cc:** Richard May <Richard.May@nzta.govt.nz>; Out of scope @nzta.govt.nz>  
**Subject:** Fwd: Deeply saddened by government's decision

Good afternoon both. Please see email chain below regarding the reversion to our English name outlined in coalition agreements and commented on by Winston Peters in the paper this weekend.

The ELT will discuss this at our off-site on Wednesday with a paper being pulled together by Karen and Richard, which will come to the Board. It is likely I will need to update staff in relation to our approach much sooner, which I will do in a video tomorrow.

I would appreciate any thoughts you have, noting it was the Board that tasked me with ensure we adopted Waka Kotahi as our formal name when I came into this role.

Our official name since inception has been The New Zealand Transport Agency, Waka Kotahi. Our legal name is The New Zealand Transport Agency. Cabinet agreed to change this to Waka Kotahi, New Zealand Transport Agency earlier this year, but the legislation supporting this change was never passed.

The emphasis and change to use Waka Kotahi was done at little or no cost as we agreed we would only make the change as we updated documents and branding.

The key change made in conjunction with moving to use Waka Kotahi as our first name, was a significant cultural and strategy reset that has been led over the last 4-5 yrs where we have embedded Te Ao Maori aspects into our strategy, values and priorities based off Waka Kotahi - "moving together".

This is far deeper than a name and will have significance for many well beyond a discussion of whether the Maori name should come first.

I would be very interested in your perspective on how we respond to this given the emphasis that has been placed on both the importance of utilising our Māori name and the associated culture and capability build.

At this stage I think we are likely to be asked to start using our English name first, which will require us to reset for media, comms etc quite fast.

Regards

Nicole Rosie  
Chief Executive - Waka Kotahi (NZTA)

---

**From:** Nicole Rosie <Nicole.Rosie@nzta.govt.nz>  
**Sent:** Sunday, November 26, 2023 11:39 AM  
**To:** Executive Leadership Team <ExecutiveLeadershipTeam@nzta.govt.nz>  
**Subject:** Fwd: Deeply saddened by government's decision

**s 9(2)(g)(i)** This email summarises how many of our people will feel. Waka Kotahi and moving together also forms the bases of our strategy, values and guiding stars - so has meaning and application well beyond the name.

I have asked Karen and Richard to bring a paper on this to the next ELT off- site and will also be raising this with the Board.

In the meantime, I will cover this in an update to staff on Monday and will be confirming status quo.

Regards

**From:** [Cassandra Crowley](#)  
**To:** [Nicole Rosie](#)  
**Cc:** [Dr Paul Reynolds](#) s 9(2)(a) [Richard May](#); Out of  
**Subject:** Re: Deeply saddened by government's decision  
**Date:** Sunday, 26 November 2023 9:35:07 pm  
**Attachments:** [image001.png](#)  
[image002.png](#)  
[image003.png](#)  
[image004.png](#)  
[image005.png](#)

---

**CAUTION:** The sender of this email is from outside Waka Kotahi. Do not click links, attachments, or reply unless you recognise the sender's email address and know the content is safe.

Kia ora Nicole,

some thoughts from me.

- response to this is one for Paul to navigate s 9(2)(g)(i)  
I have been involved in stated changes happening s 9(2)(g)(i)
- this has been very publicly signalled by the incoming government s 9(2)(g)(i)
- every change of government brings with it policy and tactical decisions that hit some staff members quite emotionally - its our job to help them through that.
- It is always prudent to provide information on cost of changes, transitional approaches s 9(2)(g)(i) e.g. avoiding external costs of change & renaming internal projects initially vs complete rename effective immediately vs simply referring to ourselves publicly as NZTA - s 9(2)(g)(i)
- 

Cassandra

On Sun, 26 Nov 2023 at 13:54, Nicole Rosie <[Nicole.Rosie@nzta.govt.nz](mailto:Nicole.Rosie@nzta.govt.nz)> wrote:  
Good afternoon both. Please see email chain below regarding the reversion to our English name outlined in coalition agreements and commented on by Winston Peters in the paper this weekend.

The ELT will discuss this at our off-site on Wednesday with a paper being pulled together by Karen and Richard, which will come to the Board. It is likely I will need to update staff in relation to our approach much sooner, which I will do in a video tomorrow.

I would appreciate any thoughts you have, noting it was the Board that tasked me with ensure we adopted Waka Kotahi as our formal name when I came into this role.

Our official name since inception has been The New Zealand Transport Agency, Waka Kotahi. Our legal name is The New Zealand Transport Agency. Cabinet agreed to change this to Waka Kotahi, New Zealand Transport Agency earlier this year, but the legislation supporting this change was never passed.



The emphasis and change to use Waka Kotahi was done at little or no cost as we agreed we would only make the change as we updated documents and branding.

The key change made in conjunction with moving to use Waka Kotahi as our first name, was a significant cultural and strategy reset that has been led over the last 4-5 yrs where we have embedded Te Ao Maori aspects into our strategy, values and priorities based off Waka Kotahi - "moving together".

This is far deeper than a name and will have significance for many well beyond a discussion of whether the Maori name should come first.

I would be very interested in your perspective on how we respond to this given the emphasis that has been placed on both the importance of utilising our Māori name and the associated culture and capability build.

At this stage I think we are likely to be asked to start using our English name first, which will require us to reset for media, comms etc quite fast.

Regards

Nicole Rosie  
Chief Executive - Waka Kotahi (NZTA)

---

**From:** Nicole Rosie <[Nicole.Rosie@nzta.govt.nz](mailto:Nicole.Rosie@nzta.govt.nz)>

**Sent:** Sunday, November 26, 2023 11:39 AM

**To:** Executive Leadership Team <[ExecutiveLeadershipTeam@nzta.govt.nz](mailto:ExecutiveLeadershipTeam@nzta.govt.nz)>

**Subject:** Fwd: Deeply saddened by government's decision

s 9(2)(g)(i)

This email summarises how many of our people will feel. Waka Kotahi and moving together also forms the bases of our strategy, values and guiding stars - so has meaning and application well beyond the name.

I have asked Karen and Richard to bring a paper on this to the next ELT off- site and will also be raising this with the Board.

In the meantime, I will cover this in an update to staff on Monday and will be confirming status quo.

Regards

Nicole Rosie  
Chief Executive - Waka Kotahi (NZTA)

---

**From:** Out of scope <[Out of scope@nzta.govt.nz](mailto:Out of scope@nzta.govt.nz)>

**Sent:** Sunday, November 26, 2023 10:14 AM

**To:** Nicole Rosie <[Nicole.Rosie@nzta.govt.nz](mailto:Nicole.Rosie@nzta.govt.nz)>

Cc: **Out of scope** @nzta.govt.nz>

**Subject:** Deeply saddened by government's decision

Mōrena Nicole

I'm just about to head out on leave for a few days, but felt compelled to share my thoughts with you.

I am deeply saddened at the government's decision to remove Te Reo from our company name.

You and most of the staff have embraced this initiative to bring the language into everyone's daily life, and I love it!

I was so looking forward to the Wall Walk next year! Will that still happen?

I've always been interested in Te Reo, have done a few small courses over the years, but recently completed a 20 week course through Te Wānanga o Raukawa.

My reo is certainly not fluent, but I understand more of the spoken word.

I am insulted that the names *gifted* to us by Iwi now have no relevance, and I think it's a slap in the face for them too as they obviously took the time and effort to gift them.

Does this mean we have to change car livery / signage?

I know it's a bit of a rant, but I feel so strongly about this. When I heard on the news it was as if someone had punched me in the stomach.

Anyhoo, that's me.

Thanks for reading this

Ngā mihi

s9(2)(a)



This message, together with any attachments, may contain information that is classified and/or subject to legal privilege. Any classification markings must be adhered to. If you are not the intended recipient, you must not peruse, disclose, disseminate, copy or use the message in any way. If you have received this message in error, please notify us immediately by return email and then destroy the original message. This communication may be accessed or retained by Waka Kotahi NZ Transport Agency for information assurance purposes.

--

Cassandra Crowley

Out of scope

s 9(2)(a)

The information contained in this message (and any accompanying documents) may be legally privileged and confidential. The information is intended for the recipient named in this message, may be valid only as at the date sent, and may not necessarily be the official view of Crescendi Group Limited. If you are not the intended recipient you must not use, disclose, copy, or distribute the information. If you have received this e-mail in error please notify the sender by return e-mail and delete the message. Thank you. No responsibility is accepted for any alterations made to this e-mail (or accompanying documents) after initial transmission.

Out of scope

---

**From:** Nicole Rosie  
**Sent:** Monday, 6 November 2023 5:36 pm  
**To:** Out of scope  
**Cc:** Out of scope  
**Subject:** RE: Official name of Waka Kotahi

Thanks – useful to know.

Ngā mihi,

**Nicole Rosie** ([she/her](#))

*Chief Executive*

Email: [Nicole.rosie@nzta.govt.nz](mailto:Nicole.rosie@nzta.govt.nz)

Phone: s 9(2)(a)

**Waka Kotahi** NZ Transport Agency

Chews Lane Office, 50 Victoria Street

Private Bag 6995, Wellington 6141, New Zealand

[twitter](#) | [youtube](#) | [facebook](#)



[www.nzta.govt.nz](http://www.nzta.govt.nz)

**From:** Out of scope <[redacted]@nzta.govt.nz>  
**Sent:** Monday, 6 November 2023 3:45 pm  
**To:** Nicole Rosie <Nicole.Rosie@nzta.govt.nz>  
**Cc:** Out of scope <[redacted]@nzta.govt.nz>  
**Subject:** Official name of Waka Kotahi

Kia ora Nicole,

I understand that you asked [redacted] in my team on Friday afternoon about the Agency's name, and in particular whether 'Waka Kotahi' is part of the Agency's official name.

The Agency's official name is still only the 'New Zealand Transport Agency'.

Cabinet agreed to amend the name to include 'Waka Kotahi' but this will require changes to the various pieces of legislation that refer to the Agency by name, in particular the Land Transport Management Act. This was to be done through the Regulatory Systems (Transport) Amendment Bill No 2 (RSTA 2), but this Bill was never introduced to Parliament before the general election. My team have spoken to the Policy team, and understand that this Bill has not even been drafted.

So the upshot is that the Agency's official name is the 'New Zealand Transport Agency' and there is no legislation currently before Parliament to change this. The new Government will decide whether this provision gets drafted and passed through the legislative process.

Regards

Out of scope

Out of scope [redacted] BA, LLB

**Group General Counsel – Governance, Risk & Assurance – Te Ama**

Email: Out of scope [redacted] [@nzta.govt.nz](mailto:[redacted]@nzta.govt.nz)

Phone: s 9(2)(a)

Mobile: [redacted]

**Waka Kotahi NZ Transport Agency**

44 Bowen St

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