

OC220497

7 July 2022

Luke

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Tēnā koe Luke,

I refer to your email dated 16 June 2022, requesting information under the Official Information Act 1982 (the Act) on the Manatū Waka Ministry of Transport identity refresh. I will answer each of your questions in turn.

**Question 1. “Why did the Ministry feel it was important to change its name?”**

We have an important role to play in the Crown-Māori relationship in all the work we do, and we recognise that this means a transport system that delivers for Māori. That’s why we developed Hei Arataki - the Ministry’s Māori Strategy - to ensure we understand how the transport system can better deliver for Māori, and how to act on it.

Hei Arataki aims to improve transport outcomes for Māori and underscores our commitment to our Crown-Māori partnership responsibilities. Reflecting that commitment, we’re now using our te reo name, Te Manatū Waka, as well as our English name. Our refreshed visual identity and our naming protocol proudly places our te reo name front and centre and affirms our role to improve transport outcomes for Māori, and with Māori. ‘Te Manatū’ means ‘The Ministry’ and ‘Waka’ means ‘vessel’ so our Māori name clearly conveys our role as the Government’s system lead on transport.

**Question 2. What reasoning does the Ministry have, in relation to its decision to rename the ministry?**

Please refer to the above response.

**Question 3. Who made the decision to change its name?**

Government departments, such as Te Manatū Waka, make a range of operational decisions that it sees best supports its work to improve the lives of New Zealanders. Te Manatū Waka must comply with Public Service Act guidance, but a name change to te reo Māori was an operational decision made by the Chief Executive.

**Question 4. Was the decision made in consultation with members of the public?**

No, the public was not consulted.

**Question 5. How much did it cost to change?**

Te Manatū Waka completed reimagining of our identity look and feel over 2021/22 to help reflect Hei Arataki, our Māori strategy. This rebranding included updating our Ministry logo as well as other visual elements of our brand to reflect Te Manatū Waka Ministry of Transport, the Crown-

Māori partnership and the aspiration to improve transport outcomes for Māori. This work cost approximately \$115,000, this includes design, entryway signage installation and meeting room graphics.

**Question 6. Why is the Maori name in a larger font than its English name?**

**Question 7. Why are the Maori terms used on the Ministry's website written in a larger font size than English terms?**

I am refusing these parts of your request under Section 18(e) of the Act as no document exists which explains this reasoning. The rebranding was undertaken prior to my appointment as the Engagement and Communications Manager so unfortunately I am unable to provide any recollections to you.

**Question 8. Please provide any correspondence between the Ministry of Transport and the Department of Prime Minister and Cabinet relating to the decision to change its name.**

**Question 9. Please provide any correspondence between the Ministry of Transport and the Public Service Commission relating to the decision to change its name."**

I am refusing these parts of your request under Section 18(e) of the Act as no such correspondence exists. I can advise you that the Ministry's CE at that time of the name change, Peter Mersi, orally advised the Minister of Transport and the Public Service Commission of the plan to change the Ministry's name.

You have the right to seek an investigation and review of this response by the Ombudsman, in accordance with section 28(3) of the Act. The relevant details can be found on the Ombudsman's website [www.ombudsman.parliament.nz](http://www.ombudsman.parliament.nz)

The Ministry publishes our Official Information Act responses and the information contained in our reply to you may be published on the Ministry website. Before publishing we will remove any personal or identifiable information.

Nāku noa, nā

James Macleod

Kaiwhakahaere - Whakapā ā-Irirangi | Manager

Te Rōpu Whakawhiti Kōrero, Whakapā Tāngata | Engagement & Communications

Te Manatū Waka Ministry of Transport