



8 November 2023

Ref: DOIA 2324-0957

Kylie

fyi-request-24547-800e15d3@requests.fyi.org.nz

Tēnā koe Kylie

Thank you for your email of 27 October 2023 to the Ministry of Business, Innovation and Employment (MBIE) requesting the following, under the Official Information Act 1982 (the Act),

Has the agency or any staff received external or internal instruction, direction or guidance, written or oral, to prepare, develop, review or edit briefings to incoming ministers with a view to removing the use of the word 'Aotearoa' or other te Reo Māori? If so, what was the instruction received (either copies of meeting minutes/emails/other document or via a summary of the memory of staff involved in the discussion(s)).

This letter follows up on my response of 24 November 2023.

In the development of the 17 final Briefings to Incoming Ministers (BIMs), MBIE followed guidance set out in the [Cabinet Manual](#) for how agencies should prepare briefings for incoming Ministers. In particular:

- Section 3.20: The written briefing should be tailored to the needs of the new Minister and prepared in similar presentation and style to other agency advice to the Minister. The level of detail included in this initial briefing will vary, depending on whether the Minister concerned has had any prior involvement with the portfolio, and whether there has been a change of government.
- Section 3.22, which states the written briefing is the first part of an ongoing process of briefing the new Minister. Its purpose is to give the Minister sufficient information to meet their initial requirements. This initial briefing will need to be supplemented, over a number of weeks, with further written or oral briefings as required.

The direction provided by MBIE to staff involved in producing BIMs followed this guidance and focused on the need for consistency of format, content and terminology across all documents and keeping them concise. This is because the focus of these initial briefings is to ensure MBIE is providing informative and immediate information to enable new Ministers to get up to speed in the portfolios they lead.

MBIE has not made changes to its use of te reo Māori, and we continue to encourage its use across our organisation.

Your request

We appreciate your patience while the final part of your response was being prepared.

As noted in my previous response, given the number of BIMs MBIE is responsible for producing, there was a significant programme of work across the organisation to brief incoming Ministers. To respond to your request required searching for and assessing a significant number of documents.

Five documents were found in scope of your request, which are outlined in **Appendix One** to this letter.

In line with sections 16(1)(e), 16(2)(c), section 9(2)(g)(i) and 9(1) of the OIA, I have extracted three pieces of material from its source document; the information concerned is listed in **Appendix One** to this letter, and the extracted material is contained in **Appendix Two**.

If you wish to discuss any aspect of your request or this response, or if you require any further assistance, please contact OIA@mbie.govt.nz.

You have the right to seek an investigation and review by the Ombudsman of this decision. Information about how to make a complaint is available at www.ombudsman.parliament.nz or freephone 0800 802 602.

Nāku noa, nā

A handwritten signature in blue ink, appearing to read 'Melanie Porter', is positioned above the typed name.

Melanie Porter
Deputy Secretary, Te Waka Pūtahitanga

Appendix One

List of documents in scope

Please note, information has been redacted from Documents 3 and 4 under section 9(2)(a) of the OIA, to protect the privacy of natural persons.

Doc	Date	Title
1	11 October 2023	<p>Key findings from review on initial draft BIMs</p> <p>Notes about early BIM structure from Mark Steel, Director, Regulatory Systems and Lesley McConnell, Head of the Office of the Deputy Secretary, Buildings, Resources and Markets</p> <p>Refer to Appendix Two for extracted information</p>
2	13 October 2023	<p>Comment from Melanie Porter regarding the draft BIM suggesting replacement of the following line:</p> <p><i>Māori firms tend to innovate more, drawing on kaupapa and mōhiotanga Māori</i></p> <p>With</p> <p><i>The Productivity Commission found that Māori SMEs are more likely to export and have higher rates of innovation and research and development than other New Zealand firms.</i></p> <p>Refer to Appendix Two for extracted information</p>
3	24 October 2023	<p>Small Business BIM proofread</p> <p>Email</p>
4	24 October 2023	<p>Action: CCA BIM proof reading – due tomorrow (Wednesday) midday</p> <p>Email</p>
5	27 October 2023	<p><i>Key Review Messages for All MBIE BIMs</i></p> <p>Notes about BIM content</p> <p>Refer to Appendix Two for extracted information</p>

Appendix Two

Extractions from Documents 1, 2 and 5

Document 1

Key Review Messages for All MBIE BIMs

12	Peer review thoroughly for language and tone. Suggest could be done by swapping BIMs across teams – that is generally a good way to pick up language and jargon that the team may not notice	Use consistent wording in all BIMs: <ul style="list-style-type: none">o Use the term 'New Zealand' rather than 'Aotearoa New Zealand'o Use the term 'Treaty of Waitangi' rather than 'Te Tiriti o Waitangi'o Use 'Distribution' when referring to 'Inclusion'
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Document 2

Comment from Melanie Porter regarding draft Briefing to the Incoming Minister

13 October 2023

Please note, this is reproduced verbatim, and is an incomplete sentence.

Melanie Porter

Depending on their fluency in te reo, the reader will not know what mōhiotanga Māori means. Can we

Document 5

Key findings from review on initial draft BIMs

Consistency Issues

Nomenclature

- o [MS] Nomenclature. “New Zealand” or “Aotearoa New Zealand”? Or are we quite happy to vary, both within and between BIMs? NB, S9(1)(b) of the Māori Language Act 2016 establishes a principle that, as far as reasonably practicable, departments of State should use the Māori language in the provision of Government services. I know advice to ministers may not strictly be a government service, but the principle holds.

Māori - Crown / Treaty of Waitangi

[...]

- o [LM] Inconsistent use of Crown-Māori vs Māori-Crown.

3

From: OIA 9(2)(a)
Sent: Tuesday, 24 October 2023 4:49 PM
To: OIA 9(2)(a)
Cc: OIA 9(2)(a)
Subject: Small Business BIM Proofread [IN-CONFIDENCE]
Attachments: Small Business BIM working doc.docx

Hi OIA 9(2)(a)

Thank you for volunteering to proofread/peer review the Small Business BIM. We would like to take you up on your offer. I have attached the document here. If you could complete the proofread by tomorrow COP (Wednesday), that would be great. If other work has come up and you are now unable to proofread, please let me know ASAP so I can reassign your pages to someone else.

Please see below your sections to proof. Please send the document back to me once you have completed the proofread.

OIA 9(2)(a) sections 1-3, pages 2-10

OIA 9(2)(a) sections 4-6 and Annex 1 & 2, pages 11-23

Please follow the MBIE style guide when providing your proofing feedback: [MBIE writing style guide \(sharepoint.com\)](#). Please also check we have referenced all the right table numbers and annexes.

We have been told to use and avoid certain terms, so if you see any terms that are incorrect, please flag and suggest an alternative:

- Do not use the term wellbeing
- Aotearoa New Zealand – should be New Zealand
- Refer to 'Māori Crown Relations' (not Māori – Crown, Crown-Māori or other variation)
- Use plain English and avoid jargon in language and tone
- Can you also critically look at the BIM language – this is the Minister's portfolio and his/ her work-programme. Please remove any reference to 'our' regulatory system, 'our work' etc.

Oliver did a scout of key phrases that the National Party have used in its policy documents. You could bear these in mind for wording suggestions:

- "Strong economy" as a preface to addressing many issues, such as the cost-of-living crisis, investing in public services, and lift wages, etc.
- "Working for all New Zealanders"
- "Fiscal discipline"
- "economic growth/potential/productivity"
- "investment".

Thank you so much and let me know if you have any questions or concerns.

Nga mihi,

OIA 9(2)(a)

Policy Advisor, Small Business Policy
Building, Resources and Markets
Ministry of Business, Innovation & Employment | Hikina Whakatutuki
OIA 9(2)(a) [@mbie.govt.nz](#) | OIA 9(2)(a)

From: OIA 9(2)(a)
Sent: Tuesday, 24 October 2023 12:21 PM
To: OIA 9(2)(a)
Cc: OIA 9(2)(a)
Subject: Action: CCA BIM proof reading - due tomorrow (Wednesday) midday [IN-CONFIDENCE]

Hello,
 Thank you for volunteering to proof read the [CCA BIM](#). We would like to take you up on your offer. Please let your proofing done by tomorrow midday (Wednesday). If other work has come up and you are now unable to proof read, please let me know ASAP so I can reassign your pages to someone else.

Please see below your sections to proof. If possible, please use word online so multiple people can be in the document at once:

- OIA 9(2)(a) : sections 1-3, pages 4-14
- OIA 9(2)(a) sections 4-5, pages 15-26
- OIA 9(2)(a) section 6 and part of Annex 1 (to the end of the financial markets bit) – pages 27-35
- OIA 9(2)(a) second part of Annex 1 (consumer & commercial – trade & inclusive – pages 36-46)
- OIA 9(2)(a) Annex 2 (pages 46-56)
- Annex 3 is a WIP so we'll leave this one off the proofing list for now

Please follow the MBIE style guide when providing your proofing feedback: [MBIE writing style guide \(sharepoint.com\)](#). Please also check we have referenced all the right table numbers and annexes.

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- "Working for all New Zealanders"
- "Fiscal discipline"
- "economic growth/potential/productivity"
- "investment".

Thank you so much, and let me know if you have any questions or concerns.

Ngā mihi,
 OIA 9(2)(a) (she/ her)
 SENIOR POLICY ADVISOR

Consumer Policy team | Building, Resources and Markets
 Ministry of Business, Innovation & Employment

OIA 9(2)(a) [redacted] @mbie.govt.nz | Telephone: OIA 9(2)(a) [redacted]

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