



New Zealand Geographic Board
 Ngā Pou Taunaha o Aotearoa (NZGB)
Focussed Discussion

MINUTES

Venue: Executive Boardroom 1
 Lobby level, James Cook Hotel
 147 The Terrace
 Wellington

Wednesday 11 December 2019

Duration: 10.15am-3.50pm
 Morning tea: 11.12am-11.33am
 Lunch: 12.28pm-1.04pm

A. General

1. Welcome | Karakia

Welcome

The Chairperson opened the hui, welcomed NZGB members and introduced Morwenna Grills as the facilitator for the day. The Chairperson also advised that NZGB members Matanuku Mahuika and Adam Greenland, and LINZ's CE Gaye Searancke, would be arriving around midday, and also that Paulette Tamati-Elliffe would be slightly late due to flight disruption. The NZGB noted housekeeping matters for this offsite location.

Karakia

None.

2. Present | Apologies

NZGB members (8)	
Anselm Haanen, Chairperson	Surveyor-General, Land Information New Zealand (LINZ)
David Barnes	Federated Mountain Clubs of New Zealand Inc.
Jenni Vernon (left at 2.36pm)	Minister for Land Information
Merata Kawharu (left at 3.41pm)	Minister for Land Information
Adrienne Staples (left at 3.49pm)	Local Government New Zealand
Paulette Tamati-Elliffe (from 10.35am, left at 3.41pm)	Te Rūnanga o Ngāi Tahu (TRONT)
Adam Greenland (from midday)	National Hydrographer, LINZ
Matanuku Mahuika (from midday)	Minister for Māori Development

NZGB member apologies (2)	
Michael Roche	New Zealand Geographical Society Inc.
Tekau Rikirangi Gage	Minister for Māori Development

Facilitator (1)	
Morwenna Grills	Business Manager, Strategy & Stewardship, LINZ

Observers (2)	
Gaye Searancke (from 12.05pm, left at 2.31pm)	Chief Executive, LINZ
Gemma Carruthers	Coordinator, Strategy & Stewardship, LINZ

NZGB Secretariat (1)	
Wendy Shaw	Secretary

3. Agenda

There were no changes to the agenda.

4. Minutes

Adrienne Staples congratulated the Secretariat on producing excellent minutes.

Resolution

That the minutes of 18 October 2019 be ratified.

Moved Adrienne Staples
Seconded Jenni Vernon
All in favour
Carried

Action required

- Secretariat to obtain the Chairperson's signature and publish an unsigned, updated version on the LINZ webpages, excluding Treaty Crown-in-confidence content.

Matters arising

There were no matters arising.

Discussion

The NZGB considered it may not be necessary to post the minutes of this hui on the LINZ webpages as there are no decisions on place names to be made.

B. Goals for the day

5. Where does the NZGB want to get to today?

Chairperson's comments

The Chairperson advised of his earlier discussion with Gaye Searancke about what the NZGB is trying to achieve and what its broader strategic goals are. Gaye Searancke communicated a strong interest in supporting the NZGB's kaupapa, especially relating to:

1. A dedicated Comms resource – website, education, outreach, branding, and
2. Transformation; making the shifts (a LINZ outcomes focus in four themes¹ to move to 'across and out').
These align with the NZGB's goals, especially in terms of iwi and Treaty contributions.

The Chairperson commented that the NZGB is not likely to get a definitive answer from Gaye Searancke but rather a steer. He emphasised the symbiotic relationship and close partnership with LINZ, especially with the Topo, Hydro, and IS&D² teams.

Introductions

Morwenna Grills introduced herself with her pepeha. Her background is with the BBC³, TVNZ⁴, MOE⁵ and LINZ Comms. In 2016 she was the Press Secretary for Ministers Parata and Kaye. She currently works as the Business Manager for Strategy & Stewardship at LINZ. She is passionate about place names, culture and stories.

¹ Strategic, Connected, Innovative and flexible, Outward-looking

² Information Strategy and Delivery

NZGB members introduced themselves to Morwenna Grills.

The Chairperson advised that NZGB appointments and reappointments progress are not finalised yet.

The NZGB noted that this hui is a strategic discussion session and not about decision making on place name proposals. It offers an opportunity to revisit and reaffirm its Strategic Plan.

Goals for the day

The NZGB identified four high level categories:

- Raising the profile of the NZGB's work and place names and their stories
- NZGB resources
- Succession planning within the Secretariat and relationship with LINZ
- Consider what success looks like

Further discussion points

- Address ongoing questions for the website, brand, identity and communications.
- Promote names and their history. Educate people on Aotearoa, eg NZTA⁶. How will we do this? Ambassadors?
- School resources plus education outreach. What resources are needed to do this?
- Names tell stories. What are our opportunities? Prioritise well known places. Visibility of NZGB members.
- Influence. Relationship with MFAT⁷. Is the NZGB valued? How do we demonstrate value?
- Resources for the NZGB's – partnerships?
- Increased recognition – raising awareness of the NZGB.
- Succession planning for the NZGB Secretariat – managerial role for the Secretary.
- Confirm goals and the projects that will achieve them.
- Strengthen the relationship with LINZ – shared goals.
- Mutual support – NZGB and Secretariat.
- Our success – what does it look like? How will we measure success?

NZGB discussion

The NZGB noted that it has talked a lot about branding and identity but there have been no clear actions. It had a general discussion covering what success looks like and communicating well.

Education

The NZGB fulfils a key role of government through making decisions about place names. The NZGB recognises that there is an opportunity for New Zealanders to understand more about place names, which provide a window into our shared history. Story telling about place names shares the richness of New Zealand's heritage and culture. However, the Secretariat is currently constrained by a lack of support and resources to create opportunities to promote the stories behind place names. It's recognised that there is more opportunity online to showcase NZGB resources and educate people about official place names in the Gazetteer. Another service could be to offer an audio clip for the pronunciation of place names (both Māori and non-Māori). The NZGB could offer up stories on goldmining, Chinese, French, Dalmations, etc. These could lead to further interactions with communities.

Relationships/Profile

The NZGB questioned whether agencies such as MFAT and Antarctica NZ value the work of the NZGB. As a statutory board of government, it operates with very lean resources and support. This means that most people have no idea of who the NZGB is and what it does. But the NZGB noted that it is enduring, has influence and

³ British Broadcasting Corporation

⁴ Television New Zealand

⁵ Ministry of Education

⁶ New Zealand Transport Agency

⁷ Ministry of Foreign Affairs and Trade

functions, and is understated. Unlike Heritage NZ, the NZGB is not well known. The NZGB noted that it often gets confused with the magazine, *New Zealand Geographic*. However, as soon as a controversial name comes into the public arena, the visibility and profile of the NZGB is raised, eg the 'h' in Whanganui. The NZGB recognised the importance of context in terms of looking at actions that enable it to do a better job, especially in the eyes of the public.

Secretariat

The NZGB noted that internal succession within the Secretariat was of concern, with much of the knowledge currently lying with the Secretary, which is a specialised role. The NZGB felt some vulnerability with just 3-4 staff on the Secretariat. It relies on good information from the Secretariat to make informed decisions. The Secretary confirmed that all processes are documented within Promapp and filing is comprehensively managed. Many policies are internationally influenced, though the thinking behind them may not always be robustly analysed for New Zealand's needs.

Strategic goals

The Chairperson noted that the NZGB's five strategic goals had been confirmed by the NZGB in April 2019. However, he sensed they had a more corporate approach, noting that it is not a corporate board. The Chairperson wants to tease out the goals and build on the relationship with LINZ as opposed to being separated from LINZ. The Chairperson would like to align with LINZ's goals. The NZGB felt that it should not try to be something it is not, in terms of the governance arrangements that have a focus on risk and budget. Risk should only be looked at where it directly affects the NZGB's work. Risk and budget should not be prioritised above the NZGB's fundamental focus of making place naming decisions and connecting with the public.

Success/Initiatives

The NZGB noted its dependence on the Secretary, which shapes what its success looks like and how that might be measured. The NZGB is not seeking self-promotion/empire building, but wants to do what's best for New Zealand. The Chairperson suggested prioritising recorded names but taking a different tack by processing populated places, and well known and prominent features. The NZGB was conscious of the public narrative 'this place doesn't have an official name' requiring media messaging to be managed by the NZGB. The NZGB noted that correctly spelled and pronounced place names are happening by stealth – flight attendants are using te reo such as *Poneke* for Wellington, and the Māori names for the North and South Islands. Another example is proactive engagement, eg TRONT⁸ advised Ritchie McCaw of the dual name for Aoraki/Mount Cook and so he will now use it. However the question remains 'how do you get people to use official names?' By more communication, signage, TVNZ, radio (eg RNZ⁹ slot), noting that mainstream media has moved on in recent years, particularly with their pronunciation.

Morning tea: 11.12am to 11.33am.

Strategic Direction

The NZGB discussed its values and the need to keep alive and refresh its kaitiakitanga and mana. The words in the Strategic Plan may be lofty but they also need to be meaningful. The pepeha/saying should also have the Māori words from which the English was translated. The NZGB questioned whether the five goals are still relevant. The section headed 'Claim' was considered out of sync and wondered whether 'Lead' or 'Identify' might be better. The NZGB agreed to remove the heading 'Claim' and move the goal 'We name features so people can find where they are' to the heading 'Secure', with new words. 'Secure' to add two new goals 'Strong relationships' and 'Communicate well'. The afternoon discussion on the Strategic Plan confirmed the updates. Ultimately the question is 'what does the NZGB want?' It has an enormous repository of information that is authoritative.

Action required

- *Secretary to update the Strategic Plan with the Māori words under the heading Pepeha/Saying.*

⁸ Te Rūnanga o Ngāi Tahu

⁹ Radio New Zealand

LINZ CE, Gaye Searancke arrived at 12.05pm
Matanuku Mahuika and Adam Greenland arrived at midday

C. Partnership with LINZ

6. Session with LINZ CE, Gaye Searancke

Communication

Following introductions and background context from the Chairperson, Gaye Searancke offered some introductory remarks; she had met with the Chairperson and agrees that there is more to the work of the NZGB. Comms support is important, and she has taken this on board. She recognises the sense of identity the NZGB needs, whilst also being careful not to create complexity. She noted that the NZGB's website is not great, although she is aware that government websites must adhere to strict security requirements. The problem is that the NZGB is buried and it needs its own identity with continued help from LINZ.

NZGB Membership

Gaye Searancke also acknowledged the issue of NZGB membership, planning and succession. While the legislation is very prescriptive there is opportunity for staging the expiry of terms so as not to lose the knowledge and continuity held by existing NZGB members.

NZGB members commented that it takes a while to get to know the NZGB Act 2008, background and processes. One term is not long enough. When asked for a nomination in the last round of appointments, LGNZ¹⁰ asked what the NZGB did. People do not actively seek out membership on the NZGB. There is also not a lot of money offered in the fees. But its work is hugely important. It is not a normal board. There is a lot of institutional knowledge, especially with Treaty names, which have instigated a big shift that has delevelped the NZGB to be confident in its recommendations to the Treaty Minister despite tensions.

Relationships

The Chairperson commented that the relationship with LINZ is symbiotic. The recorded names in the Gazetteer are from LINZ maps and charts. There is a strong relationship and connection, which can be strengthened towards common goals, especially for the upcoming suburbs and locality work, which affects LINZ's work in Addressing and Resilience. The relationship with Te Arawhiti is challenging because of their staff turnover. There also needs to be a stronger connection with MFAT on international naming matters. Assistance from LINZ's CE would help in diplomatic matters, especially to assert New Zealand's interests, but with sensitivity in certain areas and noting New Zealand's different international needs for place names. For example, territorial claims are in abeyance in Antarctica but we still wish to assert our sovereignty which can be done through assigning place names. However, there remain practical challenges with inconsistent naming practices by other nations, including giving features multiple names.

Information

The Chairperson commented on the richness in place names but that they are not readily accessible – the stories are not in a consumable format. More energy is needed in outreach, eg Cook voyage names. There is a lot of information in the reports and papers to the NZGB from the Secretariat but then it seems to get buried. A lot of the NZGB's energy goes into the making decisions on place names, so it is not necessarily delivering on its broader goals. TRONT is supporting other iwi to develop their GIS¹¹ and sharing with New Zealand. This will make the NZGB's job much easier. The MOE is contracting historians. The NZGB agreed that it needs a new website that hosts links to evidence from other information sites and the coordination occurring with other organisations.

Lunch: 12.28pm to 1.04pm.

¹⁰ Local Government New Zealand

¹¹ Geographic Information System

D. Strategic Plan 2018-2023

Strategic Goals and Objectives

7. Refresher on the five goals and related objectives

The NZGB discussed its functions to collect and encourage the use of original Māori names and focussing on less dual naming and more restoration of original Māori names. It would be nice to have succession, continuity and identity. The NZGB is recognised as the authoritative source on place names and people do use them. There are two different tiers of operation for the NZGB: internal and external. The internal focus is about how the NZGB works. The external focus is looking at and telling the interesting history. The NZGB wants operational plans with a te reo Māori strategy, and for this LINZ Comms needs to assist.

Action required

- *NZGB and Secretary to develop a Māori language strategy, in collaboration with LINZ Comms.*

8. Reminder of what success looks like

Success

The NZGB's success is about doing and not what might be written in a plan. So it's the outcomes that measure success. The NZGB should revisit 2-3 bullets in its Strategic Plan to determine how to deliver its messages. The NZGB considered how to do this:

- Revamping the website to just the NZGB (own URL), noting the security concerns for landing, parent and child pages would need to be met
- Branding/identity
- Access to Comms, with the NZGB's own Facebook or Twitter page, posting place name of the day
- RNZ talk slot with Jessie Mulligan
- Prioritise for official naming
- Māori language plan
- GIS competence, ie ability to update a Gazetteer database, adding geometry for extents of features and places, and undertaking simple search routines.

NZGB membership

Gaye Searancke mentioned the opportunity to stagger and the potential for a longer term, such as five years. She sought a statement from the NZGB on membership requirements. NZGB members had concerns about wholesale replacement and the need for balanced decision-making.

Dedicated Comms

The NZGB recognised it needs a dedicated Comms person to help achieve a number of strategic goals. The Comms person needs specific skills and would report to the Chairperson and Secretary but work within the requirements of LINZ Comms guidance.

Education

The NZGB noted the one-page document for this hui entitled 'NZGB Education and Outreach Goals and Activities'. It agreed that the document should be retrofitted to the NZGB's new goals.

Action required

- *Secretary to retrofit the 'audience' and 'activities' in the document 'NZGB Education and Outreach Goals and Activities' into the new goals updated by the NZGB at today's hui.*

Whiteboard notes:

Success	How will we achieve this? How will we know we achieved this?
Known brand	Operational Plans: comms, engagement, te reo, education
People use our information. Official names are accessible and authoritative	NZGB website still linked to LINZ
How we work – succession <ul style="list-style-type: none"> Improve communication to NZGB members on re-appointments Talk with LGNZ on representation Associate members Institute of Directors future leaders Objective for Ministers: legislative change on term lengths/convention or guidance 	Technical expertise increased
Suburbs and localities named <ul style="list-style-type: none"> Statement on desirable way for the NZGB to work 	Specific piece of work/project
Strong productive relationships	Partnerships – private and government departments
Treaty obligations <ul style="list-style-type: none"> Part of all our plans + not separate 	Proactive promotion of te reo names and a te reo Māori plan
Well resourced in the manner New Zealanders expect	
We lead, influence and are respected internationally	We engage internationally – Antarctica, Undersea, UNGEGN ¹² , PCPN ¹³
People are using official place names and pronounce them correctly	<ul style="list-style-type: none"> Audio file on Gazetteer Media outlets educated – champions Social media opportunities – videos, Facebook posts on own webpage Strengthen relationships - education
We are effective and efficient decision-makers	<ul style="list-style-type: none"> Fast track process Shorter consultations Evolve to respond to changing environment Prioritise our work/prominent names
Every place name has a story that's available and people understand it	<ul style="list-style-type: none"> 'History of 100 place names' RNZ regular slot

Communicate well	How will we achieve this? How will we know we achieved this?
Reaching out to Māori media	<ul style="list-style-type: none"> MāoriMaps.com Māori resources Partner on helping other media spell and pronounce place names correctly
Proactive engagement with Māori community <ul style="list-style-type: none"> What's the aspiration? 	<ul style="list-style-type: none"> Follow up on place names Restore original Maori place names (how?) (goal?)
Using place names in daily life	<ul style="list-style-type: none"> How do we measure this? Increased traffic to gazetteer?
Partner with organisations and agencies <ul style="list-style-type: none"> NZTA¹⁴, MOE, TPK, NGOs¹⁵, Private sector 	<ul style="list-style-type: none"> Current partnerships? Baseline measure Measure impact of our engagement: before and after workshop
Prioritise significant features/populated places	<ul style="list-style-type: none"> Local champions Mayors Increase support for local changes
Tell stories	<ul style="list-style-type: none"> Gather stories Website Social media Communication channels Apps Work on logo with LINZ Comms resource
Strong relationships	<ul style="list-style-type: none"> People know the naming process
Link between place names and climate change. Urgency with changing landscape	<ul style="list-style-type: none"> Young person project link? UN sustainability development work RNZ piece? ie the Jesse Mulligan programme
Using official names <ul style="list-style-type: none"> What's the motivation here? Are people aware of obligations If they are, why don't they comply? (research required) 	<ul style="list-style-type: none"> Workshops Calendar of national events and commemoration

¹² United Nations Group of Experts on Geographical Names

¹³ Permanent Committee on Place Names

¹⁴ New Zealand Transport Agency

¹⁵ Non Government Organisation

Gaye Searancke's Takeaways

1. A dedicated Comms resource. Responsible for establishing outreach, branding (eg logo), public relations, media, education, website, Facebook, etc.
2. Support for engagement with/between MFAT, Te Arawhiti, DOC, etc
3. Communicate to the Minister for Land Information, LINZ Policy, TPK¹⁶, LGNZ, TRONT, FMC¹⁷, Geog. Soc.¹⁸ the unique and specific requirements for NZGB appointments including succession, staggering terms, increasing the length of terms, clear focus/leadership defined, etc

The NZGB wished to continue its conversation with LINZ's CE in the future. It wants to embed Māori place naming in a whole range of its work, with very clear focus and leadership, noting the guidelines of Te Arawhiti for engaging with Māori, and also noting that the NZGB's work in terms of engaging with iwi is exemplary.

LINZ CE, Gaye Searancke left at 2.31pm

Jenni Vernon left at 2.36pm

Strategic Plan

9. Review, revise, refocus, update

Version 7.0

The NZGB made some changes to its Strategic Plan (see the tracked edited version at the end of these minutes).

Action required

- *Secretary and Chairperson to update the Strategic Plan version 7.0 and provide for the NZGB's next hui, possibly in April 2020.*

Further comments on the Strategic Plan

The NZGB considered that it needs to be thinking about climate change and resilience when considering place name proposals. For example, the retreat of glaciers and ensuring that the information in the Gazetteer is accurate and up to date. The NZGB was also conscious of the need to cater for users with visual impairments. The NZGB discussed a better name for the Gazetteer, such as 'Place Names New Zealand' or 'Place Names Aotearoa'. The NZGB thought that the URL for its website could be www.placenames.nz. The NZGB highlighted its need to connect with the public.

Paulette Tamati-Elliffe and Merata Kawharu left at 3.41pm

E. Next Steps

10. Wrap up and review of actions

The NZGB summarised its discussion reiterating the focus on the website, Comms resource, and branding. The NZGB suggested new names for the Gazetteer, eg. 'Place Names New Zealand' or 'Place Names Aotearoa'.

The Chairperson advised that it might take a year or two to achieve initiatives discussed at this hui, suggesting that these notes be used to inform the Minister for Land Information.

Adrienne Staples left at 3.49pm

¹⁶ Te Puni Kōkiri

¹⁷ Federated Mountains Clubs of New Zealand Inc.

¹⁸ New Zealand Geographical Society Inc.

Action required

- *Secretary to invite Gaye Searancke to the next NZGB hui possibly in April 2020 for contribution to the Strategic Planning item.*

The Chairperson thanked everyone for their contribution and closed to the hui at 3.50pm.

Certified as a true and correct record of the hui:

Anselm Haanen, Chairperson

Date