

NEW ZEALAND GEOGRAPHIC BOARD TE RAUTAKI | STRATEGY 2020-2025

NGĀ POU TAUNAHA O AOTEAROA: THE MEMORIAL MARKERS OF THE LANDSCAPE



Te Kaupapa | Purpose statement

Our purpose is to secure and celebrate New Zealand's unique identity through place names

Te Whakakitenga | Vision statement

We enable meaningful connections between people, places and language through these goals:

1. Naming places	We officially name features and places so that people can effectively communicate information about location and preserve New Zealand's heritage and culture
2. Outreach	We make information including stories about place names readily available
3. Using official names	Organisations use official names so that people use them in everyday life
4. Improving capability and processes	We continuously improve our capability and processes to achieve our goals and objectives

Ngā Whanonga Pono | Values

Three principles shape and drive how we work:

Kaitiakitanga

- we are dedicated to preserve and protect New Zealand's heritage through place names
- we fulfil our Treaty obligations in respect to partnership, protection and participation

Mana

- we acknowledge the mana of places, tangata whenua and other communities
- we will be passionate, expert and leaders in place naming

Manaakitanga

- we are open, we share, we listen and we engage positively in our relationships

Whakataukī | Proverb

'Ko tōku tūrangawaewae ko tōku mana'

'Knowing my place in the world is my source of strength'

Pepeha | Saying

"E kore e mōnehunehu te pūmahara ki ngā momo rangatira o neherā nā rātou nei i toro te nukuroa o Te Moana Nui a Kiwa me Papatūānuku.

Ko ngā tohu o ō rātou tapuwae i kākahutia ki runga i te mata o te whenua - he taonga, he tapu."

"Time will not dim the memory of the special class of rangatira of the past who braved the wide expanse of ocean and land.

Their sacred footprints are scattered over the surface of the land, treasured and sacred."

Quoted from the late Tā Himi Hēnare (Sir James Hēnare), as published in the NZGB's foreword in He Korero Pūrākau Mo Ngā Taunahanahatanga a Ngā Tūpuna, Place Names of the Ancestors, A Māori Oral History Atlas

Goals and objectives

1. Naming places

We officially name features and places so that people can effectively communicate information about location and we preserve New Zealand's heritage and culture

- We officially name all relevant and appropriate places, including populated places in New Zealand
- We name and define suburbs and localities
- We name places in Antarctica and our undersea regions
- We apply international best practice for standardised and consistent place naming
- We ensure our information about places is accurate and complete
- We make information about place naming processes accessible and easy to understand
- We let people know how to make proposals and submissions to the NZGB
- We support community aspirations regarding place names
- We restore original Māori place names
- We assign names that reflect New Zealand's unique culture and heritage
- We engage with Māori communities to support their names
- We provide advice to support the cultural redress of Treaty of Waitangi Settlements
- We engage with post-settlement entities to meet partnership obligations
- We take account of the impact of climate change on places and their naming
- We ensure that the role of the NZGB is clearly conveyed through our work

2. Outreach

We make information including stories about place names readily available

- We further develop the NZGB's online presence
- We promote and share information about place names and their stories to improve people's knowledge
- We partner with organisations, media (including Māori media) to promote the use and understanding of place names
- We publish documents in Māori and English to reach a broader audience
- We provide place name information for commemorations and cultural events that contribute to our national identity

3. Using official names

Organisations use official names so that people use them in everyday life

- We ensure the record of official place names is readily available
- We inform organisations of their obligations to use official names
- We look for instances where official names are not used
- We enforce the use of official names where necessary

4. Improving capability and processes

We continuously improve our capability and processes to achieve our goals and objectives

- We have robust policies and guidelines that are fit for purpose
- We contribute to and influence international best practice for standardised and consistent place naming
- We work closely with Land Information New Zealand to achieve our goals
- We ensure that our staff have the skills and competencies to support the NZGB's work
- We ensure that NZGB and Committee members are provided with information and training to assist with their decision making
- We regularly review our processes and respond to changing community expectations

What our success looks like in 2025

- All significant places are officially named
- Original Māori place names are collected and made official where possible
- Suburbs and localities are officially named and defined
- Key agencies and the media use the official names for places
- Official place names are correctly pronounced
- People can easily find the stories behind place names
- New Zealanders have a better understanding of the NZGB and its role

To achieve our goals and objectives we will

- Proactively identify existing names and make them official where appropriate
- Build capability and processes to define and record suburbs and localities
- Develop a Communications Strategy to realise our outreach and naming goals
- Build our capability to deliver the Communications Strategy, including enhancing our online presence
- Develop and implement a Compliance Strategy
- Partner with organisations and Māori to record the stories about place names
- Engage with post-settlement Treaty partners to meet our Te Kāhui Whakamana (settlement commitments)
- Create a te reo Māori language plan
- Review the way the Board operates to ensure we are effective and efficient