

Proposal considered by the Board on 2 December 2022 for Kororāreka (township)

[altered from Russell]



Summary

The proposal is to alter the recorded¹ (unofficial) name of the township, Russell, to the original Māori name, Kororāreka.

Russell is a small but historically significant township in the Bay of Islands that was known as Kororāreka until the early 1840s. The name Kororāreka tells the story of an unwell chief who, on being given a soup made from the little blue penguin, declared “how sweet is the penguin” (kororā: blue penguin, reka: sweet).

In 1840 Lieutenant-Governor Hobson established the colony’s first capital at Okiato², which he named Russell after the leader of the British House of Commons, Lord John Russell, who never set foot in Aotearoa New Zealand. In 1841 the capital was moved to Auckland. When the settlement at Okiato was destroyed by fire in 1842 the name Russell was transferred to Kororāreka.

The proposer has provided letters supporting the proposal from Te Rūnanga ā Iwi o Ngāpuhi and the Far North District Council (FNDC).

¹ A recorded place name is one that has appeared on at least two authoritative publications, ie maps, charts or databases, which the Board has resolved to be: NZMS map, Toitū Te Whenua LINZ Archived Place Names Database, [Ka Huru Manu](#), and all hydrographic and bathymetric maps and charts published under a New Zealand hydrographic authority at the time of publication. A recorded name is not official.

² A locality 5km due south of Russell.

Three options are provided to the Board:

1. Alter Russell to Kororāreka

The Board has a responsibility to investigate and determine the priority of the discovery of a geographic feature, and to collect and encourage the use of original Māori names on official charts and maps. There is contemporary evidence that Kororāreka is commonly used and widely known. Therefore, the risk of potential confusion for emergency responses may be low, and Russell would still be discoverable by emergency services as an alias. Although the FNDC supports the proposed change, it has concerns about the cost of updating signage and brand marketing.

2. Alter Russell to the dual name, Kororāreka / Russell

Because of its long-term use (c.180 years), altering Russell outright to Kororāreka may cause identification issues when communicating with emergency services. The name Russell not only has historical significance, but the township is also a well-known destination for holiday makers and tourists. Applying an official dual name to the township would recognise the equal historical significance of both parts of the dual name. Having Kororāreka as the first part aligns with the Board's dual naming convention to recognise first discovery by Māori. Retaining Russell as the second part recognises its long-term use and provides the practical need for location identification. However, dual names are not preferred for addressable places and are discouraged in the Australia/New Zealand addressing standard. As both parts of the name must be used together this option locks in both names.

3. Assign Kororāreka and Russell as alternative names

Either name could be used either separately or together. Alternative names would recognise the equal and special significance of both names. They would overcome some of the problems that wholesale replacement could cause, such as loss of identity and confusion especially in an emergency. They would also indicate a sincere intention to transition to the original Māori name. The community and tourists would become familiar with using Kororāreka and it would become accepted over time when it may become the only official name in use. Alternative names would also address the FNDC's concerns about the costs of an outright alteration to the township's name.

Separate recommendations are provided to apply the correct orthography to Kororareka Bay, Kororareka Point and Kororareka Point Scenic Reserve.

Secretariat recommendations

At its 2 December 2022 hui the Board resolved this recommendation.

Option 1

Accept the proposal to **alter** the recorded (unofficial) township name Russell to the official township name **Kororāreka** with the extent provided by the Far North District Council, based on:

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- the Board's functions to investigate and determine the priority of the discovery of a geographic feature, and to collect and encourage the use of original Māori names on official charts and maps,
 - evidence that Kororāreka is the original Māori name for the township and is already commonly used and widely known,
 - dual and alternative names not being preferred for addressable places and discouraged in the ANZ Addressing Standard,
 - the risk of potential confusion for emergency responses and maritime safety/navigational aid being low,
 - Te Rūnanga ā Iwi o Ngāpuhi supporting the proposal, and
 - the Far North District Council supporting the proposed change (with reservations about cost and wide consultation).
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OR

Option 2

~~Decline~~ the proposal to ~~alter~~ the recorded (unofficial) place name Russell to Kororāreka as an official place name, based on:

- ~~— long term use of Russell and the name's historical significance; and~~
- ~~— possible confusion when communicating with emergency services if the name is altered outright.~~

And

~~Accept~~ a new proposal from the Board to ~~alter~~ the recorded (unofficial) township name Russell to the official dual name **Kororāreka / Russell** with the extent provided by the Far North District Council, based on:

- ~~— a dual name overcoming some of the problems that wholesale replacement can cause such as loss of identity and confusion, and making it easier to identify the township in an emergency,~~
 - ~~— the Board's functions to investigate and determine the priority of the discovery of a geographic feature, and to collect and encourage the use of original Māori names on official charts and maps,~~
 - ~~— evidence that Kororāreka is the original Māori name for the township,~~
 - ~~— applying a dual name recognising the equal historical significance of both parts of the name,~~
 - ~~— applying the Māori name first recognising first discovery by Māori,~~
 - ~~— long term use of Russell and the long association of the original Māori name, Kororāreka, with the township, and~~
 - ~~— retaining the English part of the name making it easier to identify the township in an emergency and for maritime safety/navigational aid.~~
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OR

Option 3

~~Decline~~ the proposal to ~~alter~~ the recorded (unofficial) place name Russell to Kororāreka as an official place name, based on:

- ~~— long term use of Russell and the name's historical significance; and~~
- ~~— possible confusion when communicating with emergency services if the name is altered outright.~~

And

~~Accept~~ a new proposal from the Board to ~~assign Kororāreka and Russell~~ as official **alternative** names for the township with the extent provided by the Far North District Council, based on:

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- ~~— there being no issues for emergency services or maritime safety as either name can be used,~~
 - ~~— evidence that Kororāreka is the original Māori name for the township,~~
 - ~~— long term use of Russell and the long association of the original Māori name Kororāreka with the township,~~
 - ~~— alternative names being a better option than a dual name (in this instance for a populated place) which requires both names to always be used together on official documents,~~
 - ~~— alternative names providing a way to progressively transitioning to the widespread adoption of the single Māori name, and~~
 - ~~— alternative names addressing the Far North District Council's concerns about the costs of an outright alteration to the township's name.~~
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AND

At its 2 December 2022 hui the Board resolved these recommendations.

Recommendation 1 Whichever option is chosen, **notify** as a proposal for three months.

and

Recommendation 2 **Approve** the unofficial recorded name **Kororāreka Point** with updated orthography, as an official place name to be consistent with Kororāreka, based on:

- there being no other alternative recorded place name known for the point, and
- public objection being unlikely,

and

Notify in terms of section 21(2) of the NZGB Act 2008.

and

Recommendation 3 **Notify an amendment** in the *NZ Gazette* to add a macron to the official place name, Kororareka Bay, amending it to **Kororāreka Bay**.

and

Recommendation 4 **Recommend** to Te Papa Atawhai Department of Conservation that for efficiency it **agrees** to the Board **notifying an amendment** in the *NZ Gazette* to add a macron to the official Crown protected area name, Kororareka Point Scenic Reserve, amending it to **Kororāreka Point Scenic Reserve**.

Secretariat assessment and advice

The proposal

The proposer is seeking to alter the unofficial recorded township name, Russell, to its original Māori name, Kororāreka.

The proposer advises that Kororāreka is the only town in the north that doesn't have its original Māori name³. The name Russell came from Hobson's intention to name Okiato (5km due south of the current Russell) after Lord Russell who never visited Aotearoa New Zealand. The name then moved north to Kororāreka after a fire in 1842 where it has remained.

³ Secretariat note: This appears to be correct.

A letter (translated) accompanying the proposal advises that the history of Kororāreka told by tūpuna is that the family of an unwell chief went in search for food and brought him penguin soup. Kororāreka means 'sweet penguin'. The proposer advises that Kororāreka has been carved on the nameplate of the waharoa that greets people arriving at the wharf, with a formal unveiling ceremony by the Governor-General, Dame Cindy Kiro, held on 28 October 2022.

The proposer has provided letters of support for the proposal from Te Rūnanga ā Iwi o Ngāpuhi and the Far North District Council (FNDC), although the council has concerns about costs implications.

Names shown on plans, maps and a chart

There is evidence on historical plans that Russell was originally named Kororarika and Kororareka.

Map/chart/plan	Date	Name
OLC 352	1834	Kororarika
Chart BA 1090	1849	Russell
OLC 109	1857	Kororareka
SO 2134	1880	Township of Russell
NZMS 13	1929	Russell Town District [appellation]
NZMS 1, N11	1942, 1963, 1969	Russell
NZMS 260, Q05	1983	Russell

[Geographic feature type](#), location and extent of the feature

The feature is a small township in the Bay of Islands, on the east coast of the Northland Region. The proposer initially made the proposal for both the township and peninsula, but subsequently confirmed that it is to restore the name of the township only. The 2018 census records Russell as having a population of 762.⁴

The FNDC has provided a shape file, which generally covers the two main residential and heritage areas of the township. The Board may consider extending the boundary – see 'Addressing implications and issues for emergency services' below.

[New Zealand Gazetteer](#), associated place names and duplication

[Russell](#) is a recorded (unofficial) locality name in the Gazetteer. Russell Forest, which is both an official Crown protected area name and a recorded forest name, are associated names approximately 11km south of the township. Russell is partially duplicated in five other place names in Aotearoa New Zealand and three in Antarctica. The Antarctic names commemorate other people. None of the NZ names are known to be named after Lord Russell and they are too far distant for there to be any concerns for emergency services. [Kororareka Bay](#) (official name), [Kororareka Point](#) (recorded unofficial name) and [Kororareka Point Scenic Reserve](#) (official Crown protected area name) are

⁴ Stats NZ Tatauranga Aotearoa. Retrieved 20 October 2022 from <https://www.stats.govt.nz/tools/2018-census-place-summaries/russell>

associated features. For consistency the Board may amend Kororareka Bay to Kororāreka Bay, approve Kororāreka Point as official with updated orthography, and ask DOC to agree to the Board notifying an amending gazette to update Kororareka Point Scenic Reserve with a macron.

Research, history and references to the feature

The township, which is historically significant, was known as Kororāreka until the early 1840s. Before European settlement it was a small coastal settlement and one of many seasonal villages in the area. However, in the early 1800s word had spread about what Captain Cook had declared to be a 'most noble anchorage' – there being a good, deep-water harbour nearby.⁵

By the 1830s the township had gained a reputation as being a lawless trading centre where whalers, seafarers and merchants mixed with adventurers, deserters and escaped convicts from Australia. From 1833 there were attempts to impose British law, culminating in the signing of the Treaty of Waitangi in 1840, within sight of the township. Having signed the Treaty, Lieutenant-Governor Hobson established the colony's first capital 5km to the south at Okiato, which he named Russell after the leader of the British House of Commons, Lord John Russell. However, in 1841 the capital was moved to Auckland and the settlement was destroyed by fire in 1842.⁶ As Kororāreka was part of the Port of Russell, it gradually assumed the name Russell. In January 1844 this change was ratified when Governor FitzRoy decreed that Kororāreka should be a part of the town of Russell.⁷

In 1844-45, as a protest against the government Ngāpuhi leader, Hōne Heke, cut down the signal flagstaff on Maiki Hill (immediately north of the township) four times and in March 1845 Heke's men sacked and burned most of Kororāreka.⁸ The flagstaff was eventually re-erected in 1858 and remains today within [Flagstaff Hill Historic Reserve](#). With historic buildings, including New Zealand's oldest surviving church and mission house, today the township is a well-known holiday and tourist destination.

The Board's archives record that in 1939, at the request of the Marine Department, the Honorary Board provided comments on the correct spelling of coastal place names in the Bay of Islands, including Kororareka for the bay and point.⁹

Fletcher¹⁰ records Kororareka as the name of a pā and a place name in the Bay of Islands, also known as Russell.

Consultation with iwi and others

The proposer advises that it 'holds kaitiakitanga for the Kororāreka Russell peninsula with support from hapū in Taumarere and wider Ngāpuhi Nui Tonu'. FNDC supports restoration of Kororāreka (noting concerns about costs) and has asked that the Board consult directly with the council's domestic and international tourism stakeholders as the township has a strong brand as a

⁵ [Russell History](#). Accessed 25 October 2022.

⁶ Claudia Orange, *Northland places – Russell*, [Te Ara – the Encyclopedia of New Zealand](#). Accessed 27 October 2022.

⁷ Reed, A.W. & Dowling, P. (ed.) (2010). *Place names of New Zealand*. North Shore: Penguin Group.

⁸ "KORORAREKA", from *An Encyclopaedia of New Zealand*, edited by AH McLintock, originally published in 1966. [Te Ara – the Encyclopedia of New Zealand](#). Accessed 20 October 2022.

⁹ NZGB Correspondence. Vol, 15.

¹⁰ Waikato University, [Index of Māori Names](#). Accessed 20 October 2022.

tourist destination. If the Board accepts the proposal, it will be widely advertised in newspapers and on social media inviting submissions.

To date Ngātiwai and Northland Regional Council have not provided their views.

Advice on orthography¹¹

A Te Taura Whiri i te Reo Māori licensed translator has advised that the correct orthography is Kororāreka. The proposer has confirmed the macron.

Relevant sections from the [NZGB Act 2008](#) and the [Standard for New Zealand place names](#)

Section 3(e) of the Act provides for appropriate recognition to be accorded to cultural and heritage values associated with geographic features. The Board's functions include investigating and determining the priority of the discovery of geographic features and collecting and encouraging the use of original Māori names on official charts and maps (sections 11(1)(c)(d)(e) refer).

1.1 Acceptable names

(a) Names that reflect New Zealand culture, society, exploration, events, tradition, and history. The NZGB encourages the restoration of original Māori place names.
(c) Names that recognise the priority of discovery of significant places, including those of Māori pre-European contact.

1.6 Altered names

Any alteration should balance the cultural and historical significance of the name against long-term use and the practical need for location identification.

The current unofficial recorded township name has historical significance, is well established and widely recognised, and has been in use for c.180 years. However, there is substantial evidence that Kororāreka is an original Māori name, and it is known to be commonly used.

1.7 Dual names

Dual names, where both names are used together as one name, recognise the equal and specific significance of both names. Generally, an original Māori name should be the first part of a dual name in recognition of the right of first discovery. The order may be reversed in special circumstances, such as where there are considerations for emergency services and maritime safety responses.
Altering Russell to include the original Māori name as the first part of a dual name would recognise first discovery and support the desire of mana whenua to have their name restored and made official.

1.8 Alternative names

There should be one name for one place. Alternative names are only assigned in exceptional circumstances. If alternative names are assigned either name can be used.

Alternative names would address the FNDC's concerns about the costs of an outright change, and there would be no issues for emergency services or maritime safety as either name could be used.

Addressing implications and concerns or issues for emergency services

Russell is an addressable locality. The NZ Post postcode area appears to cover the same area as the wider administrative locality named Russell in the NZ Suburbs and Localities dataset. From an emergency response and addressing

¹¹ The conventions and rules of how to write a language

perspective, the area covers a substantially wider extent than that shown in the FNDC shape file – see the map attached in Appendix A.

The Australia/New Zealand Standard™ for rural and urban addressing states that a dual name or an alternative name should not be assigned to a locality, but also that locality names should comply with relevant jurisdictional legislation, policies and guidelines. This means that if the Board considers a dual name or alternative names to be appropriate, it can override the Standard, noting that there are existing official dual names for populated places, for example Maniaiti / Benneydale and Whanganui or Wanganui, that are acceptable.

Because of its long-term use, altering Russell outright to Kororāreka may cause identification issues when communicating with emergency services. Retaining Russell in a dual name or as an alternative name would overcome any addressing issues. Whatever the Board decides, Toitū Te Whenua LINZ would be required to update its NZ Suburbs and Localities dataset with the official name/s and Russell would still be discoverable by emergency services as an alias.

Hydrographic considerations

Regularly scheduled ferries cross daily between Paihia and Russell, and cruise ships anchor in the bay near Russell, where passengers are offloaded on tender boats.¹² The *Admiralty Sailing Directions* record that vessels can anchor offshore from Russell.¹³ Chart NZ 5125 depicts beacons in Kororāreka Bay to aid navigation.

Cost implications

In its letter of support the FNDC has asked the Board to consider the cost of a name change, for example, signage and brand marketing, and how the Crown would fund the costs of implementation. However, if the proposal proceeds as an outright change or as a dual name there should be no significant concerns because of cost. Updates to signs, promotional material, maps, databases, websites, etc could be done over time during routine maintenance. If the proposal proceeds as alternatives names no collateral needs to change at all.

Media

There is likely to be significant media coverage if the Board accepts the proposal. Therefore, the Board may consider a media release when it is publicly notified.

Supporting information

1. Proposal form for Kororāreka – 2021-09-06
2. Letter from proposer – restoration of Kororāreka – 2021-09-28
3. Letter from Te Rūnanga ā Iwi o Ngāpuhi with translation – 2021-09-24
4. Letter with translation – 2021-09-08
5. Letter from Far North District Council – 2022-06-13

¹² Bay of Islands (Russell, New Zealand). [Cruisemapper.com](https://www.cruisemapper.com). Accessed 25 October 2022.

¹³ *Admiralty Sailing Directions, New Zealand Pilot, 19th edition*, 2015. United Kingdom Hydrographic Office, Taunton, United Kingdom.

6. Email from proposer – confirm township and macron – 2022-06-19
7. Email from proposer – unveiling waharoa – 2022-08-30
8. Email with orthographic advice – 2022-10-17
9. Email to Northland Regional Council – consultation – 2022-10-17
10. Email to Ngātiwai – consultation – 2022-10-17
11. Email to Te Puni Kōkiri – request iwi to consult – 2022-10-17
12. Email from Far North District Council with shape file – 2022-10-17

Appendix A

The shape file provided by the Far North District Council for Russell is in blue. The wider administrative locality named Russell in the NZ Suburbs and Localities dataset is outlined in red.

