

# Proposal for Tūranganui-a-Kiwa / Poverty Bay [alteration from Poverty Bay]



## Summary

Gisborne District Council (GDC) proposes altering the existing recorded name, Poverty Bay, for the bay south of Gisborne (town), to a dual name **Tūranganui-a-Kiwa / Poverty Bay**.

In 1769 Lieutenant James Cook named the feature Poverty Bay because he was unable to resupply at the bay<sup>1</sup>. There are several kōrero for Tūranganui-a-Kiwa relating to Kiwa of the Horouta or Tākitimu waka. A commonly cited meaning is 'the great [or long] standing place of Kiwa'.

GDC's reasons for the proposal include:

- restoring an original Māori name,
- a dual name being representative of the area's bicultural heritage,
- support for te reo Māori,
- possible economic and tourism benefits,
- some evidence of community support for a dual name,
- a name change fostering positive cultural and social outcomes.

GDC consulted with Tūranga iwi: Ngai Tāmanuhiri, Rongowhakaata, and Te Aitanga a Māhaki, who it identified as mana whenua. Letters of support are included, although they each support only the original Māori name, not a

<sup>1</sup> J A Mackay (1949), *Historic Poverty Bay and the East Coast, North Island, New Zealand, Gisborne, Chapter V – the Unhappy Naming of Poverty Bay*. – accessed 20 March 2018

dual name. The Secretariat requested Te Puni Kōkiri to confirm consultation requirements with any other iwi/hapū.

GDC also publicly consulted for two weeks during January-February 2018. The proposal includes the responses and a summary of the results. Other letters of support for the dual name are included from the Chair of the National Coordinating Committee for *Tuia – Encounters 250* and Tairāwhiti Museum.

There may be some public confusion about what is proposed. The various meanings of 'Tūranganui-a-Kiwa' and other 'Turanga' names apply to land at Gisborne. The name is used as the original Māori name for Gisborne (town), eg NZTA<sup>2</sup> signs into Gisborne now have a corresponding sign for 'Tūranganui a Kiwa' (sic). Other use incorporates the bay as part of a broader area. The media and the proposal often refer to proposal being for the 'Poverty Bay region' or 'east coast region'<sup>3</sup>. The proposal summarises some primary and secondary historical sources on the Turanga name/s.

There is documentary evidence of the use of the 'Turanga' name as the name of the bay from at least 1835. Mana whenua and part of the public clearly support applying Tūranganui-a-Kiwa specifically to the bay.

The statutory process would determine the level of support for the proposed dual name. A dual name would recognise the heritage and cultural values associated with each name. However calls to replace Poverty Bay are longstanding, due to the perceived negative connotations of 'Poverty'. Many who seek the restoration of Tūranganui-a-Kiwa specifically seek removing Poverty Bay.

One solution may be to alter to just the original Māori name. Others seek to remove Poverty Bay, but do not want Tūranganui-a-Kiwa. There are no strong suggestions of what Poverty Bay could be replaced with. If the NZGB accepts a proposal to alter, objecting submissions may propose alternatives.

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## Secretariat recommendations

- Recommendation 1 **Accept** the proposal to **alter** Poverty Bay (recorded name) to an official dual name **Tūranganui-a-Kiwa / Poverty Bay**, based on:
- the NZGB's function under section 11(d) of the NZGB Act 2008 to encourage the use of original Māori names on official charts and official maps,
  - support from mana whenua to restore an original Māori name to the bay, notwithstanding that mana whenua specifically seek just 'Tūranganui-a-Kiwa',
  - documentary evidence of the original Māori name in use for the name of the bay (in various forms) from at least 1835, recognising that while the name may be translocated, it is in common use for the bay,
  - recognition of the cultural and heritage values associated with each name in terms of section 3(g) of the NZGB Act 2008, ie equal significant of both names,
  - long term use of Poverty Bay and documentary evidence of some of the local community's desire to retain Poverty Bay,
  - it being of benefit to users to be able to identify the bay in an emergency by retaining Poverty Bay as part of a dual name,
  - noting additional reasons GDC has given for the proposal,

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<sup>2</sup> NZTA – New Zealand Transport Authority

<sup>3</sup> Damian George, [Nearly 2000 submissions received on Gisborne's Poverty Bay name change proposal](#), stuff.co.nz, 9 February 2018

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**Subject** to support for the proposal from Te Rūnanganui o Ngāti Porou and other mana whenua who have not yet been consulted,  
**and**  
**Notify** as a proposal to alter for three months in terms of Section 16 of the NZGB Act 2008.

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## Options

Option 2  
(Replaces 1)

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**Decline** the proposal to **alter** Poverty Bay (recorded name) to an official dual name **Tūranganui-a-Kiwa / Poverty Bay**, based on support for just Tūranganui-a-Kiwa and dropping Poverty Bay,  
**and**  
**Subject** to support from GDC, Te Rūnanganui o Ngāti Porou and other mana whenua who have not yet been consulted, **accept** a new proposal to **alter** Poverty Bay (recorded name) to an official name **Tūranganui-a-Kiwa Bay**, based on:

- strong support from mana whenua to restore the original Māori name, as applying to the bay,
- the NZGB's function under section 11(d) of the NZGB Act 2008 to encourage the use of original Māori names on official charts and official maps,
- evidence of a longstanding community desire to alter the 'Poverty' name by those who do not consider it an appropriate name for the bay,
- retaining the English generic term 'bay' to aid identification of the feature,

**and**  
**Notify** as a proposal to alter for three months in terms of Section 16 of the NZGB Act 2008.

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**OR**

Option 3  
(Replaces 1)

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**Decline** the proposal to **alter** Poverty Bay (recorded name) to an official dual name **Tūranganui-a-Kiwa / Poverty Bay**, based on:

- Tūranganui-a-Kiwa being an original Māori name that applies to the land where Kiwa landed/waited/stood, etc, where settlements named Turanga or Turanganui were established, and potentially being a more appropriate name if it was applied to Gisborne (town), or Gisborne District,
- concern that there is low support from the local community for a dual name, with evidence that those who support Tūranganui-a-Kiwa specifically object to retaining Poverty Bay.

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Option 4  
(in addition to 1)

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**Accept** a proposal to alter the existing recorded name Turanganui River to an official name **Tūranganui River**, based on a desire to correct the orthography, and for consistency with the proposed name for the bay and the associated official undersea name Tūranganui Knoll.

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## Secretariat assessment and advice

### The proposal

Gisborne District Council (GDC) proposes that the existing recorded name, Poverty Bay, for the bay south of Gisborne (town), be altered to a dual name Tūranganui-a-Kiwa / Poverty Bay.

In February 2017 GDC resolved to investigate altering Poverty Bay to a dual name.<sup>4</sup> The resolution passed with one dissenting councillor who sought to remove the name Poverty Bay entirely.<sup>5</sup>

Between 26 January and 9 February 2018 GDC publicly consulted by an online poll, accompanied by drop-in sessions, public talks, and published leaflets. The results of the consultation are included in full in the proposal.

At its 1 March 2018 meeting GDC resolved to make the dual name proposal to the NZGB. The NZGB Chairperson and an NZGB member attended.

The proposer advises that restoring the original Māori name would recognise the connection of mana whenua to the land. The proposer cites the 'cultural, historical, and spiritual' importance of the name, and detail many instances of its contemporary use, for example, by businesses and organisations.

The proposal also advises that the proposal would:

- support biculturalism, as 46% of the population are of Māori descent,
- support te reo Māori, noting 1 in 6 people are able to hold a conversation in te Reo,
- create economic benefits of a 'strong regional brand' and the name would support 'whanau development, education, the revitalization of culture and realizing potential',
- provide benefits tourism, perhaps due to the existing stigma of the 'Poverty' name.

The timing of the proposal is to be part of the sesstercennial in 2019 of Cook's arrival in New Zealand (250 years). GDC believe that a dual name might help engage the community in greater discussion of its heritage. The 'Tuia – Encounters 250' celebrations are a 'Tier 1' national commemoration which the NZGB is contributing to (Refer to Agenda item 26).

The proposal includes a summary and review of primary and secondary resources, detailing the various Turanga\* names, and variations of the origin/meanings of each of those names, for example:

- Tūranga
- Tūranganui
- Tūranganui-o-Toi
- Tūranganui-a-Kiwa
- Tūranganui-a-Rua
- Tūranganui-a-Maru

The proposal concludes that contemporary use and mana whenua support is for Tūranganui-a-Kiwa. Oral history transcripts are included in the proposal, the participants stating that the 'Kiwa' name is considered to have 'mana' among the variations.

GDC consulted with Tūrangi iwi: Ngai Tāmanuhiri, Rongowhakaata, and Te Aitanga a Māhaki, who it identified as mana whenua. However, the letters

<sup>4</sup> <http://www.gdc.govt.nz/assets/Uploads/17-101-Name-Change-for-Poverty-Bay.pdf> - last accessed 23 March 2018

<sup>5</sup> John Jone, *Cursed by our name*, *Gisborne Herald*, 24 February 2017

of support are to restore the original Māori name, and specifically oppose a dual name.

Letters of support for the dual name are included from the Chair of the National Coordinating Committee for *Tuia – Encounters 250* and Tairāwhiti Museum.

The proposal appends a 2013 petition from Kāiti School for the 'regions original name Turanganui – a – Kiwa', though specifies it was to change Poverty Bay. There is no mention of support for a dual name.

Because of the evidence of preference for just Tūranganui-a-Kiwa, the NZGB might consider whether Poverty Bay should be replaced outright.

Gisborne District Council's poll

The statistics from GDC's consultation included in the proposal categorise many submissions inaccurately, and many submissions are clearly for the name of the 'region' or for Gisborne (town), and not the bay.

Names for the bay shown on plans, maps and charts

Poverty Bay is recorded on Cook's 1770 chart [248 years]. Cook and his crew also recorded 'Taoneroa' or 'Long Sand' for the bay. This is a transliteration of the name of the beach along the western extent of the bay, Te Oneroa.

Variations and abbreviations of the Turanga\* name/s are recorded from at least 1835.

Plan/map/chart	Date	Name
<a href="#">A Chart of Part of New Zealand or the Island of Aeheinomowe</a>	1770	POVERTY BAY
<a href="#">Map of the coast of New Zealand discovered in the years 1769 and 1770 by J. Cook, Commander of His Majesty's Bark Endeavour</a> [the famous 'Cook Chart']	1773	POVERTY BAY OR TAONEROA
<a href="#">Tasman Sea and New Zealand</a>	1812	Taoneroa or Poverty Bay [Villages]
Carte particulière de la partie sud-est de l'Ile Ika-Na-Mawi (Nouvelle-Zélande) [D'Urville Chart]	1833	Baie Taone-roa
<a href="#">Map of New Zealand with Additions by Rev. W. Yate</a>	1835	Turanga or Teone-roa B.
Inset map to J.S. Polack <i>New Zealand</i> <sup>6</sup>	1838	Poverty Bay or Turunga
<a href="#">Chart of New Zealand</a>	1849	Turanga, Taone-roa or Poverty Bay
Chart BA 2528	1857	Poverty Bay (Turanga)
MISCA(D)A26	c.1850s	POVERTY BAY <i>Turanganui</i> [pā/settlement]
MISCA(D)66 – Map of part of the Northern Island of New Zealand shewing the scene of the Military Operations of 1863-64	1864	Poverty Bay (Turanga)
Wairoa Block Deed of Cession	1867	Turanga
<a href="#">Sketch map of Wairoa and Poverty Bay Districts</a>	1868	POVERTY BAY
<a href="#">Central North Island showing war campaigns and trails led by Colonel George Whitmore against Maori during the New Zealand Wars</a>	1869	POVERTY BAY <i>Turanga</i> [pā/settlement] <i>Turanganui</i> [pā/settlement]

<sup>6</sup> JS Polack, (1838). *New Zealand: Being a Narrative of Travels and Adventures During a Residence in that Country between the Years 1831 and 1837*, London: Richard Bentley

<a href="#">Poverty Bay District Map</a>	1878	POVERTY BAY
Chart BA 2527	1908	POVERTY BAY
NZMS 15 Cook 2	1924	POVERTY BAY <i>TURANGANUI [Survey district]</i>
NZMS 16 Gisborne 3	1934	POVERTY BAY
NZMS 1 N98 1 <sup>st</sup> – 4 <sup>th</sup> eds.	1944-1979	Poverty Bay
NZMS 13 GS53	1952	POVERTY BAY TURANGANUI
NZMS 260, Y18, 1 <sup>st</sup> – 3 <sup>rd</sup> eds	1984-2006	Poverty Bay
NZMS 346 (Māori names at 1840)	1995	Tūranganui a Kiwa
NZTopo50-BG43 2.01	2015	Poverty Bay
Chart NZ 5571	2016	Poverty Bay

Location and extent of the feature

The feature is a significant bay on the east coast of the North Island. Gisborne (town), population 36,600 at 2017<sup>7</sup>, is on the north side of the bay.

GDC describes the extent as 'a major bay between Te Kuri a Paoa/Young Nicks Head & Tuahine Point'<sup>8</sup> [sic] and supplied the marked extent above. The Secretariat agrees with this extent from NZTopo50-BG43 322985 to 409034.

Generic term and geographic feature type

The generic term 'Bay' appropriately describes the feature.

New Zealand Gazetteer

Poverty Bay is the recorded name for the bay.

Tūranganui a Kiwa is a name collected from [NZMS 346 \(1995\) - Māori names at 1840](#). The orthography pre-dates the current conventions to use hyphens.

Associated names

Turanganui River (recorded) flows for 1km from the confluence of Waimata River and Taruheru River into the north side of the bay.

Tūranganui Knoll, which was altered from Gisborne Knolls in 2013, is an undersea feature approximately 119km east southeast of the bay.

Turanganui Stream (assigned as official in 1948), approximately 50km south-southwest on Mahia Peninsula, may be associated. One account records that Kiwa travelled from Mahia northward to the Gisborne area<sup>9</sup>.

Poverty Canyon and Poverty Gap (recorded) are undersea features approximately 31km and 70km southeast of the bay.

<sup>7</sup> <http://nzdotstat.stats.govt.nz/wbos/Index.aspx?DataSetCode=TABLECODE7541> – last accessed 22 March 2018

<sup>8</sup> The names are Young Nicks Head (Te Kuri) – Recorded, and Tuaheni Point, Assigned

<sup>9</sup> J A Mackay (1927), *Life in Early Poverty Bay*, The Gisborne Publishing Company, Ltd: Gisborne, p.3 – last accessed 22 March 2018

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Duplication

'Turanga' names are extensively duplicated throughout the North Island, including four 'Turanganui' names approximately 375km southwest in South Wairarapa District.

The closest duplicated names are:

- Turangaohau Stream (recorded), approximately 77km west at Lake Waikaremoana,
- Turangakumu (locality, assigned), Turangakumu Scenic Reserve (validated), Turangakumu Summit (recorded) approximately 122km west-southwest.

There is also duplication of 'Kiwa':

- Te Moana nui a Kiwa (collected), an original Māori name for the South Pacific Ocean,
- Te Mana ō Kupe ki te Moana nui a Kiwa (collected), a long form name of Mana Island.
- Lake Te Rotookiwa (assigned as official in 1948), approximately 162km southwest duplicates Kiwa. This may be an associated name.

These names reference Kiwa, an ocean deity.<sup>10</sup>

'Poverty' is duplicated seven times in the NZGB's jurisdiction. The closest is Ngawaiawhиту (Poverty Creek) Stream approximately 167km southwest of the proposal.

There is unlikely to be any confusion with the duplicated names because of their distance from this proposal. Additionally, the Tūranganui-a-Kiwa and Poverty names are strongly associated with the feature.

Should the NZGB accept the proposal for the bay, duplication of the name could be an issue if it was later proposed for Gisborne (town).

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Other research,  
history and  
references to the  
bay

Reed<sup>11</sup> records that Kiwa planted a symbol of his mauri on the right bank (west side) of Turanganui River.

Lieutenant James Cook originally intended to name the feature Endeavour Bay<sup>12</sup> but altered the name in his journal to Poverty Bay<sup>13</sup> following two days of conflict with local Māori. Cook landed on the left bank (east side) of Turanganui River at Kaiti Beach.

Sir Joseph Banks<sup>14</sup> and Sydney Parkinson<sup>15</sup> on the Endeavour voyage recorded Poverty Bay and Taoneroa for the feature. The Alexander Turnbull Library has a digital copy of Sydney Parkinson's coastal profile of 'Poverty Bay'<sup>16</sup>.

JS Polack's *New Zealand*<sup>17</sup> is the earliest text record the Secretariat has found naming the bay Turanga (sic Turunga), rather than 'Taoneroa'. Polack records that local Māori gave the name of the beach to Tupia (the Tahitian navigator who interpreted for the Endeavour voyage) instead of that of the bay. Polack records 'Turunga (Poverty Bay)' throughout the rest of the text.

E Shortland<sup>18</sup> recorded 'Turanganui-a-Rua' for Poverty Bay in 1851.

An 1861 newspaper describes Turanganuiakiwa (sic) as an equivalent to the

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<sup>10</sup> Mackay, p.17

<sup>11</sup> A W Reed (2010), *Place Names of New Zealand*. (Rev. P. Dowling). Auckland. Penguin Group.

<sup>12</sup> Mackay, 1949, p.32

<sup>13</sup> <http://southseas.nla.gov.au/journals/cook/17691011.html> - last accessed 20 March 2018

<sup>14</sup> [http://southseas.nla.gov.au/journals/banks\\_remarks/194.html](http://southseas.nla.gov.au/journals/banks_remarks/194.html) - last accessed 20 March 2018

<sup>15</sup> <http://southseas.nla.gov.au/journals/parkinson/126.html> - last accessed 20 March 2018

<sup>16</sup> <https://tiaki.natlib.govt.nz/#details=ecatalogue.342371> - last accessed 20 March 2018

<sup>17</sup> Polack, p.18

<sup>18</sup> E Shortland (1851), *The Southern Districts of New Zealand*, London: Longman, Brown, Green, & Longmans, p.94

'East Coast'.<sup>19</sup> This is the earliest documented reference found by the Secretariat to the long form of the proposed name.

Calls to remove the name Poverty Bay are longstanding. The name has been described as 'inaccurate', 'disparaging', 'odious', 'libel', 'a handicap', 'psychologically unsound'. Many organisations and businesses have altered their names from 'Poverty Bay' names to 'Gisborne', 'Turanga', 'Eastland', or other names.<sup>20</sup>

The NZGB's archives record:

- a debate by Gisborne Council in 1945, to remove or replace the name of the bay,
- a letter in 1967 about 'considerable movement' to alter all 'Poverty Bay' names to 'Eastland' names,
- an aborted attempt by Gisborne Council in 1994 to alter the bay's name, discussion of 'Turanganui a Kiwa', and a number of businesses having apparently altered their names to 'Eastland'.

The Fletcher<sup>21</sup> index of Māori place names records 'Turanga nui' and 'Turanga nui a Rua' for Gisborne, and 'Turanga nui a Kiwa' and 'Turanga nui a Ruamata' for 'places at Gisborne'.

Gudgeon records Turanganui-a-Kiwa applying to 'a very limited area of land, between the Turanganui and Waipaoa Rivers at Poverty Bay, extending only a short distance inland'.<sup>22</sup>

Meaning of  
Tūrangānui-a-Kiwa

The meaning/s of the 'Turanga' names and their variations do not appear to be specific to the bay feature. The stories and meanings recorded for Tūrangānui-a-Kiwa commemorate an event on land near Turanganui River:

- the great standing place of Kiwa [where he claimed the area<sup>23</sup>, in some cases due to Ruamataua [or Ruawharo, or Rupani] claiming the opposite side of the river<sup>24</sup>]
- the stopping place of Kiwa [he rested before exploring inland]<sup>25</sup>
- the long waiting place of Kiwa [for his son who drifted out to sea<sup>26</sup>, or having arrived ahead of the Horouta waka on the Tākitimu<sup>27</sup>]
- the piercing of Kiwa's foot [by a sharp stick]<sup>28</sup>
- the rendezvous selected by Kiwa [at the east bank of Turanganui River]<sup>29</sup>

Te Rungānui a Turanganui a Kiwa, the collective of Tūrunga iwi, record a number of the variant names and stories on its history page.<sup>30</sup>

Use of Tūrangānui-a-Kiwa

Turanga/nui was the name for earlier settlement/s in the area from the 1830's.<sup>31</sup> In 1870 the 'Township of Turanganui' was planned but by the time sales were gazetted it was renamed Gisborne.<sup>32</sup>

Tūrangānui-a-Kiwa is also known as the original Māori name for Gisborne (town). New [Road signs](#) show 'Turanganui a Kiwa' and 'Gisborne' as equivalent names. In 2017 GDC considered proposing Tūrangānui-a-Kiwa

<sup>19</sup> [MEMORIAL OF THE POVERTY BAY CHIEFS TO HER MAJESTY THE QUEEN](#). *Maori Messenger : Te Karere Maori*, Volume II, Issue 9, 1 May 1862

<sup>20</sup> Mackay, p.XV-XIX

<sup>21</sup> <http://www.waikato.ac.nz/library/maori-names-index/T9.shtml#tukato> – last accessed 22 March 2018

<sup>22</sup> W E Gudgeon, *The Maori Tribes of the East Coast of New Zealand*, *Journal of the Polynesian Society*, Volume 3 1984, p.212

<sup>23</sup> J H Mitchell, (1972), *Takitimu*, Reed Publishing (NZ) LTD: Wellington, p.22 – accessed 22 March 2018

<sup>24</sup> Mackay, p.5

<sup>25</sup> Ibid

<sup>26</sup> Ibid

<sup>27</sup> <https://teara.govt.nz/en/turangānui-a-kiwa-tribes/print> - last accessed 22 March 2018

<sup>28</sup> Oral history of Hemi Terekia, refer GDC proposal references

<sup>29</sup> H Rongowhakaata, (1999), *Horouta – the History of the Horouta Canoe, Gisborne and East Coast*, Reed: Auckland, p.26

<sup>30</sup> <http://www.trotak.iwi.nz/thepeople/history.php> - last accessed 20 March 2018

<sup>31</sup> Ian St George, *Colenso's collections*, The New Zealand Native Orchid Group: Wellington. Diary: October 1841

<sup>32</sup> *New Zealand Gazette* 1870 (10) p.85



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for Gisborne (town) instead of, or in addition to the bay.<sup>33</sup> The research in the proposal refers to 'Turanganui-a-Kiwa (the original name for the area of Gisborne).' However, this current proposal from the GDC is for the bay only.

Other historic and traditional use of Tūranganui-a-Kiwa refer to a broader 'area' or 'district', around the bay or including the bay.<sup>34 35</sup> The proposal has regularly been referred (eg by the media) as being for the 'Poverty Bay region' or the 'east coast region'.

Should the NZGB accept the proposal confusion about what feature is being named is likely. Objections might be received that the name should be applied to Gisborne, to a site, or to a wider area, rather than the bay.

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Consultation with iwi

Te Puni Kōkiri has been requested to confirm whether the NZGB should consult with additional iwi/hapū groups.

The proposal does not include comment from Te Rūnanganui o Ngāti Porou, whose traditional rohe extends to Turanganui River and Poverty Bay.<sup>36</sup>

Other iwi/hapū groups might have an interest in the name due to whakapapa to the Hourata and Tākitimu waka, eg Ngāti Kahungunu who migrated from the area in the 17<sup>th</sup> century.<sup>37</sup>

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Māori Names Committee (MNC)

At its 26 January 2018 teleconference, the MNC had no issues with the [then] upcoming proposal for Tūranganui-a-Kiwa / Poverty Bay, for the bay.

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Other correspondence

The NZGB has received several letters and emails, mostly objecting to the proposal. They are included in the Supporting information for its consideration.

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Spelling / orthography, including Te Taura Whiri i te Reo Māori (Māori Language Commission) registered translator's advice on Māori names

GDC has confirmed that the orthography for proposal is **Tūranganui-a-Kiwa / Poverty Bay**.

A Te Taura Whiri i te Reo Māori (TTWh) registered translator confirmed that the orthography 'Tūranganui-a-Kiwa' is correct.

GDC publicly consulted on 'Turanganui a Kiwa' without the macron or hyphens in its published material and media releases. There is also some evidence of support for the non-standard orthography of double vowels in the proposal material, rather than with standardised macrons.

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Relevant sections from [NZGB Act 2008](#)

Section 3(g): provide the means for appropriate recognition to be accorded to cultural and heritage values associated with geographic features.

*An official dual name would recognise the cultural and heritage values associated with each name. Cook gave the existing name, Poverty Bay, to the first place he arrived at in New Zealand. The name has been in continuous use for nearly 250 years and is well known. Tūranganui-a-Kiwa is also well known and has been in use longer.*

Section 11(e): Encourages the use of original Māori names on official charts and maps.

*If altered to an official dual name, official documents including maps and charts, and publications intended for travellers and tourists would be required to show the official name.*

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<sup>33</sup> <http://www.gdc.govt.nz/assets/Uploads/17-101-Name-Change-for-Poverty-Bay.pdf> - last accessed 23 March 2018

<sup>34</sup> <https://www.govt.nz/treaty-settlement-documents/rongowhakaata/> - last accessed 22 March 2018

<sup>35</sup> <https://www.govt.nz/treaty-settlement-documents/ngai-tamanuhiri/> - last accessed 22 March 2018

<sup>36</sup> <https://teara.govt.nz/en/east-coast-places/page-5> - last accessed 22 March 2018

<sup>37</sup> Refer Siân Daly (1997), [Waitangi Tribunal Rangahaua Whānui research report: Poverty Bay](#)

Other relevant policies from the [NZGB's Frameworks version 9](#)

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Dual and alternative naming: Dual and alternative naming recognises the equal and special significance for the community of both original Māori and non-Māori names. This significance may be historical or cultural.

*The proposal for a dual name would recognise and promote the original Māori name while retaining the heritage of the Poverty Bay name. Poverty Bay has a particular status or notability as a Cook name, and as one of the first names Cook applied in New Zealand.*

*Many Cook names have been altered to dual names, both unofficially over time eg Young Nicks Head (Te Kuri), and officially, eg Castle Point to Matira / Castle Rock.*

Nomenclature: If there is a choice between two or more names all sanctioned by local or common usage, then the Board should approve the name that is most appropriate...

*How much community support for a dual name is unclear. Those that support Tūranganui-a-Kiwa also want to remove Poverty Bay.*

*Poverty Bay has long been considered inappropriate locally, for example:*

- *it does not accurately describe the bay and wider area,*
- *the name is 'colonial',*
- *it has negative connotations that materially affect residents,*
- *a name already existed for the feature.*

*The NZGB might consider that another proposal to just restore the original Māori name is more appropriate than a dual name.*

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Concerns or issues for emergency services and hydrographic considerations

Poverty Bay is a significant hydrographic feature and frequently referenced in the *Admiralty Sailing Directions*<sup>38</sup> for safe navigation along the east coast of the North Island or Te Ika-a-Māui, to anchorages within the bay, and into Gisborne Harbour. Chart NZ 5571 is named 'Poverty Bay and Approaches to Gisborne'.

Removing the existing English name may cause confusion for recreational and commercial navigation. Altering to a dual name that retains the existing name Poverty Bay would assist identification of the feature in an emergency.

Should the NZGB accept another proposal to just restore the original Māori name Tūranganui-a-Kiwa, the English generic term 'bay' is recommended to help identify the feature.

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Media

Media have covered the proposal extensively due to the controversy around possibly altering a notable and iconic name.

In February 2018 the *Gisborne Herald* ran an online poll asking 'Do you support moving to a dual name for Gisborne's coastal bay to Tūranganui a Kiwa/Poverty Bay?'<sup>39</sup> Objections covered both altering Poverty Bay (at all), and retaining Poverty Bay as part of a dual name. The issue has been publicly debated in the media by letters to the editor and columns both supporting<sup>40</sup> and objecting to the proposal.<sup>41,42</sup>

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<sup>38</sup> Mason, S.C. (Ed.). 2010. *Admiralty Sailing Directions, New Zealand Pilot, 18<sup>th</sup> edition*. United Kingdom Hydrographic Office, Taunton, United Kingdom, 8.22

<sup>39</sup> [Strong vote against dual name](#), *Gisborne Herald*, 10 February 2018

<sup>40</sup> Jeremy Muir, [Both names would get a promotion](#), *Gisborne Herald*, 8 February 2018

<sup>41</sup> Letters to the editor, [What a cheek, GDC...](#), *Gisborne Herald*, 8 March 2018

<sup>42</sup> Letter, [Dismay over proposed name change](#), *Gisborne Herald*, 7 February 2018

The last push to alter Poverty Bay was in 2012<sup>43</sup>, resulting in the Kāiti School petition and a march. Calls in the media to replace Poverty Bay are longstanding, including those to specifically alter to Tūranganui-a-Kiwa<sup>44</sup>.

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[Online Dictionary of New Zealand Sign Language \(NZSL\)](#)

NZSL is an official language of New Zealand. Under the United Nations Convention on the Rights of Persons with Disabilities (UNCRPD) the NZGB is obliged to recognise the existence and importance of geographic names in NZSL.

There is no standardised NZSL sign for Tūranganui-a-Kiwa or Poverty Bay in the online Dictionary, although there are signs for 'Poverty' and 'Bay'.



The NZGB may consider recommending that if the existing name is altered to an official name, that it is added to the NZSL Dictionary.

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## Supporting information

1. Proposal – 12-13 March 2018
2. Letters of support included as an appendix to the proposal from:  
Ngai Tāmanuhiri CEO  
Ngai Tāmanuhiri Chairperson  
National Coordinating Committee for Tuia – Encounters 250 Chair  
Tairawhiti Museum  
Te Aitanga a Mahaki Trust
3. Letters of objection to the NZGB from early correspondents
4. Wairoa Block Deed of Cession 1867
5. Turanganui Block No. 2 Deed
6. Extracts from journals of Endeavour Voyage
7. Extract from *Gisborne Herald* 10 May 1945 (Council debate of Poverty Bay)  
Correspondence with Minister for Lands 10 April and 24 May 1967  
Extracts from *Gisborne Herald* 3 November and 5 November 1994

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<sup>43</sup> <http://www.stuff.co.nz/national/6824613/Push-to-take-PR-disaster-Poverty-out-of-Bay>

<sup>44</sup> [A NATIONAL DUTY](#). *New Zealand Times*, Volume LXXVII, Issue 5324, 9 July 1904