

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

[considered by the NZ Geographic Board at its meeting on 27 September 2018]



Summary

At its meeting on 12 April 2018 the NZGB agreed to accept a proposal to alter the recorded name Poverty Bay to an official dual name **Tūranganui-a-Kiwa / Poverty Bay**, for the bay [water feature].

During the public notification period from 24 May 2018 to 24 August 2018 the NZGB received **609** submissions with **155 clearly** supporting and **302 clearly** objecting to the proposal. **Eight** submissions are considered to be 'neutral'.

The remaining **144** 'supporting' submissions are **ambiguous**, apparently supporting Tūranganui-a-Kiwa, but not necessarily the proposed dual name. The Secretariat wrote to all of these submitters seeking clarification.

The **155** supporting submissions primarily want the original Māori name restored, they acknowledge and respect mana whenua, and believe the proposed name would better reflect a bicultural society.

The **302** objecting submissions are mostly split between supporting only the existing name Poverty Bay, and making an alternative proposal for only Tūranganui-a-Kiwa. The remaining objectors made a variety of alternative proposals.

The objecting submitters who support the existing name Poverty Bay object on historic grounds, the cost of altering the name, the length of the proposed name, and do not believe that Gisborne District Council had any social mandate to make the proposal.

Those objecting submitters who proposed Tūranganui-a-Kiwa as an

alternative, consider that it would better reflect cultural and heritage values, and remove the perceived stigma of Poverty Bay.

Of the 155 supporting submissions, the 144 ambiguous submissions, and those objecting submissions seeking just Tūranganui-a-Kiwa, there is strong support to restore the original Māori name. However, most also specifically want Poverty Bay removed.

Many of the objecting submitters have assumed that the proposal is to remove the existing name, which is not the case. This does however show a strong desire to retain the existing name.

Many who support Tūranganui-a-Kiwa have not commented on applying it to the bay feature. A number of submissions were specifically for applying Tūranganui-a-Kiwa to Gisborne (city), or the river, region, district, area, and not the bay.

The reasons in the objecting submissions are not considered to outweigh the reasons the NZGB accepted the proposal in April. A dual name would recognise the cultural and heritage values associated with each name, and give both names equal status.

Secretariat recommendation

At its meeting on 27 September 2018 the NZGB resolved this recommendation.

Consider all submissions for the proposal to alter the unofficial recorded name Poverty Bay to an official dual name **Tūranganui-a-Kiwa / Poverty Bay,**
and

Reject the objecting submissions based on:

- the objectors' reasons not outweighing the NZGB's reasons for supporting the proposal given at its April 2018 meeting,
- a dual name ensuring the values and connections people have to each name are represented,
- strong support across supporting, objecting, and ambiguous submissions for Tūranganui-a-Kiwa, notwithstanding that many specifically want the existing name Poverty Bay removed.

and

Confirm the NZGB's previous **decision** to alter the recorded name Poverty Bay to an official dual name **Tūranganui-a-Kiwa / Poverty Bay,**

and

Report to the Minister for Land Information on the NZGB's decision,

and

Request the Minister for Land Information make the **final determination** by confirming, modifying or rejecting the NZGB's decision in terms of Section 20(2) of the NZGB Act 2008.

Background

**NZGB
minutes 12
April 2018
[abridged]**

NZGB Discussion

The NZGB noted that Tūranganui-a-Kiwa is commonly used for Gisborne, and has its origins as being the place where Kiwa, who captained the Horouta or Takitimu waka, landed and where settlements were later established. The NZGB noted that because the proposal is generating considerable debate in Gisborne, and because of the length of the name, it may be preferable to opt for alternative names. The NZGB noted that public consultation by the Council resulted in a 50/50 split, with half of those opposed wanting to also drop the name Poverty Bay, which suggests there is a reasonable amount of community support for change/restoration.

The NZGB noted that Poverty Bay is a Captain Cook name and that correspondence with strong opinions has been received. The NZGB noted that while the timeframe for the Council's public consultation period had been short, it was satisfied with the level of consultation.

The NZGB noted association with the Turanganui River, sometimes referred to as New Zealand's shortest river.

Resolutions

The NZGB agreed to **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 place the Māori name for the bay alongside the existing English name, notwithstanding that mana whenua specifically seek just 'Tūranganui-a-Kiwa',
- documentary evidence of the 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,

and

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

Further Discussion

The NZGB noted that the collective tribes in the area are called Tūranga iwi, and that this Tūranga name refers to a wider area, not just that beside the bay.

Notification

Purpose	The Act sets minimum requirements for notifying proposals. Beyond that the NZGB seeks to widen its reach to get people engaged in the process. Therefore the NZGB is using additional media.
Advice to mana whenua that the NZGB would be publicly notifying the proposals	On 13 April 2018 the Secretariat advised Tūranga iwi: <ul style="list-style-type: none">- Rongowhakaata- Tamanuhiri Tutu Poroporo Trust- Te Aitanga a Mahaki Trust and Te Rūnanganui o Ngāti Porou that the NZGB would be publicly notifying the proposals between 24 May 2018 and 24 August 2018.
Advice to councils	On 13 April 2018 the NZGB advised Gisborne District Council that its proposal would proceed to public consultation. On 24 May 2018 the NZGB also advised the adjacent Councils that the proposal would be publicly notified.
Advice to MPs	On 24 May 2018 the NZGB advised the MPs for East Coast, Napier, and Ikaroa-Rāwhiti, and all adjacent electorates of the proposals.
Public notification including social media	The NZGB advertised that the proposal was open for submissions: <ul style="list-style-type: none">- in the <i>New Zealand Gazette</i>,- in the <i>Sunday Star Times</i> and <i>The Gisborne Herald</i>,- on the LINZ Consultation and Facebook™ pages, the New Zealand Government's Consultation page, and Te Puni Kōkiri's events calendar

[Rauika.](#)

As part of a pilot project on notification through social media (refer Agenda item 18), the proposal was also advertised on:

- *Facebook*, 29 May 2018 to 12 June 2018,
- *Neighbourly*, 31 May 2018 to 3 June 2018 and 8 August 2018 to 11 August 2018.

Other notification Gisborne District Council linked the NZGB's online submission form and media release to its [Community Consultation page](#) with the heading 'Dual name proposal Turanganui a Kiwa alongside Poverty Bay'.

Media

The NZGB published a media release on 13 April 2018, the day after its decision to proceed with the proposal.¹ On 24 May 2018 LINZ Comms circulated a general media advisory at the start of the notification period.² The media advisory was syndicated on Scoop.co.nz.³

The NZGB's decision to accept the dual name proposal and proceed to notification was widely reported.

In mid-August 2018 LINZ Comms circulated a second media advisory advising that consultation would close on 24 August 2018.

Media frequently reported on the proposal during the notification period. Many letters to the editor and editorials were published in *The Gisborne Herald*.

A compilation of media articles are included in the supporting information.

The submissions

Summary

During public notification from 24 May 2018 to 24 August 2018, the NZGB received **609** submissions, with **302 clearly objecting** to and **155 clearly supporting** the proposal. A further **144** submissions ticked 'I support' on the online submissions forms, but the content of their submissions is **ambiguous**. This is explained below.

Eight submissions, are considered '**neutral**' due to the content which the Secretariat could not categorise, and they did not respond to an email requesting clarification.

Three late submissions, all objecting, were received by 10 September 2018. The NZGB Chairperson under delegation may decide whether to consider these late submissions. Any further late submissions will be tabled on 27 September 2018.

Submissions are categorised by outcome and themes. A spreadsheet in the supporting information catalogues submissions, and another supporting document refers.

Issues

Anticipating that there might be issues around the public understanding the proposal, the Secretariat ensured consistent emphasis in all media content that the proposal was for a dual name and for the bay feature only.

The online submission forms had two mandatory tick boxes:

- *I understand the proposal is for the name of the Bay, and not for a wider area or for Gisborne*
 - *I understand the proposal is for an official dual name,*
-

¹ <https://www.linz.govt.nz/news/2018-04/nzgb-consult-giving-poverty-bay-official-m%C4%81orienglish-name> - last accessed 12 August 2018

² <https://www.linz.govt.nz/news/2018-05/nzgb-now-consulting-three-place-name-changes> - last accessed 30 July 2018

³ [NZGB now consulting on three place name changes](#), *Scoop*, 24 May 2018

Tūranganui-a-Kiwa / Poverty Bay

Despite these measures, significant numbers of submissions ticking 'I support' clearly did not support the proposed dual name.

119 submissions initially ticking 'I support' or stating they supported the proposal, were moved to the objections based on responses to emails from the Secretariat requesting clarification, or the explicit content of the submissions.

Three submissions ticking 'I object' were moved to the supporting submissions.

144 of the 'supporting' submissions have not responded to an email from the Secretariat requesting clarification and remain **ambiguous**. These submissions show clear support for Tūranganui-a-Kiwa, but may 'support' *only* Tūranganui-a-Kiwa.

- **77** of these could be classified as objections based on negative comments made about the existing name of Poverty Bay,
- **67** might be considered to support the dual name. However, nearly all ambiguous submitters that responded to clarification emails became objections, seeking just Tūranganui-a-Kiwa.

The NZGB also received many submissions 'supporting' or 'objecting' for the name of Gisborne, Gisborne District, 'the area', 'the region' and similar. Some specifically stated that Tūranganui-a-Kiwa should be applied to one of these features instead of the bay.

All objections misspelling Tūranganui-a-Kiwa, eg 'Tūranganui-a-Kiwi', including missing or adding hyphens and macrons or containing random capitalisation, are considered to be proposing 'Tūranganui-a-Kiwa' as an alternative name, unless explicitly stating otherwise. The spreadsheet details exactly what the submitter wrote.

Statistics

A majority of the submitters live in Gisborne and around Poverty Bay.

	Gisborne and Poverty Bay area	Elsewhere in NZ	Australia	Other international	Unknown or just street given
Support (155)	59.35%	34.84%	2.58%	.65% (1 submission from Germany)	2.58%
Ambiguous (144)	54.17%	36.81%	5.55%		3.47%
Object (302)	72.52%	17.55%	2.98%		6.95%
Neutral (8)	62.5%	25%	12.5%		
Total	64.7%	26.6%	3.61%	.16%	4.93%

Secretariat analysis of the supporting submissions

The **299** supporting submissions are categorised into four high level categories (these include the ambiguous submissions):

No.	Category
111	Clearly support the dual name.
44	Support a dual name as a compromise solution. Looks towards a staged approach moving to just Tūranganui-a-Kiwa.
67	Ambiguous, but could be taken as supporting. Clearly support Tūranganui-a-Kiwa. No reference to dual name other than the tick box. Nothing negative about Poverty Bay. May think proposal is Poverty Bay to just Tūranganui-a-Kiwa.

77	<p>Ambiguous, could be an objection.</p> <p>Clearly supports Tūranganui-a-Kiwa, but makes strong negative statements about Poverty Bay name, eg, it's a stigma, a curse, Poverty doesn't represent the people.</p> <p>May think proposal is Poverty Bay to just Tūranganui-a-Kiwa.</p>
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The Secretariat noted **28** submissions across these categories possibly or specifically submitting on the District, Region or Gisborne, and not the bay. Some (within the ambiguous submissions) specifically state Tūranganui-a-Kiwa should be used for a feature other than the bay, though others appear to have just made an assumption the proposal is for another feature eg #163:
"its a better fit for the region and was traditionally the name of the area before it was changed by settlers and not by the local people who were Maori."

The reasons for support are then grouped by themes. These mostly reconfirm the reasons given for the proposal, and accepted by the NZGB. In order by frequency, the themes are:

Tūranganui-a-Kiwa is the original name
The name recognises first discovery
Adding Tūranganui-a-Kiwa acknowledges the Māori history/heritage of the area, is respectful, is redress
The name shows the connection to whenua (the land) and/or connection to Kiwa as an ancestor
Acknowledges bi-cultural heritage
Reflects spirit of Treaty
Tūranganui-a-Kiwa will have social benefits
Tūranganui-a-Kiwa will bolster Māori identity
Support for te reo Māori
Likes the meaning behind Tūranganui-a-Kiwa, Tūranganui-a-Kiwa tells a story
Tūranganui-a-Kiwa is what is used locally, actually in use, has always been used
Community support for proposal
Tūranganui-a-Kiwa sounds better (euphony), is beautiful, lovely, other vague positive things
Possible economic and tourism benefits
No content to submission
Moral thing to do
Dual name with Tūranganui-a-Kiwa first matches scientific protocol of using the first name given to plant and animal species

Secretariat analysis of the objecting submissions

The objecting submissions have been categorised first by the overall outcome they want, primarily either *only Tūranganui-a-Kiwa* or *only the existing name Poverty Bay*, followed by a smaller number of other alternative proposals.

The four high level categories are:

No.	Category					
142	Supports just the existing name Poverty Bay , including with short general statements like 'no reasons to change', 'leave it alone'					
141	Wants Tūranganui-a-Kiwa on its own, reinstate original Māori name only					
18	Proposes an alternative name other than Tūranganui-a-Kiwa [note, a few proposed alternative names as a 2 nd choice to supporting the existing name]					
		<table border="1" style="width: 100%;"> <tr> <td>Endeavour Bay</td> <td>Prosperity Bay</td> <td>Tūranganui</td> </tr> <tr> <td>Kiwa Bay</td> <td>Sunrise City</td> <td>Tūranganui-a-Kiwa / Gisborne</td> </tr> </table>	Endeavour Bay	Prosperity Bay	Tūranganui	Kiwa Bay
Endeavour Bay	Prosperity Bay	Tūranganui				
Kiwa Bay	Sunrise City	Tūranganui-a-Kiwa / Gisborne				

	Oneroa Bay	Sunshine Bay	Turanganui-o-nga-waka-Katoa
	Paradise Bay	Sunshine City	
	Poverty FREE Bay	Takitimu Bay	
1	Poverty Bay to come first if dual name [note, a few stated this as a 2 nd choice]		

The NZGB received a small number of objections stating Tūranganui-a-Kiwa originally applied to the area beside Turanganui River, is in local use as the Māori name for Gisborne, should be applied to the District, Region, and etc. Two objecting submissions state that the extent of the original name Tūranganui-a-Kiwa is not coincident with the entirety of Poverty Bay, and so should not form part of a dual name with Poverty Bay, being a separate feature.

The reasons are grouped by theme in the table below. Some themes are mutually exclusive between the high level categories, whereas others like 'the proposed name is too long' are common to all.

Tūranganui-a-Kiwa on its own better reflects the culture/history of the area Poverty Bay irrelevant
'Poverty' Bay is a stigma Poverty Bay is not descriptive or representative of the people The 'Poverty' name supresses peoples socially, removing it will have benefits
Objections [to removing] Poverty Bay based on historic reasons and European heritage reasons Objections based on 'changing history'
Waste of money / the cost of change Better things to spend money on / expenditure of ratepayers money Cost of updating maps particularly / cost to update existing documents
Council does not have the support of the population, should have a referendum Council acting unilaterally, did not indicate this was part of their platform prior to elections Proposers in the minority
The name is too long
Representatives play for Poverty Bay Existing businesses use Poverty Bay Existing name is well recognised, proposed name is not
The change would be confusing (for travellers and tourists, for mail)
Long-time resident Wouldn't feel like home
Objection based on long term use
Slippery slope arguments - will be a precedent to alter other names Dual name is a gateway to get rid of Poverty Bay Enough Māori names.
Difficult to pronounce and spell Tūranganui-a-Kiwa not euphonious (sounds bad)
Disagrees with applying Tūranganui-a-Kiwa to the bay, rather than Gisborne (town), or Assumes proposal is for the town
Unhappy with Local Government and NZGB Process isn't real, a farce, predetermined

Procedural issues like 'Supporters don't have to provide reasons' This is political pandering
Tūranganui-a-Kiwa not good for economic development Will impact tourism Proposed economic benefits nonsense
Possibly racist arguments and comments
Disagrees with applying Tūranganui-a-Kiwa to the bay, rather than Gisborne District, the region, a wider 'area', or Assumes proposal is for an 'area' rather than the bay
Waste of time/pointless/achieves nothing/changing the name is ridiculous
Divides us as New Zealanders
Worries about maritime safety due to name change Māori is not an international language
New Zealand is an English speaking country first
Objects to dual names in general – they are impractical, confusing
Information in the proposal is incorrect Proposers were unclear on the proposal during their consultation Tūranganui-a-Kiwa is not the original name, and there is confusion over the meaning
Submitted objection with no content
Poverty Bay is not the translation, it is a different word to Tūranganui-a-Kiwa
Place names should reflect real persons, not mythical/fictional Inappropriate to name after Kiwa
Poverty Bay not good for economic development, impacts tourism Just Tūranganui-a-Kiwa would bring benefits
Will get confused with Tauranga
Servicemen and woman fought and died for Poverty Bay The proposal is an insult to ancestors
Local Māori not in agreement with the proposal
Poverty Bay is a unique name, duplication concerns
Proposed name shouldn't apply to entire bay as Tūranganui-a-Kiwa doesn't apply to entire bay
Consultation and process excludes elderly
Disagrees with applying Tūranganui-a-Kiwa to the bay, is the name of the river. Duplicates the river's name

Supporting information

1. Proposal Report – Tūranganui-a-Kiwi / Poverty Bay – 2018-04-12
2. Submission spreadsheet
3. Secretariat comments on reasons for objection by theme
4. Copies of all supporting submissions (including ambiguous submissions)
5. Copies of all objecting submissions
6. Copies of all neutral submissions
7. Media Articles