

# 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:

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