

## Education New Zealand Briefing

<b>Title:</b>	Māori name for Education New Zealand		
<b>Date:</b>	30 July 2019	<b>Priority:</b>	Medium
<b>Security level:</b>	In confidence	<b>ENZ ID no:</b>	1920-002

### Action sought

Addressee:	Action sought:	Deadline:
Minister of Education	<p><b>Agree</b> that Education New Zealand adopts the Māori name <i>Manapou ki te Ao</i>.</p> <p><b>Agree</b> that this briefing is proactively released as part of the August 2019 release.</p>	

### Contact for telephone discussion (if required)

Name:	Position:	Telephone:	Cell phone:	1 <sup>st</sup> contact
Grant McPherson	Chief Executive	[REDACTED]	[REDACTED]	
		Withheld under s9(2)(a) of the OIA		
Ed Tuari	Pouārahi Māori	[REDACTED]	[REDACTED]	x

### The following departments/agencies have seen this report

<input type="checkbox"/> ERO	<input type="checkbox"/> MBIE	<input type="checkbox"/> MFA/T	<input type="checkbox"/> MoE	<input type="checkbox"/> MoH	<input type="checkbox"/> MSD
<input type="checkbox"/> NZQA	<input type="checkbox"/> NZTI	<input type="checkbox"/> TEC	<input type="checkbox"/> TPK	<input type="checkbox"/> Treasury	<input type="checkbox"/>

### Minister's office to complete

<input type="checkbox"/> Approved	<input type="checkbox"/> Declined	<input type="checkbox"/> Noted	<input type="checkbox"/> Needs change
<input type="checkbox"/> Seen	<input type="checkbox"/> Overtaken by events	<input type="checkbox"/> See Minister's notes	<input type="checkbox"/> Withdrawn

Comments:

RECEIVED  
31 JUL 2019  
Min Hipkins

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### Recommendations

Education New Zealand recommends that you

- a. **agree** that Education New Zealand adopts the Māori name *Manapūkihi Ao*

Agree / Disagree

- b. **agree** that this briefing is proactively released as part of the August 2019 release

Agree / Disagree



Grant McPherson  
Chief Executive  
Education New Zealand



Hon Chris Hipkins  
Minister of Education

8/8/19

Proactively released

## Purpose

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1. The purpose of this briefing is to consult you on Education New Zealand's (ENZ's) intention to adopt a Māori name, *Manapou ki te Ao*.

## Background

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2. ENZ conducts annual staff engagement surveys to gauge the strength of ENZ's workplace culture, inform the organisational development work plan and identify further initiatives towards making ENZ a positive place to work. The 2018 staff engagement survey highlighted the need for ENZ to explore ways of developing cultural competence and capability.
3. In response, ENZ's Māori advisory team developed te Rautaki Māori (the Māori Strategy). The objectives of te Rautaki are to:
  - a) develop and foster the use of te reo me ōna tikanga by all ENZ staff;
  - b) identify a Māori name for ENZ that encompasses ENZ's role, vision and principles; and
  - c) weave te reo me ōna tikanga into ENZ's purpose, which is to take New Zealand's education experiences to the world for enduring economic, social and cultural benefits.
4. Te Rautaki supports ENZ in fulfilling its responsibilities under Te Tiriti o Waitangi and in developing a Māori Language Plan as outlined in Maihi Karauna (the Crown's Strategy for Māori Language Revitalisation 2018-2023).
5. Building internal cultural competence and capability will contribute to ENZ's effectiveness in promoting New Zealand as an international education destination and showcasing New Zealand's unique Māori culture.

## Identifying a Māori name for Education New Zealand

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6. ENZ is the only education agency that does not have both English and Māori names as part of its corporate identity.
7. ENZ sought advice from Te Taura Whiri i Te Reo Māori (Māori Language Commission) on the appropriate process for identifying a Māori name and was advised there is no prescribed process or requirement for formal or legal approval.
8. Consultation with Pouārahi Māori Advisors at NZ Inc agencies confirmed that each had worked through a different process in adopting their Māori names, although all consulted with Te Taura Whiri i Te Reo Māori, Mana Whenua and Māori networks.
9. ENZ's Māori advisory team conducted an internal survey and team workshop in December 2018 to identify criteria and cultural territories for a Māori name to represent ENZ. Key criteria identified by staff were that the name is not a transliteration, that it is easy to remember and say, and that it has no negative connotations in other languages (considering ENZ's international markets).
10. ENZ sought direction from its Board on their criteria. The Board's view was that the Māori name should tell a story about preparing people for the future and taking them on a path to meet the challenges of a changing world.

11. ENZ consulted with Te Haumihiata Mason, a highly respected Māori language proponent and qualified translator, who assisted in identifying three possible name options based on the criteria and ensured the grammar and Māori story of the proposed names were aligned with ENZ criteria.
12. After consideration of the meaning and story for each option, the name that is preferred and endorsed by the ENZ Board is *Manapou ki te Ao*.

### **Manapou ki te Ao**

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13. *Manapou* means 'supporting and sustaining life'. It derives from the story of the manapou, which is said to be a stone of reddish or brown colour carried by the kākā (parrot) in its crop to sustain it on its flight from Hawaiki to Aotearoa.
14. *Ki te Ao* means 'to the world'. In Māori cosmogony the idea of *Ao* signifies day, a new beginning every day, new experiences, new opportunities and new learnings.
15. ENZ intends to use the name *Manapou ki te Ao* as a metaphor to describe New Zealand education – that it nourishes and empowers students like the manapou sustained the kākā, enabling students to flourish and providing the next generation of problem solvers to the world.
16. This metaphorical story aligns with ENZ's purpose, which is to take New Zealand's education experiences to the world for enduring economic, social and cultural benefits.
17. *Manapou ki te Ao* is not intended for use in student-facing marketing and promotion. The name would be part of ENZ's corporate identity rather than the Think New brand used to promote New Zealand education internationally, however, it does align with the refreshed Think New brand identity (ENZ 1819-217 refers).

### **Consultation**

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18. ENZ has closely collaborated and consulted with Te Taura Whiri i te Reo Māori throughout the process of developing criteria, identifying options, and developing the story to support the name's meaning.
19. ENZ sought expert advice from a Māori marketing and brand expert who has previously worked for ENZ and other NZ Inc agencies on the New Zealand Story, to ensure that the name aligns within that of other agencies and with the New Zealand brand.
20. Consultation has been undertaken with Pouārahi Māori advisors within NZ Inc agencies and The Treasury throughout the name identification and selection process.
21. ENZ has consulted with the Ministry of Education's Raukura Te Ao Māori, Dr Wayne Ngata.
22. ENZ has consulted with Parliamentary Service's Kaiwhakarite Māori and mana whenua, Kura Moeahu.
23. All parties consulted have indicated that *Manapou ki te Ao* is fit for ENZ's purpose and there are no copyright or iwi rights on the name.

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### Next steps

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24. ENZ intends to include its Maori name in its visual corporate identity (the New Zealand Fern logo) in line with other NZ Inc agencies.



25. ENZ's corporate branded materials are being updated in September/October 2019 as part of the wider rollout of the refreshed Think New brand. There is opportunity to incorporate the Māori name as part of this process without incurring additional cost.

### Proactive release

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26. ENZ intends to proactively release this briefing as per your expectation that information be released as soon as possible. Any information which may need to be withheld will be done so in line with the provisions of the Official Information Act 1982.

Proactively released