



12 November 2024

s 9(2)(a)

**Official information request**

Our ref: R00502

Tēnā koe <sup>s 9(2)</sup>  
(a)

Thank you for your official information request received on 10 September 2024. You requested:

*Please release all documents relating to the recent adoption of a Māori name, and associated costs incurred by the Ministry.*

*Going forward, will the Ministry refer to itself as either Te Manatu Waeture, or its bilingual name?*

The Ministry for Regulation worked with Te Taura Whiri I te Reo Māori to develop and adopt our Māori name, Te Manatū Waeture. Following adoption of our Māori name, it was added to our visual identity by internal resources at no cost.

The Ministry will continue to refer to itself as the Ministry for Regulation, however people may choose to use the English or te reo Māori name.

The documents in scope of your request are attached as Appendix One.

Where personal information is included in these documents it has been redacted in accordance with section 9(2)(a) of the OIA, to protect the privacy of natural persons.

One document, the Ministry's Weekly Report to the Minister for Regulation dated 16 August 2024, is refused under section 18(d) of the OIA because it is publicly available. The Ministry's Weekly Reports are published on our [website](#).<sup>1</sup>

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<sup>1</sup> <https://www.regulation.govt.nz/mfr-what-we-do/information-releases>

**Right of review**

If you wish to discuss this decision with us, please contact [hello@regulation.govt.nz](mailto:hello@regulation.govt.nz).

You have the right to seek an investigation and review by the Ombudsman of this decision.

Information about how to make a complaint is available at [www.ombudsman.parliament.nz](http://www.ombudsman.parliament.nz) or freephone 0800 802 602.

Please note that we may publish this letter (with your details removed) on the Ministry for Regulation website.

Ngā mihi

s 9(2)(a)



Aisling Risdon  
**Head of Ministerial Services**  
**Ministry for Regulation**

## Implementation of the Ministry's te reo Māori name

### Background

The Ministry for Regulation has worked with Te Taura Whiri i te Reo Māori – The Māori Language Commission, (Te Taura Whiri) to develop a te reo Māori name that will sit alongside our English name. The name suggested by Te Taura Whiri is *Te Manatū Waeture*.

The name, as suggested by Te Taura Whiri, defines the Ministry's core purpose – to elevate the quality of regulatory systems and ensure that agencies align with best practice. *Manatū* is a recommended common term for 'Ministry'. It asserts the Ministry's authoritative and guiding role. *Waeture* is the translation of the word regulation. The word also infers the clearing of pathways, the breaking down of complexity, and the elimination of barriers to enhance efficiency.

The Ministry has updated the logo to reflect the introduction of the te reo Māori name:



**Ministry for Regulation  
Te Manatū Waeture**

The Crown is committed to support te reo Māori. The use of te reo Māori, bilingual signage and te reo Māori names of Ministries and Departments signal that te reo Māori is valued.

One of the ways it meets its responsibilities is by incorporating te reo Māori into its business, displaying bilingual signage and having reo Māori names for Ministries and Departments. This has been happening for nearly 40 years in Aotearoa New Zealand, and as such, has become something of the norm.

Put simply – as a government ministry, it's quite normal to have a bilingual name and for Māori speakers to use it.

Over recent years, the way English and Māori names have been displayed on Ministry and Department logos has changed. The most recent logo development has been for the newly formed [Social Investment Agency](#). The approach taken has been to use equal weighting for both languages. The Guidance on te reo Māori signage is provided by [Te Puni Kōkiri](#).

The updated logo will be rolled out across Ministry channels, templates, documents and publications, starting on Monday 19 August 2024. Information about the background of the te reo Māori name will be available on the Ministry's website.

## **Back pocket Q&A**

What is the coalition government's approach to the use of te reo Māori?.

For Min's Office to complete:

[13 May 2024: In a statement, Minister Potaka told Newstalk ZB: "Te reo Māori is a taonga. It is fundamental to New Zealand's past, present and future."]

[Put simply – as a government ministry, it's quite normal to have a bilingual name, and for Māori speakers to use it.]

What instructions has the Ministry for Regulation been given by the Minister on the use of te reo Māori in our name?.

The Ministry has not received any instructions from the Minister for Regulation about the use of te reo Māori in our name.

We have utilised the guidance on te reo Māori signage as provided by [Te Puni Kōkiri](#).

We continue to use the key focus areas outlined in the former [Maihi Karauna](#). We await confirmation on any future direction from the Government on their Māori language policy.

Why didn't the Ministry have a bilingual name when it was established?.

The Ministry was created on 1 March 2024, and we have spent the past five months establishing essential systems, processes and procedures. We have been working with Te Taura Whiri i te Reo Māori – The Māori Language Commission, (Te Taura Whiri) since late June 2024 about a te reo Māori name for the Ministry. The name suggested by Te Taura Whiri, and approved by their Senior Leadership Team, was recently discussed between the two agencies.

Why have a Māori name at all?..

The Crown is committed to support te reo Māori. The use of te reo Māori, bilingual signage and te reo Māori names of Ministries and Departments signal that te reo Māori is valued within government. Put simply – as a government ministry, it's quite normal to have a bilingual name, and for Māori speakers to use it.

Also to note: S9 (1)(b) of Ture Reo 2016 states: the Māori language should be used in the promotion to the public of government services and in the provision of information to the public.

How will the Ministry refer to itself?

We will continue to be the Ministry for Regulation, but as we also have a te reo Māori name, people can choose which language they would prefer.

How.much.did.it.cost?.

There has been no cost to the Ministry for the work Te Taura Whiri has done to suggest a name, and no design cost for the logo to be updated (completed in-house).

Other.government.agencies.have.logos.where.the.English.name.is>bigger".than.the.te.reo.Māori.name; Why.is.this.different?.

Over recent years, the way English and Māori have been displayed on logos has changed. The most recent logo development has been for the newly formed [Social Investment Agency](#). The approach taken has been to use equal weighting for both languages. The Guidance on te reo Māori signage is provided by [Te Puni Kōkiri](#).

What.was.the.process.for.developing.the.new.name?

A major role of Te Taura Whiri is to ensure te reo Māori remains a living language. One way it does this is by developing new words, so the language is used effectively in a changing world.

Te Taura Whiri offers its best advice to those who seek it, based on the most accurate and up to date use of te reo Maori. This way all New Zealanders have the vocabulary to express their day-to-day life in te reo Māori, English or whichever language they choose.

Just as with many other public and private entities seeking the advice of Te Taura Whiri, the name Te Manatū Waeture was developed based on qualified linguistic expertise, research, precedence and a network of highly skilled Māori language speakers. This is the same process used for similar terms and sectors over many years spanning engineering, shearing and most recently the Olympics.

The final advice from Te Taura Whiri was based on the term 'waeture' being previously used in the public service as well as University of Canterbury, local councils, Political Science Council and others (references are available if required). The term was further confirmed by definitions in Te Aka dictionary and Paekupu a Māori language only dictionary of terms, words and phrases.

Who.was.consulted.about.the.new.name?.

The Ministry for Regulation sought advice from Te Taura Whiri to develop new words for a name, so the language is used effectively in a changing world. This advice was developed then provided to the Ministry for Regulation. The Ministry has chosen to accept the advice.

Has.this.name.been>gifted"?..

Te Taura Whiri works to promote the use of te reo Māori as a living language and an ordinary means of communication. Te reo Māori names for Departments have been

gifted in the past but with growing normalisation of te reo Māori, Te Taura Whiri now considers the advice it gives simply as practical and expert support.

Te Taura Whiri works with organisations to agree upon a name that reflects the function of the organisation while maintaining the quality and integrity of the language. The increased use of te reo Māori signage and bilingual organisation titles accelerates the normalisation of te reo Māori.

Ends.

DRAFT

Released under the Official Information Act 1982

**From:** [Denise Mackay](#)  
**To:** [Rainer Macalister](#)  
**Subject:** FW: Follow up....  
**Date:** Thursday, 10 October 2024 9:28:00 am  
**Attachments:** [image002.png](#)  
[image003.png](#)

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**From:** Denise Mackay  
**Sent:** Monday, August 5, 2024 3:02 PM  
**To:** [pirimia@tetaurawhiri.govt.nz](mailto:pirimia@tetaurawhiri.govt.nz)  
**Subject:** RE: Follow up....

Kia ora anō Pirimia

I've had confirmation that we can start deploying the new logo on our website (and then other external channels) from early next week.



**Ministry for Regulation**  
**Te Manatū Waeture**

I'm just working on various products to support the implementation.

Below is the start of a short Q&A – grateful of your review and assistance – particularly with the final three Q&A. Please let me know if you think we need to add any other Q&A too.

Ngā mihi

D

#### **Back pocket Q&A**

*Why didn't the Ministry have a bilingual name when it was established?*

The Ministry was created on 1 March 2024, and has spent the past five months establishing essential systems, processes and procedures. A permanent Chief Executive has not yet been confirmed. We have been working with Te Taura Whiri for several months on a suitable te reo Māori name for the Ministry. The name suggested by Te Taura Whiri, and approved by their Senior Leadership Team, was recently discussed between the two agencies.

*Why bother with a Māori name at all?*

The Crown is committed to support te reo Māori, outlining that support in the [Maihi Karauna](#), the Crown's strategy for Māori Language Revitalisation. The use of te reo Māori, bilingual signage and te reo Māori names of Ministries and Departments signal that te reo Māori is

valued within government. Put simply – as a government ministry, it's quite 'normal' to have a bilingual name.

*How much did it cost?*

There was no cost for the name or to update the Ministry's logo or apply the logo to the Ministry's channels and documents. There will be a small cost to replace the Ministry's three pull-up banners (estimated to be less than \$500).

*Other government agencies have logos where the English name is 'bigger' than the te reo Māori name. Why is this different?*

The Ministry has worked closely with Te Kawa Maataho to confirm the appropriate way the new logo is displayed. They have confirmed the font size for both the English and Māori name is to be the same. Very recently, the [Social Investment Agency](#), a new central government agency, created their logo, and it has equal weighted font for both the English and Māori name.

**What was the process for developing the new name?**

**Who was consulted about the new name?**

**Has this name been 'gifted'?**

[Te Taura Whiri to answer?]

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**From:** Denise Mackay

**Sent:** Friday, August 2, 2024 4:27 PM

**To:** [pirimia@tetaurawhiri.govt.nz](mailto:pirimia@tetaurawhiri.govt.nz)

**Subject:** Follow up....

Kia ora Pirimia

Lovely to see you earlier in the week.

I'll be in touch next week about the Ministry's new name.

We are waiting to hear back from our website people on how long it might take to change out the logo (it's complicated!) so no great rush in terms of implementation.

Have a lovely weekend.

D

Denise Mackay

Engagement lead

Ministry for Regulation

waea pūkoro: **s9(2)(a)** | īmēra: [denise.mackay@regulation.govt.nz](mailto:denise.mackay@regulation.govt.nz)



**Ministry for  
Regulation**



**From:** [Denise Mackay](#)  
**To:** [Rainer Macalister](#)  
**Subject:** FW: Newsroom Pro article  
**Date:** Thursday, 10 October 2024 9:28:00 am  
**Attachments:** [image001.png](#)

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**From:** Pirimia Burger <[Pirimia@tetaurawhiri.govt.nz](mailto:Pirimia@tetaurawhiri.govt.nz)>  
**Sent:** Wednesday, August 28, 2024 9:29 PM  
**To:** Denise Mackay <[Denise.Mackay@regulation.govt.nz](mailto:Denise.Mackay@regulation.govt.nz)>  
**Cc:** Jade Lock <[Jade.Lock@regulation.govt.nz](mailto:Jade.Lock@regulation.govt.nz)>; Matu Ihaka <[matu@tetaurawhiri.govt.nz](mailto:matu@tetaurawhiri.govt.nz)>; Te Tumatakuru O'Connell <[Te\\_Tumatakuru@tetaurawhiri.govt.nz](mailto:Te_Tumatakuru@tetaurawhiri.govt.nz)>  
**Subject:** RE: Newsroom Pro article

Tēnā koe Denise, thank you for sharing the full opinion piece with us by Rob Campbell, and for your update on your availability.

Including my colleagues Matu and Te Tumatakuru for their information to keep abreast of any public discussion around the ingoa Manatū Waiture, but no action required.

Kia ora  
Pirimia

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**From:** Denise Mackay <[Denise.Mackay@regulation.govt.nz](mailto:Denise.Mackay@regulation.govt.nz)>  
**Sent:** Monday, August 26, 2024 1:02 PM  
**To:** Pirimia Burger <[Pirimia@tetaurawhiri.govt.nz](mailto:Pirimia@tetaurawhiri.govt.nz)>  
**Cc:** Jade Lock <[Jade.Lock@regulation.govt.nz](mailto:Jade.Lock@regulation.govt.nz)>  
**Subject:** RE: Newsroom Pro article

Kia ora Pirimia – see below...

While I remember ~~s9(2)(a)~~ – Jade (CC to this) will be acting for me if you need to get in touch with us.

Ngā mihi

D

**Opinion:** The Ministry for Regulation Te Manatū Waeture was in the news this past week after the leak of salary and staffing information. I was not convinced these were its main problems.

Neither was the appointment process for its chief executive, though that seemed somewhat unusual with the minister responsible noting that the acting chief had applied and commenting, “I’m not allowed to say it’s her before that process is due”.

But it prompted me to have a deeper look at what it was all about. I confess that given its origin in an Act party policy I may have commenced with an inclination to be sceptical.

The te reo name itself does not immediately suggest anything malign. It appears to be a pretty direct translation of the English.

In the ministry's own commentary on the bilingual title (not sure how that got through the coalition agreement process) it stretches the literal translation of "waeture" a bit, from simply "regulation" to claim it infers "the clearing of pathways, the breaking down of complexity, and the elimination of barriers to enhance efficiency".

That claimed meaning takes the term "regulation" a fair way in English – not many dictionaries would equate "elimination of barriers" with "regulation".

The Te Aka Māori dictionary stops with simply equating waeture with regulation as does Legalmaori.net, and its use in other official names does not seem to connote any such stretch. I'm not competent in te reo but I think this all suggests that the ministry is stretching the te reo name to fit a rather unusual view of what regulation means in any language.

In this instance the ministry is acting as Humpty Dumpty, who told Alice: "When I use a word ... it means just what I choose it to mean – neither more nor less."

"The question is," said Alice, "whether you can make words mean so many different things."

"The question is," said Humpty Dumpty, "which is to be master – that's all."

It would seem so.

In this instance the term regulation has a master with a distinctly idiosyncratic view of what it means.

The ministry describes itself as having four key functions:

- Ensure the quality of new regulation
- Improve the functioning of existing regulatory systems
- Raise the capability of those who design and operate regulatory systems
- Provide continuous and enduring improvements to the regulatory management system

Taken at face value, these are all good aims. We regulate activities of many kinds to promote positive outcomes and to limit negative outcomes. We want this to be done effectively and efficiently and equitably. (That last word has gone missing from the ministry's vocabulary but most would like it to be part of things at least even if the current "master" has a different view.)

In the world of this master, not to say Through the Looking-Glass, it seems that regulations are "to enable New Zealanders to do more". In the ministry's own language we shift from "improvement in outcomes and the lives of all New Zealanders" to "better outcomes for those who want to get things done". Without, it seems, any great concern about what those things are.

And so we find that, far from better quality regulations, we have shifted to making regulations "easier ... to navigate". Or sail through, one might say.

Some of the responsibilities of the new ministry have transferred from the Treasury. It had been working to a set of expectations consistent from 2017 which set out a useful

framework based on a balanced mix of objectives which included clarity, least cost, flexibility, consistency, equitability, and compliance with international and Te Tiriti treaty obligations. The OECD emphasises that best regulatory practice aims at “maximising benefits for people, business and planet”. The European Commission emphasises “based on evidence”, simplicity, and involvement of all interests in making regulations along with avoiding “unnecessary burdens”.

In essence the approach of most policy makers has been to optimise the balance between the regulations which are needed to protect or promote common interests and the inevitable costs of doing so. The approach adopted here seems to be to remove as many of those costs as possible and hope things will work out okay. The “precautionary principle”, a cornerstone of global standard risk management and regulation, has apparently been abandoned.

On any objective analysis our Manatū Waeture is a global outlier in its emphasis on treating regulations as primarily a cost, a burden, a restriction on business actions which are the assumed best outcome rather than as something aimed at social benefits while avoiding unnecessary costs. A ministry “against” regulation, not one aimed at quality outcomes from regulation. This is religion, not economics.

I genuinely hope to be proven wrong about this. There is no doubt our many regulatory processes could be improved. But improvement is not about eliminating involvement, and limiting evidence and objectives.

The ministry’s first job might most usefully be to educate their masters about that.

Rob Campbell is chancellor of AUT University and chairs NZ Rural Land Co and renewable energy centre Ara Ake. He is a former chair of health agency Te Whatu Ora, the Environmental Protection Authority,... [More by Rob Campbell](#)

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Bottom of Form

**From:** Pirimia Burger <[Pirimia@tetaurawhiri.govt.nz](mailto:Pirimia@tetaurawhiri.govt.nz)>  
**Sent:** Monday, August 26, 2024 12:55 PM  
**To:** Denise Mackay <[Denise.Mackay@regulation.govt.nz](mailto:Denise.Mackay@regulation.govt.nz)>  
**Subject:** RE: Newsroom Pro article

Kia ora Denise

Thanks for sending this through, I hadn’t caught it yet and we don’t have a subscription. Must get one.

What is the tone?

Pirimia

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**From:** Denise Mackay <[Denise.Mackay@regulation.govt.nz](mailto:Denise.Mackay@regulation.govt.nz)>  
**Sent:** Monday, August 26, 2024 8:42 AM  
**To:** Pirimia Burger <[Pirimia@tetaurawhiri.govt.nz](mailto:Pirimia@tetaurawhiri.govt.nz)>  
**Cc:** Jade Lock <[Jade.Lock@regulation.govt.nz](mailto:Jade.Lock@regulation.govt.nz)>

**Subject:** Newsroom Pro article

Kia ora Pirimia – not sure if you saw this?

Mentions the re reo Māori name: [Regulation seen through the looking-glass - Newsroom](#)

D

Denise Mackay

Engagement lead

Ministry for Regulation

waea pūkoro: [s9\(2\)\(a\)](#) | īmēra: [denise.mackay@regulation.govt.nz](mailto:denise.mackay@regulation.govt.nz)



**Ministry for  
Regulation**

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Released under the Official Information Act 1982

**From:** [Denise Mackay](#)  
**To:** [Rainer Macalister](#)  
**Subject:** FW: Subject: Te reo Māori name: Ministry for Regulation  
**Date:** Thursday, 10 October 2024 9:28:00 am  
**Attachments:** [RE Te reo Māori name for the Ministry.msg](#)  
[image001.png](#)

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**From:** Hello <Hello@regulation.govt.nz>  
**Sent:** Tuesday, July 30, 2024 3:21 PM  
**To:** Denise Mackay <Denise.Mackay@regulation.govt.nz>  
**Subject:** RE: Subject: Te reo Māori name: Ministry for Regulation

Thanks Denise! I have sent the reply (attached).

Nikki Bidlake (she/her)  
Team Coordinator  
Ministry for Regulation

---

**From:** Denise Mackay <[Denise.Mackay@regulation.govt.nz](mailto:Denise.Mackay@regulation.govt.nz)>  
**Sent:** Tuesday, July 30, 2024 3:07 PM  
**To:** Hello <[Hello@regulation.govt.nz](mailto:Hello@regulation.govt.nz)>  
**Cc:** Bill Moses <[bill.moses@regulation.govt.nz](mailto:bill.moses@regulation.govt.nz)>  
**Subject:** Subject: Te reo Māori name: Ministry for Regulation

Hi Nikki – GM is happy for this to go out.

D

Subject: Te reo Māori name: Ministry for Regulation

*Kia ora Rachael*

*Thanks for getting in touch with the Ministry for Regulation to ask about our te reo Māori name.*

*The Ministry for Regulation was created on 1 March 2024. Over the past five months, we have been working on getting our systems and processes set up and running.*

*We are pleased to let you know that we are currently working on finalising our te reo Māori name, and hope to include it, alongside our English name, soon.*

*Please do keep an eye on our website and on our LinkedIn page. This is where we will keep everyone updated on our progress.*

*Ngā mihi nunui*  
[from Hello in-box]

Denise Mackay  
Engagement lead  
Ministry for Regulation  
waea pūkoro: **s9(2)(a)** | īmēra: [denise.mackay@regulation.govt.nz](mailto:denise.mackay@regulation.govt.nz)



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**From:** [Denise Mackay](#)  
**To:** [Rainer Macalister](#)  
**Subject:** FW: Content for a future weekly report - our te reo Māori name  
**Date:** Thursday, 10 October 2024 9:27:00 am  
**Attachments:** [image001.png](#)

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**From:** Denise Mackay  
**Sent:** Friday, July 5, 2024 10:09 AM  
**To:** Bill Moses <bill.moses@regulation.govt.nz>  
**Cc:** Hello <Hello@regulation.govt.nz>; Kathryn Rush <kathryn.rush@regulation.govt.nz>  
**Subject:** Content for a future weekly report - our te reo Māori name

Kia ora Bill – I had a chat with the Min’s Office yesterday about our new Māori name. They have suggested when we are ready, we add some content into the weekly report about it – nothing further required.

So, once we are ready to go – and I suggest that’s after we’ve finalised the new logo etc and have our comms approach all sorted out, we can give the Minister a heads-up.

Give it was cost neutral, and we’ll roll the new logo out with little fanfare – it should be all simple

D

Denise Mackay  
Communications and Engagement lead  
Ministry for Regulation  
waea pūkoro: [s9\(2\)\(a\)](#) | īmēra: [denise.mackay@regulation.govt.nz](mailto:denise.mackay@regulation.govt.nz)



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**From:** [Denise Mackay](#)  
**To:** [Rainer Macalister](#)  
**Subject:** FW: Content for a future weekly report - our te reo Māori name  
**Date:** Thursday, 10 October 2024 9:27:00 am  
**Attachments:** [image001.png](#)

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**From:** Bill Moses <bill.moses@regulation.govt.nz>  
**Sent:** Friday, July 5, 2024 10:51 AM  
**To:** Denise Mackay <Denise.Mackay@regulation.govt.nz>  
**Cc:** Hello <Hello@regulation.govt.nz>; Kathryn Rush <kathryn.rush@regulation.govt.nz>  
**Subject:** RE: Content for a future weekly report - our te reo Māori name

Thanks Denise. Let me know what I need to do to help with the messaging?

Could you please leave the decision on information release with me during this process, and just keep me in the loop on who you've spoken to.

Ngā mihi,

Bill

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**From:** Denise Mackay <[Denise.Mackay@regulation.govt.nz](#)>  
**Sent:** Friday, July 5, 2024 10:09 AM  
**To:** Bill Moses <[bill.moses@regulation.govt.nz](#)>  
**Cc:** Hello <[Hello@regulation.govt.nz](#)>; Kathryn Rush <[kathryn.rush@regulation.govt.nz](#)>  
**Subject:** Content for a future weekly report - our te reo Māori name

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Denise Mackay  
Communications and Engagement lead  
Ministry for Regulation  
waea pūkoro: [s9\(2\)\(a\)](#) | īmēra: [denise.mackay@regulation.govt.nz](mailto:denise.mackay@regulation.govt.nz)



**Ministry for  
Regulation**

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**From:** [Denise Mackay](#)  
**To:** [Rainer Macalister](#)  
**Subject:** FW: Te Reo Māori name for Ministry for Regulation  
**Date:** Thursday, 10 October 2024 9:27:00 am

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**From:** Bill Moses <bill.moses@regulation.govt.nz>  
**Sent:** Wednesday, July 3, 2024 11:21 AM  
**To:** Pirimia Burger <[Pirimia@tetaurawhiri.govt.nz](mailto:Pirimia@tetaurawhiri.govt.nz)>; Rauru.Kirikiri@publicservice.govt.nz  
**Cc:** Ellen Stagwood <[Ellen.Stagwood@regulation.govt.nz](mailto:Ellen.Stagwood@regulation.govt.nz)>; Te Tumatakuru O'Connell <[Te\\_Tumatakuru@tetaurawhiri.govt.nz](mailto:Te_Tumatakuru@tetaurawhiri.govt.nz)>; Matu Ihaka <[matu@tetaurawhiri.govt.nz](mailto:matu@tetaurawhiri.govt.nz)>; Denise Mackay <[Denise.Mackay@regulation.govt.nz](mailto:Denise.Mackay@regulation.govt.nz)>  
**Subject:** RE: Te Reo Māori name for Ministry for Regulation

Kia ora Pirimia,

This is very exciting. I'll see if we can organise some suitable times to meet with Gráinne and Rauru.

Ngā mihi,

Bill

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**From:** Pirimia Burger <[Pirimia@tetaurawhiri.govt.nz](mailto:Pirimia@tetaurawhiri.govt.nz)>  
**Sent:** Tuesday, July 2, 2024 9:29 AM  
**To:** Bill Moses <[bill.moses@regulation.govt.nz](mailto:bill.moses@regulation.govt.nz)>; [Rauru.Kirikiri@publicservice.govt.nz](mailto:Rauru.Kirikiri@publicservice.govt.nz)  
**Cc:** Ellen Stagwood <[Ellen.Stagwood@regulation.govt.nz](mailto:Ellen.Stagwood@regulation.govt.nz)>; Te Tumatakuru O'Connell <[Te\\_Tumatakuru@tetaurawhiri.govt.nz](mailto:Te_Tumatakuru@tetaurawhiri.govt.nz)>; Matu Ihaka <[matu@tetaurawhiri.govt.nz](mailto:matu@tetaurawhiri.govt.nz)>; Denise Mackay <[Denise.Mackay@regulation.govt.nz](mailto:Denise.Mackay@regulation.govt.nz)>  
**Subject:** RE: Te Reo Māori name for Ministry for Regulation

Kia ora anō tātou, ngā mihi o te ata

A quick note to confirm the name Te Manatū Waeture has indeed been endorsed by the SLT of Te Taura Whiri i te Reo Māori.

Enjoy the day, Matariki tāpuapua.

Pirimia

**Pirimia Burger**  
**Ngāi Tahupōtiki, Rangitāne**  
Hautū Te Toko Reo | Director Partnerships and Promotions  
Te Toko Reo | Partnerships and Promotions  
**s9(2)(a)**

#### TE TAURA WHIRI I TE REO MĀORI | MĀORI LANGUAGE COMMISSION

Papa 6, Te Whare Moana  
10 Te Ara o Customhouse  
Te Whanganui-a-Tara 6011

Level 6, Maritime House  
10 Customhouse Quay  
Wellington 6011



**From:** Bill Moses <[bill.moses@regulation.govt.nz](mailto:bill.moses@regulation.govt.nz)>  
**Sent:** Monday, July 1, 2024 8:41 AM  
**To:** Pirimia Burger <[Pirimia@tetaurawhiri.govt.nz](mailto:Pirimia@tetaurawhiri.govt.nz)>; [Rauru.Kirikiri@publicservice.govt.nz](mailto:Rauru.Kirikiri@publicservice.govt.nz)  
**Cc:** Ellen Stagwood <[Ellen.Stagwood@regulation.govt.nz](mailto:Ellen.Stagwood@regulation.govt.nz)>; Te Tumataku O'Connell <[Te\\_Tumataku@tetaurawhiri.govt.nz](mailto:Te_Tumataku@tetaurawhiri.govt.nz)>; Matu Ihaka <[matu@tetaurawhiri.govt.nz](mailto:matu@tetaurawhiri.govt.nz)>; Denise Mackay <[Denise.Mackay@regulation.govt.nz](mailto:Denise.Mackay@regulation.govt.nz)>  
**Subject:** RE: Te Reo Māori name for Ministry for Regulation

Mōrena Pirimia,

Thank you for your email, **s9(2)(a)**.

**@Rauru**, I'd be very keen to get your guidance on our next steps; what are your thoughts on the following next steps?

1. Confirm that the name Te Manatū Waeture is acceptable to Te Taura Whiri. Te Tumataku mentioned that the choice would go through your SLT for endorsement.
2. We arrange a meeting with our CEO, Gráinne Moss to formally propose the name and give the background and reason for the choice. I think this is important to give Gráinne a better understanding of the context and purpose for any future meetings she has.
3. In parallel we agree a comms approach to introduction of the name more broadly. I've copied in Denise our Comms Lead to assist here as I imagine we will also need to let our Minister know before using the name anywhere else. I feel it's important that we get the sequencing right.

Do you have any time this week to work through the detail with Denise and me?

Ngā mihi,

Bill

**s9(2)(a)**

---

**From:** Pirimia Burger <[Pirimia@tetaurawhiri.govt.nz](mailto:Pirimia@tetaurawhiri.govt.nz)>  
**Sent:** Sunday, June 30, 2024 9:50 PM  
**To:** Bill Moses <[bill.moses@regulation.govt.nz](mailto:bill.moses@regulation.govt.nz)>  
**Cc:** [Rauru.Kirikiri@publicservice.govt.nz](mailto:Rauru.Kirikiri@publicservice.govt.nz); Ellen Stagwood <[Ellen.Stagwood@regulation.govt.nz](mailto:Ellen.Stagwood@regulation.govt.nz)>; Te Tumataku O'Connell <[Te\\_Tumataku@tetaurawhiri.govt.nz](mailto:Te_Tumataku@tetaurawhiri.govt.nz)>; Matu Ihaka <[matu@tetaurawhiri.govt.nz](mailto:matu@tetaurawhiri.govt.nz)>  
**Subject:** RE: Te Reo Māori name for Ministry for Regulation

Tēnā koe Bill

Apologies for not coming back to you sooner. **s9(2)(a)**

**[REDACTED]**

**[REDACTED]**

I am relatively new to the role as Te Tumatakuru has said so I am very happy to work with this team to determine a way forward. I am not sure if there is some process that has already set a precedent in the public service for how we are best to do this.

If not, I have other thoughts for example, on a jointly agreed Linked In post on all of our agencies' pages, and perhaps a statement from the newly named 'Te Manatū Waeture' to formalise its Māori name acknowledging the joint process involved and the name's meaning. I have looked and can't see a website for the Ministry as yet, but would suggest an agreed summary of the name and its meaning could appear there, and be on hand for the Ministry whenever it presents its bilingual name.

I will touch base with you directly Bill on next steps, but if anyone has any further thoughts, please reach out.

Me āku mihi

Pirimia

**Pirimia Burger**

**Ngāi Tahupōtiki, Rangitāne**

Hautū Te Toko Reo | Director Partnerships and Promotions

Te Toko Reo | Partnerships and Promotions

**s9(2)(a)**

**TE TAURA WHIRI I TE REO MĀORI | MĀORI LANGUAGE COMMISSION**

Papa 6, Te Whare Moana  
10 Te Ara o Customhouse  
Te Whanganui-a-Tara 6011

Level 6, Maritime House  
10 Customhouse Quay  
Wellington 6011

[Website](#) | [Facebook](#) | [Twitter](#) | [Instagram](#) | [ReoMaori.co.nz](#)



---

**From:** Bill Moses <[bill.moses@regulation.govt.nz](mailto:bill.moses@regulation.govt.nz)>

**Sent:** Thursday, June 20, 2024 4:53 PM

**To:** Te Tumatakuru O'Connell <[Te\\_Tumatakuru@tetaurawhiri.govt.nz](mailto:Te_Tumatakuru@tetaurawhiri.govt.nz)>; Matu Ihaka <[matu@tetaurawhiri.govt.nz](mailto:matu@tetaurawhiri.govt.nz)>; Rauru.Kirikiri@publicservice.govt.nz; Robert Pouwhare <[Robert@tetaurawhiri.govt.nz](mailto:Robert@tetaurawhiri.govt.nz)>; Pirimia Burger <[Pirimia@tetaurawhiri.govt.nz](mailto:Pirimia@tetaurawhiri.govt.nz)>

**Cc:** Ellen Stagwood <[Ellen.Stagwood@regulation.govt.nz](mailto:Ellen.Stagwood@regulation.govt.nz)>

**Subject:** RE: Te Reo Māori name for Ministry for Regulation

Kia ora koutou,

Thank you everyone – our hui this morning was quite an exciting phase in the establishment of the Ministry.

Pirimia – please let me know if there's anything Ellen or I can help with.

Ngā mihi hui,

Bill

**s9(2)(a)**

**From:** Te Tumatakuru O'Connell <[Te\\_Tumatakuru@tetaurawhiri.govt.nz](mailto:Te_Tumatakuru@tetaurawhiri.govt.nz)>  
**Sent:** Thursday, June 20, 2024 11:11 AM  
**To:** [Rauru.Kirikiri@publicservice.govt.nz](mailto:Rauru.Kirikiri@publicservice.govt.nz); Bill Moses <[bill.moses@regulation.govt.nz](mailto:bill.moses@regulation.govt.nz)>; Ellen Stagwood <[Ellen.Stagwood@regulation.govt.nz](mailto:Ellen.Stagwood@regulation.govt.nz)>  
**Cc:** Robert Pouwhare <[Robert@tetaurawhiri.govt.nz](mailto:Robert@tetaurawhiri.govt.nz)>; Matu Ihaka <[matu@tetaurawhiri.govt.nz](mailto:matu@tetaurawhiri.govt.nz)>; Pirimia Burger <[Pirimia@tetaurawhiri.govt.nz](mailto:Pirimia@tetaurawhiri.govt.nz)>  
**Subject:** RE: Te Reo Māori name for Ministry for Regulation

Kia ora Matu, tēnā anō koutou katoa

Good to meet everyone this morning.

Just by way of introduction, Pirimia (cc'd above) is our new Deputy Chief Executive for Comms – kia ora Pirimia.

Pirimia fyi, we just met this morning to discuss a proposed Māori title for the new Ministry of Regulation. The title proposed by our Senior Translator is 'Te Manatū Waeture' (Ministry of Regulation)

Everyone liked the proposed title this morning, and we agreed to take it back to our respective organisations to discuss and confirm as the proposed title.

Rauru also mentioned with the process of becoming an official name, it would be appropriate to attribute Te Taura Whiri – which is fine from my view, hopefully you can engage with Bill and Rauru and Ellen around this including a process of 'formalisation'.

My only comment was that we are trying to move away from the notion of 'Gifting' of names, but rather simply providing them as a Public Service. Ngahiwi can clarify anything I have mentioned here.

Looking forward to seeing an appropriate Māori name confirmed for the Ministry of Regulation.

Kind regards

Noho ora mai

**Te Tumatakuru O'Connell**

*Ngāti Raukawa ki te Tonga, Airani*

*Deputy Chief Executive, Tumu Whakahaere Tuarua*

*Te Puna Ratonga Reo - Language Services*

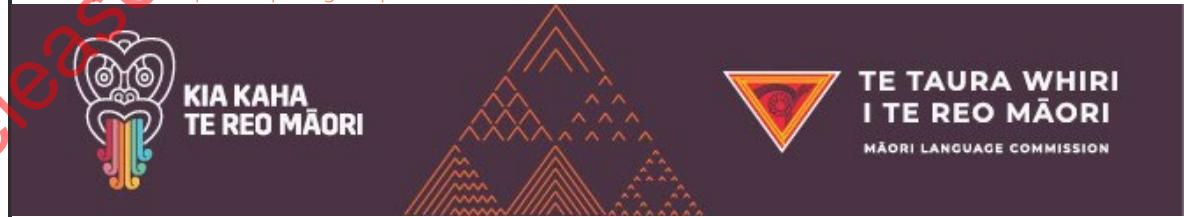
**s9(2)(a)**

#### TE TAURA WHIRI I TE REO MĀORI | MĀORI LANGUAGE COMMISSION

Papa 6, Te Whare o Moana  
10 Te Ara o Wharekatimauhe  
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Level 6, Maritime Tower  
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Wellington 6011

[Website](#) | [Facebook](#) | [Twitter](#) | [Instagram](#) | [ReoMaori.co.nz](#)



**From:** Matu Ihaka <[matu@tetaurawhiri.govt.nz](mailto:matu@tetaurawhiri.govt.nz)>

**Sent:** Thursday, June 20, 2024 10:32 AM

**To:** Te Tumatakuru O'Connell <[Te\\_Tumatakuru@tetaurawhiri.govt.nz](mailto:Te_Tumatakuru@tetaurawhiri.govt.nz)>; Robert Pouwhare <[Robert@tetaurawhiri.govt.nz](mailto:Robert@tetaurawhiri.govt.nz)>; [Rauru.Kirikiri@publicservice.govt.nz](mailto:Rauru.Kirikiri@publicservice.govt.nz); [bill.moses@regulation.govt.nz](mailto:bill.moses@regulation.govt.nz)

**Cc:** Ellen Stagwood <[Ellen.Stagwood@regulation.govt.nz](mailto:Ellen.Stagwood@regulation.govt.nz)>  
**Subject:** Re: Te Reo Māori name for Ministry for Regulation

Kia ora tātou

Forwarding the email for the Deputy Secretary of Communications for Te Taura Whiri -  
[Pirimia@tetaurawhiri.govt.nz](mailto:Pirimia@tetaurawhiri.govt.nz)

Ngā mihi

Matu

.....  
Confidentiality notice: This email may be confidential or legally privileged. If you have received it by mistake, please tell the sender immediately by reply, remove this email and the reply from your system, and don't act on it in any other way. Ngā mihi.

.....  
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Released under the Official Information Act 1982

**From:** [Denise Mackay](#)  
**To:** [Rainer Macalister](#)  
**Subject:** FW: Te Reo Māori name for Ministry for Regulation  
**Date:** Thursday, 10 October 2024 9:26:00 am

---

Do you have this?

**From:** Pirimia Burger <[Pirimia@tetaurawhiri.govt.nz](mailto:Pirimia@tetaurawhiri.govt.nz)>  
**Sent:** Monday, July 1, 2024 9:35 AM  
**To:** Bill Moses <[bill.moses@regulation.govt.nz](mailto:bill.moses@regulation.govt.nz)>; [Rauru.Kirikiri@publicservice.govt.nz](mailto:Rauru.Kirikiri@publicservice.govt.nz)  
**Cc:** Ellen Stagwood <[Ellen.Stagwood@regulation.govt.nz](mailto:Ellen.Stagwood@regulation.govt.nz)>; Te Tumataku O'Connell <[Te\\_Tumataku@tetaurawhiri.govt.nz](mailto:Te_Tumataku@tetaurawhiri.govt.nz)>; Matu Ihaka <[matu@tetaurawhiri.govt.nz](mailto:matu@tetaurawhiri.govt.nz)>; Denise Mackay <[Denise.Mackay@regulation.govt.nz](mailto:Denise.Mackay@regulation.govt.nz)>  
**Subject:** RE: Te Reo Māori name for Ministry for Regulation

Kia ora anō tātou

Sounds like an excellent plan to get the processes complete first via Bill, Ellen and Rauru - then Denise and I can come in on how we communicate that decision.

I've added direct response to your points in [blue](#) below.

I'll come to you directly Denise to arrange a time to catch up this week.

Thanks everyone

Pirimia

---

**From:** Bill Moses <[bill.moses@regulation.govt.nz](mailto:bill.moses@regulation.govt.nz)>  
**Sent:** Monday, July 1, 2024 8:41 AM  
**To:** Pirimia Burger <[Pirimia@tetaurawhiri.govt.nz](mailto:Pirimia@tetaurawhiri.govt.nz)>; [Rauru.Kirikiri@publicservice.govt.nz](mailto:Rauru.Kirikiri@publicservice.govt.nz)  
**Cc:** Ellen Stagwood <[Ellen.Stagwood@regulation.govt.nz](mailto:Ellen.Stagwood@regulation.govt.nz)>; Te Tumataku O'Connell <[Te\\_Tumataku@tetaurawhiri.govt.nz](mailto:Te_Tumataku@tetaurawhiri.govt.nz)>; Matu Ihaka <[matu@tetaurawhiri.govt.nz](mailto:matu@tetaurawhiri.govt.nz)>; Denise Mackay <[Denise.Mackay@regulation.govt.nz](mailto:Denise.Mackay@regulation.govt.nz)>  
**Subject:** RE: Te Reo Māori name for Ministry for Regulation

Mōrena Pirimia,

Thank you for your email, [s9\(2\)\(a\)](#) .

[@Rauru](#), I'd be very keen to get your guidance on our next steps; what are your thoughts on the following next steps?

1. Confirm that the name Te Manatū Waeture is acceptable to Te Taura Whiri. Te Tumataku mentioned that the choice would go through your SLT for endorsement.

Āe, Te Tumataku did raise this at our SLT hui last week and I believe it was endorsed. But I will confirm at our hui today, [s9\(2\)\(a\)](#), and come back to you all.

2. We arrange a meeting with our CEO, Gráinne Moss to formally propose the name and give the background and reason for the choice. I think this is important to give Gráinne a better understanding of the context and purpose for any future meetings she has.

Yes, we will await the outcome of that meeting. If you need any wording for how the name was arrived at within Te Taura Whiri please let us know.

3. In parallel we agree a comms approach to introduction of the name more broadly. I've copied in Denise our Comms Lead to assist here as I imagine we will also need to let our Minister know before using the name anywhere else. I feel it's important that we get the sequencing right.

Absolutely correct to get the sequencing right. It is a process of name confirmation work first, which then needs to be communicated. So we will get on to planning the best approach while that process is undertaken and be ready to enact once we have the 'green light'.

Do you have any time this week to work through the detail with Denise and me?

Ngā mihi,

Bill

s9(2)(a)

---

**From:** Pirimia Burger <[Pirimia@tetaurawhiri.govt.nz](mailto:Pirimia@tetaurawhiri.govt.nz)>

**Sent:** Sunday, June 30, 2024 9:50 PM

**To:** Bill Moses <[bill.moses@regulation.govt.nz](mailto:bill.moses@regulation.govt.nz)>

**Cc:** [Rauru.Kirikiri@publicservice.govt.nz](mailto:Rauru.Kirikiri@publicservice.govt.nz); Ellen Stagwood <[Ellen.Stagwood@regulation.govt.nz](mailto:Ellen.Stagwood@regulation.govt.nz)>; Te

Tumatakuru O'Connell <[Te\\_Tumatakuru@tetaurawhiri.govt.nz](mailto:Te_Tumatakuru@tetaurawhiri.govt.nz)>; Matu Ihaka <[matu@tetaurawhiri.govt.nz](mailto:matu@tetaurawhiri.govt.nz)>

**Subject:** RE: Te Reo Māori name for Ministry for Regulation

Tēnā koe Bill

Apologies for not coming back to you sooner. s9(2)(a)

[REDACTED]

[REDACTED]

I am relatively new to the role as Te Tumatakuru has said so I am very happy to work with this team to determine a way forward. I am not sure if there is some process that has already set a precedent in the public service for how we are best to do this.

If not, I have other thoughts for example, on a jointly agreed Linked In post on all of our agencies' pages, and perhaps a statement from the newly named 'Te Manatū Waetū' to formalise its Māori name acknowledging the joint process involved and the name's meaning. I have looked and can't see a website for the Ministry as yet, but would suggest an agreed summary of the name and its meaning could appear there, and be on hand for the Ministry whenever it presents its bilingual name.

I will touch base with you directly Bill on next steps, but if anyone has any further thoughts, please reach out.

Me āku mihi

Pirimia

**Pirimia Burger**  
**Ngāi Tahupōtiki, Rangitāne**  
Hautū Te Toko Reo | Director Partnerships and Promotions  
Te Toko Reo | Partnerships and Promotions

s9(2)(a)

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**Sent:** Thursday, June 20, 2024 4:53 PM

**To:** Te Tumatakuru O'Connell <[Te.Tumatakuru@tetaurawhiri.govt.nz](mailto:Te.Tumatakuru@tetaurawhiri.govt.nz)>; Matu Ihaka <[matu@tetaurawhiri.govt.nz](mailto:matu@tetaurawhiri.govt.nz)>; Rauru.Kirikiri@publicservice.govt.nz; Robert Pouwhare <[Robert@tetaurawhiri.govt.nz](mailto:Robert@tetaurawhiri.govt.nz)>; Pirimia Burger <[Pirimia@tetaurawhiri.govt.nz](mailto:Pirimia@tetaurawhiri.govt.nz)>

**Cc:** Ellen Stagwood <[Ellen.Stagwood@regulation.govt.nz](mailto:Ellen.Stagwood@regulation.govt.nz)>

**Subject:** RE: Te Reo Māori name for Ministry for Regulation

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Thank you everyone – our hui this morning was quite an exciting phase in the establishment of the Ministry.

Pirimia – please let me know if there's anything Ellen or I can help with.

Ngā mihi hui,

Bill

**s9(2)(a)**

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**Sent:** Thursday, June 20, 2024 11:11 AM

**To:** [Rauru.Kirikiri@publicservice.govt.nz](mailto:Rauru.Kirikiri@publicservice.govt.nz); Bill Moses <[bill.moses@regulation.govt.nz](mailto:bill.moses@regulation.govt.nz)>; Ellen Stagwood <[Ellen.Stagwood@regulation.govt.nz](mailto:Ellen.Stagwood@regulation.govt.nz)>

**Cc:** Robert Pouwhare <[Robert@tetaurawhiri.govt.nz](mailto:Robert@tetaurawhiri.govt.nz)>; Matu Ihaka <[matu@tetaurawhiri.govt.nz](mailto:matu@tetaurawhiri.govt.nz)>; Pirimia Burger <[Pirimia@tetaurawhiri.govt.nz](mailto:Pirimia@tetaurawhiri.govt.nz)>

**Subject:** RE: Te Reo Māori name for Ministry for Regulation

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Kind regards

Noho ora mai

**Te Tumatakuru O'Connell**

*Ngāti Raukawa ki te Tonga, Airani*

*Deputy Chief Executive, Tumu Whakahaere Tuarua*

*Te Puna Ratonga Reo - Language Services*

**s9(2)(a)**

**TE TAURA WHIRI I TE REO MĀORI | MĀORI LANGUAGE COMMISSION**

Papa 6, Te Whare o Moana  
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Te Whanganui-a-Tara 6011

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Wellington 6011

[Website](#) | [Facebook](#) | [Twitter](#) | [Instagram](#) | [ReoMaori.co.nz](#)



**KIA KAHA  
TE REO MĀORI**



**TE TAURA WHIRI  
I TE REO MĀORI**

MĀORI LANGUAGE COMMISSION

**From:** Matu Ihaka <[matu@tetaurawhiri.govt.nz](mailto:matu@tetaurawhiri.govt.nz)>

**Sent:** Thursday, June 20, 2024 10:32 AM

**To:** Te Tumatakuru O'Connell <[Te\\_Tumatakuru@tetaurawhiri.govt.nz](mailto:Te_Tumatakuru@tetaurawhiri.govt.nz)>; Robert Pouwhare

<[Robert@tetaurawhiri.govt.nz](mailto:Robert@tetaurawhiri.govt.nz)>; [Rauru.Kirikiri@publicservice.govt.nz](mailto:Rauru.Kirikiri@publicservice.govt.nz); [bill.moses@regulation.govt.nz](mailto:bill.moses@regulation.govt.nz)

**Cc:** Ellen Stagwood <[Ellen.Stagwood@regulation.govt.nz](mailto:Ellen.Stagwood@regulation.govt.nz)>

**Subject:** Re: Te Reo Māori name for Ministry for Regulation

Kia ora tātou

Forwarding the email for the Deputy Secretary of Communications for Te Taura Whiri -

[Pirimia@tetaurawhiri.govt.nz](mailto:Pirimia@tetaurawhiri.govt.nz)

Ngā mihi

Matu

.....

Confidentiality notice: This email may be confidential or legally privileged. If you have received it by mistake, please tell the sender immediately by reply, remove this email and the reply from your system, and don't act on it in any other way. Ngā mihi.

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.....

**From:** [Denise Mackay](#)  
**To:** [Rainer Macalister](#)  
**Subject:** FW: Te Reo Māori name for Ministry for Regulation  
**Date:** Thursday, 10 October 2024 9:26:00 am

---

**From:** Pirimia Burger <[Pirimia@tetaurawhiri.govt.nz](mailto:Pirimia@tetaurawhiri.govt.nz)>  
**Sent:** Tuesday, July 2, 2024 9:29 AM  
**To:** Bill Moses <[bill.moses@regulation.govt.nz](mailto:bill.moses@regulation.govt.nz)>; [Rauru.Kirikiri@publicservice.govt.nz](mailto:Rauru.Kirikiri@publicservice.govt.nz)  
**Cc:** Ellen Stagwood <[Ellen.Stagwood@regulation.govt.nz](mailto:Ellen.Stagwood@regulation.govt.nz)>; Te Tumatakuru O'Connell <[Te\\_Tumatakuru@tetaurawhiri.govt.nz](mailto:Te_Tumatakuru@tetaurawhiri.govt.nz)>; Matu Ihaka <[matu@tetaurawhiri.govt.nz](mailto:matu@tetaurawhiri.govt.nz)>; Denise Mackay <[Denise.Mackay@regulation.govt.nz](mailto:Denise.Mackay@regulation.govt.nz)>  
**Subject:** RE: Te Reo Māori name for Ministry for Regulation

Some people who received this message don't often get email from [pirimia@tetaurawhiri.govt.nz](mailto:pirimia@tetaurawhiri.govt.nz). [Learn why this is important](#)

Kia ora anō tātou, ngā mihi o te ata

A quick note to confirm the name Te Manatū Waeture has indeed been endorsed by the SLT of Te Taura Whiri i te Reo Māori.

Enjoy the day, Matariki tāpuapua.

Pirimia

**Pirimia Burger**  
**Ngāi Tahupōtiki, Rangitāne**  
Hautū Te Toko Reo | Director Partnerships and Promotions  
Te Toko Reo | Partnerships and Promotions  
**s9(2)(a)**

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**Cc:** Ellen Stagwood <[Ellen.Stagwood@regulation.govt.nz](mailto:Ellen.Stagwood@regulation.govt.nz)>; Te Tumatakuru O'Connell <[Te\\_Tumatakuru@tetaurawhiri.govt.nz](mailto:Te_Tumatakuru@tetaurawhiri.govt.nz)>; Matu Ihaka <[matu@tetaurawhiri.govt.nz](mailto:matu@tetaurawhiri.govt.nz)>; Denise Mackay <[Denise.Mackay@regulation.govt.nz](mailto:Denise.Mackay@regulation.govt.nz)>  
**Subject:** RE: Te Reo Māori name for Ministry for Regulation

Mōrena Pirimia,

Thank you for your email, s9(2)(a) .

@Rauru, I'd be very keen to get your guidance on our next steps; what are your thoughts on the following next steps?

1. Confirm that the name Te Manatū Waeture is acceptable to Te Taura Whiri. Te Tumatakuru mentioned that the choice would go through your SLT for endorsement.
2. We arrange a meeting with our CEO, Gráinne Moss to formally propose the name and give the background and reason for the choice. I think this is important to give Gráinne a better understanding of the context and purpose for any future meetings she has.
3. In parallel we agree a comms approach to introduction of the name more broadly. I've copied in Denise our Comms Lead to assist here as I imagine we will also need to let our Minister know before using the name anywhere else. I feel it's important that we get the sequencing right.

Do you have any time this week to work through the detail with Denise and me?

Ngā mihi,

Bill

s9(2)(a)

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**From:** Pirimia Burger <[Pirimia@tetaurawhiri.govt.nz](mailto:Pirimia@tetaurawhiri.govt.nz)>  
**Sent:** Sunday, June 30, 2024 9:50 PM  
**To:** Bill Moses <[bill.moses@regulation.govt.nz](mailto:bill.moses@regulation.govt.nz)>  
**Cc:** [Rauru.Kirikiri@publicservice.govt.nz](mailto:Rauru.Kirikiri@publicservice.govt.nz); Ellen Stagwood <[Ellen.Stagwood@regulation.govt.nz](mailto:Ellen.Stagwood@regulation.govt.nz)>; Te Tumatakuru O'Connell <[Te\\_Tumatakuru@tetaurawhiri.govt.nz](mailto:Te_Tumatakuru@tetaurawhiri.govt.nz)>; Matu Ihaka <[matu@tetaurawhiri.govt.nz](mailto:matu@tetaurawhiri.govt.nz)>  
**Subject:** RE: Te Reo Māori name for Ministry for Regulation

Tēnā koe Bill

Apologies for not coming back to you sooner. s9(2)(a)

I am relatively new to the role as Te Tumatakuru has said so I am very happy to work with this team to determine a way forward. I am not sure if there is some process that has already set a precedent in the public service for how we are best to do this.

If not, I have other thoughts for example, on a jointly agreed Linked In post on all of our agencies' pages, and perhaps a statement from the newly named 'Te Manatū Waeture' to formalise its Māori name acknowledging the joint process involved and the name's meaning. I have looked and can't see a website for the Ministry as yet, but would suggest an agreed summary of the name and its meaning could appear there, and be on hand for the Ministry whenever it presents its bilingual name.

I will touch base with you directly Bill on next steps, but if anyone has any further thoughts, please reach out.

Me āku mihi

Pirimia

**Pirimia Burger**

**Ngāi Tahupōtiki, Rangitāne**

Hautū Te Toko Reo | Director Partnerships and Promotions

Te Toko Reo | Partnerships and Promotions

**s9(2)(a)**

**TE TAURA WHIRI I TE REO MĀORI | MĀORI LANGUAGE COMMISSION**

Papa 6, Te Whare Moana  
10 Te Ara o Customhouse  
Te Whanganui-a-Tara 6011

Level 6, Maritime House  
10 Customhouse Quay  
Wellington 6011

[Website](#) | [Facebook](#) | [Twitter](#) | [Instagram](#) | [ReoMaori.co.nz](#)



**From:** Bill Moses <[bill.moses@regulation.govt.nz](mailto:bill.moses@regulation.govt.nz)>

**Sent:** Thursday, June 20, 2024 4:53 PM

**To:** Te Tumatakuru O'Connell <[Te\\_Tumatakuru@tetaurawhiri.govt.nz](mailto:Te_Tumatakuru@tetaurawhiri.govt.nz)>; Matu Ihaka <[matu@tetaurawhiri.govt.nz](mailto:matu@tetaurawhiri.govt.nz)>; [Rauru.Kirikiri@publicservice.govt.nz](mailto:Rauru.Kirikiri@publicservice.govt.nz); Robert Pouwhare <[Robert@tetaurawhiri.govt.nz](mailto:Robert@tetaurawhiri.govt.nz)>; Pirimia Burger <[Pirimia@tetaurawhiri.govt.nz](mailto:Pirimia@tetaurawhiri.govt.nz)>

**Cc:** Ellen Stagwood <[Ellen.Stagwood@regulation.govt.nz](mailto:Ellen.Stagwood@regulation.govt.nz)>

**Subject:** RE: Te Reo Māori name for Ministry for Regulation

Kia ora koutou,

Thank you everyone – our hui this morning was quite an exciting phase in the establishment of the Ministry.

Pirimia – please let me know if there's anything Ellen or I can help with.

Ngā mihi hui,

Bill

**s9(2)(a)**

**From:** Te Tumatakuru O'Connell <[Te\\_Tumatakuru@tetaurawhiri.govt.nz](mailto:Te_Tumatakuru@tetaurawhiri.govt.nz)>

**Sent:** Thursday, June 20, 2024 11:11 AM

**To:** [Rauru.Kirikiri@publicservice.govt.nz](mailto:Rauru.Kirikiri@publicservice.govt.nz); Bill Moses <[bill.moses@regulation.govt.nz](mailto:bill.moses@regulation.govt.nz)>; Ellen Stagwood <[Ellen.Stagwood@regulation.govt.nz](mailto:Ellen.Stagwood@regulation.govt.nz)>

**Cc:** Robert Pouwhare <[Robert@tetaurawhiri.govt.nz](mailto:Robert@tetaurawhiri.govt.nz)>; Matu Ihaka <[matu@tetaurawhiri.govt.nz](mailto:matu@tetaurawhiri.govt.nz)>; Pirimia Burger <[Pirimia@tetaurawhiri.govt.nz](mailto:Pirimia@tetaurawhiri.govt.nz)>

**Subject:** RE: Te Reo Māori name for Ministry for Regulation

Kia ora Matu, tēnā anō koutou katoa

Good to meet everyone this morning.

Just by way of introduction, Pirimia (cc'd above) is our new Deputy Chief Executive for Comms – kia ora Pirimia.

Pirimia fyi, we just met this morning to discuss a proposed Māori title for the new Ministry of Regulation. The title proposed by our Senior Translator is 'Te Manatū Waeture' (Ministry of Regulation).

Everyone liked the proposed title this morning, and we agreed to take it back to our respective organisations to discuss and confirm as the proposed title.

Rauru also mentioned with the process of becoming an official name, it would be appropriate to attribute Te Taura Whiri – which is fine from my view, hopefully you can engage with Bill and Rauru and Ellen around this including a process of 'formalisation'.

My only comment was that we are trying to move away from the notion of 'Gifting' of names, but rather simply providing them as a Public Service. Ngahiwi can clarify anything I have mentioned here.

Looking forward to seeing an appropriate Māori name confirmed for the Ministry of Regulation.

Kind regards

Noho ora mai

**Te Tumatakuru O'Connell**  
Ngāti Raukawa ki te Tonga, Airani  
Deputy Chief Executive, Tumu Whakahaere Tuarua  
Te Puna Ratonga Reo - Language Services  
s9(2)(a) [REDACTED]

**TE TAURA WHIRI I TE REO MĀORI | MĀORI LANGUAGE COMMISSION**

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**KIA KAHA  
TE REO MĀORI**



**TE TAURA WHIRI  
I TE REO MĀORI**  
MĀORI LANGUAGE COMMISSION

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**From:** Matu Ihaka <[matu@tetaurawhiri.govt.nz](mailto:matu@tetaurawhiri.govt.nz)>

**Sent:** Thursday, June 20, 2024 10:32 AM

**To:** Te Tumatakuru O'Connell <[Te\\_Tumatakuru@tetaurawhiri.govt.nz](mailto:Te_Tumatakuru@tetaurawhiri.govt.nz)>; Robert Pouwhare <[Robert@tetaurawhiri.govt.nz](mailto:Robert@tetaurawhiri.govt.nz)>; [Rauru.Kirikiri@publicservice.govt.nz](mailto:Rauru.Kirikiri@publicservice.govt.nz); [bill.moses@regulation.govt.nz](mailto:bill.moses@regulation.govt.nz)

**Cc:** Ellen Stagwood <[Ellen.Stagwood@regulation.govt.nz](mailto:Ellen.Stagwood@regulation.govt.nz)>

**Subject:** Re: Te Reo Māori name for Ministry for Regulation

Kia ora tātou

Forwarding the email for the Deputy Secretary of Communications for Te Taura Whiri -

[Pirimia@tetaurawhiri.govt.nz](mailto:Pirimia@tetaurawhiri.govt.nz)

Ngā mihi

Matu

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Released under the Official Information Act 1982

**From:** [Grainne Moss](#)  
**To:** [Te Tumataku O'Connell](#)  
**Cc:** [Mātū Ihaka](#); [Pirimia Burger](#)  
**Subject:** Te Manatū Waeture  
**Date:** Friday, 16 August 2024 1:21:00 pm  
**Attachments:** [image002.png](#)

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Kia ora Te Tumataku,

I would like to provide my sincere thanks for the effort you and your team put into researching a suitable Te Reo name for the Ministry for Regulation.

Te Manatū Waeture emphasises the core purpose of the Ministry: to lift the quality of all regulatory systems in supporting agencies with regulatory responsibilities. We are particularly grateful for a name that reflects our work in clearing pathways and finding a way through regulatory systems.

Te Manatū Waeture provides us with an identity the Ministry can be proud of.

"Nāu te rourou, nāku te rourou, ka ora ai te iwi."

Ngā manaakitanga,  
Gráinne

Gráinne Moss (she/her)  
Chief Executive | Te Tumu Whatahaere  
waea pūkoro: [s9\(2\)\(a\)](#) | īmēra: [grainne.moss@regulation.govt.nz](mailto:grainne.moss@regulation.govt.nz)



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