

**From:** Stephen Moore  
**Sent:** Tuesday, 19 December 2023 2:38 pm  
**To:** Karen Jones  
**Subject:** Draft comms - logo and name change

**Categories:** In OneNote

Hi Karen,

Just trying to get prepared for when we do go out to staff to communicate changes to our name and logo and how we will support that.

I've drafted the following, haven't run it past Kath Healey yet but thought I'd get your thoughts first to see if it aligns with what you will be expecting when we receive the written advice.

Note the links in the email will go to current OnRamp pages – the updates to these pages are sitting in draft waiting to be published.

---

**Subject:** Our name and logo

NZTA is giving effect to the government's request that we use our English name first and communicate primarily in English by updating our logo and how we use our name in our communications.

Our full name is NZ Transport Agency Waka Kotahi.

Our short name is NZTA.

Use our full name followed by our short name in brackets the first time you mention us in your communication and use NZTA alone thereafter.

There is [further guidance on using our name](#) on OnRamp

As Nicole mentioned in her live call there will be situations where it is the preference of the audience that you are communicating with to use our te reo name, Waka Kotahi, and there is nothing preventing you from doing this. This includes communicating internally.

Our logo has been updated and this is the logo you should use going forward.



As signalled in the ELT live call, we have also stopped use of the Road to Zero name and logo.

**How we will roll out the changes**

Our approach to the roll out is to avoid any unnecessary cost and wastage – we will use the new name and logo on anything new and anything that needs updating or replacing, including signage. This is the same approach we took for the previous rollout and means there will be still be old versions of our name and logo in circulation for some time and this can't be avoided.

Channels will manage the pragmatic rollout of the new name and logo including big ticket items such as our corporate templates and stationery.

### What we need you to do

1. If you are creating a new document in Word or Powerpoint, please use the [new corporate templates](#) rather than using an old document and updating it.

For all bespoke templates managed by individual groups and teams, please update your own template using the corporate templates as a base file.

Alternatively you can download the [new logo](#) via onramp and update the logo yourself.

2. [Update your email signature](#)
3. For other uses of the logo, you can [download the logo yourself](#), including sending it to suppliers who require it for work they are doing for us. If you are unsure contact [channels@nzta.govt.nz](mailto:channels@nzta.govt.nz) and they will be able to advise you. If there's an opportunity to update the name and logo at no additional cost please do so at the earliest opportunity.
4. If you are providing new or updated website content to be loaded please use our new naming convention. We are unable to automatically change our name across the entire website so priority will be given to updating our most public facing content in the first instance.

## Stephen Moore

### Senior Manager Channels and Standards

Te Waka Kōtuitua | Engagement and Partnerships

Email: [stephen.moore@nzta.govt.nz](mailto:stephen.moore@nzta.govt.nz)

Phone: [section 9\(2\)\(a\)](#)

Mobile: [section 9\(2\)\(a\)](#)

### Waka Kotahi NZ Transport Agency

44 Bowen Street

Private Bag 6995, Wellington 6141, New Zealand

[facebook](#) | [twitter](#) | [linkedin](#)



out of scope

---

**From:** Heather Davey  
**Sent:** Tuesday, 30 January 2024 3:39 pm  
**To:** Karen Jones; Leisa Coley  
**Subject:** RE: For approval : Name change question of social media

Thanks both.

---

**From:** Karen Jones <Karen.Jones@nzta.govt.nz>  
**Sent:** Tuesday, January 30, 2024 3:37 PM  
**To:** Leisa Coley <Leisa.Coley@nzta.govt.nz>; Heather Davey <heather.davey@nzta.govt.nz>  
**Subject:** RE: For approval : Name change question of social media

Yep agree

Ngā mihi nui

## Karen Jones

### Group General Manager

Pūmanawa Tāngata | People and Safety (acting)  
Te Waka Kōtuia | Engagement and Partnerships

Phone: [section 9\(2\)\(a\)](#)

Mobile: [section 9\(2\)\(a\)](#)

### Waka Kotahi NZ Transport Agency

National Office, 44 Bowen Street  
Private Bag 6995, Wellington 6141, New Zealand  
[twitter](#) | [youtube](#) | [facebook](#)



[www.nzta.govt.nz](http://www.nzta.govt.nz)



---

**From:** Leisa Coley <[Leisa.Coley@nzta.govt.nz](mailto:Leisa.Coley@nzta.govt.nz)>  
**Sent:** Tuesday, January 30, 2024 3:35 PM  
**To:** Heather Davey <[heather.davey@nzta.govt.nz](mailto:heather.davey@nzta.govt.nz)>; Karen Jones <[Karen.Jones@nzta.govt.nz](mailto:Karen.Jones@nzta.govt.nz)>  
**Subject:** RE: For approval : Name change question of social media

Thanks heather that's what we are using in our corre so we need to be consistent.

Leisa

---

**From:** Heather Davey <[heather.davey@nzta.govt.nz](mailto:heather.davey@nzta.govt.nz)>  
**Sent:** Tuesday, January 30, 2024 2:40 PM

**To:** Karen Jones <[Karen.Jones@nzta.govt.nz](mailto:Karen.Jones@nzta.govt.nz)>; Leisa Coley <[Leisa.Coley@nzta.govt.nz](mailto:Leisa.Coley@nzta.govt.nz)>  
**Subject:** For approval : Name change question of social media

Kia ora kōrua

Steve's advised that they're getting quite a few comments on social media as below.

Are you ok with the following response being used? It aligns with the wording used in the OIA to release Nicole's people leader slides from late last year. I've kept it shortish given its social media.

- The Minister of Transport has requested that we plan to give effect to the National and New Zealand First Coalition Agreement to ensure all public service departments have their primary name in English, except for those specifically related to Māori.
- We are taking a staged approach to this and have already updated some templates. Further changes, such as rebranding official websites etc, are awaiting all-of-government guidance to fully understand the extent of the requirements.

Ngā mihi  
Heather

## Heather Davey (she/her)

### Executive Advisor

Te Waka Kōtuia - Engagement and Partnerships

Email: [heather.davey@nzta.govt.nz](mailto:heather.davey@nzta.govt.nz)

Phone: section 9(2)(a)

Mobile: section 9(2)(a)

---

**From:** Stephen Moore <[Stephen.Moore@nzta.govt.nz](mailto:Stephen.Moore@nzta.govt.nz)>  
**Sent:** Tuesday, January 30, 2024 2:26 PM  
**To:** Heather Davey <[heather.davey@nzta.govt.nz](mailto:heather.davey@nzta.govt.nz)>  
**Subject:** Name change question of social media

hello, is there not a ministerial instruction to use the English name first? Your agency still calls itself 'waka kotahi nz transport agency'. Also, your logo on paper communication shows waka kotahi in large font and the english name underneath in small font

### Draft response:

While the Government hasn't given a formal directive on this yet, the Minister of Transport has requested we plan to update our name, giving effect to the coalition agreement between National and New Zealand First.

We're taking a staged approach to the name change. You'll see our updated name in some templates and documentation—for example in media releases available on our website. For further changes, such as rebranding our websites and social media pages, we're awaiting all-of-government guidance to fully understand the extent of the requirements.

## Stephen Moore

### National Manager Channels and Standards

Te Waka Kōtuitia | Engagement and Partnerships

Email: [stephen.moore@nzta.govt.nz](mailto:stephen.moore@nzta.govt.nz)

Phone: [section 9\(2\)\(a\)](#)

Mobile: [section 9\(2\)\(a\)](#)

### Waka Kotahi NZ Transport Agency

44 Bowen Street

Private Bag 6995, Wellington 6141, New Zealand

[facebook](#) | [twitter](#) | [linkedin](#)



out of scope

---

**From:** Andy Knackstedt  
**Sent:** Friday, 16 February 2024 8:32 am  
**To:** Karen Jones  
**Subject:** RNZ story - Waka Kotahi

**Importance:** High

I suspect [redacted] will follow up today with an OIA of his own looking for more on the broader issue.

<https://www.rnz.co.nz/news/national/509316/emails-reveal-concerns-within-waka-kotahi-about-name-change>

It may also come up at Select Committee

**Andy Knackstedt** / Senior Media Manager  
**Te Waka Kōtuia** Engagement and Partnerships  
M [redacted]  
E [andrew.knackstedt@nzta.govt.nz](mailto:andrew.knackstedt@nzta.govt.nz) / [w.nzta.govt.nz](http://w.nzta.govt.nz)

---

**From:** Andy Knackstedt  
**Sent:** Friday, February 16, 2024 8:17 AM  
**To:** [redacted] <[redacted]@rnz.co.nz>  
**Subject:** clarification/correction - on-line story  
**Importance:** High

Morning [redacted],

The opening line of your on-line story this morning isn't quite correct. It states:

*The head of the Transport Agency (NZTA) ordered the only line about a partnership with Māori removed from a short press release she issued about relegating the name 'Waka Kotahi' to second place.*

The internal emails in the OIA request include discussion about a response to media query from a single journalist, not to a proactive press release issued to all media, which as you know are two very different things. To be clear, this was a response provided by the NZTA media team to a specific request from a single journalist, not a press release issued by the CE. An accurate description would read along the following lines:

*The head of the Transport Agency (NZTA) ordered the only line about a partnership with Māori removed from a short response to a media query about relegating the name 'Waka Kotahi' to second place.*

We would appreciate it if the on-line story could be amended as soon as possible.

Kind Regards,

Andy K

**Andy Knackstedt** / Senior Media Manager  
**Te Waka Kōtuia** Engagement and Partnerships  
M [redacted]  
E [andrew.knackstedt@nzta.govt.nz](mailto:andrew.knackstedt@nzta.govt.nz) / [w.nzta.govt.nz](http://w.nzta.govt.nz)

---

**From:** Andy Knackstedt  
**Sent:** Wednesday, February 14, 2024 5:31 PM

To: [section 9\(2\)\(a\)](#) [@rnz.co.nz](#)>

Subject: FW: RNZ News re WK name change OIAs

Hi [section 9\(2\)](#)

Please find responses to your queries in red text below.

Cheers,

Andy

**Andy Knackstedt** / Senior Media Manager

Te Waka Kōtuia Engagement and Partnerships

M [section 9\(2\)\(a\)](#)

E [andrew.knackstedt@nzta.govt.nz](mailto:andrew.knackstedt@nzta.govt.nz) / w [nzta.govt.nz](http://nzta.govt.nz)

---

From: [section 9\(2\)\(a\)](#) [@rnz.co.nz](#)>

Sent: Wednesday, February 14, 2024 4:02 PM

To: Andy Knackstedt <[Andrew.Knackstedt@nzta.govt.nz](mailto:Andrew.Knackstedt@nzta.govt.nz)>

Subject: RNZ News re WK name change OIAs

**CAUTION:** The sender of this email is from outside Waka Kotahi. Do not click links, attachments, or reply unless you recognise the sender's email address and know the content is safe.

Kia ora Andy

RNZ aims to report tomorrow re OIAs 14262 and 14235. NZTA is familiar with these and it seems reasonable to seek a prompt response.

A couple of queries:

Why are the emails in 14262 not also in 14235? The scope of the latter is "all emails between staff about the name change". This would seem to include the emails in 14262 (noting also that 14235 also contains emails with board members)

The two OIA requests were received at different times and covered different date ranges – the information in scope was different for the two requests.

Primarily, the emails show the CE intervenes to have a media response altered on Dec 11, to remove the line:

*'We will continue to build our cultural capability as an organisation, and to work with Māori as partners to build strong, meaningful and enduring relationships to achieve mutually beneficial outcomes.'*

The media person refers to this line as being "about partnership building".

"We wsnt [sic] that removed," emails the CE.

It is removed, even though it appears to align with her other emailed assertions to staff and the board to reinforce the partnership eg "I want to assure you that the organisation remains absolutely committed to continuing to build our cultural competency and our partnership with Maori"; "The Government's direction is limited to our name and logo change. We remain committed to building our Māori capability and partnership with Māori as previously agreed in our strategic direction with the Board. Staff have raised questions and concerns about this name change and what it means for our ongoing partnership, therefore we will reinforce our ongoing commitment to our Māori strategy, Te Ara Kotahi"

1. Why did Ms Rosie order the only line in the media release that was about partnership, removed? [It was not a long line; the NZME query refers to a complaint that mana was being degraded, so the line can be reasonably seen as responding to that]
2. The exchange only occurs in the OIA release that is NOT on WK's web page. Why is it not also in OIA 14235?
3. Does WK have any examples of media statements other than this one, where reference to the Te Ara Kotahi partnership WAS included? Pls provide a link today

The media query from NZME asked for a specific response about concerns raised by Ngāi Te Rangi Settlements Trust with regards to our organisation's actions in response to the Government's expectation that public service departments should have their name primarily in English. The advice from the CE was simply intended to ensure that the response was specifically addressed to the question raised in the media query – which was about the process followed in amending our naming convention.

NZ Transport Agency Waka Kotahi also provided separate responses directly to correspondence received from Ngāi Te Rangi Settlements Trust, addressing their concerns.

As outlined in the response above, the two OIA requests were received at different times and covered different date ranges – the information in scope was different for the two requests. Both responses will be published on our website.

We will report as such. We welcome input and tape as always.

THKS

section 9(2)(a), RNZ reporter  
section 9(2)(a) @rnz.co.nz

Emails sent by Radio New Zealand Limited (RNZ) or any related entity, including any attachments, may be confidential, protected by copyright and/or subject to privilege. If you receive an email from RNZ in error, please inform the sender immediately, delete it from your system and do not use, copy or disclose any of the information in that email for any purpose. Emails to/from RNZ may undergo email filtering and virus scanning, including by third party contractors. However, RNZ does not guarantee that any email or any attachment is secure, error-free or free of viruses or other unwanted or unexpected inclusions. The views expressed in any non-business email are not necessarily the views of RNZ. [www.rnz.co.nz](http://www.rnz.co.nz)



out of scope

**From:** Karen Jones  
**Sent:** Friday, 23 February 2024 1:19 pm  
**To:** Brent Alderton  
**Subject:** RE: Erin's draft objectives

Thanks for this – a few changes as below to get more specific on deliverables thanks.

Ngā mihi nui

## Karen Jones

**Group General Manager**  
Te Waka Kōtuitia | Engagement and Partnerships

Phone: [section 9\(2\)\(a\)](#)

Mobile: [section 9\(2\)\(a\)](#)

**Waka Kotahi** NZ Transport Agency  
National Office, 44 Bowen Street  
Private Bag 6995, Wellington 6141, New Zealand  
[twitter](#) | [youtube](#) | [facebook](#)



---

**From:** Brent Alderton <Brent.Alderton@nzta.govt.nz>  
**Sent:** Thursday, February 22, 2024 4:58 PM  
**To:** Karen Jones <Karen.Jones@nzta.govt.nz>  
**Subject:** Erin's draft objectives

Kia ora Karen

Here's a table of draft objectives/priorities for Erin coming out of our meeting with him a couple of weeks back. Please review and edit as you see appropriate before we send on to him.

out of scope

out of scope

Te Waka  
Kōtuia  
priorities

out of scope

Provide advice on the all of government implementation of the Waka Kotahi name change and use of te reo vs English, as required by our brand & channels team.

Ngā mihi  
Brent

**Brent Alderton** (he/him)

**Te Kaiurungi | Director of Land Transport**  
Te Rōpū Waeture - Regulatory Services Group

Email: [brent.alderton@nzta.govt.nz](mailto:brent.alderton@nzta.govt.nz)

Phone: section 9(2)(a)

Mobile: section 9(2)(a)

**Waka Kotahi** NZ Transport Agency  
44 Bowen Street  
Private Bag 6995, Wellington 6141, New Zealand

[Facebook](#) | [Twitter](#) | [LinkedIn](#)



[www.nzta.govt.nz](http://www.nzta.govt.nz)