



133 Molesworth Street  
PO Box 5013  
Wellington 6140  
New Zealand  
T+64 4 496 2000

9 August 2023

Grace Hadan

By email: fyi-request-23473-d6c0d89a@requests.fyi.org.nz  
Ref: H2023029057

Tēnā koe Grace

### **Response to your request for official information**

Thank you for your request under the Official Information Act 1982 (the Act) to Manatū Hauora (the Ministry of Health) on 12 July 2023 for information regarding Manatū Hauora, Te Aka Whai Ora (the Māori Health Authority) and Te Whatu Ora (Health New Zealand).

As you have been advised, information relating to operational decisions, budget allocations, and operating models at Te Whatu Ora – Health New Zealand and Te Aka Whai Ora – the Māori Health Authority are best answered by the respective agencies. Please refer to our correspondence of 1 August 2023 for information regarding parts of your request that have been transferred to their agencies pursuant to section 14(b)(i) of the Act.

The Ministry will address the remaining parts of your request below.

*“On the landing page of the ministry of health it states “Manatū Hauora in partnership with Te Aka Whai Ora and Te Whatu Ora is developing a series of health strategies, which will set out our health service priorities and system improvements over the next 5–10 years.”. According to past census only 3-4% of the population speak te reo Maori, of the remainder the vast majority were educated here and have no idea what the words Manatū Hauora ,Te Aka Whai Ora and Te Whatu Ora mean. Not one of those words is a company or a statutory body, ie they are not legal entities nor legally defined yet. It appears that these names have the responsibility for our health services. Please provide by way of OIA the following:*

- *The documentation which sets out the background to these names being created and assigned, the consultation, costs and approvals associated with this*
- *Documents which show how much was paid in consultation for the branding, for printing of stationery and signage and promotion of the brands*
- *Documents showing the basis and authority including accountability provisions to the public on which these three undefined names can have legal responsibility for our health system*
- *Documentation to show who approved this expenditure and what official capacity this person or persons held*
- *Documents showing consultation with the 96% of the population who either do not speak Māori or are not Māori as to their understanding and interpretation of these terms and an*

*explanation as to why the majority of the population is not catered for in the language which we were educated in the NZ education system*

- *During Covid we were told to trust the health ministry now this same ministry is confusing the public by using non legal names... if due diligence cannot be performed as to the identity and legal name of a government body how can we the public have confidence that we are not being misled with regards to other matters. we require transparency and legal names to be used why has this not occurred"*

By way of background, all government departments are covered by the Crown's commitment to Maihi Karauna, the Crown's Strategy for Māori Language Revitalisation 2019 – 2023. The Strategy requires departments to develop and implement their own Māori language plans. The Ministry's legal name (as is listed in the Public Service Act 2020) is the Ministry of Health. The Ministry also uses Manatū Hauora, which is the Māori translation for the Ministry. Akin to the private sector, government departments can use a trading name instead of their legal name in public facing domains. The te reo name has been in use since the Department of Health became the Ministry of Health on 1 July 1993.

Parliament passed the Māori Language Act 1987, which established the Crown entity Te Taura Whiri i te Reo Māori (the Māori Language Commission), which continues under Te Ture mō te Reo Māori 2016 (Māori Language Act 2016) to promote the use of te reo Māori as a living language and as an ordinary means of communication. It is a taonga (treasure) that government works to protect. In line with this shift, most government agencies have taken steps to adopt te reo Māori, including acquiring Māori names to use at their discretion alongside their English name.

Government agencies' use of other Māori terms, such as referring to the country as Aotearoa or Aotearoa/New Zealand, has also been increasing in line with this broader use in society. However, there is no specific government directive to use 'Aotearoa'. The Ministry's correspondence and public communications include both versions of the name.

In response to your specific questions, Manatū Hauora has not rebranded in the past five years. However as mentioned above, in 2021/22 Manatū Hauora made some minor updates to its visual identity. This included updating the Ministry's logo by swapping the positions of the English version of the Ministry's name and the te reo version. These changes were made in-house at no cost. There was no public consultation on this change therefore under section 18(e) of the Act, I am unable to provide you with documents relating to consultation.

Although there was no additional cost in the 2021/22 change, you may be interested in the information on the brand that is publicly available in the June 2023 Health Select Committee Questionnaire, which has been published on the Parliament website. Please refer to page 32: [eac25a98008a09dcf1feea41e1161e2d248b93f6 \(www.parliament.nz\)](https://www.parliament.nz/eac25a98008a09dcf1feea41e1161e2d248b93f6).

I trust this information fulfils your request. If you wish to discuss any aspect of your request with us, including this decision, please feel free to contact the OIA Services Team on: [oiagr@health.govt.nz](mailto:oiagr@health.govt.nz).

Under section 28(3) of the Act, you have the right to ask the Ombudsman to review any decisions made under this request. The Ombudsman may be contacted by email at: [info@ombudsman.parliament.nz](mailto:info@ombudsman.parliament.nz) or by calling 0800 802 602.

Please note that this response, with your personal details removed, may be published on the Manatū Hauora website at: [www.health.govt.nz/about-ministry/information-releases/responses-official-information-act-requests](http://www.health.govt.nz/about-ministry/information-releases/responses-official-information-act-requests).

Nāku noa, nā

A handwritten signature in blue ink, appearing to read 'S. Turner', written in a cursive style.

Sarah Turner  
**Deputy Director-General**  
**Government and Executive Services | Te Pou Whakatere Kāwanatanga**