



Report 06.370
Date 31 July 2006
File X/16/07/01

Committee Ara Tahi
Author Jason Kerehi Maori Policy Advisor

Ara Tahi Logo

1. Purpose

To help Ara Tahi decide whether or not it will develop an Ara Tahi logo.

2. Significance of the decision

The matters for decision in this report do not trigger the significance policy of the Council or otherwise trigger section 76(3)(b) of the Local Government Act 2002.

3. Background

In the past Ara Tahi has considered the merits of its own logo to recognise the unified approach and responsibility of the iwi and Council forum and to distinguish itself from other council forums or those of other organisations e.g. District Health Board – Mana Whenua Fora.

More recently the idea of an Ara Tahi logo was raised again, this time in conjunction with the Wellington Regional Strategy as a way of recognising Ara Tahi's contribution to the process. At the last meeting of Ara Tahi, officers agreed to look into the possibility of a logo for Ara Tahi. This report is a result of that undertaking.

4. Comment

In deciding whether or not a separate Ara Tahi logo is appropriate and necessary, members will need to consider the purpose and applications of such a logo, and whether or not a single logo would understate the importance of individual iwi.

4.1 Ara Tahi's role

Ara Tahi is set up as a forum of direct engagement between iwi and council. It also serves as a vehicle for other agencies to engage with iwi, but primarily discussion centres on regional council business. The iwi also engage in

workshops, consultation (on policy development) and providing advice on consents. More recently an Ara Tahi representative has been appointed to sit on the Environment Committee.

Externally, Ara Tahi as an entity has had limited representation outside of the Council. There is representation on the Wellington Regional Strategy and to a lesser degree Ara Tahi has been represented at previous Local Government Conferences by individuals. There are no official appointments elsewhere.

4.2 Purpose and application of logo

An Ara Tahi logo would serve to graphically represent Greater Wellington and the seven iwi authorities. The logo could be used on both internal and external material relating to Ara Tahi. While there are lots of opportunities to use the logo internally, there are limited occasions for the logo to be included in external material.

Internally, the logo could be incorporated into:

- order papers for the Ara Tahi advisory committee
- any reports that Ara Tahi submits to the Council or its committees
- presentations such as the Ara Tahi PowerPoint presentation that has just been created
- the parts of Greater Wellington's website and intranet site that refer to Ara Tahi
- in the Council's publications in articles which talk specifically about Ara Tahi rather than iwi individually or collectively
- stationery for Ara Tahi correspondence.

Externally, the Wellington Regional Strategy has already been identified as a possible place to use such a logo. It could also be included in articles in Elements that are relevant to Ara Tahi.

4.3 Understating the importance of individual iwi

Ara Tahi needs to consider if there is a risk of understating the importance of individual iwi if we have a single logo. At the Wellington Regional Strategy iwi workshop on 27 April 2006, members talked about the need for the seven iwi logos to sit beside the nine council logos. It was discussed that a single logo for Ara Tahi has potential for the iwi of the region to be under-valued as a force. It also removes the individual commitment to the process by each iwi. Tribal members viewing the strategy might feel less connected to a (new) Ara Tahi logo than to their on iwi authority's branding.

Members also need to be aware of any other collective iwi initiatives outside of Ara Tahi that are already in place, or are yet to be created, at the regional level.

4.4 Funding an Ara Tahi logo

The development of an Ara Tahi logo is likely to cost approximately \$5,000. Printing and production of the logo would cost around \$1,000. Given the members of Ara Tahi are the principal beneficiaries of Ara Tahi, this cost would need to be covered by Ara Tahi's iwi project budget.

Ara Tahi needs to consider if it is appropriate to have a separate logo and weigh up whether it is worthwhile spending approximately \$6,000 on the logo.

5. Communication

If Ara Tahi decides to go ahead with developing a single logo, members would need to agree a process to answer a number of questions (**Attachment 1**) so that officers can put together a brief for designers.

6. Recommendations

That Ara Tahi:

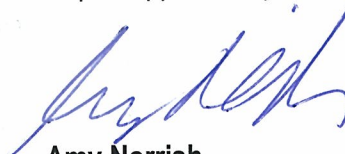
1. *Receives the report.*
2. *Notes the content of the report.*
3. *Decides whether or not to develop a logo to represent Ara Tahi.*
4. *Where Ara Tahi decides to go ahead with developing a logo, agrees a process to set logo specifications so that officers can put together a brief for designers.*

Report prepared by:



Jason Kerehi
Maori Policy Advisor

Report approved by:



Amy Norrish
Manager, Secretariat

Report approved by:



Jane Bradbury
Divisional Manager,
Corporate and Strategy