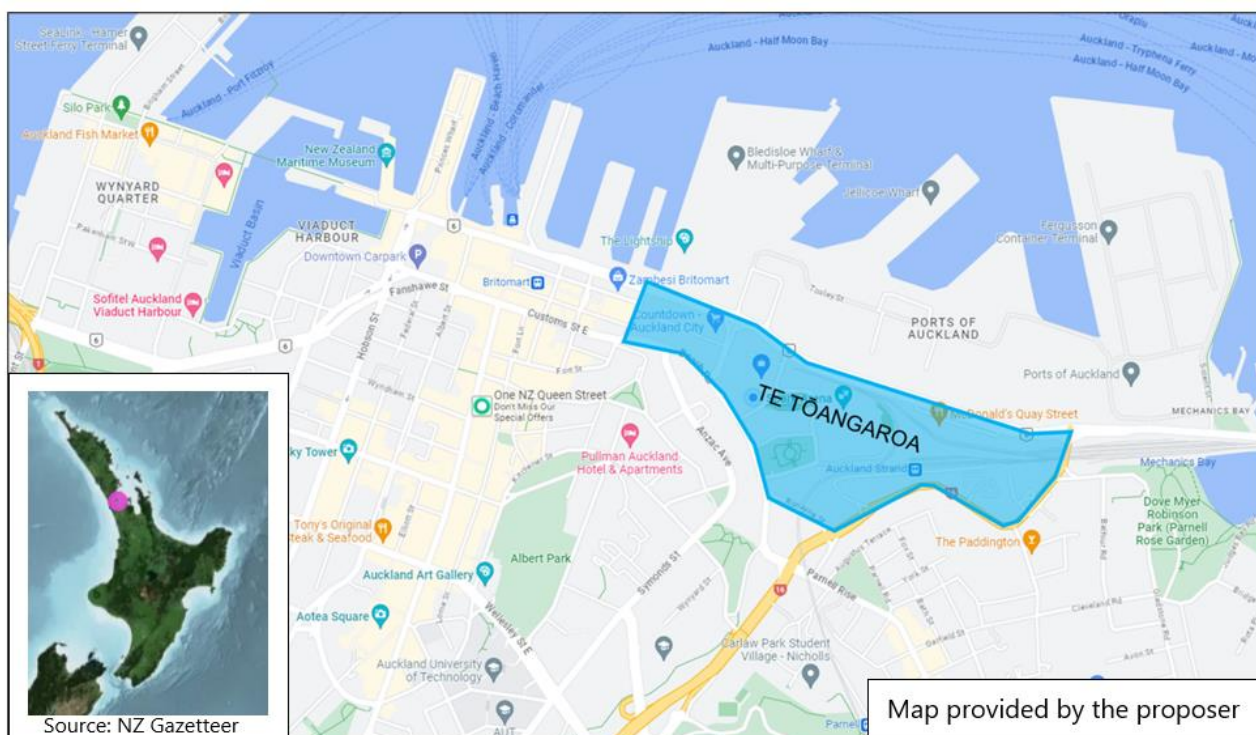


Submissions considered by the Board on 15 October 2024 for: Te Tōangaroa

[restoring the traditional Māori name for an unnamed inner city area that isn't a suburb or locality]



Summary

At its hui on 30 April 2024 the Board accepted a proposal from Ngāti Whātua Ōrākei to restore the traditional Māori name Te Tōangaroa and assign it as the official name of an unnamed area on the waterfront of Auckland's CBD.

During the public notification period between 6 June 2024 and 11 July 2024 the Board received 616 submissions, with 463 in support and 153 objecting to the proposal.

Generally, the supporting submitters wish to see Te Tōangaroa restored because of its cultural and historical significance to the area. A number of supporting submitters also noted that Te Tōangaroa is already a well-established name within the community, with it being visible on flags, events, websites, and in social media.

Ngāti Paoa Iwi Trust, who have an overlapping interest in the area, support the proposal. However, they have requested that the 1851 'Ngāti Paoa invasion', which is historically significant to the early history of Auckland and the mana whenua involved, be part of the official record for the explanation of the name. While the possibility is not discounted, they consider there is no substantive evidence for use of the name prior to this event. Therefore, the Board may consider also acknowledging the Ngāti Paoa kōrero in the Gazetteer if Te Tōangaroa is assigned as an official place name.

The reasons in the objecting submissions, some of which are highlighted and responded to below, aren't considered to outweigh the original reasons why the Board accepted the proposal.

The Toitū Te Whenua LINZ Comms team has agreed to advise the Minister for Land Information that Ngāti Whātua Ōrākei would like to work together on a joint media release once the Minister makes the final decision.

Board's decision

At its 15 October 2024 hui the Board made this decision on the proposal:

The Board **considered** the submissions and their reasons on the proposal to assign **Te Tōangaroa** as the official name of an unnamed area on the waterfront of Auckland's CBD, **and**

Rejected the objecting submissions, including the ones that made alternative proposals, based on the reasons provided not outweighing the reasons that the Board accepted the proposal, being:

- the Board's functions to investigate and determine the priority of the discovery of a geographic feature, and to collect and encourage the use of original Māori names on official charts and maps,
- Auckland Council's Waitematā Local Board supporting the proposal, and
- Ngāti Tamaoho and Ngāti Whātua, who have overlapping interests, supporting the proposal.

and

Confirmed the Board's earlier decision to accept the proposal to assign **Te Tōangaroa** as the official name of an unnamed area on the waterfront of Auckland's CBD,

and

Will **report** the Board's decision to the Minister for Land Information **and request** the Minister to make the final determination on the proposal,

and

If Te Tōangaroa is agreed to by the Minister, will **request** that he makes a joint media release with Ngāti Whātua Ōrākei announcing the decision,

and

If Te Tōangaroa is agreed to by the Minister, **subject to** further discussions with the proposers, will **add** to the NZ Gazetteer the 1851 'Ngāti Paoa invasion' account as part of the explanation for the name.

Background

Board minutes
30 April 2024
[abridged]

The Board noted Waitematā Local Board's support for the proposal and that Te Ākitai Waiohua have no issue with the name, but don't support the kōrero.

Notification

Advice to mana
whenua

On 2 May 2024 the Secretariat advised the 18 overlapping and neighbouring iwi¹ that the Board would be publicly notifying the proposal for one month from 6 June 2024.

¹ Ngāi Tai ki Tāmaki, Ngāti Manuhiri, Ngāti Maru, Ngāti Paoa, Ngāti Rehua, Ngāti Tamaoho, Ngāti Tamaterā, Ngāti Te Ata, Ngāti Whanaunga, Ngāti Whātua, Ngāti Whātua o Kaipara, Ngātiwai, Te Ahiwaru Waiohua, Te Ākitai Waiohua, Te Kawerau ā Maki, Te Patukirikiri Iwi Trust, Te Uri o Hau and Waikato-Tainui

Ngāti Paoa Iwi Trust has provided a letter of support (see below in the summary of supporting submissions). There has been no further comment from Te Ākitai Waiohū, who initially provided feedback on the proposal as noted above.

Advice to MPs On 6 June 2024 the Secretariat advised the Members of Parliament for Auckland Central and Tāmaki Makaurau and all adjacent electorates that the proposal was open for submissions until 11 July 2024.

Public notification including social media The Board advertised the proposals

- in the [New Zealand Gazette](#), *Sunday Star Times*, *NZ Herald* and *East & Bays Courier*, and
- on the Toitū Te Whenua LINZ² [Consultation](#) page, its [Facebook page \(including a reminder\)](#), and the New Zealand Government’s [Consultation](#) page.

Media The Board released a bilingual [media advisory](#) on 6 June 2024, which was also posted on the Toitū Te Whenua LINZ website.

A number of media outlets including The Breeze, More FM, Radio NZ, Radio Waatea, *NZ Herald*³, Newshub⁴, *The Post*⁵, 1news⁶ and *Kiwi Kids News*⁷ have reported on the proposal. The Board’s Secretary was interviewed on Radio NZ’s Morning Report on 7 June 2024.⁸

The Toitū Te Whenua LINZ Comms team has agreed to a joint media release with the proposers once the Minister for Land Information makes the final decision. Therefore, the report to the Minister should include a recommendation to this effect.

Submissions

Summary During the notification period between 6 June 2024 and 11 July 2024 the Board received 616 submissions, with 463 in support and 153 objecting to the proposal. Not counted in these figures is an objecting submission not accepted under instruction from the Chairperson because it contains abusive content.

Submission method	Supporting	Objecting	Total
Online form	457	140	597
Email	6	13	19
	463	153	616

The Secretariat has commented below on some of the submissions. Full copies of all submissions are in the supporting information.

Local engagement This table has the location of all submitters based on volunteered information, which is collected to inform on the level of local community engagement. It does not indicate that they have a greater influence on the outcome of the proposal.

	Auckland	Rest of NZ	International	Unknown	Total
Supporting	351	107	1	4	463

² Land Information New Zealand

³ [Māori name changes for Auckland suburbs: NZ Geographic Board opens consultations on proposals](#) accessed 27 June 2024

⁴ [Consultation for Māori place names in two Auckland locations opens](#) accessed 27 June 2024

⁵ [Māori names proposed for Auckland suburbs](#) accessed 27 June 2024

⁶ [New names proposed for Auckland suburbs, other parts of the country](#) accessed 27 June 2024

⁷ [Restoring Māori names in Auckland](#) accessed 27 June 2027

⁸ [Proposal to restore two Māori place names in Auckland](#) accessed 27 June 2024

Objecting	118	33	-	2	153
Total	469	140	1	6	616

Affiliation field	The online submission form has a voluntary option for affiliation for the Board's reference when considering submissions. The submission spreadsheets in supporting information have affiliation information where it has been provided.
Validity of the submissions	<p>Based on the content of their submission, a submitter who ticked 'I object' clearly supports the proposal. This submission has been moved to the correct category in the summary spreadsheets and identified for the Board's reference.</p> <p>Because the Board has never advised submitters that it will only accept one submission per person, all submissions have been counted even if they appear to be from duplicate submitters.</p> <p>The proposals for Abbots Creek, Rangitikei District, Pito One, Takaanini, Takaanini Railway Station and Maewa were notified as the same time as this proposal. The Board received nine submissions that didn't specify which proposal they were objecting to. They are included in supporting information for reference.</p>

Summary of the 463 supporting submissions with Secretariat comments

Some of the larger groups that operate in or near the area, including Spark Arena, the Britomart Group, Karangahape Road Business Association, Auckland City Centre Residents' Group and Auckland University of Technology, made supporting submissions.

Generally, the supporting submitters wish to see Te Tōangaroa restored because of its cultural and historical significance to the area. A number of supporting submitters also noted that Te Tōangaroa is already a well-established name and recognised brand within the community, with it being visible on flags, events, websites, and in social media.

Ngāti Paoa Iwi Trust, who have an overlapping interest in the area, support the proposal. However, they have requested that the 1851 'Ngāti Paoa invasion', which is historically significant to the early history of Auckland and particularly to the mana whenua involved (Ngāti Paoa, Ngāti Whanaunga, Ngāti Maru, Ngāi Tai ki Tāmaki and others) be part of the official record and explanation of the name – see the submission⁹ in the supporting information. Ngāti Paoa have provided a significant amount of research and reference documents to support their kōrero. They advise that while the evidence of Te Tōangaroa being an older Māori name for the area isn't well supported by historical sources, it shouldn't be discounted as a possibility. If it is an older name as well, then a dual meaning with the events of 1851 carries significance, and they should be celebrated too.

Secretariat response: Ngāti Whātua Ōrākei didn't provide a specific kōrero for Te Tōangaroa in their proposal but advised that Te Tōangaroa (the long dragging of waka) is the original name for the area and carries profound cultural significance for them. A website published by Ngāti Whātua Ōrākei records that Te Tōangaroa translates as 'dragging of the waka a long distance'. It being the place where Māori arrived in Tāmaki and would drag their waka up to the end of the beach, now known as Beach Road.¹⁰ The Board may consider also acknowledging the Ngāti Paoa kōrero in the Gazetteer if Te Tōangaroa is assigned as an official place name. Ngāti Whātua Ōrākei should be made aware that the Board will add the Ngāti Paoa Iwi Trust kōrero to the Gazetteer if Te Tōangaroa is agreed to by the Minister.

⁹ To summarise: Te Tōangaroa recalls the drama and significance of 17 April 1851 when a large fleet of waka taua landed in Waipapa [Mechanics Bay] in response to the arrest of Ngāti Paoa chief, Hoera. However, under the guns of the colonial government, they were forced to drag their heavy waka a long distance to the water because the tide had gone out leaving the waka high on the beach – hence the name Te Tōangaroa, 'the long-dragging'.

¹⁰ *He kupu mō matou*, [Kōrero mō Te Tōangaroa](#), accessed 16 September 2024.

Summary of the 153 objecting submissions with Secretariat comments

None of the objecting submissions stood out as warranting the Board's special attention. All objections fall into these general categories:

- Waste of time and money. Public money can be spent in more useful ways.
- People don't understand or want to use the Māori language or place names.
- The name is too difficult to remember/pronounce/spell.
- It is the first step in Ngāti Whātua Ōrākei securing overall ownership and control of any new stadium.
- The process is flawed, undemocratic, deceitful and dishonest and must be stopped/abolished immediately.
- Research and references are anecdotal.
- The proposal isn't supported by ratepayers or the council.
Secretariat response: The proposal included a letter of support from Auckland Council's Waitematā Local Board.
- The area is all reclaimed land. Therefore, it didn't exist, other than as part of the foreshore and seabed, during the time it was known as Te Toangaroa (sic).
Secretariat response: That the land was reclaimed from the bay/beach originally named Te Tōangaroa demonstrates a direct physical connection to the area proposed to be named. It is unclear why the submitters consider reclaimed land would be prevented from being officially named. Several suburbs on Wellington's waterfront include reclaimed land, [Port Nelson](#) a locality in Nelson and [Te Awaparahi](#) a locality near Lyttelton are examples of officially named reclaimed land.
- Some objecting submitters stated the area should remain unnamed or that it is too small to name. Other names proposed were Parnell, Auckland, pukekawa landing, The Motu, CAMPBELL, Britomart, St Georges Bay, Teto, East Downtown Auckland, Mechanics Bay (x2), Quay Park (x2), tae mai, te taunga, auckland centro, Greater Parnell.
Secretariat response: No compelling reasons were provided for these alternative proposals.

Supporting information

1. Board proposal report – Te Tōangaroa – 2024-04-30
2. Objecting submissions received via online platform (140)
3. Objecting submissions received by email (13)
4. Supporting submissions received via online platform (457)
5. Supporting submissions received by email (6)
6. Nine miscellaneous objections (no proposal specified)
7. Ngāti Paoa Iwi Trust supporting submission