

To	Infrastructure Committee
From	Vishal Ramduny Acting General Manager Community Growth
Date	10 February 2020
Chief Executive Approved	Y
Reference #	INF2020
Report Title	Proposed Name for the Hamilton to Auckland Start-Up Passenger Rail Service and its Cultural Rationale

Reason for passing this resolution	Ground(s) under section 48(1) for the passing of this resolution
Good reason to withhold exists under section 7(2):	Subject to subsection (3), a local authority may by resolution exclude the public from the whole or any part of the proceedings of any meeting only on 1 or more of the following grounds:
<p>(c) protect information which is subject to an obligation of confidence or which any person has been or could be compelled to provide under the authority of any enactment, where the making available of the information—</p> <p style="padding-left: 40px;">(i) would be likely to prejudice the supply of similar information, or information from the same source, and it is in the public interest that such information should continue to be supplied; or</p> <p style="padding-left: 40px;">(ii) would be likely otherwise to damage the public interest; or</p> <p>(j) prevent the disclosure or use of official information for improper gain or improper advantage.</p>	(a) that the public conduct of the whole or the relevant part of the proceedings of the meeting would be likely to result in the disclosure of information for which good reason for withholding would exist

Released to Open Meeting

1. EXECUTIVE SUMMARY

The current list of names for the Hamilton to Auckland passenger rail service include:

- Waikato Link
- Tron Express
- Tuuhono Waikato (Connecting Waikato)
- Te Huia

The name 'Huia' is the frontrunner for the rail service and has been discussed at the Hamilton to Auckland Start-Up Rail Governance Working Group meeting and with local manawhenua. The name has been slightly altered to 'Te Huia' (The Huia) to improve flow. Manawhenua has approved of the proposed name.

If the name Te Huia is approved by the Hamilton to Auckland Start-Up Rail Governance Working Group it may also be branded with an appropriate strap-line. An example of this is as follows:

Te Huia
Tuuhono Waikato

Tuuhono means 'connecting' so including this as part of 'Te Huia' also recognises the positive feedback received on this name through research conducted in June 2018.

However the branding (including possible strapline) will be considered by the Rail Governance Group once agreement on the service name has been reached.

2. RECOMMENDATION

THAT the report from the Acting General Manager Community Growth be received;

AND THAT the Infrastructure Committee recommends to Council that the name Te Huia be endorsed as the preferred name for the Hamilton to Auckland passenger train service;

AND FURTHER that the Committee notes that once the Hamilton to Auckland Start-Up Rail Governance Working Group has approved the name it will consider appropriate branding including a possible strapline.

3. DISCUSSION

Background

The service start date for the Hamilton to Auckland passenger train is mid-2020. Work is underway on the railway stations (Frankton, Rotokauri (The Base) and Huntly) and the carriages are being refurbished by KiwiRail after which they will be branded.

The name for the train service has been a matter of discussion within the Hamilton to Auckland Start Up Passenger Rail Governance Group (on which Waikato District Council was represented by Cr Dynes Fulton (with Cr Eugene Patterson as his alternate) prior to 12 October 2019. Cr Eugene Patterson is now Council's representative on the Governance Group (with Cr Carolyn Eyre joining Cr Patterson this year as his alternate).

Previous research

Research conducted by Versus Research in June 2019 through focus group meetings in Hamilton (2 meetings) and Huntly presented participants with five shortlisted names put forward by the Rail Governance Group:

- H2A
- Waikato Link
- Tron Express
- Tuuhono Waikato (Connecting Waikato)
- Tron

Waikato Link and Tuuhono Waikato received the most positive comments. Tron Express and H2A received a mix of positive and negative comments. Tron received the fewest positive comments and was the least well received in that research.

Around the same period Waikato District Council ran a Facebook survey to ascertain the public's preferences. In this survey Tuuhono Waikato received the most 'likes' (556) followed by Tron Express (374), H2A (144), Tron (59) and Waikato Link (1).

A name with greater significance

No agreement on a preferred name could be reached by the Rail Governance Group based on previous research undertaken. It was subsequently agreed that a compromise name be considered and the name 'Huia' was proposed to and endorsed by the Governance Group.

'Huia' has now become the favoured name due to its strong cultural resonance and meaning. The name has been slightly altered to 'Te Huia' (The Huia) to improve flow. Māoridom provides us with a unique cultural association to stories, images, names and symbols of taonga which serves to provide the unique proposition to brand the Hamilton to Auckland passenger rail service. Attached is a report elaborating on the cultural rationale for Te Huia prepared by the Waikato Regional Council.

If the name Te Huia is approved by the Hamilton to Auckland Start-Up Rail Governance Working Group it may also be branded with an appropriate strap-line. An example of this is as follows:

Te Huia

Tuuhono Waikato

Tuuhono means 'connecting' so it is appropriate in that it is not only connecting two cities but also key communities within the Waikato district (through a station at Huntly) to Auckland. Additionally, including Tuuhono Waikato as part of the Te Huia name also

recognises the positive feedback received on this name through both the Versus research and the WDC survey.

The name Te Huia is a good outcome for all the parties.

The Hamilton to Auckland Start Up Passenger Rail Governance Group is meeting on 12 February 2020 to consider a name based on decisions made by the respective partner territorial authorities.

4. CONSIDERATION

4.1 FINANCIAL

The costs of branding the train service (carriages) is included in the total Hamilton to Auckland start-up passenger train service budget. No additional funding is required or being requested of Council through this report as this cost falls within the operational budget for the service which being managed by the Waikato Regional Council.

4.2 LEGAL

The 2018 Government Policy Statement (GPS) on Land Transport gives public transport greater priority and expands the public transport system to support interregional commuting and the use of rail to enable efficient passenger transport. The Hamilton to Auckland start-up passenger rail service is one of the lynchpins of the Hamilton to Auckland Corridor Initiative and is one of the priority rail projects of the Minister of Transport. The National Land Transport Programme (NLTP) is a key means by which the New Zealand Transport Agency gives effect to the GPS on Land Transport.

4.3 STRATEGY, PLANS, POLICY AND PARTNERSHIP ALIGNMENT

The Hamilton to Auckland Start-up Passenger rail service is supported by policy under the 2018 update to the 2015-45 Regional Land Transport Plan (RLTP) and the 2018 Regional Public Transport Plan (RPTP). The start-up passenger rail service is also a key transport connection project within the Hamilton to Auckland Corridor Initiative. The Corridor Plan is in response to the Government's Urban Growth Agenda and is being undertaken with the overall purpose of developing an integrated spatial intent and establishing an ongoing growth management partnership for the transport corridor between Hamilton and Auckland.

4.4 ASSESSMENT OF SIGNIFICANCE AND ENGAGEMENT POLICY AND OF EXTERNAL STAKEHOLDERS

Highest levels of engagement	Inform	Consult	Involve	Collaborate	Empower
	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Local manawhenua were briefed on the shortlisted names and asked if they see any potential issues. We have since received local iwi approval of the name Te Huia. Manawhenua also asked if further suggestions could be made however, to date, no further suggestions have been received. The name 'Huia' is therefore the frontrunner for the Hamilton to Auckland rail service, and has been slightly altered to 'Te Huia' (The Huia) to improve flow.

5. CONCLUSION

The Infrastructure Committee is being asked to consider recommending to Council that the name Te Huia (subtexted by Tuuhono Waikato) be endorsed as the preferred name for the Hamilton to Auckland passenger train service. 'Huia' has strong cultural association with local manawhenua. Council's preferred name will then be considered by the Hamilton to Auckland Start Up Passenger Rail Governance Group meeting on 12 February 2020.

6. ATTACHMENT

- Cultural Rationale for Train Service Branding

Cultural Rationale for Train Service Branding

Te Huia

Tuuhono Waikato

Background

Māoridom provides us with a unique cultural association to stories, images, names and symbols of taonga which serves to provide the unique proposition to brand the Hamilton to Auckland passenger rail service.

The current list of names for the H2A passenger rail service includes:

- Waikato Link
- Tron Express
- Tuuhono Waikato (Connecting Waikato)
- Huia.

Local manawhenua were briefed on these names and asked if they see any potential issues. To date, no conclusive response has been provided, although the name Tuia was put forward for consideration. Manawhenua also asked if further suggestions could be made, however, no further suggestions were received.

The name 'Huia' is the frontrunner for the Hamilton to Papakura rail service, and has been slightly altered to 'Te Huia' (The Huia) to improve flow.

Preference – TE HUIA

Of all Tane Mahuta's children, the Huia was the most sacred to Māori. Other birds, such as the kōtuku (white heron) and amokura (red-tailed tropic bird) were also prized for their plumes, but huia was pre-eminent.

Huia were endemic to the North Island through till the early 20th century and were New Zealand's largest wattlebird. Like other large New Zealand forest birds, the huia was not a strong flyer therefore it moved along the ground, or from tree to tree, with surprising ease, swift poise and grace. In pre-European times huia ranged over large parts of the North Island.

The huia feather was a revered treasure for Māori and symbolised leadership and mana. Chiefs of high rank and their whānau wore the distinguished tail feathers in their hair. This is encapsulated in the saying:

Toroa E! Toroa whakapai tangata. Huia e! Huia tangata kotahi
O albatross! Albatross to decorate people. O huia! Huia for a single person.¹

The feathers from the tail of the huia were particularly prized, often stored in intricately carved boxes known as waka huia and worn in the hair or around the neck by both men and women. Huia feathers were given as tokens of mana, friendship and respect - a sign of connectedness and

¹ Toroa feathers served as decorations for many. Huia feathers were rare and seen as a decoration for someone of great prestige and importance (Mead & Grove, Ngā Pepeha a Ngā Tīpuna, p.406 #2547)

reuniting. Tribes occupying the huia country of the North Island sent the feathers as taonga gifts, or traded them with other tribes for greenstone, sharks' teeth and other valuables.

The huia feather came to be considered a national icon around the turn of the 1900th century. The editor of Te Pipiwharauoa: He whakamārama stated that *'the shamrock is the emblem of the Irish, the thistle for the Scots, the rose for the English and the huia feather for the Māori'* (emphasis added).²

Despite efforts from Māori to protect the huia the last confirmed sighting was in 1907. Huia were driven to extinction by deforestation for agriculture and by national and international demand for their prized feathers, which spiked following by the Duke of York placing a huia feather in his hatband in 1901.

Branding rationale and benefits

A name like Te Huia is more than a brand. It's a signal of authenticity and uniqueness for all New Zealanders, not just Māori.

Although Huia are extinct, to reignite and reaffirm its importance within our region by branding the train service provides a reminder of the grace and speed the taonga traversed the central landscape of North Island, similar to the purpose and design of the newly established passenger train service.



Their extinction was both a great cultural and biological loss for New Zealand avifauna, therefore this enacts a unique contribution to bring back that taonga, that will fill the same role in the transport ecosystem.

The front of the train mimics the curve of the huia beak which was long, thin and arched downward. Because of its sheer beauty, it continues to hold special place in Māori culture and oral tradition.

Huia were observed in native vegetation including mataī, rimu, kahikatea, maire, hinau, totara, rewarewa, mahoe, and taraire.

Inspired by the words of the second Maori King, Tawhiao, left an enduring message for his people, *"Maaku anoo e hanga tooku nei whare,"* (I will build my own house).

Fashioned from trees not known for their building potential - the hinau, mahoe and patate - Tawhiao called his people to be nurtured by the rengarenga (rock lily) and strengthened on the kawariki berries. Tawhiao's words are a "never ending vision statement" of connecting and unifying people.



The Hamilton to Auckland passenger rail service, with its attributes similar to that of a Huia, will traverse the valley of Waikato, amongst the native vegetation that once housed this unique bird,

² "He koroa te pare o te Airihi, he kōtimana anō tō te Kōtimana, he rōhi tō te Ingarihi, he huia tō te Māori", Te Kuini me te Airihi, Te Pipiwharauoa , Issue 26, 1st April 1900, p.11

along the mighty Waikato River, whilst connecting visitors near and far – symbolic to the enduring message left Chiefs of yesteryear.

One further aspect is the possibility of a play on the word ‘huia’ which is the passive form of the hui (or gathering). Thus, sayings such as ‘Huia Tangata Kotahi’ and ‘He huia kaimanawa’ have been used to mean ‘Unite the People’ for the former, and ‘a gathering of people committed to a cause’.

From a visitor marketing perspective, both international and national travellers would be attracted to this brand/word, as not only is it easy to pronounce, it sets has significant national and cultural resonances that provide purpose and meaning to this service.



The use of the term or image 'huia' in Aotearoa

Organisations and business uses



Huia Publishers

Established in 1991 by Robyn Rangihua Bargh and Brian Bargh as an independent publishing company. It has been inspirational in bringing Māori stories, perspectives and understanding to a national and global stage.

Waka huia

An iconic archival documentary series recording the unique stories and histories of Maori for all New Zealanders. Like the original treasure box' the programme holds within it tāonga for future generations.



Huia come home

The metaphorical return home of the huia is a symbol for the restoration of Māori cultural identity and resulting in authentic reconciliation in a post-colonial Aotearoa.

Rangatira by Callum Rei McDougall (Rei)

This EP is about repatriating te reo in his own world and pushing the boundaries of where and how te reo is used. The EP name comes from his aim to encourage people to be chiefs of their own environments and take control of their own futures.



He Huia Kaimanawa

The National Māori Language Symposium 2009 was gifted the name by Te Taura Whiri. It is a figurative saying for anything prized, Te Ururoa Flavell however gave an alternative meaning of the words, that is, 'to be committed to an important topic or cause'.

Te Kura Māori o Ngā Tapuwae

The step patterns and three huia feathers have levels of meaning. In the first, the steps signify the stairway to heaven and the feathers, the Father, the Son and the Holy Spirit. Second, the stairway leads to knowledge – success, while the feathers reference three chiefly qualities – leadership, kinship and prosperity.



Cultural and Artistic uses

Auckland Museum – the huia collection

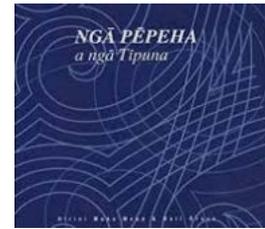
The story of the huia weaves the strands of biology, history, conservation, arts and culture that were embedded in the framework of a fledgling New Zealand. Today the huia still inspires artists, historians and conservationists, reminding us of Aotearoa's beauty and fragility and of the importance of understanding the past to move forward into the future.

Rau o Pā-poua

Feathers of the huia - Tūhoe expression denoting high rank.

Te rau o tītapu

The plume of tītapu – sometimes refers to huia feathers. Tītapu is said to be an island in the Cook Strait which has sunk out of sight.



Ngā Huruuru Rangatira, "the feathers of the chief"

The stylised 6.4-metre-high archway sited in the Square in Palmerston North features three huia feathers on one side, and two on the other, representing a coming together of Maori cultural references and Western knowledge. Cutaway sections on the columns are in the shape of huia. *The huia has special significance to the Manawatū region.*

Ghost of the Huia

Located in the Square, Palmerston North, this 2.5 metre sculpture was created by artist Paul Dibble as a reminder of the beauty and significance of the huia. Dibble declared that, "It was a lovely bird. There's a statement here about if you want things of beauty, you have to be prepared to look after them."

