

BRIEFING FOR THE MINISTER OF POLICE			
Priority	<input type="checkbox"/> Urgent <input type="checkbox"/> Time-Sensitive <input checked="" type="checkbox"/> Routine		
Title	Update on the establishment of the Branded Business Unit		
Date	16 February 2022	Ref	BR/22/11

### Recommendations

Police recommends that the Minister of Police:

- |  |        |
|--|--------|
| a) <b>note</b> the proposed governance arrangements.                             |        |
| b) <b>agree</b> the proposed branding approach                                   | Yes/No |
| c) <b>advise</b> officials of your preferred approach to the naming of the unit. | Yes/No |
| d) <b>agree</b> to a conservative launch for the branded business unit.          | Yes/No |

### Minister's comments and signature

..... / / 2022

Hon Poto Williams  
Minister of Police

## BRIEFING FOR THE MINISTER OF POLICE

### Update on the establishment of the Branded Business Unit

#### Purpose

1. This paper provides you with an update on the establishment of the Branded Business Unit.

This paper seeks your views on our proposed approach to the brand, name and launch of the Branded Business Unit.
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#### Background

2. On 27 October 2021, Cabinet SWC considered a paper relating to Effective Administration of the Arms Regulatory System: an improved operating model [CAB-21-MIN-0447]. The paper sought Cabinet's decision on a preferred regulatory structure in order to finalise a Detailed Business Case and to provide certainty on how the firearms unit should be established
3. Cabinet agreed to the recommended option of establishing a Branded Business Unit within Police and you have committed to the new unit being operational by December 2022.
4. This paper provides you with an update on the following areas:
  - System and programme level governance.
  - Approach to name, brand and launch of the Branded Business Unit.

#### Governance

5. External consultants, Tregaskis Brown Ltd (TBL) were engaged to provide expert and independent advice relating to governance of the overall Firearms System to the Commissioner of Police. The recommendations in their report have been accepted by the Commissioner of Police, and we are looking to establish the following governance structures.
  - a. **Firearms System Governance** – this is a permanent governance function that will provide ongoing oversight of the firearms system and provide valuable assurance to the Minister of Police and the New Zealand public. This governance group will include external representation and provide independent oversight with an initial focus on establishing an effective regulator. We intend to have this group established by June/July 2022.
  - b. **Governance and Oversight of the Regulator** – the primary oversight and decision-making structure for the regulator is provided by existing line management structures within Police. This provides appropriate executive oversight and decision-making, from the Commissioner of Police through to the Executive Director and management team across the Branded Business Unit.

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- c. **Programme Change Governance** – this is a temporary function to achieve the outcomes from the legislative changes the government is seeking.
6. In all cases we will look to have appropriate membership on these governance groups to ensure oversight of the regulator is in place as intended. Engagement with the Ministers Arms Advisory Group and other forums will be undertaken as appropriate on the establishment of the governance bodies.

### Branded Business Unit

7. You asked us to report back to you on the brand and an appropriate name for the Branded Business Unit. We seek your direction on how we approach the naming and branding of the unit as we evolve our thinking on how to uniquely identify the Branded Business Unit.

### Brand

8. We have undertaken analysis on various options and are proposing to base the Branded Business Unit on the Ministry for Primary Industries' Biosecurity Unit, which provides an outward facing independent brand, name, and website. Staff working for the new unit would however retain @police.govt.nz email addresses and therefore still be seen as Police staff. The practicalities of this still need to be worked through, however this model reflects the intentions of the Branded Business Unit.
9. We also considered branding such as Immigration New Zealand, however felt that was more aligned to a separate entity, which wasn't the intent of a Branded Business Unit, and therefore this is not an approach we thought appropriate in this context.
10. Please advise if you would like more detail on the proposed branding approach or if you have an alternative view.

### Naming

11. We considered two options for the naming of the unit:
  - a. Selecting a name through consultation with key stakeholders, for example "Firearms Regulatory Authority" and translating this into Te Reo and developing an appropriate brand, or
  - b. Seeking to have an appropriate Te Reo name 'gifted' to us.
12. You requested feedback on options for a name by March 2022, however engagement with our internal Māori advisory team, has indicated it is more appropriate for us to consider the 'gifting' route. This would require additional consultation and engagement with external stakeholders, and we would need to provide further advice in April/May 2022.
13. Once the name, brand and logo has been confirmed, we will engage with you on your preference for how you would like to launch the Branded Business Unit.

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### Launch

14. We have considered two options for launching the Branded Business Unit from a public perspective. These include a conservative or 'soft' launch, or a public 'big-bang' launch. The latter would impact on timelines, cost, and risk negative public perception of Police and the new unit.
15. We suggest a conservative launch of the Branded Business Unit as this enables us to utilise the new name and brand from approximately July/August 2022. In practice that means the new name, logo and brand could potentially be utilised for new online forms and online payment functions, new staff would identify with the new brand and our external compliance function which we are looking to establish early would be 'seen' to be undertaken by the new Firearms Unit. For example, appropriately branded uniforms for staff. The specifics of the 'soft' launch is yet to be determined, and we will provide you with more detail on this.
16. Please advise if you have a preferred approach to launching the Branded Business Unit.

### Next Steps

17. If required, Police can provide further information on the areas outlined in this paper, and welcome your guidance and views on the name, brand and launch in particular.
18. Following the Cabinet decision on the Detailed Business Case in March 2022, we will provide you with a further update on the establishment of the regulator.

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Angela Brazier  
Transition Executive Director, Firearms

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