

| PROACTIVE INFORMATION | |
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| Naming process for the new Arms Regulator (Branded Business Unit) | |
| Deadline: N/A | Date of Response: 21 April 2022 |

Purpose

1. Further to the update on the establishment of the Arms Regulator Branded Business Unit [BR/22/11], this note provides you with a progress update on the naming of the Arms Regulator Branded Business Unit.

We have been gifted the name 'Te Tari Pūreke'

2. An important element in establishing our identity as the new Firearms Branded Business Unit is the name of the unit. During March, Police engaged with Waikato Tainui on the gifting of a culturally appropriate name for the unit.
3. This has resulted in Waikato Tainui gifting us the following name - **Te Tari Pūreke**. The name has two meanings:
 - The Office of Enquires into Firearms.
 - The Group that Protects (from attack or adversity).

English naming option

4. The 'Firearms Branded Business Unit' will not be familiar to most people. In addition, the Te Reo gifted name is unlikely to have public recognition, in the same way as, for example, Waka Kotahi or Oranga Tamariki. Police believes, therefore, that it is appropriate for the unit to have an English name as well.
5. Proposed English names for the unit are:
 - Firearms Regulatory Authority
 - Firearms Authority (NZ)
 - Firearms Authority Aotearoa
 - Firearms Safety Authority
 - Firearms Safety and Regulation Aotearoa
 - Firearms Safety Aotearoa.
6. We have sought advice on using the term "Authority" from the Public Services Commission (PSC), who has advised it has no objection to the use of this term. The Police Legal team has found no statutory reason why the term 'Authority' cannot be used in the context of the firearms Branded Business Unit (though it notes some 'Authorities' are created by statute).

7. On 2 May 2022, Police plan to survey Arms staff to seek feedback on a shortlist of names as well as any other naming options that they may have.
8. Concurrently, we will be seeking views on the English name of the unit from your Arms Advisory Group, Firearms Community Advisory Forum, and Arms Engagement Group.

Feedback will inform a recommendation

9. Following feedback, we will recommend an English name for approval by the Executive Leadership Team and Commissioner of Police in June/July 2022. We will then provide a further update to you.
10. The English name and the Te Reo gifted name, along with an appropriate logo, will make up the branding for the new unit.

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| Reviewed by | Martin Smith, Director Business Services | s.9(2)(a) OIA |
| Approved by | Phil Hanlon, A/Executive Director, Firearms | s.9(2)(a) OIA |