THEME 4: Cooperation, training and promotion

New Zealand

NAME OF PRESENTER: Wendy Shaw
JOB TITLE: Secretary, New Zealand Geographic Board Ngā Pou Taunaha o Aotearoa
Organization: Toitū Te Whenua Land Information New Zealand
Date: Thursday 4 May 2023
Outreach and Engagement

**Our outcomes**

To secure and celebrate New Zealand’s unique identity through place names.

We enable meaningful connections between people, places and language through these goals:

1. **Naming places**
   - We officially name features and places so that people can effectively communicate information about location and preserve New Zealand’s heritage and culture.

2. **Using official names**
   - Organisations use official names so that people use them in everyday life.

3. **Outreach**
   - We make information including stories about place names readily available.

4. **Improving capability and processes**
   - We continuously improve our capability and processes to achieve our goals and objectives.