

Staff Report

To: Chair and members of the Information and Publicity Subcommittee.
From: Environmental Education Officer, Claire Webster
Date: 11 July 2006
Subject: Tasman District Council adopting a Kowhaiwhai from local Iwi.

Purpose

The purpose of this report is to seek approval from the Information and Publicity Subcommittee to adopt the use of a Kowhaiwhai designed for Tasman District Council. This Kowhaiwhai has been designed in consultation with local iwi specifically for use by Council.

Comment

A Kowhaiwhai is a repeating pattern that tells a story significant to the area. It may be used in a variety of ways as seen in the attachment (to be tabled at the meeting). On discussing the idea with local iwi I have found they are very supportive. All iwi whose rohe covers land administered by Council will be approached to give their agreement before its use. For Council to use a Kowhaiwhai, where appropriate, will be appreciated by iwi and taken as a sign of acknowledgement of the combined history in this region.

Proposal

As the Environmental Education Officer I have encountered several occasions where using a Kowhaiwhai would have been an appropriate and effective means of enhancing my educational objectives.

I would like the use of a Kowhaiwhai for the interpretation panels as a part of the Ministry for the Environment – Sustainable Management Fund project – The Restoration of an Urban Stream – Reservoir Creek.

During Sea Week in March 2006, I organised with the Department of Conservation a three day educational programme with strong support from iwi. A Kowhaiwhai used during this programme would have been highly appropriate. In 2007 I will be running a similar programme with a forest theme and already have Parklands Whanau class offering to co-host this event. A Kowhaiwhai on our advertising to schools would be desirable and appropriate.

The Parks and Reserves Department have, in the past, asked iwi for the use of a Kowhaiwhai to be a part of interpretation panels. Both the Whakatu Incorporation and Ngati Rarua Atiawa Trust have been kind enough to let Council borrow their Kowhaiwhai. However for Council to have its own pattern would be significantly simpler, be much more meaningful for all interested parties and seen as a gesture of goodwill.

Some Council generated reports such as the State of the Environment reports could use the Kowhaiwhai as part of the title page.

Iwi have asked Brian Flintoff (a local renown bone-carver) to design a Kowhaiwhai that all iwi in the Tasman District would be happy with. Barney Thomas (Ngati Rarua) will approach all iwi to see if they are happy with the design (as at this stage only some have been consulted). The design could be used in a variety of ways and colours. Black and red are traditional colours but we could also use the Council colours of yellow and blue. The Kowhaiwhai may be used in it's single form or doubled and repeated as many times as needed.

The intention of having a Kowhaiwhai is to enhance occasional visual material. It is not intended as a re-branding for Council.

I have in the Environmental Education budget the funds to pay for the design work and am happy to do so as I clearly see the benefits in building relationships in this way.

Recommendation

1. That the Information and Publicity Subcommittee consider this report and recommend to Corporate Services the use of the Kowhaiwhai design for selected Environment and Planning and Community Services Department educational material.
2. That if use is made of the Kowhaiwhai by other Council departments, that this be referred to the Information and Publicity Subcommittee first.

Claire Webster
Environmental Education Officer