



# Briefing

Options for a legal name for the Housing and Urban Development Authority			
Date:	9 May 2019	Security level:	In Confidence
Priority:	High	Report number:	BRF18/19030200

Action sought		
	Action sought	Deadline
Hon Phil Twyford Minister of Housing and Urban Development	Agree to the legal name for the Housing and Urban Development Authority	13 May 2019
Hon Jenny Salesa Associate Minister of Housing and Urban Development	For your information.	
Hon Nanaia Mahuta Associate Minister of Housing and Urban Development		

Contact for discussion				
Name	Position	Telephone		1 <sup>st</sup> contact
Caroline Reid	Acting Manager, Urban Development	(04) 831 6066	s 9(2)(a)	
Jessica Ranger	Principal Advisor, Urban Development	(04) 831 6076	s 9(2)(a)	✓
Kathleen Robertson	Graduate Policy Advisor, Urban Development	(04) 831 6060		

Other agencies consulted
Housing New Zealand

## Minister's office to complete

<input type="checkbox"/> Noted <input type="checkbox"/> Seen <input type="checkbox"/> Approved <input type="checkbox"/> Needs change <input type="checkbox"/> Not seen by Minister <input type="checkbox"/> Overtaken by events <input type="checkbox"/> Declined <input type="checkbox"/> Referred to (specify)  _____
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Comments

Date returned to MHUD:

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# Briefing

## Options for a legal name for the Housing and Urban Development Authority

**For:** Hon Phil Twyford, Minister of Housing and Urban Development

**Date:** 9 May 2019

**Security level:** In Confidence

**Priority:** High

**Report number:** BRF18/19030200

### Purpose

1. This briefing provides options for a legal name for the Housing and Urban Development Authority.

### Recommended actions

2. It is recommended that you:

1. **note** that 'Housing and Urban Development Authority' (or 'HUDA') is the working title for the new entity and is currently being used in drafting for the first Bill that is establishing the entity (the Bill) *Noted*
2. **note** that Cabinet authorised you to determine a suitable name for the new entity, as well as an appropriate name in te reo Māori [CAB-18MIN-0562 refers] *Noted*
3. **note** that the name you choose will become the new entity's legal name *Noted*
4. **note** that the Bill will be finalised shortly for lodging and that Monday May 13 is the last date to include a legal name prior to this *Noted*
5. **either agree** to the following English name for the new entity:
  - a. Homes and Communities *Agree / Disagree*
  - b. Homes and Communities Aotearoa *Agree / Disagree*
  - c. Homes and Communities New Zealand *Agree / Disagree*
  - d. New Zealand Agency for Homes and Communities *Agree / Disagree*
  - e. New Zealand Agency for Housing and Urban Development *Agree / Disagree*
  - f. New Zealand Housing and Urban Development Agency *Agree / Disagree*
  - g. People, Homes and Communities *Agree / Disagree*
  - h. People, Homes and Communities Agency *Agree / Disagree*
  - i. Housing and Urban Development New Zealand *Agree / Disagree*
  - j. Transforming Communities *Agree / Disagree*

- |  |                         |
|--|-------------------------|
| k. Building Communities  | <i>Agree / Disagree</i> |
| 6. <b>or indicate</b> whether you have a preference for an alternative name  | <i>Yes / No</i>         |
| 7. <b>note</b> that discussions for a Māori name are ongoing with Minister Mahuta  | <i>Noted</i>            |
| 8. <b>indicate</b> whether you would like the entity's legal name to be in:  |                         |
| a. English and te reo Māori, or  | <i>Yes / No</i>         |
| b. te reo Māori  | <i>Yes / No</i>         |
| 9. <b>note</b> that the new entity's Board has the ability to choose to use a different trading name, including for parts of the organisation                  | <i>Noted</i>            |
| 10. <b>note</b> that the usual tools of Ministerial direction will be available if you would like consistency across the new entity's legal and trading names. | <i>Yes / No</i>         |

Caroline Reid  
**Acting Manager, Urban Development**

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Hon Phil Twyford  
**Minister of Housing and Urban Development**

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## Background

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3. The Housing and Urban Development Authority (HUDA) will be a Crown entity with two key roles – being a public housing landlord and coordinating and leading urban development projects of all sizes.
4. HUDA was always intended to be a working title for the new entity. Recognising the need for a name that reflects the full spectrum of delivery responsibilities, Cabinet authorised you to determine a suitable name, as well as an appropriate name in te reo Māori [CAB-18MIN-0562 refers].
5. If a legal name for the entity is chosen before Monday May 13, it can be included in the first Bill establishing the new entity.
6. If you choose a legal name after Monday May 13, the name of the entity will be able to be changed through:
  - a. a recommendation by officials in the departmental report, or
  - b. a Supplementary Order Paper (SOP) at the Committee of the Whole House stage.

## Options for a new name

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7. The Ministry of Housing and Urban Development and Housing New Zealand (HNZ) have brainstormed options for a new name. We have tried to capture the following key concepts:
  - a. Aotearoa – to encompass all New Zealanders
  - b. communities – to reflect the focus on building diverse, resilient, thriving communities
  - c. homes – to shift from houses as buildings to homes as places where people live
  - d. people – to reflect the focus on individual wellbeing, especially of tenants
  - e. creating change – to reflect the drive to transform housing and urban development outcomes.
8. The potential options<sup>1</sup> we identified are:
  - a. Homes and Communities
  - b. Homes and Communities Aotearoa
  - c. Homes and Communities New Zealand
  - d. New Zealand Agency for Homes and Communities
  - e. New Zealand Agency for Housing and Urban Development
  - f. New Zealand Housing and Urban Development Agency
  - g. People, Homes and Communities
  - h. People, Homes and Communities Agency
  - i. Housing and Urban Development New Zealand
  - j. Transforming Communities
  - k. Building Communities.
9. Alternatively, you may prefer to choose a different name or to take longer to make this decision. Note that any name chosen after Monday 13 May will not be able to be included in the Bill at the time of lodging.

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<sup>1</sup> We have checked that these names are not held by other organisations in New Zealand.

### **Discussions for a te reo Māori name are ongoing**

10. To determine a meaningful and appropriate Māori name, we are working through a process with our Tumuaki of Māori Housing, the Māori Language Commission, and Minister Mahuta.
11. A Māori name can embody the values and purpose of the entity. Minister Mahuta has indicated a preference for a metaphorical Māori name that captures ideas such as:
  - a. the Government's focus on better place making
  - b. housing as a key pillar of wellbeing.
12. Minister Mahuta has requested that name options be tested at the Māori Housing Wānanga on Wednesday 15 May. We will advise you of the outcome of this process shortly.

### **Legal name vs. trading name**

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13. The new entity's Board will have the ability to determine a trading name that is different from the legal name. It will also be able to decide on the names of any subsidiaries that it forms.
14. If you would like consistency across the legal and trading names of the new entity, you can use the usual channels of Ministerial direction to reinforce this to the Board.

### **Retaining the Housing New Zealand brand**

15. HNZ has been advised by the Public Service Association (PSA) that its frontline staff and tenants value its current name and brand. HNZ has raised the possibility of the new entity using two separate brands – one for its public housing functions and the other for its urban development functions. This might mean that the organisation will continue to use HNZ as a brand name.
16. Our view is that a new entity provides the opportunity to develop new culture, values, and expectations. The new entity's name should reflect these changes, which may make it inadvisable to continue using the HNZ brand with no change.
17. Should you have a view on the potential branding used by HUDA for its public housing functions, this could also be signalled through the usual channels of Ministerial direction.

### **Next steps**

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18. When you decide on a legal name for the new entity, officials will communicate this decision to the Parliamentary Counsel Office.