



15 August 2025

[REDACTED]
[REDACTED]

Dear [REDACTED]

Thank you for your request made under the Official Information Act 1982 (OIA), received on 28 July 2025. You requested the following:

1. Has your agency been directed, asked or encouraged, to change its name or order of use of its given reo Māori name – branding, and/or logo?
If so, what changes have been made (e.g. collateral, website, outreach materials, letterheads, email signatures)? If applicable – have you had to switch around the name so that the English names comes first and reo Māori name second? When were these changes made, and when were they officially adopted? What cost was incurred as a result of having to make any of these types of changes?
2. Have you received any ministerial or governance (from your boards and/or advisory groups) directives instructing a halt or reduction in the use of te reo Māori in reports, internal communications, or public-facing documents – or has this changed irrespective of any clear directive and as part of changes implemented as asked in q. 1 above?
3. Does your agency have a current reo Māori strategy aligned with *Maihi Karauna*?
If so, could you please outline the key elements of that strategy, and confirm whether it remains active and implemented? As a specific example, are you still carrying out internal reo Māori courses? Or has this changed since the 2023 election?

Item 1

Inland Revenue has not received any directives in relation to changing our name or logo.

Item 2

Inland Revenue has not received any directives in relation to the use of te reo Māori in our communications.

Item 3

Inland Revenue's Te Mata o te Arero strategy aligns with Maihi Karauna. Under the Te Ture mō te Reo Māori Act 2016, the Crown developed their Maihi Karauna te reo Māori Strategy to enable the revitalisation of te reo Māori, so it becomes an everyday language and again resonates throughout New Zealand Aotearoa.

In 2018, the Commissioner of Inland Revenue signed a Mahi Tahi agreement with Te Taura Whiri i te Reo Māori to work together to give effect to the goal of revitalising te reo Māori.

Inland Revenue will contribute to the achievement of the Government's goal and aspirations for te reo Māori by:

- Valuing and integrating te reo Māori across everything we do.
- Aligning our te reo Māori development with the Government's Maihi Karauna strategy.
- Supporting IR's Māhutonga, the cultural change to integrate Te Tiriti o Waitangi and Māori perspectives, processes and practices into Inland Revenue - te reo Māori is fundamental to creating this change.
- Developing our te reo Māori capability to support delivering services in Māori.
- Developing our te reo Māori cultural capability programme - Te Awatea.

Inland Revenue is still carrying out internal reo Māori courses, which are available to all staff within the organisation.

Publishing of OIA response

We intend to publish our response to your request on Inland Revenue's website (ird.govt.nz) as this information may be of interest to other members of the public. This letter, with your personal details removed, may be published in its entirety. Publishing responses increases the availability of information to the public and is consistent with the OIA's purpose of enabling more effective participation in the making and administration of laws and policies and promoting the accountability of officials.

Thank you again for your request.

Yours sincerely



Jason Ratima
Kaihautū - Te Kāhui Tūhono