

Decision Paper: Adoption of the name Panuku Development Auckland

Document Author(s)	David Gurney – Corporate Governance Lead
Reviewer(s)	John Dalzell – Chief Executive
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1. Proposal

This paper proposes that the Board adopts the name *Panuku Development Auckland* as its brand name.

2. Outline

This paper seeks formal confirmation from the Board that the company's brand name will be Panuku Development Auckland. Panuku means to “move on” or “move forward”.

Having a Māori name for the organisation will signal that we are an inclusive, progressive organisation prepared to make transformational change through a shift in conventional thinking. A Māori name also places the new organisation firmly in New Zealand.

The legal name of the company will continue at present to be *Development Auckland Limited*. The Executive seeks from the Board their guidance on whether the legal name needs to be changed to *Panuku Development Auckland Limited* and, if so, when this should take place.

3. Recommendations

It is **recommended** that the Board:

1. **Approves** the brand name of *Panuku Development Auckland*:
2. **Notes** that the legal name of the company will continue at present to be *Development Auckland Limited*.

Document Sign-off

Role	Name	Sign-off Date	Signature
Chief Executive	John Dalzell		
Corporate Governance Lead	David Gurney		