



8 August 2019

New Zealand Taxpayers' Union
Auckland

Response to official information request for information about Porirua City Council's decision to introduce bilingual signs throughout the city, in particular how much this initiative is costing ratepayers.

I refer to your request for official information received 22 July 2019 relating to Bilingual Signage. We have processed your request under the Local Government Official Information and Meetings Act (LGOIMA) 1987.

As context to the information you've requested:

- Council is responsible for the development of a significant number of signs in Porirua City. These signs have various purposes and need to cater for a wide variety of customers.
- As part of the continued roll-out of the Porirua City brand and visual identity we looked into our signs and identified that there wasn't consistency in how Council Business Units approached signage. A wide variety of sign types and quality were being produced, resulting in a very inconsistent customer experience - a more cohesive approach to developing signage was required.
- The bilingual approach was explored because core to our brand is how we express Porirua City's welcoming point of view, and embrace our cultural diversity by integrating te reo Māori and other languages into our communications. This approach supported calls from our community during the 2018-2038 Long-term Plan deliberations to have more bilingual signage in the city.
- We have chosen to embrace te reo with confidence and are committed to supporting a bilingual community – te reo Māori is an official language of New Zealand and as such should be recognised. Te reo Māori is a taonga that we value and want to celebrate.
- Bi-lingual signs are only developed when new signs or replacement signs are required as part of existing maintenance projects and when current budgets and timeframes allow. This year there have been a number of sign projects in progress that we decided would be the first signs to adopt our new fully bilingual signage approach.

The information you requested is enclosed. The questions you specified have been included as numbered headings in bold below, with our response following each heading.

1. The budget for the Council's decision to introduce bilingual signs when it was originally signed off.

- There was no budget signed off specifically for bilingual signage.

2. The most up-to-date cost estimate of introducing the bilingual signage.

- See point 1. A cost of \$45,454 was spent on new signage that incorporated our new bilingual approach within existing budgets.

3. A breakdown of the costs associated with the new bilingual signs, including (but not limited to):

1. Research and development costs;

and

2. Design costs:

- As at 12 August 2019 \$43,810 has been spent on signs that include the bilingual approach. This cost covered the following pieces of work:
 - Strategic exploration of our strategy for bilingual signage
 - Developing different design approaches to fully bilingual signage including engagement with bilingual experts
 - Signage design consultants and cultural advisors
 - Design application to high priority signage projects that were underway as part of existing projects or ongoing maintenance
 - Addressing how signs needed to be designed to factor in the longer length of the te reo wording
 - Updating sign manual and guidelines to include the fully bilingual approach.
 - Providing template files

3. Translation costs:

- \$1,644. This is for translations from English to te reo Māori of 113 signs for Porirua Park, Ngāti Toa Hall, Ngāti Toa Domain, Mungavin Park and Hall, Hukatai Park, Titahi Bay directional signs, Whitby information signs, Aotea Lagoon Splash Pad, Taupo Cres and multiple signs at Te Rauparaha Arena.

4. Consultancy costs:

- \$0

5. Installation costs:

- \$0

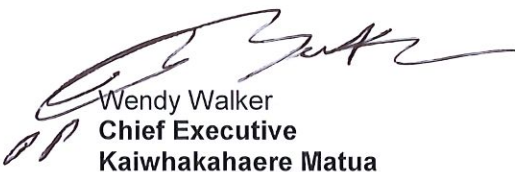
6. Meeting and consultation with stakeholders, including liaison with Ngāti Toa kaumatua.

- \$0

All figures are GST exclusive.

If you wish to discuss this decision with us, please feel free to contact Rebecca Davis – Rebecca.davis@poriruacity.govt.nz

Ngā mihi



Wendy Walker
Chief Executive
Kaiwhakahaere Matua