

Bay of Islands / Waipapa Sports Hub Working Group **Naming Workshop**

NorthTec – Bay of Islands Campus
Facilitated by Kipa Munro
1 December 2021

Bay of Islands/ Waipapa Sports Hub

Naming Workshop

Purpose

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Collaboratively produce a name for the new BOI / Waipapa Sports Hub which is suffering a crisis in identity and has been called the Waipapa Sports Hub through to BOI Sports Complex and everything in between.

The name should:

- reflect the new facility's unique identity
- not be confused with or mistaken for any of the other sports facilities in the area
- capture the essence of what the Sports Hub will be and what it will mean for the community it serves

Bay of Islands/ Waipapa Sports Hub

Naming Workshop Participants

Facilitated by Kipa Munro, Chairman - **Te Runanga o Ngāti Rehia**

Working Group Members

Cllr. Ann Court

Simon Hart

Jaime Pavlicevic

Tim O’Leary

David Clamp

Suzy McCall

Benji Potvin

Paul Nicoll

Tanya Heath

Deputy Mayor, and Working Group Chair

Sports code representative - Cricket

Sports code representative - Gymnastics

Sports code representative - League

FNDC – Manager – Major & Recovery Projects

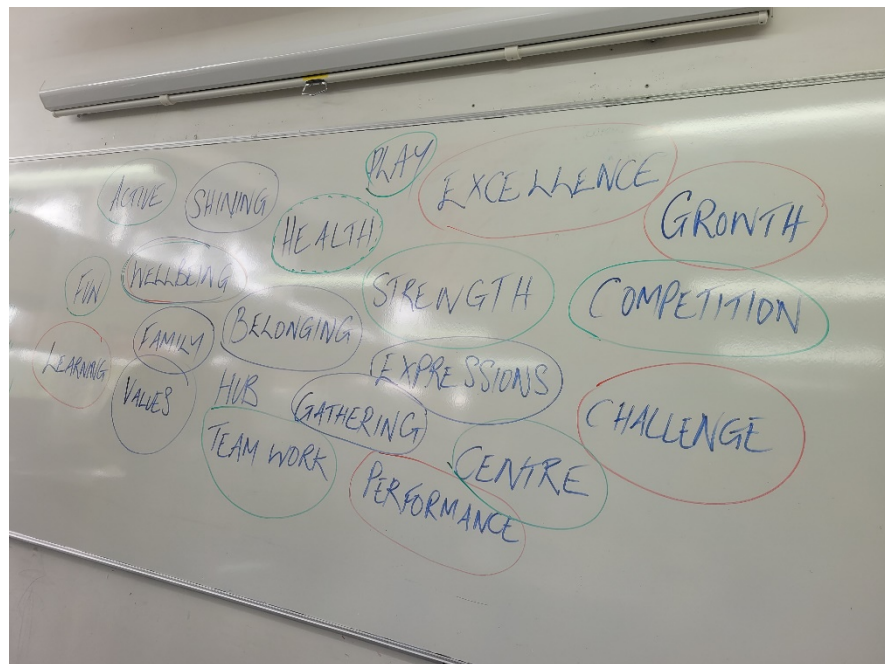
FNDC Principal Advisor – Sustainable Procurement

Stellar Projects – Director & Senior Project Manager

Stellar Projects – Advisor – Urban Strategy

FNDC – Project Administrator

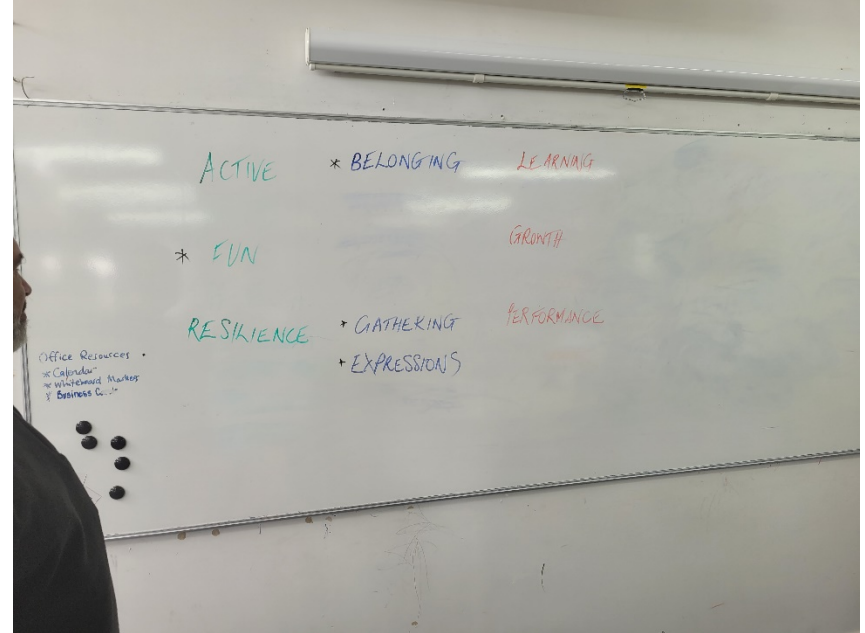
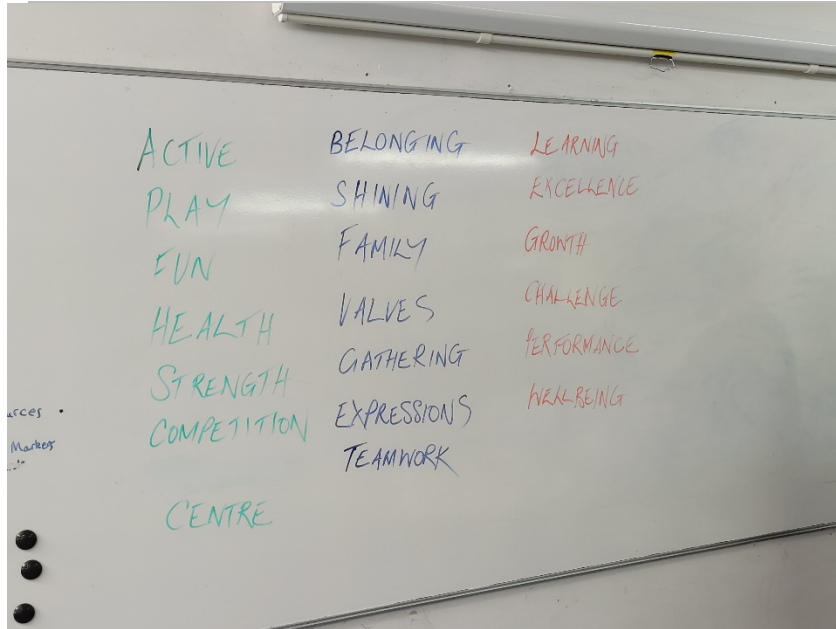
1. Brainstorm session



Step 1

What does the BOI / Waipapa Sports Hub mean to the working group, and what do you hope it will mean for the community it serves?

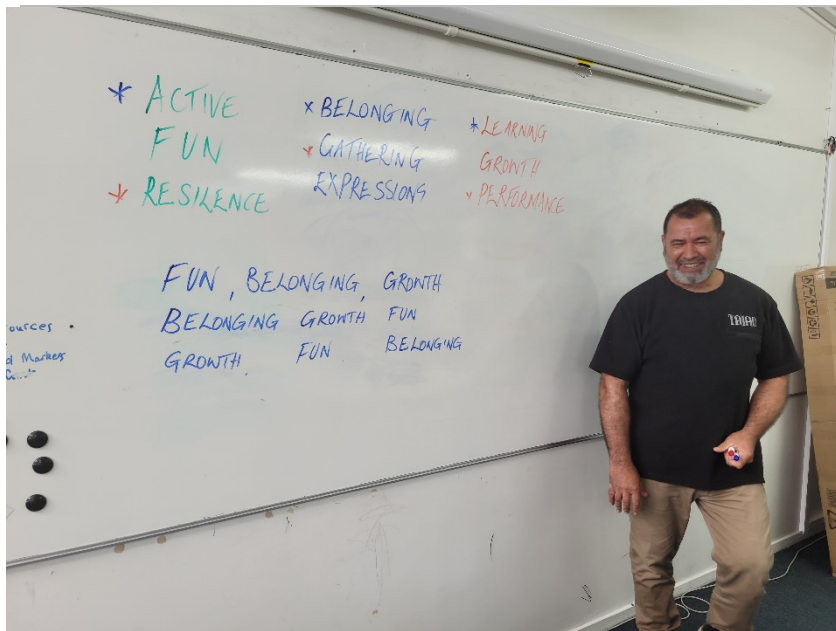
2. Categorise, Eliminate duplication, Prioritise



3. Negotiate & Refine



4. Focus



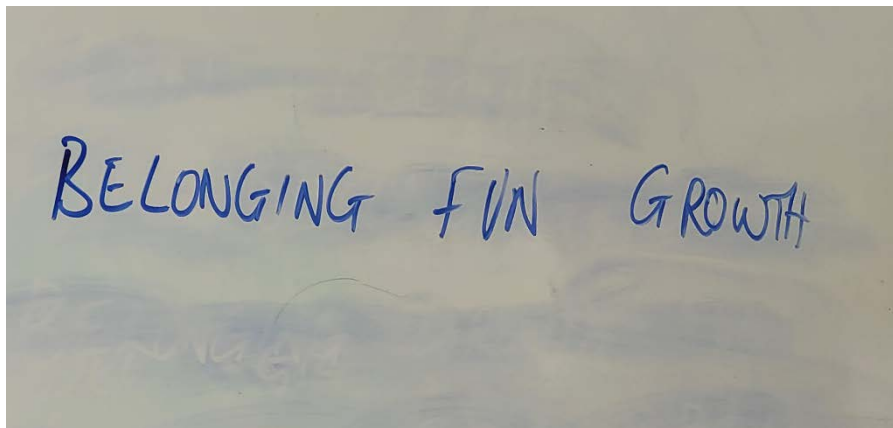
Step 4

Work collaboratively together to focus on the most powerful and meaningful words.

Play around with the words and order to come up with a catchphrase or strapline that captures the essence of what the Sports Hub means to the sports codes, working group and the community it will serve.

These words will form the basis of the translation, and the 'name' will reveal itself.

5. Translate



Step 5

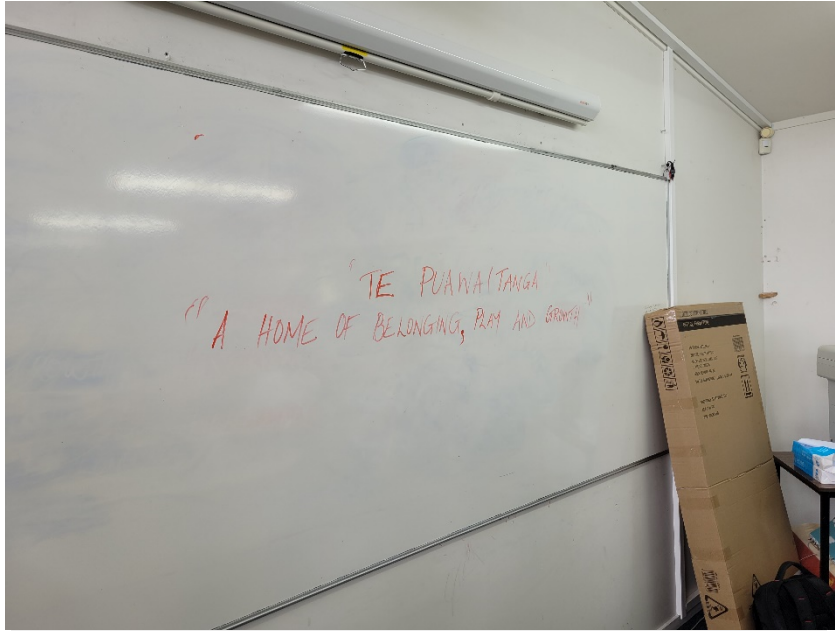
Getting to the core of it now.

Having agreed on the elements of the 'catchphrase', Kipa explained the translation process to Te reo Māori.

It's more than just a literal translation of the words themselves, and more of a translation of the meaning behind the words.

Te Puāwaitanga

A home of belonging, play and growth.



Result!

Te Puāwaitanga

A home of belonging, play and growth.
