



WORKSHOP AGENDA

Date: Wednesday, 22 July 2026

Time: 11.00am

Location: This workshop is being held online only - virtually via Teams

Workshop Details: Public Transport Refresh Workshop

Order Of Business

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1 KARAKIA TIMATANGA

Whakataka te hau ki te uru
Whakataka te hau ki te tonga
Kia mākinakina ki uta
Kia mātaratara ki tai
E hī ake ana te atakura
He tio
He Huka
He hau hū
Tīhei mauri ora!

Cease o winds from the west
Cease o winds from the south
Bring calm breezes over the land
Bring calm breezes over the sea
And let the red-tipped dawn come
With a touch of frost
A sharpened air
And promise of a glorious day
Behold we live

2 WORKSHOP PAPER(S)

2.1 PUBLIC TRANSPORT BRANDING REFRESH

Rā | Date: 14 July 2026

Kaituhi | Author: Emma Smythe, Marketing & Communications Advisor

Kaituku | Authoriser: Phil King, Director, Regional Transport Connections

TE ARONGA | PURPOSE

1. Ahead of presentation to the WRC Transport Committee on 4 August, the purpose of this workshop is to provide an overview of the final strategic thinking, colour testing outcomes, and visual identity development for the Waikato public transport brand, and to seek final feedback ahead of brand finalisation and implementation.
2. Council members are invited to share their views, local insights and feedback on the final strategy, testing findings and recommendations, and the overall development of the Waikato Transport brand. This feedback will help inform final refinements and ensure the brand reflects the needs, aspirations and identity of communities across the Waikato region.

KŌRERO WHAKATAKI | EXECUTIVE SUMMARY

3. This workshop is a key milestone in the Waikato public transport rebrand programme and provides an opportunity to review the final strategic direction for the emerging brand before development moves into implementation.
4. The public transport rebrand programme was initiated to address fragmentation and complexity across the network, creating a more cohesive, intuitive and recognisable customer experience that supports patronage growth and long-term network success.
5. Since the previous workshop, the strategic direction has been refined into a comprehensive brand platform built around the central idea that movement enables connection, opportunity and wellbeing. This work has informed the development of a unified brand designed to simplify the customer experience while reflecting the identity and aspirations of the Waikato region. The strategic direction is consistent with findings from earlier engagement that highlighted the need for greater clarity, consistency, confidence and ease across the network.
6. This workshop will present the final strategic rationale for the brand, the outcomes of colour testing with users, the refined visual identity system, and the proposed next steps for implementation across the transport network.

HOROPAKI | BACKGROUND

7. Waikato's public transport network currently operates through a complex mix of brands, services and visual identities across urban, regional, on-demand and rail transport. Research and strategic review identified that this complexity makes it harder for existing and potential customers to understand and navigate the network confidently.

8. The Public Transport Brand Strategic Investment Proposal, endorsed through the Long Term Plan 2024–2034, identified an opportunity to create a clearer and more unified public transport identity for the Waikato region. This work aligns with wider customer experience objectives and future investment in transport infrastructure and services.
9. Over recent months, the project has progressed through strategic development, cultural engagement, naming exploration, visual identity design and user testing. Feedback and insights gathered throughout the process have informed the final brand direction being presented through this workshop.

TE TAKE | ISSUE

10. The workshop will begin with a recap of the strategic foundations that have shaped the emerging brand.
11. The unified identity of the brand builds trust, simplifies customer decision-making, and creates greater confidence for both existing and future users of public transport.
12. A structured colour testing programme was undertaken to understand customer perceptions of proposed colour options and assess their effectiveness from both a functional and emotional perspective.
13. The workshop will share the testing methodology, key findings, participant feedback and representative quotes gathered throughout the research process. Recommendations will be presented on the preferred colour palette for the Waikato Transport brand and the rationale behind those recommendations.
14. The workshop will provide an overview of the refined visual identity and demonstrate how the individual brand components work together to create a cohesive system. This includes the application of the logo, colour palette, typography, graphic devices, wayfinding principles, imagery and communication style across key transport touchpoints.

ĒTAHI ATU TAKE | OTHER MATTERS

15. The transition to a unified brand will occur progressively and will consider operational practicality, customer clarity and cost-effective implementation.
16. Cultural engagement has remained an important part of the brand development process. The emerging identity continues to draw inspiration from concepts of movement, connection, wai and whenua while ensuring the brand remains regionally representative, respectful and enduring. The work has been informed through engagement processes that sought to incorporate Māori perspectives into the development of the transport network identity.

WHAKAKAPINGA | CONCLUSION

17. The Waikato public transport rebrand programme has progressed from strategic analysis through to a refined brand system that responds to identified customer challenges and future network aspirations.

18. This workshop provides an opportunity for Council members to review the final strategic thinking, colour testing outcomes and visual identity direction, and to provide their views and local insights before the brand moves into finalisation and implementation planning.
19. Feedback from workshop participants will help ensure the final brand is clear, credible, regionally relevant and capable of supporting a more connected and customer-focused public transport network for the Waikato.

ĀPITIHANGA | ATTACHMENTS

Nil

3 KARAKIA WHAKAMUTUNGA

Unuhia, unuhia
Unuhia mai te uru tapu nui
kia wātea, kia māmā,
te ngākau, te tinana, te hinengaro,
i te ara takatū
Koia rā e Rongo
e whakairia ake ki runga
kia tina! TINA!
Haumi ē, hui ē, TĀIKI ē!

Draw on, draw on,
Draw on to the supreme sacredness
To clear, to free
our heart, body and soul
Our pathway prepared
Lo, there is peace
suspended high above
manifest!
draw together!
Affirm!