

FAQs

1. Why was a name change needed?

The name New Zealand Institute of Building and the acronym NZIOB are very close to a number of other membership organisations such as NZIQS (Quantity Surveyors), NZIBS (Building Surveyors). Having similar names inevitably leads to confusion and makes it difficult to stand out and be memorable.

We heard from our members that there was an appetite for change but a number of our members also expressed they wanted to hold onto the name in some way.

A bit of history: The name originally came about because the organisation was a chapter of the Australian Institute of Building (AIB) and later broke away but maintained the name of Institute of Building by default. While there is still a collegial relationship between the NZ and Australian Institute's there is no legal or practical link between the two organisations. This was a chance to take stock and think about how we wanted our organisation represented as its own entity into the future.

2. Why was a refresh needed?

The logo that is currently being used was created in 1997. It's pretty remarkable that it's been in action since then – not many logos are left untouched for 28 years! Design preferences change and refreshes are necessary for all brands who need to stay current and future focused. Even without a name change a look and feel change was overdue to keep the Institute looking and feeling relevant.

3. How was the name chosen and who made the decision?

A lengthy process was undertaken over a two-year period to find a new name which included:

- A naming workshop with a group of Board, Member and Design community representatives led by experts LikeMinds. The shortlist was then expanded on by The Namery, to create a contextual list of options.
- Sub-committee created by board to oversee the process of synthesis and prioritisation, plus consultation with Members.
- Consultation with Iwi representatives around the possible use of Te Reo Māori in the name.
- Opportunities for feedback took place along the way with webinars seeking members feedback.
- The final options were taken to the board at the end of 2024 who made the final decision and approved the name Building Institute Aotearoa.

4. What's with the tagline? Building Our People

During the naming process the clear message that came out from all the thinking and consulting was that the underlying goal of the organisation, no matter its name, was to help our members grow as individuals. To grow their careers, their networks and their skills. We wanted that purpose to be immediately clear to anyone who comes across the organisation and the logo – to give context to the name.

5. Is there an acronym to use?

We know people love an acronym but we would really appreciate your support by using the full name when you talk about us. We won't be using an acronym for any of our communications – it will be Building Institute Aotearoa the first time it's said and then either Building Institute or the Institute.

This may seem like a small thing, but with a refreshed logo and name it's important we get people familiar with the name as much as possible without it being just another acronym. This is particularly important in the first couple of years of the refreshed logo and name while people are getting used to the change.

6. How much money did/will this change cost?

Early in the process, the board set aside a budget for a strategic refresh which included a new website. These costs have been spread over a number of years.

We are mindful that we don't want to be wasteful of any physical assets (both in terms of sustainability and cost) so these will be changed out gradually. This means there may still be items such as notebooks with the legacy logo on them floating about. Think of them as a collectors item!

7. Why change from New Zealand to Aotearoa?

We wanted a name that felt relevant for the future of the country and which honoured both treaty partners. The board has committed in its strategy to doing more to promote diversity and inclusion in the future and incorporating Te Reo Māori is one of the ways we can do this.

8. Why was a full Te Reo Māori name not chosen?

There was a lot of discussion and consultation around the idea of having a one Māori word to represent a story of the organisation. This was a seriously considered option but ultimately the board felt this may not represent where the organisation and membership is currently at in our cultural journey.

We are still committed to the use of Te Reo Māori in our communications and respecting Māori tikanga through our actions.

9. Is this a legal name change?

For now our legal name will remain 'New Zealand Institute of Building Incorporated' but we will be trading and known as 'Building Institute Aotearoa'.

10. When will the change happen?

Changes will begin from 1 April 2025 starting with changes to the website including a URL change to buildinginstitute.nz and updated logos and look and feel on the site.

Further changes to how we talk about the organisation will take place across our events, social media, emails etc. There will be a transition period where things are being updated.

11. How will the industry know about the name change?

We will be communicating directly with all stakeholders who currently use our name and logo to supply them with updated information and assets.

For some time, we will need to include a short sentence in communications to explain the change – i.e. Building Institute Aotearoa (formerly the NZ Institute of Building).

We are practical about this change – it can take time for people to make the switch in their head. There will be a time of transition for how people think about us.

12. What will this mean for my membership?

You don't need to do anything – it is still the same organisation and you are still a member. Your membership number and details remain the same – the tenure of your membership is unchanged.

13. Can I still use my post-nominals? Will they change?

The legal name remains The New Zealand Institute of Building Incorporated and there will not be a change to the post nominals which end in NZIOB i.e MNZIOB.

14. What will happen with the Charitable Education Trust? Will their name change?

The Charitable Education Trust's name will not change – they will remain the NZIOB Charitable Education Trust. They sit as a separate entity, so it is fully up to their trustees if they want to go through any changes.

15. Does this impact the details we need to use for bank payments?

No. The legal name is still The New Zealand Institute of Building Incorporated and trading as Building Institute Aotearoa. The bank account is still under the legal name.