



COVERSHEET

Minister	Hon Louise Upston	Portfolio	Tourism and Hospitality
Title of Cabinet paper	Major Events Management (Olympic Games and Commonwealth Games Emblems and Words) Order 2026	Date to be published	7 August 2026

List of documents that have been proactively released

Date	Title	Author
July 2026	Major Events Management (Olympic Games and Commonwealth Games Emblems and Words) Order 2026	Office of the Minister for Tourism and Hospitality
6 July 2026	Major Events Management (Olympic Games and Commonwealth Games Emblems and Words) Order 2026 CAB-26-MIN-0219 Minute	Cabinet Office
25 June 2026	Consistency Accountability Statement - Major Events Management (Olympic Games and Commonwealth Games Emblems and Words) Order 2026	MBIE
25 June 2026	Summary of Underpinning Analysis - Major Events Management (Olympic Games and Commonwealth Games Emblems and Words) Order 2026	MBIE

Information redacted

NO

Any information redacted in this document is redacted in accordance with MBIE's policy on Proactive Release and is labelled with the reason for redaction. This may include information that would be redacted if this information was requested under Official Information Act 1982. Where this is the case, the reasons for withholding information are listed below. Where information has been withheld, no public interest has been identified that would outweigh the reasons for withholding it.

[In Confidence]

Office of the Minister for Tourism and Hospitality

Chair, Cabinet Legislation Committee

Major Events Management (Olympic Games and Commonwealth Games Emblems and Words) Order 2026

Proposal

- 1 This paper seeks approval to submit the Major Events Management (Olympic Games and Commonwealth Games Emblems and Words) Order 2026 (“the Order”) to the Executive Council.
- 2 The Order amends the Schedule to the Major Events Management Act 2007 (“the Act”) as follows:
 - 2.1 Adds new emblems and words to reflect the upcoming Olympic Games and Commonwealth Games;
 - 2.2 Removes emblems and words relating to events that have passed and that are no longer used;
 - 2.3 Adds the expressions “Ignite our Future” and “The Fern is All of Us”.

Policy

- 3 The Act protects major event organisers and sponsors from ambush marketing. Section 28 of the Act provides permanent protection and control over the use of certain emblems and words relating to Olympic Games and Commonwealth Games set out in the Schedule to the Act.
- 4 Section 80 of the Act provides that the Governor-General may, from time to time, amend the Schedule by Order in Council.
- 5 The New Zealand Olympic Committee Incorporated (“NZOC”) has requested that amendments be made to the Schedule to reflect upcoming Olympic Games and Commonwealth Games events and remove emblems and words associated with past Olympic Games and Commonwealth Games events.
- 6 The following is a summary of the proposed amendments to the Schedule:
 - 6.1 removal of four emblems from Part 1 of the Schedule that are no longer used;
 - 6.2 addition of six new emblems to Part 1 of the Schedule;
 - 6.3 addition of “Olympic Foundation” and “Olympic Esports Games” to Clause 1 of Part 2 of the Schedule;

6.4 replacement of Part 3 of the Schedule with a new Part 3 removing words relating to those Olympic and Commonwealth Games that have previously been held or were postponed, and adding words relating to the following Olympic and Commonwealth Games that are yet to be held:

- 2026 Summer Youth Olympic Games in Dakar, Senegal
- 2026 Commonwealth Games in Glasgow, Scotland
- 2027 Olympic Esports Games in Riyadh, Kingdom of Saudi Arabia
- 2028 Winter Youth Olympic Games in Dolomiti Valtellina, Italy
- 2030 Winter Olympic Games in the French Alps, France
- 2032 Summer Olympic Games in Brisbane, Australia
- 2034 Winter Olympic Games in Salt Lake City, Utah, United States of America; and

6.5 addition of “Ignite our Future” and “The Fern is All of Us” to the expressions in Clause 3 of Part 3 of the Schedule.

7 These amendments are entirely routine, and do not require any new policy decisions.

8 The Schedule was previously amended to enact changes of a similar nature in 2012, 2016 and 2019.

Timing and 28-day rule

9 A waiver of the 28-day rule is sought so that the Order can come into force prior to the commencement of the 2026 Commonwealth Games in Glasgow on 23 July 2026.

10 Early commencement is appropriate given the minor and technical natures of the changes. It will also prevent unfair commercial advantage by providing branding protections for upcoming events, including the Glasgow Games. While the likelihood of commercial ambush activity is considered low, any unauthorised use of event-related emblems and words could undermine the interests of event organisers and sponsors.

Compliance

11 The Order complies with or has no implications for:

11.1 the principles of the Treaty of Waitangi;

11.2 the rights and freedoms contained in the New Zealand Bill of Rights Act 1990 or the Human Rights Act 1993;

11.3 the principles and guidelines set out in the Privacy Act 1993;

11.4 relevant international standards and obligations;

11.5 the Legislation Guidelines (2021 edition), which are maintained by the Legislation Design and Advisory Committee.

12 No statutory prerequisites exist for making this Order.

Regulations Review Committee

13 There does not appear to be any grounds for the Regulations Review Committee to draw the disallowable instrument or regulations to the attention of the House of Representatives under Standing Order 327.

Certification by Parliamentary Counsel

14 The Order has been certified by the Parliamentary Counsel Office (PCO) as being in order for submission to Cabinet.

Impact Analysis

15 I have previously authorised drafting of the Order. Cabinet's impact analysis requirements therefore do not apply.

Consistency with principles of responsible regulation

16 A Consistency Accountability Statement (CAS) and Summary of Underpinning Analysis have been prepared and are attached. The CAS identifies no inconsistencies with the principles of responsible regulation set out in the Regulatory Standards Act 2025.

Publicity

17 No publicity is proposed.

Proactive release

18 I propose to proactively release this paper in full with no redactions.

Consultation

19 Officials from the Ministry of Business, Innovation and Employment have consulted with the Ministry for Culture and Heritage, the New Zealand Customs Service, Sport New Zealand, and the Treasury. The Department of Prime Minister and Cabinet has been informed.

20 The availability of the intellectual property of the emblems and words proposed to be added to the Schedule has been verified by the Intellectual Property Office of New Zealand within the Ministry of Business, Innovation and Employment.

Recommendations

I recommend that the Cabinet Legislation Committee:

- 1 Agree to make amendments to the Schedule of the Major Events Management Act 2007 to reflect upcoming Olympic Games and Commonwealth Games events and remove emblems and words associated with past Olympic Games and Commonwealth Games events to protect, control and prevent unauthorised use of those emblems and words relating to those events;
- 2 Note the proposed amendments are entirely routine in nature and do not require any new policy decisions, and that the Ministry for Regulation has determined a Regulatory Impact Statement is not required;
- 3 Note that the attached Major Events Management (Olympic Games and Commonwealth Games Emblems and Words) Order 2026 will give effect to the decision referred to in recommendation 1;
- 4 Note that a waiver of the 28-day rule is sought:
 - 4.1 so that the regulations can come into force prior to the commencement of the 2026 Commonwealth Games in Glasgow on 23 July 2026, and
 - 4.2 on the grounds that unauthorised use of event-related emblems and words could undermine the interests of event organisers and sponsors and allow unfair commercial advantage;
- 5 Agree to waive the 28-day rule so that the regulations can come into force on 8 July 2026;
- 6 Authorise submission of the Major Events Management (Olympic Games and Commonwealth Games Emblems and Words) Order 2026 to the Executive Council.

Authorised for lodgement

Hon Louise Upston

Minister for Tourism and Hospitality