

1 December 2022

██████████
By email ██████████

Tēnā koe ████████

Official information request for brand information

I refer to your official information request for information related to the rebranding of Te Hiringa Mahara – Mental Health and Wellbeing Commission (Te Hiringa Mahara). You asked for information relating to a) the brand cost information and b) the funding source.

Our response to part a)

The Mental Health and Wellbeing Commission was established as a new crown entity on the 9 February 2021. The development of a te reo Māori name (Te Hiringa Mahara) and brand was part of the establishment work and followed the development of our strategy. This was not a rebrand, rather, the establishment of our enduring te reo Māori name and brand.

It is important for us to have a brand that reflect our obligations and commitment to Te Tiriti of Waitangi and the communities we serve. Communities expect Te Hiringa Mahara to have a name and brand that resonates with them, that they can recognise and can trust. Ours was a considered and thoughtful process that included the perspectives of Māori, people with lived experience and stakeholders.

The cost was ██████████ and the key elements are: our te reo Māori name, logo and brand story, the design of the Pou Rama which is the centre of our strategy, a range of collateral and a rebranded website. You can read more about our brand story and identity on our website [here](#).

Our response to part b)

Funding was allocated to establish the Commission. The costs for the above came from those funds.

Please note, the Commission publishes some of its OIA responses on its website after the response is sent to the requester. The responses published are those that are considered to have a high level of public interest. We will not publish your name, address, or contact details.

I hope you find this information helpful.

This reply addresses the information requested. You have the right to seek an investigation and review by the Ombudsman of this decision. Information about how to make a complaint is available at www.ombudsman.parliament.nz or freephone 0800 802 602.

If you wish to discuss this information release, please feel free to contact kiaora@mhwc.govt.nz.

Nāku noa, nā



Karen Orsborn
Tumu Whakarae | Chief Executive
Te Hiringa Mahara