

16 February 2024

via email: [REDACTED]

Tēnā koe [REDACTED]

Official information request for information

I refer to your official information request for information related in relation to Government Agency branding and websites. Your request was received on 18 January 2024.

You requested –

1. All costs associated with the creation of your agency’s brand/logo. Including, but not limited to consultation, design, advertising, introducing the brand change, etc since 2017.
2. A timeline of all branding changes, and the corresponding total cost of each change.
3. The cost and names of all sub-brands or logos of your agency and when these were created or changed. For example, Te Whatu Ora has the smokefree 2025 sub-brand for their Smokefree 2025 campaign and Waka Kotahi has the Road to Zero sub-brand.
4. Ongoing costs associated with the development and upkeep of the agency’s websites. This includes, but not limited to consultation, design, advertising, rolling out any website changes/updates, etc. Please give data for each year since 2017, along with the projected costs going forward.

Our response

1. All costs associated with the creation of your agency’s brand/logo. Including, but not limited to consultation, design, advertising, introducing the brand change, etc since 2017.

Year	Rebranding costs
2022/23	0
2021/22	\$120,000
2020/21 (part year)	0

The Commission commenced operation as an independent entity on 9 February 2021, the branding initially used was lifted from the initial Commission. The brand (logo, colours, te reo Māori name) was developed in 2021/22 by Tātou New Zealand Limited at a total cost of \$120,000.

As the Commission commenced operation in February 2021, no information is available prior to this date.

2. A timeline of all branding changes, and the corresponding total cost of each change.

Please see our above response to Question 1.

3. The cost and names of all sub-brands or logos of your agency and when these were created or changed. For example, Te Whatu Ora has the smokefree 2025 sub-brand for their Smokefree 2025 campaign and Waka Kotahi has the Road to Zero sub-brand.

The Commission does not have any sub-brands or logos.

4. Ongoing costs associated with the development and upkeep of the agency's websites. This includes, but not limited to consultation, design, advertising, rolling out any website changes/updates, etc. Please give data for each year since 2017, along with the projected costs going forward.

The Commission commenced operation as an independent entity on 9 February 2021. Since 28th February 2021 - 9th February 2024 the total cost for our website is \$95,004. The projected costs are approximately \$20,000 per annum.

Year	Total
2020/21	\$3,703.36
2021/22	\$11,748.35
2022/23	\$20,230.37
1/07/2023 - 09/02/2024	\$59,321.81
Total	\$95,003.89

Please note, we publish some OIA responses on our 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