


OC231002

25 January 2024

Tēnā koe 

I refer to your email dated 28 November 2023, requesting the following under the Official Information Act 1982 (the Act):

- *All costs associated with the creation your agency's brand/logo. Including, but not limited to consultation, design, advertising, introducing the brand change, etc since 2017.*
- *A timeline of all branding changes, and the corresponding total cost of each change.*
- *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.*
- *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."*

On 18 January 2024 you sent up a follow up email inquiring about the status of our response.

Please accept my sincere apologies for not responding to you within the 20-day time limit set out under the Act. Your email was misplaced and not processed as it should have been.

The information you have requested is included in our responses to Select Committee examinations which are publicly available on Parliament's website. The most recent document to be published was the Estimates 2022/23 and questions 19 and 52 provide much of what you are seeking. That document is available at this link: https://www.parliament.nz/resource/en-NZ/53SCTI_EVI_123937_T12729/2fbffc69f70a3cd261c474e6a3bc99e790242fa4

You will also find documents for previous years (either Estimates or Annual Reviews) on the same website. Those documents provide information for past years, as you have requested.

The information you have requested is publicly available, therefore I am refusing your request under Section 18(d) of the Act. If you would like any additional information, please do not hesitate to contact me.

You have the right to seek an investigation and review of this response by the Ombudsman, in accordance with section 28(3) of the Act. The relevant details can be found on the Ombudsman's website www.ombudsman.parliament.nz

The Ministry publishes our Official Information Act responses and the information contained in our reply to you may be published on the Ministry website. Before publishing we will remove any personal or identifiable information.

Nāku noa, nā

A handwritten signature in black ink, appearing to read 'Peta Baily Gibson', with a small flourish at the end.

Peta Baily Gibson
Acting Manager, Engagement & Communications