

12 January 2024

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Tēnā koe 9(2)(a)

OFFICIAL INFORMATION ACT REQUEST

I refer to your official information request of 28 November 2023 for:

- *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.*

Part of the information you have requested is enclosed. However, we have decided to partially refuse your request for information which relates to a breakdown of costs under section 18(d) of the Official Information Act. Please refer to our most recent Annual Review for a summary on total amount spent on branding, advertising and website maintenance, for the past five financial years, from 2017/18 to 2021/22:

2017/18 Annual Review:

[85fbc180565a0742f6545a33199661c662c3c992 \(www.parliament.nz\)](https://www.parliament.nz/bills/50-1/85fbc180565a0742f6545a33199661c662c3c992)

2018/19 Annual review:

[07c51b8d3dc8110f28aa13614b8d420043fdf5f5 \(www.parliament.nz\)](https://www.parliament.nz/bills/50-1/07c51b8d3dc8110f28aa13614b8d420043fdf5f5)

2019/20 Annual Review:

[84d1b8157904073409cc21a81d20b7380819fd6b \(www.parliament.nz\)](https://www.parliament.nz/bills/50-1/84d1b8157904073409cc21a81d20b7380819fd6b)

2020/21 Annual Review:

[cd03a566230bac9f02e684439e2a3b4193e164f5 \(www.parliament.nz\)](https://www.parliament.nz/bills/50-1/cd03a566230bac9f02e684439e2a3b4193e164f5)

2021/22 Annual Review:

[f305faef1e966e9c3f54f6ae3354227074c76550 \(www.parliament.nz\)](https://www.parliament.nz/f305faef1e966e9c3f54f6ae3354227074c76550)

The figures for 2022/23 will be available with the finalisation of the 2022/23 Annual Review in March 2024.

Regarding brand changes and sub-brands, in the 2020/21 financial year the Manatū Wāhine Ministry for Women updated its name and logo to 'Manatū Wāhine Ministry for Women' and updated collateral for its new office location. The Ministry does not have any sub-brands or logos.

Official Information Act responses

Please note that this response, with your personal details redacted, may be published on the Ministry's website. If you have any concerns or comments related to this, please let us know by emailing ministerialservicing@women.govt.nz, within two weeks of the date of this letter.

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.

Nāku noa, nā



Maxine Shortland
Director Corporate Services (Acting)