

[08/01/2023]

File Ref: OIA 47921

[REDACTED]

Tēnā koe [REDACTED]

### Official Information Act request

Thank you for your information request dated 28 November 2023. You asked for the following information:

- *“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”.*

Your request has been considered in accordance with the Official Information Act 1982 (the Act) and we outline costs as follows:

***“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.”***

Te Puni Kōkiri has not made any investment into the brand or logo since 2018/19, when we refreshed our logo to comply with the government convention of having both the Te Reo and English names reflected.

During 2018/19, the costs associated with the logo refresh include:

Item	Cost	Comment
Design work on refreshed logo	775.00	Replacing logo tagline 'Realising Māori potential' with 'Ministry of Māori Development' to reflect government convention
Development of communications assets to support the implementation of the refreshed logo	6,305	Visual identity guideline
Office signage (national)	156,681	This reflects the cost of all national signage for the financial year – it is likely to include maintenance and repair as well as limited spend on applying the refreshed logo where necessary. Figures are unable to be broken down further.

Additional costs were incurred with reprinting corporate stationery and replacing corporate apparel to reflect the refreshed logo. This cost was \$174,236.82 during 2018/19.

***“A timeline of all branding changes, and the corresponding total cost of each change.”***

Year	Activity
2022/23	No
2021/22	No
2020/21	No
2019/20	No
2018/19	Yes. See costs above.
2017/18	No

***“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.”***

Not applicable.

***“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”.***

Year	Cost
2022/23	Annual website operating cost of approx. \$130,000 including hosting, programming, maintenance, and security
2021/22	Annual website operating cost of approx. \$130,000 including hosting, programming, maintenance, and security



Te Puni Kōkiri

MINISTRY OF MĀORI DEVELOPMENT

	\$85,000 was invested into refreshing the Te Puni Kōkiri website
2020/21	Annual website operating cost of approx. \$130,000 including hosting, programming, maintenance, and security
2019/20	Annual website operating cost of approx. \$130,000 including hosting, programming, maintenance, and security
2018/19	Annual website operating cost of approx. \$110,000 including hosting, programming, maintenance, and security
2017/18	Annual website operating cost of approx. \$100,000 including hosting, programming, maintenance, and security

Note that all figures provided above are GST exclusive.

I trust my response satisfies your request.

You have the right to seek an investigation and review by the Ombudsman of this response. Information about how to make a complaint is available at [www.ombudsman.parliament.nz](http://www.ombudsman.parliament.nz) or freephone 0800 802 602.

Please note that Te Puni Kōkiri 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.

If you wish to discuss any aspect of your request with us, including this decision, please feel free to contact us at [oiatpk.govt.nz](mailto:oiatpk.govt.nz).

Ngā mihi

Terina Cowan

Hautū, Te Puni Tautoko Whakahaere | Acting Deputy Secretary, Organisational Support