

11 January 2024

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RESPONSE TO AN OFFICIAL INFORMATION ACT REQUEST (REF: DOIA033-2023/24)

On 28 November 2023, you contacted the Ministry for Pacific Peoples (the Ministry) requesting under the Official Information Act 1982 (OIA), information relating to Ministry branding and websites. I have outlined your requests and my response below.

1. *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.*
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.*

Each year, the Ministry's Annual Review reports on costs associated with branding/rebranding. Information for 2017 - 2022 is publicly available on the Parliament website at www.parliament.nz/en. As details for 2023 costs will soon be available, I am refusing this part of your request under section 18(d) of the OIA on the grounds that this information will soon be publicly available.

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.*

Between 2018 - 2022, the Ministry maintained two public facing websites. The Ministry's main website still exists and the other, created for the Ministry's work on our Pacific Vision, has since been decommissioned as engagements with Pacific communities have been completed.

Provided in the table below are total costs for maintenance of the Ministry's website platforms. Excluded are costs of a grants management tool on our website, which has secured/authorised access only. Projected costs are similar to 2023.

Table 1: Ministry for Pacific Peoples' website maintenance costs by year

Year	Amount (\$)
2023	44,855.77
2022	71,463.88
2021	81,531.84
2020	111,769.94
2019	84,564.12
2018	18,908.88
2017	21,256.32

In line with standard OIA practice, the Ministry proactively publishes some of its responses to OIA requests. As such, this letter may be published on the Ministry for Pacific Peoples' website. Your personal details will be removed, and the Ministry will not publish any information that would identify you or your organisation.

Should you wish to discuss this response with us, please feel free to contact the Ministry at: oia_requests@mpp.govt.nz.

If you are dissatisfied with this response, you have the right, under section 28(3) of the OIA, to seek an investigation and review by the Ombudsman. Information about how to make a complaint is available at www.ombudsman.parliament.nz or freephone 0800 802 602.

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Ali Ajmal
Deputy Secretary,
Office of the Secretary