



# Te Kawa Mataaho

Public Service Commission

18 December 2023

9(2)(a) privacy

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## Official Information Request

**Our Ref: OIA 2023-0286**

I refer to your official information request received on 28 November 2023 where you asked:

*“We request 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.”*

### Rebranding and logo costs

Prior to the enactment of the Public Service Act 2020, Te Kawa Mataaho Public Service Commission (the Commission) was previously known as the State Services Commission.

Rebranding undertaken by the Commission is reported annually in the Commission’s Annual Review submission and can be found on page 3 in the 2021/22 Te Kawa Mataaho Public Service Commission Annual Review which is publicly available on the Parliament website at the link provided in the table below.

Item	Title	Website Address
1	2021/22 Annual review of Te Kawa Mataaho Public Service Commission responses to written questions 1-127	<a href="https://www.parliament.nz/resource/en-NZ/53SCGA_EVI_130096_GA22136/96e1c730d90319a687668807b4d5251c2646320e">https://www.parliament.nz/resource/en-NZ/53SCGA_EVI_130096_GA22136/96e1c730d90319a687668807b4d5251c2646320e</a>

Accordingly, I am refusing this part of your request under section 18(d) of the Official Information Act 1982 (OIA) on the grounds that the information requested is publicly available.

Since 2017 there has been no additional rebranding changes (other than outlined above) made to the Commission's branding and logo. The Commission has an employee who produces our logo and related designs for different business units and work programmes within the Commission. There are no costs associated for this work as it is done in-house by a Commission employee.

### Website costs

IT projects completed or under way by the Commission is reported annually in the Commission's Annual Review submission's which are publicly available on the Parliament website at the links provided in the table below.

Accordingly, I am refusing this part of your request under section 18(d) of the OIA on the grounds that the information requested is publicly available.

Item	Title	Website Address
2	2021/22 Annual review of Te Kawa Mataaho Public Service Commission responses to written questions 1-127 (page 11 and page 12)	<a href="https://www.parliament.nz/resource/en-NZ/53SCGA_EVI_130096_GA22136/96e1c730d90319a687668807b4d5251c2646320e">https://www.parliament.nz/resource/en-NZ/53SCGA_EVI_130096_GA22136/96e1c730d90319a687668807b4d5251c2646320e</a>
3	2020/21 Annual review of Te Kawa Mataaho Public Service Commission responses to written questions 1-145 (page 14)	<a href="https://www.parliament.nz/resource/en-NZ/53SCGA_EVI_116498_GA20915/01783e79ae78935d6a90e8a344b66fa1266e75b0">https://www.parliament.nz/resource/en-NZ/53SCGA_EVI_116498_GA20915/01783e79ae78935d6a90e8a344b66fa1266e75b0</a>
4	2019/20 Annual review of Te Kawa Mataaho Public Service Commission responses to written questions 1-127 (page 11 and page 12)	<a href="https://www.parliament.nz/resource/en-NZ/53SCGA_EVI_105784_GA289/1bad5ef6821f9d64340992bd7d34dbc4d1449a13">https://www.parliament.nz/resource/en-NZ/53SCGA_EVI_105784_GA289/1bad5ef6821f9d64340992bd7d34dbc4d1449a13</a>
5	2018/2019 Annual review of the State Services Commission responses to written questions 1-111 (page 13)	<a href="https://www.parliament.nz/resource/en-NZ/52SCGA_EVI_92693_GA3786/4462d0b15d5806159e56fb6fccae7beba3f8b845">https://www.parliament.nz/resource/en-NZ/52SCGA_EVI_92693_GA3786/4462d0b15d5806159e56fb6fccae7beba3f8b845</a>
6	2017/18 Annual review of the State Services Commission responses to written questions 1-112 (page 12 and page 13)	<a href="https://www.parliament.nz/resource/en-NZ/52SCGA_EVI_82377_2369/4bf992c24706d249c546d9747a0cc959d034ae23">https://www.parliament.nz/resource/en-NZ/52SCGA_EVI_82377_2369/4bf992c24706d249c546d9747a0cc959d034ae23</a>
7	2016/17 Annual review of the State Services Commission responses to written questions 1-106 (page 10)	<a href="https://www.parliament.nz/resource/en-NZ/52SCGA_EVI_75468_559/430953cd0a877785ae91a804895b9fa356c9c108">https://www.parliament.nz/resource/en-NZ/52SCGA_EVI_75468_559/430953cd0a877785ae91a804895b9fa356c9c108</a>

If you wish to discuss this decision with us, please feel free to contact [Ministerial.Services@publicservice.govt.nz](mailto:Ministerial.Services@publicservice.govt.nz).

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](http://www.ombudsman.parliament.nz) or freephone 0800 802 602.

Please note that we intend to publish this letter (with your personal details removed) on the Te Kawa Mataaho Public Service Commission's website.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'Nicky Dirks', with a stylized, cursive script.

Nicky Dirks  
**Manager – Ministerial and Executive Services**  
**Te Kawa Mataaho Public Service Commission**