

17 January 2023

██████████
New Zealand Taxpayers' Union
████████████████████

Our ref: OIA 2324-0363

Dear ██████████

Response to your Official Information Act request

Thank you for your email of 28 November 2023 to the Ministry for Ethnic Communities (the Ministry) requesting information on the Ministry's branding and website costs, under the Official Information Act 1982 (the Act). Your request and our responses are 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.

The Ministry was launched on 1 July 2021. Branding, and the cost thereof, was undertaken by the Department of Internal Affairs (DIA) before the Ministry launched. I understand DIA have also received this request. Please refer to DIA's response which includes further details on the Ministry's initial branding costs.

2. A timeline of all branding changes, and the corresponding total cost of each change.

The Ministry has not had any changes to our branding since our launch in 2021. Therefore, I am refusing this part of your request under section 18(e) of the Act, as the information does not exist.

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.

The Ministry does not have any sub brands or associated logos. Therefore, I am refusing this part of your request under section 18(e) of the Act, as the information does not exist.

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.

The table below outlines the website related costs for the Ministry.

Financial Year	Description	Cost
2021/22	Website enhancement and security updates and annual costs	\$71,073.00
2022/23	Website enhancements, including multi-language functionality** and security updates and annual costs	\$90,492.00
2023/24	Security updates, annual costs and further website enhancements	\$9,442.00 to date \$12,000 projected

** The cost for Multi-language functionality totalled \$42,400. This was funded by the Ministry of Social Development as part of its Cyclone Recovery Fund.

As mentioned above, the Ministry was launched on 1 July 2021. Therefore, website costs prior to this date do not exist.

Under section 28 of the OIA, you have the right to seek an investigation and review by the Office of the Ombudsman of my response relating to this request. The relevant details can be found on their website at: www.ombudsman.parliament.nz

Please note, due to the public interest in our work, the Ministry may publish responses to requests for official information on our website, shortly after the response has been sent. If you have any queries about this, please feel free to contact our Ministerial Services team:
Ministerial@ethniccommunities.govt.nz.

Ngā mihi



Edward Firth

Director of Ministerial Services

Proactively Released by the Ministry for Ethnic Communities