



17 January 2024

Tēnā koe

Official Information Act Request

Thank you for your email on 28 November 2023 requesting information about all costs associated with the creation of MSD's logo, development and upkeep of websites, and a timeline of any changes since 2017.

On 14 December 2023, we contacted you to refine the third section of your request to *"the cost and names of all sub-brands or logos of your agency and when these were created or changed since 2017"*.

I have considered your request under the Official Information Act 1982 (OIA). Please find my decision on each part of your request set out separately 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 since 2017."*
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 information you have requested is publicly available within the Ministry of Social Development Responses to Annual Review Standard and Additional Questions.

I have included the following links to the reports which answer your request:

1. *Social Services and Community Committee 2016-2017 Annual Review of the Ministry of Social Development-Responses to Annual Review Questions-* https://www.parliament.nz/en/pb/sc/submissions-and-advice/document/52SCSS_EVI_75163_505/ministry-of-social-development-responses-to-annual-review.

2. *Social Services and Community Committee 2017-2018 Annual Review of the Ministry of Social Development-Responses to Annual Review Questions-* https://www.parliament.nz/en/pb/sc/submissions-and-advice/document/52SCSS_EVI_80907_2293/ministry-of-social-development-responses-to-written-questions.
3. *Social Services and Community Committee 2018-2019 Annual Review of the Ministry of Social Development-Responses to Annual Review Questions-* https://www.parliament.nz/en/pb/sc/submissions-and-advice/document/52SCSS_EVI_93042_SS3467/ministry-of-social-development-responses-to-written-questions.
4. *Social Services and Community Committee 2019-2020 Annual Review of the Ministry of Social Development-Responses to Annual Review Questions-* https://www.parliament.nz/en/pb/sc/submissions-and-advice/document/53SCSS_EVI_104508_SS1005/ministry-of-social-development-responses-to-written-questions.
5. *Social Services and Community Committee 2020-2021 Annual Review of the Ministry of Social Development-Responses to Annual Review Questions-* https://www.parliament.nz/en/pb/sc/submissions-and-advice/document/53SCSS_EVI_116592_SS2483/ministry-of-social-development-responses-to-written-questions.
6. *Social Services and Community Committee 2021-2022 Annual Review of the Ministry of Social Development-Responses to Annual Review Questions-* https://www.parliament.nz/en/pb/sc/submissions-and-advice/document/53SCSS_EVI_127528_SS5240/ministry-of-social-development-responses-to-written-questions.

Each Annual Review follows the same format except for the 2016-2017 report (questions regarding advertising and PR campaigns are answered in Q46 and website costs in Q27). You can find information in response to your request at questions 3, 32, and 51.

Please note that your request for the data for 2023 has been refused as this will be included in the 2022/2023 Responses to Annual Review Questions. This will be published publicly on the Parliamentary website no later than 4 March 2024. Therefore, I am refusing this part of your request under section 18(d) of the Act, as the information requested will soon be publicly available.

I will be publishing this decision letter, with your personal details deleted, on the Ministry's website in due course.

If you wish to discuss this response with us, please feel free to contact OIA_Requests@msd.govt.nz.

If you are not satisfied with my decision on your request regarding information on costs for the Ministries branding, logos and websites you have the right to seek an investigation and review by the Ombudsman. Information about how to make a complaint is available at www.ombudsman.parliament.nz or 0800 802 602.

Ngā mihi nui

pp.



Magnus O'Neill
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Ministerial and Executive Services