



17/01/2024



OIA: 1319489 – Branding and website spending at the Ministry of Education

Thank you for your email of 28 November 2023 to the Ministry of Education (the Ministry) requesting the following information:

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.*
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.*

Your request has been considered under the Official Information Act 1982 (the Act).

In relation to **part one** of your request, the Ministry underwent a refresh of its external visual identity in response to Cabinet decisions in 2019 on the Reform of Tomorrow's Schools. The budget was spent with an external design consultancy to assist the Ministry to create a fit for purpose set of Ministry visual identities to support the Tomorrow's Schools outcome. The work delivered a visual identity encompassing the Ministry's existing logo/identity and two new 'identities': Te Mahau (the Education Service Agency (ESA) referred to in Tomorrow's Schools) and Te Poutāhū (the Curriculum Centre referred to in Tomorrow's Schools).

Regarding **part two** of your request, the Ministry was established in 1989 and the original brand was used until the time of the refresh described above.

Information on costs associated with branding changes from 2017-2022 are publicly available on the Parliament website in the Ministry's Annual Review. Please refer to **Table One** below for the links to these documents, along with the relevant page numbers. I am therefore refusing **parts one**



and two of your request under section 18(d) of the Act, as the information you have requested is publicly available.

As additional context, a Briefing on the Te Tāhuhu o Te Mātaraunga and Te Mahau branding provided to former Minister of Education Hon Chris Hipkins is available on the Ministry's website here: https://assets.education.govt.nz/public/Documents/our-work/information-releases/Advice-Seen-by-our-Ministers/September-2021/1272636-Te-Tahuhu-o-te-Mataraunga-and-Te-Mahau-branding_Redacted.pdf.

Regarding **part three** of your request, the Ministry caters for a diverse set of audiences, and at times may need to create visual identities that are relevant for those audiences. This means that, over time, the Ministry has developed a diverse range of visual identities to support initiatives and campaigns, for example Te Kete Ipurangi (TKI), Education Counts and School Leavers' Toolkit. These are not considered sub-brands, and any associated design costs will have been absorbed into broader initiative/project costs. I am therefore refusing this part of your request under section 18(g) of the Act, as the information requested is not held by the Ministry, and I have no grounds for believing that it is either held by, or more closely related to the functions of, another department or organisation subject to the Act.

Information in scope of **part four** of your request for the 2017/18 to 2021/22 financial years is again publicly available on the Parliament website in the Ministry's Annual Review documents. Please refer to the **Table One** below for the relevant links and page numbers.

I am therefore refusing these aspects of part four of your request under section 18(d) of the Act, as the information requested is publicly available.

The 2022/23 Annual Review release is scheduled to take place in February 2024. To verify and finalise the data for release outside of the Ministry's scheduled work programme would impose a significant administrative burden on the Ministry. I am therefore refusing the 2022/23 costs under section 18(f) of the Act, as the information cannot be made available without substantial collation and research.

Please note, we may publish this response on our website after five working days. Your name and contact details will be removed.

Thank you again for your email. You have the right to ask an Ombudsman to review my decision on your request, in accordance with section 28 of the Act. You can do this by writing to info@ombudsman.parliament.nz or to Office of the Ombudsman, PO Box 10152, Wellington 6143.

Nāku noa, nā



Zoe Griffiths
Hautū | Deputy Secretary
Te Pou Rangatōpū | Corporate

Table One

Year	Link to Annual Review document	Part 1	Part 2	Part 4
2017/18	Ministry of Education 2017/2018 Annual Review https://www.parliament.nz/resource/en-NZ/52SCEW_EVI_82560_4885/a5015cd8e44e625f83c8b20bad860b5134cd0f8b	pg 18	pg 18	pg 101-103
2018/19	Ministry of Education 2018/2019 Annual Review https://www.parliament.nz/resource/en-NZ/52SCEW_EVI_92744_EW6801/06461af1fbd4892670fabea95a7d9f8af9a59857	pg 13	pg 13	pg 48-51
2019/20	Ministry of Education 2019/2020 Annual Review https://www.parliament.nz/resource/en-NZ/53SCEW_EVI_103989_EW1577/cbd9a83985b139b86fe2763c925a846767075310	pg 12	pg 12	pg 46-50
2020/21	Ministry of Education 2020/2021 Annual Review https://www.parliament.nz/resource/en-NZ/53SCEW_EVI_116433_EW4651/919cc6687d88ff6e5c717fac34251a0e0d810857	pg 11	pg 11	pg 40-46
2021/22	Ministry of Education 2021/2022 Annual Review https://www.parliament.nz/resource/en-NZ/53SCEW_EVI_127552_EW9691/2b37c4111a9647d320d08bb2f9f298c750697ee7	pg 11	pg 11	pg 46-50