

29 September 2022

S9(2)(a)

Ref: HNZ3633 & MHA3530

Official information request for costs relating to the branding

Thank you for your request under the Official Information Act 1982 (the Act) to the Ministry of Health on 24 August 2022. Your request was transferred to Te Whatu Ora - Health New Zealand and Te Aka Whai Ora - Māori Health Authority on 31 August 2022 as the information is more closely connected with the functions of our agencies. You requested:

Please provide separate breakdowns between Health New Zealand and the Maori Health Authority. The breakdown should include but not be limited to the following categories:

Design costs – i.e., logo changes, document design, website formatting, graph designs, visual aids etc.

- 1. Costs relating to consultation with stakeholders*
- 2. Costs relating to commission of consultants*
- 3. Costs relating to the production of signage and collateral (brochures, leaflets, clothing etc.)*
- 4. Costs relating to advertising and content partnerships introducing the new authorities/brands*
- 5. Rights to intellectual property – i.e., images, symbols, designs*
- 6. Costs relating to video production*
- 7. Costs relating to the expert advisory group that gifted the 'Te Whatu Ora' name"*
- 8. Any costs relating to the rebranding of all 20 DHBs, e.g., 'Auckland DHB' now becoming 'Te Whatu Ora Te Toka Tumai Auckland'.*

Please find attached a breakdown of the cost for both Te Whatu Ora and Te Aka Whai Ora as at 19 September 2022.

In relation to parts one, two and seven of your request, the interim Chief Executives sought development of names for both organisations. The Pou Tikanga from the then interim Māori Health Authority, Mr Rahui Papa, was asked by the Chief Executives to lead the naming process. He brought together a group of te reo Māori experts from across the country - Selwyn Parata, Moe Milne, Rikirangi Gage and Hana O'Regan. The Expert Advisory Group (the Matanga Reo) was established on 4 March 2022 and worked until 17 May 2022 on this work.

The work was of a short-term nature and there was no formal cost associated with the development of the names by the Expert Advisory Group. Rahui Papa is contracted to Te Aka Whai Ora as its Pou Tikanga.

In relation to part four of your request, the Public Information Campaign, which was administered, and paid for by, the Health Reform Transition Unit within the Department of the Prime Minister and Cabinet, was implemented to help raise awareness, and increase understanding and trust and confidence in the health system transformation. The names and logos of the new entities were included as a component of campaign materials, although were not the focus of the campaign.

In relation to part five of your request, intellectual property rights do not apply to the gifting of the names, and to date no further work has been done on trademarking the visual identities or names of the two entities.

Te Whatu Ora and Te Aka Whai Ora may make the information contained in this letter and any attached documents available to the wider public. We will do this by publishing this letter and attachments on our website. Your personal details will be deleted, and we will not publish any information that would identify you as the person who requested the information.

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 or freephone 0800 802 602.

Ngā mihi



Helen Mexted
Interim Lead, Communication and Engagement
Te Whatu Ora - Health New Zealand

29/09/2022



Juanita Te Kani
Deputy Chief Executive
Te Aka Whai Ora - Māori Health Authority

29 / 09 / 2022

Branding costs - Te Whatu Ora and Te Aka Whai Ora as at 19 September 2022

Item description	Nature of cost	Te Whatu Ora	Te Aka Whai Ora
Design costs - logo changes, document design, website formatting, graph designs, visual aids etc.			
Design and layout - logo development for Te Whatu Ora		5,425.00	
Digital artwork - refinements to logo and setting up core logo files		1,085.00	
Design and layout - typography guide, colour palette and primary/secondary fonts for print and digital applications		1,395.00	
Design and layout - initial design elements for core applications for Te Whatu Ora		6,820.00	
Design and layout - initial Te Aka Whai Ora design and application			4,340.00
Design and layout - additional presentations			1,860.00
Design and layout - further template development and refinement			2,170.00
Design and layout - creation of tohu and taniko		620.00	620.00
Design and layout - Intranet and website, elements for both organisations		775.00	775.00
Design and layout - pull-up banners x 2 kinds		387.50	387.50
Design and layout - social media assets and guide		620.00	620.00
Design and layout - video elements		716.88	716.88
Design input from Māori Advisor		1,837.50	1,837.50
Account/project management		1,680.00	1,680.00
Lasers and disbursements		177.50	177.50
Costs relating to consultation with stakeholders			
<i>No costs incurred in this area</i>		0.00	0.00
Costs relating to commission of consultants			
<i>No costs incurred in this area</i>		0.00	0.00
Costs relating to the production of signage and collateral (brochures, leaflets, clothing etc.)			
Pull-up banners for Day 1 - national offices	2 banners - Wgtn & Auckland offices	471.50	471.50
New roll-up banners - Whanganui	Set-up, print & assembly	1,680.00	

Banners for HealthShare offices	Printing of three	696.00	
Rebranding district governance templates - TAS	Design	1,575.00	
Rebranding depleted DX mail envelopes - South Canterbury	Printer's plate change	695.65	
Rebranding depleted DX mail envelopes - Southern	Design and printer's plate change	2,100.00	
Launch posters for hospital and satellite sites - MidCentral	Printing	1,304.35	
Stationery - clinical forms, business cards - Southern	Design changes	4,200.00	
Costs relating to advertising and content partnerships introducing the new authorities/brands			
Health System Reform Public Information Campaign	Campaign paid for by DPMC Transition Unit		
Rights to intellectual property – i.e. images, symbols, designs etc.			
<i>No costs incurred in this area</i>		0.00	0.00
Costs relating to video production			
Technical support and production management for the launch of Te Aka Whai Ora and Te Whatu Ora	Day 1 videos and livestream	1,500.00	1,500.00
Costs relating to the expert advisory group that gifted the 'Te Whatu Ora' name			
<i>No costs incurred in this area</i>		0.00	0.00
Any costs relating to the rebranding of all 20 DHBs, e.g., 'Auckland DHB' now becoming 'Te Whatu Ora Te Toka Tumai Auckland'			
Digital artwork - regional logos (140 variants) and logo guide, including amends		650.00	
Logo changes to the Canterbury website	Web development cost	225.00	
Changes to the HealthShare website	IT costs	240.00	
Changes to website & intranet site - Lakes	IT costs	8,488.00	
Website changes - TAS	Design and IT costs	640.00	
Website Somar code base upgrade - Whanganui	Updating logo and colours to match new brand	1,780.00	
Transition design work - Te Tai Tokerau	Design	2,775.00	
	TOTAL COSTS excl. GST	50,559.88	17,155.88
	GST	7,583.98	2,573.38
	TOTAL COSTS incl. GST	58,143.86	19,729.26