



30 January 2024

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Tēnā koe Rhys

Your Official Information Act request OIA2324-0337

Regarding your Official Information Act (the Act) request, which was received by the Department of Internal Affairs (Department) on 27 November 2023. This request was transferred to the Department by the Local Government Commission ('the Commission') as the information is held by the Department.

You have requested:

This is a request for clarification of official information under the Official Information Act 1982 in relation to the redesigned website and logo.

We request the following information:

1. *The total cost of designing the new website including a cost breakdown not limited to:*
 - Website design
 - Website creation
 - Website maintenance
2. *Did the Commission go out to tender to find a suitable contractor/consultant to design and host the new website?*
 - *If yes, how many applications did the Commission receive for the contract to design and host the new website? Please provide the documents relating to any tender process.*
 - *If the contractor/consultant was chosen as a result of being on the AOG list, then please provide more information as to why they specifically were selected for the contract.*
 - *What company did the Commission employ to redesign the website?*
3. *What are the traffic metrics for the website for the last six months?*
4. *When was the website last redesigned and what date was this redesign implemented?*
5. *The total cost of designing the new logo including a cost breakdown not limited to:*
 - Design costs i.e. logos, branding and naming
 - Consultation costs
 - Material costs i.e. shirts
 - Marketing costs i.e. brochures, posters and advertising
 - Other costs associated with advertising the logo change.

The response to your request is provided below. No information is being withheld however some information does not exist in the manner you have requested.

The replacement of the Commission's website was undertaken to ensure the website was positioned to support the Commission's emphasis on engagement with communities, stakeholders, and consultation across its proposals and other work.

Questions 1 & 5:

The total package for the Commission's new website was \$99,000. This included website design, creation and maintenance, design costs i.e. logos, branding and naming, and consultation costs.

This package cannot be broken down by line type as the statement of works does not price the package to that level of detail. A total of \$467 was spent on marketing costs. This purchased posters, a banner and a pull-up banner. These items are used to promote the website at conferences and other relevant events.

Question 2:

The Commission's new website was delivered by SilverStripe, who provide the Common Web Platform. No tender was required because SilverStripe is an All of Government provider.

Question 3:

Due to the timeframe of this question, the data available refers to the former iteration of the Commission's website. Changes to Google Analytics in 2023 have impacted the availability of website analytics. The Department can only provide you with web traffic data for the former iteration of the website the period 5 February – 4 July 2023. During this time, the website received 15,586 Page Views and 12,826 Unique Page Views.

Question 4:

Prior to the November 2023 replacement, the Commission's website was last refreshed in 2018.

We intend to publish our response to your request on www.dia.govt.nz. This letter, with your personal details removed, will be published in its entirety. Publishing responses increases the availability of information to the public and is consistent with the Act's purpose of enabling more effective participation in the making and administration of laws and policies and promoting the accountability of Ministers and officials. If you have any feedback or questions about the Department's response, please let us know at OIA@DIA.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 or Freephone 0800 802 602.

Nāku noa, nā



Hoani Lambert

Deputy Chief Executive

Te Haumi | Enterprise Partnerships