

5 April 2024

Ref: OIA-24-006

Rhys Hurley
Research Intern
New Zealand Taxpayers' Union
By Email: rhys@taxpayers.org.nz

Tēnā koe Mr Hurley

Official Information Act 1982 request for information in relation to the redesigned website and logo

Thank you for your email of 20 February 2024 requesting, under the Official Information Act 1982 (the Act), the following information:

"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 this 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?*
3. *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.*
4. *What company did the Commission employ to redesign the website?*
5. *What are the traffic metrics for the website for the last six months?*
6. *When was the website last redesigned and what date was this redesign implemented?*
7. *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.

As noted in our response of 19 March 2024, please find enclosed below the response to parts 1 and 7 of your request.

Part 1 - The total cost of designing the new website including a cost breakdown not limited to; website design, website creation and website maintenance

The cost of our website is split into two cost categories, the migration and redesign of the website (a one off project) and the ongoing maintenance and support of our website (our annual licence costs).

The design, build, testing and launch of the website was delivered on time and budget at the agreed value of \$135,000 ex GST, which was the successful bid made during the RFP process.

The on-going licence costs of the website (which includes hosting, maintenance, and ongoing support) is an operational cost. Toast Ltd quoted an annual cost of \$66,600 ex GST as per their RFP submission for maintenance and support.

Part 7 - 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 table below sets out the cost breakdown of designing a new logo in the areas specified in your request as charged by the providers.

Cost Breakdown of designing new logo.		
Design & Consultation Costs		
Item	Cost	Purpose
Logo Assets	Fee \$15,000.00 Disbursements \$750.00 ¹	Delivery of a Callaghan Innovation masterbrand guideline/usage guide document, outlining the key assets and usage across concept applications completed in the scope of work. Delivery of artworked core logo files.
Material costs		
Item	Cost	Purpose
Apparel (T-Shirts)	\$15,440	For staff to wear for customer facing meetings and events.
Pop up banners	\$6,810	For customer facing meetings and events.

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



Henare Johnson
Chief Māori Economy & Engagement Officer
Callaghan Innovation

¹ Please note that disbursements are only charged as they are incurred