



Reference: 23-OIAD-006

9(2)(a)

14 December 2023

Tēnā koe 9(2)(a),

Response to your Official Information Act Request

Thank you for your email of 28 November 2023 requesting the following under the Official Information Act 1982 (the Act):

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.

A timeline of all branding changes, and the corresponding total cost of each change.

The cost and names of all sub-brands or logos of your agency and when these were created or changed.

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.

Aroturuki Tamariki was established as a departmental agency on 1 May 2023. Prior to this, we operated as a business unit within the Ministry of Social Development (MSD). This means that we can provide the information you have requested from 1 May 2023 onwards. The information you have requested for the period 2017 to 30 April 2023 will be provided by MSD in their response to you.

Aroturuki Tamariki has had no changes to its branding since it was established on 1 May 2023. Aroturuki Tamariki has no sub-brands, therefore this part of your request is refused

under section 18(e) of the Act, that the document alleged to contain the information requested does not exist.

After our establishment on 1 May 2023, we incurred a one-off cost of \$33,242 excl. GST to relocate and update our website. This change was required to reflect our new functions and changes in our monitoring scope after the commencement of the Oversight of Oranga Tamariki Act 2022.

Our contract for ongoing website hosting and maintenance costs is \$1,645 per month, or \$19,740 per year, with any maintenance hours not used in one month carrying over to the next month.

Our projected annual costs for website maintenance are anticipated to be \$19,740 for the remainder of our contract with our supplier.

You have the right to seek an investigation and review by the Office of the Ombudsman of my decision to withhold information relating to this request in accordance with section 28(3) of the Act. The relevant details can be found on their website at: www.ombudsman.parliament.nz.

Please note that due to the public interest in our work, Aroturuki Tamariki publishes responses to requests for official information on our [OIA responses page](#). If you have any queries about this, please feel free to contact us on info@aroturuki.govt.nz.

Ngā mihi nui,



Arran Jones
Chief Executive