

29 January 2024

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By email: ██████████

Tēnā koe ██████

Response to your OIA request

Thank you for your email dated 18 January 2024, requesting information on the costs for branding and website upkeep. Your requests have been responded to in order below, and we attach the data in an excel spreadsheet as well.

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.*
 The BSA logo was last updated in 2010. There are no costs since 2017.
2. *A timeline of all branding changes, and the corresponding total cost of each change.*
 No branding changes.
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.*
 Cost for the brand/logo creation for Safeviewing.co.nz (created in 2020) – \$3000.00.
 No changes since 2020
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.*

Website costs	
2017 ongoing costs	\$ 12,034.76
2018 ongoing costs	\$ 8,965.69
2018/19 Development and deployment of new site	\$ 98,555.00
2019 ongoing costs	\$ 11,515.24
2020 ongoing costs	\$ 11,636.86
2021 CRM integration and search upgrade	\$ 42,685.13
2021 ongoing costs	\$ 12,639.09
2022 Complaints form updates due to new Codebook	\$ 3,665.63
2022 ongoing costs	\$ 20,292.34
2023 ongoing costs	\$ 11,742.07
2024 software upgrade	\$ 5,589.00
2024 est ongoing costs	\$ 14,683.20

Right of review

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 <https://www.ombudsman.parliament.nz/www.ombudsman.parliament.nz> or freephone 0800 802 602.

If you would like to discuss this response with us, please feel free to contact me or our Legal Manager, Helen Cruse.

Ngā mihi



Stacey Wood
Chief Executive