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17 January 2024

██████████
By email: ██████████
Ref: H2023033223

Tēnā koe ██████

Response to your request for official information

Thank you for your request under the Official Information Act 1982 (the Act) to the Ministry of Health – Manatū Hauora (the Ministry) on 27 November 2023 for information regarding Government agency branding and websites. Each part of your request is responded to below.

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 Ministry has not rebranded in the past 5 years. In 2021/22 the Ministry made some minor updates to its visual identity, which was undertaken in-house within baseline with no additional cost. This included modernising the logo by updating the colour scheme and repositioning the Ministry's name. There was no public consultation on this change.

Although there was no additional cost in the 2021/22 change, you may be interested in the information on the brand that is publicly available in the June 2023 Health Select Committee Questionnaire, which has been published on the Parliament website. Please refer to question 20:

www.parliament.nz/resource/en-NZ/53SCHE_EVI_e2dccc74-e981-42ca-da3d-08db57de42b0_HE45479/eac25a98008a09dcf1feea41e1161e2d248b93f6.

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.

As part of the establishment of the Public Health Agency – Te Pou Hauora Tūmatanui (PHA) in the 2021/22 financial year, there were costs associated with the development of a visual identity and related design work.

The PHA was established on 1 July 2022 to lead on all public health and population health policy, strategy, regulatory, intelligence, surveillance and monitoring functions as part of the wider Ministry and wider health reform environment.

Initial visual identity and design work was commissioned by the interim PHA director in December 2021 through design agency Ira, at a cost of \$16,555.25.

This initial exploratory identity and design work shaped the final brand development work, which was completed in house at no additional cost. This work was completed in 2023.

No other branding work has been commissioned since 2017.

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.

The annual running costs for the websites managed by the Ministry are published in the Annual Reviews which have been published on the Parliament website:

- 2016/17 (refer page 28) www.parliament.nz/en/pb/sc/submissions-and-advice/document/52SCHE_EVI_76237_553/2016-17-annual-review-of-the-ministry-of-health-responses
- 2017/18 (refer page 22) www.parliament.nz/resource/en-NZ/52SCHE_EVI_80830_5069/f058e755fe1cbf58cec0b8208c7e6a207accb41c
- 2018/19 (refer page 48) www.parliament.nz/en/pb/sc/submissions-and-advice/document/52SCHE_EVI_92976_HE6463/ministry-of-health-responses-to-written-questions-1
- 2019/20 (refer page 50) www.parliament.nz/en/pb/sc/submissions-and-advice/document/53SCHE_EVI_105723_HE925/ministry-of-health-responses-to-written-questions-1-258
- 2020/21 (refer page 56) www.parliament.nz/en/pb/sc/submissions-and-advice/document/53SCHE_EVI_118117_HE23282/ministry-of-health-responses-to-written-questions-1-147
- 2021/22 (refer page 46) www.parliament.nz/resource/en-NZ/53SCHE_EVI_127527_HE26531/8b1290c2427fd3680ca1608c688e3b2e1d6d0554

Website cost information for the year 2022/23 is outlined in tables 1 and 2 (appended to this letter).

Information about projected costs for the websites managed by the Ministry is publicly available in the June 2023 Health Select Committee Questionnaire, which has been published on the Parliament website. Please refer to question 53:

www.parliament.nz/resource/en-NZ/53SCHE_EVI_e2dccc74-e981-42ca-da3d-08db57de42b0_HE45479/eac25a98008a09dcf1feea41e1161e2d248b93f6.

In 2022/23, the Ministry commenced a website redevelopment project for our main website (www.health.govt.nz). This work is targeted for completion in 2023/24. This project will replace the current website which is now 12 years old and built on a platform (Drupal 7) that will reach its end of life in Jan 2025. Total costs for the website redevelopment project work completed in 2022/23 were \$297,000. Budgeted costs for 2023/24 are \$1,683,000.

Once completed the ongoing annual costs of maintaining the new website are provided in table 3 below.

Table 3. Annual costs of maintaining redeveloped website

Financial year	Cost
2024/25	\$176,000
2025/26	\$131,000
2026/27	\$133,000
2027/28	\$135,000
2028/29	\$137,000

I trust this information fulfils your request. If you wish to discuss any aspect of your request with us, including this decision, please feel free to contact the OIA Services Team at: oiagr@health.govt.nz.

Under section 28(3) of the Act, you have the right to ask the Ombudsman to review any decisions made under this request. The Ombudsman may be contacted by email at: info@ombudsman.parliament.nz or by calling 0800 802 602.

Please note that this response, with your personal details removed, may be published on the Ministry website at: www.health.govt.nz/about-ministry/information-releases/responses-official-information-act-requests.

Nāku noa, nā

A handwritten signature in blue ink, appearing to read 'S. Turner', is positioned above the printed name and title.

Sarah Turner
Deputy Director-General
Government and Executive Services | Te Pou Whakatere Kāwanatanga

Appendix 1

Table 1: *Websites directly managed by the Ministry of Health*

Name of Website	URL	Year of establishment	Purpose	Annual running costs 2022/23 (excl GST)
Ministry of Health	www.health.govt.nz	2011	The Ministry's main corporate website. Provides health and disability information to the sector and the New Zealand public	\$147,000
Health consultations	www.consult.health.govt.nz	2018	Established in June 2018 to provide a transparent and accessible approach to Ministry and health sector consultation and surveys. Includes functionality to analyse responses and redact and publish consultation submissions	\$25,000
Tātou	https://tatou.health.govt.nz	2022	Digital engagement platform, allowing people to have their say and discuss specific health related issues and proposals.	\$12,500
Advisory Committee on Assisted Reproductive Technology	www.acart.health.govt.nz	2004	Provides information about the composition and work of the Advisory Committee on Assisted Reproductive Technology	\$11,343 (Cost for hosting all 4 Ethics related websites: ACART, ECART, NEAC, and main Ethics site.)
Ethics Committee on Assisted Reproductive Technology	www.ecart.health.govt.nz	2004	Provides information about the composition and work of the Ethics Committee on Assisted Reproductive Technology	
National Ethics Advisory Committee	www.neac.health.govt.nz	2004	Provides information about the composition and work of the National Ethics Advisory Committee	
New Zealand Health and Disability Ethics Committees	www.ethics.health.govt.nz	2004	Provides information about the composition and work of the New Zealand Health and Disability Ethics Committees	
He Kāpehu Whetū	www.hekapehuwhetu.govt.nz	2021	A portal of community stories to support suicide prevention activities in Aotearoa.	\$10,658

Name of Website	URL	Year of establishment	Purpose	Annual running costs 2022/23 (excl GST)
Fluoride Facts	www.fluoridefacts.govt.nz	2013	Provides information about the benefits of fluoride. (This website was decommissioned in October 2022.)	\$1,886
National Service Framework Library	www.nsfl.health.govt.nz	2007	Provides information to support the funding, planning and delivery of health and disability services. (This website was decommissioned in July 2023).	\$3,900

Released under the Official Information Act 1982

Table 2: Websites run by the Ministry of Health through contractual arrangements.

Name of Website	URL	Year of establishment	Purpose	Annual running costs 2022/23 (excl GST)
Ministry Jobs portal	www.careers.health.govt.nz	2012	Supports job application and recruitment process.	\$31,211
Medsafe	www.medsafe.govt.nz	1998	Provides information on the quality, safety, and regulation of medicines and devices in New Zealand.	\$50,528
MOH Shiny	minhealthnz.shinyapps.io	2017	Platform that enables the publication of Ministry surveys and related data sets in an interactive format.	\$6,300 (US \$3,860)
NZMAT	https://nzmat.co.nz	2022	Website to support the operation of the NZ Medical Assistance Team.	\$0 *
Tātai: Connect & Reconnect	https://tatai.maori.nz	2022	Tātai is a place where Māori can share their iwi affiliations, with iwi and the Ministry of Health to make a positive difference today and for future generations. Sharing iwi affiliation is a way to ensure Māori contribution to robust and high-quality datasets about iwi, for iwi.	\$48,480

* NZMAT: We anticipated \$3000 for hosting the NZMAT website in the 22/23 financial year: However the first year of costs were absorbed by the initial website set up costs in the previous financial year. So there were no actual costs in the 22/23 financial year, ongoing costs are \$250 per month (\$3000 per annum).