

2 February 2024

Section 9(2)(a)

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Our ref: OIA 108320

Tēnā koe Section 9(2)(a)

Official Information Act request: Ministry branding and website maintenance

Thank you for your email of 28 November 2023 requesting, under the Official Information Act 1982 (the Act), information regarding the Ministry of Justice (the Ministry) branding and website maintenance. Specifically, and numbered for convenience, you requested:

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

On 15 January 2024 the Ministry contacted you to advise that pursuant to section 15 of the Act, we had decided to grant your request. However, we required further time to finalise the information for release. We advised that you could expect a response no later than 8 February 2024.

In response to parts 1, 2 and 3 of your request, please refer to table 1 attached. The table provided includes information relating to brand development or rebranding from 2017 to 2023. We have interpreted your request to include circumstances where we have refreshed branding that already exists. In addition to the information provided in the table, the Ministry also employs an in-house graphic designer, who oversees and designs Ministry icons, images, layouts, and visual aids to promote readability. These costs, primarily the designer's salary, are part of the Ministry's baseline funding and the salary for this position is banded between \$94,377.00 - \$122,022.00. Please note, we have excluded costs attributed to Te Puna Aonui and Te Arawhiti from table 1 as we understand that they are responding on their own behalf.

As advised in our letter of 15 January 2023, information on costs associated with the branding and/or advertising of the Cannabis Legislation and Control referendum and End of Life Choice referendum, is refused under section 18(d) of the Act as the information is

publicly available, as part of publication of the Ministry's Annual Review by Parliament's Justice Committee. You can find the publications of these reviews at:

- selectcommittees.parliament.nz/v/1/a3e661cd-8353-4773-888e-e790179a70c7
- selectcommittees.parliament.nz/v/1/63283342-01a6-49bd-b3ac-a9b82ab59ad4
- selectcommittees.parliament.nz/v/1/3596fa7f-67d8-44b0-8c36-7963516e0fd1
- selectcommittees.parliament.nz/v/1/82e343f2-45ee-4d51-a38f-a97c4d0634b7
- selectcommittees.parliament.nz/v/1/4ae0b516-c255-49db-97a6-5b1ed2439fb2
- selectcommittees.parliament.nz/v/1/d7ed6b15-b6ff-4f4e-88a9-44fd61413bf7

Turning to your request about the development and maintenance of the Ministry's websites, I would like to provide you with background information on how website expenditure is captured. The Ministry records costs relating to website hosting and development, into two categories: capital expenditures (CapEx) and operating expenses (OpEx). CapEx records the cost of website development and/or maintenance of website software, while OpEx records the cost of the website's infrastructure and/or the cost of hosting the websites that the Ministry is responsible for.

Prior to 1 January 2022, the Ministry did not record costs relating to website development and maintenance in a centralised format. This means that information from 1 January 2017 to 1 January 2022 cannot be readily searched to retrieve the requested information without undertaking a manual examination of several years' worth of invoices. Therefore, your request for information relating to website development and maintenance from 1 January 2017 to 31 December 2021 is refused under section 18(f) of the Act as this would require substantial collation and research.

For information relating to the cost of website development and maintenance from 1 January 2022, please refer to table 2 and 3, attached. Please note that as some costs for individual websites are ongoing, they cannot be separated into financial year. The figures provided in tables 1 and 2 include any projected costs up until 30 June 2024. As projected costs for 2024/25 have yet to be confirmed, this part of your request is refused under section 18(e) of the Act as the information sought does not exist.

If you require any further information, please contact Media & Social Media Manager Joe Locke at media@justice.govt.nz.

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

If you are not satisfied with this response, you have the right to make a complaint to the Ombudsman under section 28(3) of the Act. The Office of the Ombudsman may be contacted by email to info@ombudsman.parliament.nz or by phone on 0800 802 602.

Nāku noa, nā



Kelvin Watson

Deputy Secretary Corporate and Digital Services

Table 1: Information and timeline of brand development or rebranding events with the associated costs from 2017 to 2023

Brand, project, or initiative	Financial year	Total costs (Excluding GST)
Ministry of Justice external brand refresh	2017/18	\$7,967.00
'A Place You Can Be' brand refresh (Internal sub-brand)	2017/18	\$20,355.00
New Zealand Crime and Victim Survey brand design re-brand	2017/18 2023/24	\$39,691.00
Hāpaitia te Oranga Tangata: Safe and Effective Justice programme brand design	2017/18	\$31,080.00
Behavioural Science Aotearoa brand design	2019/20	\$16,350.00
Te Ao Mārama brand design	2020/21	\$28,850.00
Resources and Care for Children brand refresh	2021/22 2022/23	\$59,750.00
Te Whaiao (Improving Justice Outcomes for Māori) framework and Te Ngira Kāpehu (structured and focused approach to lift Māori-Crown relations' capability) brand design	2022/23	\$21,315.00

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Table 2: OpEx costs by website from 1 January 2022 to 30 June 2024

Website name	Domain/URL	Platform Hosting
Ministry of Justice	justice.govt.nz	\$108,573.11
Chief Victims Advisor	chiefvictimsadvisor.justice.govt.nz	
Coronial Services	coronialservices.justice.govt.nz	
Employment Court	employmentcourt.govt.nz	
Environment Court	environmentcourt.govt.nz	
Public Defence Service	pds.govt.nz	
Waitangi Tribunal / Legacy	waitangitribunal.govt.nz	
Youth Court	youthcourt.govt.nz	
Disputes Tribunal	disputestribunal.govt.nz	
Māori Land Court	maorilandcourt.govt.nz	\$42,365.85
Online Guide for Victims of Sexual Violence	sexualviolence.victimsinfo.govt.nz	\$30,072.09
Victims' Information	victimsinfo.govt.nz	\$44,689.55
Te Puna Aonui (previously the Joint Venture Business Unit)	tepunaaonui.govt.nz	\$30,534.00
Judicial Conduct Commissioner	jcc.govt.nz	\$125.06
Independent Electoral Review	electoralreview.govt.nz	\$22,951.40
Courts of New Zealand	courtsofnz.govt.nz	\$50,374.43
File & Pay	courtsofnz.govt.nz/file-and-pay	\$49,520.07
The District Court of New Zealand	districtcourts.govt.nz	\$34,834.31
Te Kura Kaiwhakawā - Institute of Judicial Studies	tkk.justice.govt.nz	\$86.60
Pacific Justice Sector Programme	pjsp.govt.nz	\$34,661.67
Coronial Hearings	hearings.courtsofnz.govt.nz	\$49,651.34
The Office of Māori Crown Relations: Te Arawhiti	tearawhiti.govt.nz	\$27,746.21

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Notes for table 2:

- The above table includes costs incurred by the Ministry when assisting the Te Puna Aonui (previously the Joint Venture Business Unit) and the Office of Māori Crown Relations: Te Arawhiti in their establishment as an interdepartmental executive board and a departmental agency respectively. The Joint Venture Business Unit became Te Puna Aonui in March 2022, and the website was updated accordingly.
- The financial data includes actuals for the period of January 2022 to November 2023 (inclusive) and forecasts for the period December 2023 to June 2024. Due to the method of record keeping, costs are unable to be separated into financial year and includes any projected costs.

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Table 3: CapEx costs by website from 1 January 2022 to 30 June 2024

Website name	Domain/URL	Website Maintenance & Development (Actuals – GST exclusive)	Website Maintenance & Development (Forecast – GST exclusive)	Website Refresh (Actuals – GST exclusive)	Website Refresh (Forecast – GST exclusive)
		Jan-22 to Nov-23	Dec-23 to Jun-24	Jan 22 to Nov-23	Dec-23 to Jun-24
Ministry of Justice	justice.govt.nz	\$1,428,484.14	\$65,510.00	-	-
Chief Victims Advisor	chiefvictimsadvisor.justice.govt.nz				
Coronial Services	coronialservices.justice.govt.nz				
Employment Court	employmentcourt.govt.nz				
Environment Court	environmentcourt.govt.nz				
Public Defence Service	pds.govt.nz				
Waitangi Tribunal / Legacy	waitangitribunal.govt.nz				
Youth Court	youthcourt.govt.nz				
Disputes Tribunal	disputestribunal.govt.nz				
Māori Land Court	maorilandcourt.govt.nz	\$61,218.36	-	\$144,724.55	-
Waitangi Tribunal / New		-	-	\$120,235.07	\$203,983.43
Online Guide for Victims of Sexual Violence	sexualviolence.victimsinfo.govt.nz	\$54,501.21	-	-	-
Victims' information	victimsinfo.govt.nz	\$73,222.65	-	\$138,735.79	\$17,187.86
Joint Venture Business Unit (Te Puna Aonui)	tepunaaonui.govt.nz	\$60,415.55	-	\$34,623.07	-
Judicial Conduct Commissioner	jcc.govt.nz	\$36,442.25	-	-	-
Independent Electoral Review	electoralreview.govt.nz	\$190,678.61	-	-	-
Courts of New Zealand	courtsofnz.govt.nz	\$272,161.37	-	\$79,771.98	-
File & Pay	courtsofnz.govt.nz/file-and-pay	\$168,435.28	-	-	-

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The District Court of New Zealand	districtcourts.govt.nz	\$160,337.15	-	\$42,598.36	-
Te Kura Kaiwhakawā - Institute of Judicial Studies	tkk.justice.govt.nz	\$63,984.26	-	-	-
Pacific Justice Sector Programme	pjsp.govt.nz	\$70,276.85	-	\$104,953.25	\$118,042.60
Coronial Hearings	hearings.courtsofnz.govt.nz	\$81,796.49	-	-	-
Te Arawhiti	tearawhiti.govt.nz	\$111,151.40	-	-	-

Notes for table 3:

- Other than updating the Joint Venture Business Unit's website following the establishment of Te Puna Aonui, the Ministry has not rebranded any websites. However, some websites have been refreshed to enhance their operational capability.
- The above table includes costs incurred by the Ministry when assisting the Te Puna Aonui (previously the Joint Venture Business Unit) and the Office of Māori Crown Relations: Te Arawhiti in their establishment as an interdepartmental executive board and a departmental agency respectively. The Joint Venture Business Unit became Te Puna Aonui in March 2022, and the website was updated accordingly.
- The financial data includes actuals for the period of January 2022 to November 2023 (inclusive) and forecasts for the period December 2023 to June 2024. Due to the method of record keeping, costs are unable to be separated into financial year and includes any projected costs.

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