

16 January 2024

9(2)(a)

### **Official Information Act request**

Thank you for your email of Tuesday 28 November 2023, in which you requested the following information about the Social Wellbeing Agency's branding and websites:

*"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. 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.*

*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 Social Wellbeing Agency came into existence on 1 July 2017 as the Social Investment Agency. In 2019/20, Cabinet agreed to rename the Social Investment Agency to the Social Wellbeing Agency. Rebranding was undertaken to reflect this including design of a new logo, printing new collateral, website update, and updated office signage. The final cost was \$20,802.60. Internal IT changes were also required, which cost \$55,239.98. This is the only rebranding that we have undertaken since our formation.

I can advise that the Social Wellbeing Agency does not have any sub-brands or logos.

Finally, the Social Wellbeing Agency maintains two public-facing websites and an internal intranet. The Agency previously maintained the website for the Data Protection and Use Policy (DPUP) until responsibility for DPUP was transferred to the Government Chief Privacy Officer within the Department of Internal Affairs in 2021. The costs for these websites are broken down in the table below. At this stage, the costs for the 2024/25 year are expected to be similar to the 2023/24 year.

URL name	2023/24	2022/23	2021/22	2020/21	2019/20	2018/19	2017/18
<a href="http://www.swa.govt.nz">www.swa.govt.nz</a>	\$31,169	\$27,176	\$40,327	\$8,822	\$8,133.30	\$16,322	\$7,200
<a href="http://www.thehub.swa.govt.nz">www.thehub.swa.govt.nz</a>	\$29,436	\$61,526	\$59,793	\$36,291	\$32,463	\$19,407	\$8,604
<a href="https://swaintranet.cwp.govt.nz/">https://swaintranet.cwp.govt.nz/</a>	\$32,411	\$2,063	\$18,343	N/A	N/A	N/A	N/A
<a href="http://dpup.swa.govt.nz/">http://dpup.swa.govt.nz/</a>	N/A	N/A	N/A	\$7,129	\$5,434.60	\$494	N/A

If you are not satisfied with this response, you have a right to seek an investigation or review by the Ombudsman. Information about how to make a complaint is available at [www.ombudsman.parliament.nz](http://www.ombudsman.parliament.nz) or by calling 0800 802 602.

As part of our commitment to transparency, we proactively release our responses to information requests where possible. This response, with your personal details removed, will be published on our website shortly.

Nāku iti noa, nā



Alistair Mason

**Deputy Chief Executive – Strategy and Performance  
Social Wellbeing Agency**