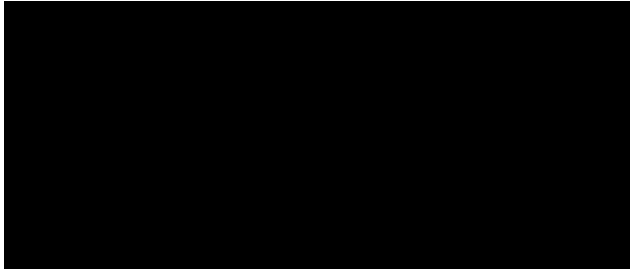


15 February 2024



### **Official Information Act #23.156 - response**

1. We refer to your request received on 18 January 2024 for:
  - 1.1 All costs associated with the creation of your agency's (the Commerce Commission) brand/logo. Including, but not limited to consultation, design, advertising, introducing the brand change, etc since 2017.
  - 1.2 A timeline of all branding changes, and the corresponding total cost of each change.
  - 1.3 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.
  - 1.4 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.
2. We have treated this as a request for information under the Official Information Act 1982 (OIA).

### **Our response**

#### *The Commerce Commission's brand/logo*

3. In response to your requests at [1.1] to [1.3] the Commerce Commission has not incurred any costs, as we have not changed our brand or logo since 2017. The Commerce Commission does not have sub-brands or sub-logos.

*Ongoing costs associated with the Commerce Commission's website*

4. We set out the information responsive to your request at [1.4] in the Table below:

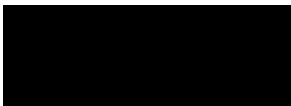
Year	Cost Type	Cost
2017/18 <sup>1</sup>	New website development	\$175,000
	Web hosting	\$53,740
2018/19	Web hosting	\$53,740
	Support + enhancements	\$6,100
2019/20	Web hosting	\$53,740
	Support + enhancements	\$5,000
2020/21	Web hosting	\$56,080
	Support + enhancements	\$61,000
2021/22	Web hosting	\$56,080
2022/23	Web hosting	\$58,884
	Support + enhancements	\$26,908
2023/24 (to date)	Web hosting	\$81,220
	Support + enhancements	\$17,500
	Website maintenance upgrade	\$7,293

5. The Commerce Commission is currently considering website redevelopment to support connections with consumers, businesses, and other stakeholders. The budget for this potential website redevelopment work has not yet been confirmed.

**Further information**

6. Please note the Commission will be publishing this response to your request on its website. Your personal details will be redacted from the published response.
7. Please do not hesitate to contact us at [uia@comcom.govt.nz](mailto:uia@comcom.govt.nz) if you have any questions about this response.

Yours sincerely



OIA and Information Coordinator

<sup>1</sup> Financial years. The Commerce Commission's financial year is 1 July to 30 June. All costs exclude GST.