

26 September 2019

Lisa Dymond

By email: fyi-request-11081-64bcbfeb@requests.fyi.org.nz

Dear Lisa

Official information request for the total cost of the name simplification and brand refresh

I refer to your request for information under the Official Information Act 1982 (the Act) dated 29 August 2019:

*“I request the total amount of money spent on the University name change/brand refresh/name simplification to date, specifically in the two notable phases up to the request to the Minister of Education and after the name change request was declined.
 This should include the way this money was distributed - legal, advertising, communication, signage, letterhead, website changes.”*

Please see the table below for the total amount spent on the name simplification and brand refresh up to the Minister’s decision.

Legal Advice (including process advice and intellectual property protection)	\$120,476.19
International Market Research	\$118,900.00
Brand and Logo Development	\$78,538.50
Advertising	\$64,807.00

Please see the table below for the total amount spent on the name simplification and brand refresh after the Minister’s decision.

Legal Advice (including process advice, intellectual property protection, and advice on the legality of the Minister’s decision)	\$109,702.26
Website costs	\$86,000.00
External design agency costs	\$31,777.00
Purchase of assets	\$10,000.00
Other advice	\$2,300.00
Signage	\$360.00

Please note, the figures above do not include G.S.T.

If you wish to discuss this decision with us, please feel free to contact me at oiarequests@vuw.ac.nz.

Yours sincerely

A handwritten signature in black ink that reads "GTawharu". The letters are cursive and connected.

Georgia Tawharu

Adviser, Information Access and Copyright