



Te Kawa Mataaho

Public Service Commission

12 July 2022

Luke

fyi-request-19655-24cd5c6e@requests.fyi.org.nz

Dear Luke

Official Information Request Our Ref: 2022-0081

I refer to your official information request received on 13 June 2022 for:

“Throughout mid-2021, a large number of public agencies rebranded by changing their name and/or adopting a new logo. I note Waka Kotahi, Reserve Bank and Crown Law as examples.

- 1. Was the decision to rebrand all public agencies part of the Public Service Commission's "Public Service reform programme"?*
- 2. Please detail the Public Service reform programme.*
- 3. Please list all the public agencies that have rebranded since 1 January 2021.*
- 4. Please list the cost of rebranding for each public agency.*
- 5. Please list the public agencies that have also undergone public consultations prior to rebranding.*
- 6. Please release any advice given by the Public Service Commission regarding the decision to rebrand public agencies.”*

Clarification of Request

On 20 June 2022 we advised you that Te Kawa Mataaho Public Service Commission (the Commission) does not hold the information you have requested in question 3, 4 and 5 for all the Public Service agencies. We advised you that we would progress your request for the information in relation to the Commission.

On 20 June 2022, in response you further stated that the information you were requesting was:

- Whether the decision to rebrand public agencies was made by the Commission.*
- All documents relating to the "Public Service reform programme", which is held by the Commission and that specifically relates to the rebranding/renaming of public agencies.*
- All advice produced by the Commission that relates to the decision to rebrand public agencies”*

Public Service Reform

In 2020 the Government repealed and replaced the State Sector Act 1988 with the new Public Service Act 2020. This new Act includes provisions across five key areas that will help the Public Service join up services around New Zealanders' needs and secure public trust and confidence, so it remains well placed to serve New Zealand in the future. The five areas are a unified Public Service, strengthening the Crown's relationships with Māori, employment and workforce, leadership and organisational flexibility.

Information about the Public Service reform programme is publicly available [here](#) on the Commission's website.

The New Zealand Government (NZ Govt) Identity

In 2007 the Government approved and introduced the All of Government brand (logo or design mark) to make government services more visible and identifiable for New Zealanders. As part of this process the Public Services Commissioner was given responsibility for administering brand policy and guidelines.

On 20 August 2021, the Commission published the revised [policy and guidance](#) for the New Zealand Government (NZ Govt) Identity. The NZ Govt Identity replaces the 2007 All-of-Government Brand Identity which was reviewed alongside the implementation of the Public Service Act 2020 and broader Public Service reform programme.

As well as ensuring it was fit for purpose in the ever-expanding digital landscape we work in, it was important that the Identity reflected in a visual way the principles and values of a more unified and joined up Public Service, reflective of the communities we serve and who we are as New Zealanders.

The Public Service Act emphasises the constitutional purpose and role of the Public Service as a unified institution rather than a collection of departments. Prior to this there had been a greater emphasis on individual departments, which extended to identity and branding. The shift to a common brand identity, including an all-of-government logo, aligns with and contributes to the shift towards a unified Public Service.

We are refusing these parts of your request under section 18(d) of the Official Information Act 1964 on the grounds the information is publicly available.

Information not held

As we advised on 20 June 2022 the Commission does not collate or hold information relating to which Public Service agencies have rebranded since 1 January 2021, the costs of their rebranding and whether they undertook public consultation prior to rebranding, therefore we are refusing this part of your request under section 18(e) of the Official Information Act 1964 on the grounds the information requested does not exist.

Te Kawa Mataaho Public Service Commission Rebranding Costs

In 2020, the Commission changed its name to Te Kawa Mataaho Public Service Commission and incurred expenses of \$11,460. These costs included:

- \$9,460 for rebranding signage in Te Kawa Mataaho.
- \$1,100 on a new font and AOG logo in January 2020.
- \$900 on the development of the Te Kawa Mataaho brand.

If you wish to discuss this decision with us, please feel free to contact Ministerial.Services@publicservice.govt.nz.

You have the right to seek an investigation and review by the Ombudsman of this decision. Information about how to make a complaint is available at www.ombudsman.parliament.nz or freephone 0800 802 602.

Please note that we intend to publish this letter (with your personal details removed) on the Commission's website.

Yours sincerely



Nicky Dirks

Manager – Ministerial and Executive Services
Te Kawa Mataaho Public Service Commission