



24 October 2024

Ref: DOIA-REQ-0004192

R.C. Wilson

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Tēnā koe

Thank you for your email of 26 September 2024 to the Ministry of Business, Innovation and Employment (MBIE) requesting the following information, under the Official Information Act 1982 (the Act):

- 1 *What was the Ministry's annual spend for external design and advertising services for fiscal year 2023/24?*
- 2 *What was the Ministry's annual spend for internal design and advertising resource for fiscal year 2023/24?*
- 3 *How many design and advertising personnel are currently employed at the Ministry?*
- 4 *What is the Ministry's policy -if any- for when design and advertising work is sent for external bids or is kept in-house? Please provide a copy of this policy -if any- or other documents as PDFs.*
- 5 *Of the MBIE groups listed below, which have had their Brand and Style Manuals created externally or in-house? If created externally, please provide the total spend for the creation of the Brand and Style Manuals. Please also provide a PDF of the Brand and Style Manuals for each.*

*5a) Ministry of Business, Innovation & Employment*

*5b) New Zealand Immigration*

*5c) New Zealand Space Agency*

*5d) New Zealand Companies Office*

*5e) The Intellectual Property Office*

*5f) Standards New Zealand*

*5g) CERT NZ*

On 4 October 2024, question 5g was transferred to the Government Communications Security Bureau under section 14(b)(ii) of the Act, as CERT was moved to this agency in August 2023.

My answers to the remaining parts of your request begin below.

Our design and marketing staff provide a wide range of design and marketing support right across MBIE. MBIE is a large and diverse organisation and the mahi of our design and marketing staff supports 16 ministerial portfolios, and ensures MBIE is effectively engaging with its extensive stakeholders, including New Zealand businesses, employers, workers, diverse communities and iwi groups.

Advertising supports this engagement in a range of ways, including:

- Increasing awareness of support services available during weather events, such as the Temporary Accommodation Service during Cyclone Gabrielle and the recent Auckland Flooding events.
- Encouraging participation in government through the promotion of consultations and roadshows.

- Ensuring members of the public are aware of their rights and responsibilities, for example publicity about new requirements for landlords, or employment standards.

**Question 1 Spending on external advertising and design resources, FY 2023/24**

Expenditure on advertising, public relations campaigns or publication varies depending on the specific work programme MBIE is required to deliver, as well as any need to consult, inform or educate New Zealanders.

MBIE’s official spending record is contained in our responses to Parliament’s Annual Review questions. You can view our answers for the 2022/23 financial year on Parliament’s website, at the following address:

[www.parliament.nz/resource/en-NZ/54SCEDSI\\_EVI\\_efd95405-e2b2-4e75-83da-08dbff6cce5c\\_EDSI400/919b5fbad94ae9c541fc5f2885d927e4c6fed6b1](http://www.parliament.nz/resource/en-NZ/54SCEDSI_EVI_efd95405-e2b2-4e75-83da-08dbff6cce5c_EDSI400/919b5fbad94ae9c541fc5f2885d927e4c6fed6b1).

In particular, you may be interested in our answers to questions 50 to 53, which are about our spending on communications and public relations.

Our response to the Select Committee’s question about our expenditure on advertising, public relations campaigns and publications in the 2023/24 financial year is currently being prepared as part of this year’s Annual Review process and will be published on Parliament’s website alongside the rest of our answers likely in the first half of December, at [www.parliament.nz/en/pb/sc/scl/education-and-workforce](http://www.parliament.nz/en/pb/sc/scl/education-and-workforce).

For this reason, I am refusing this question under section 18(d) of the Act, as the information you have requested will soon be made publicly available.

**Question 2 Spending on internal advertising and design resources, FY 2023/24; and Question 3 Number of design and advertising personnel currently employed by MBIE**

As at October 2024, there are 24 staff at MBIE with a role that includes responsibility for marketing, advertising or design, as broken down in the table below.

Please note, this is a count of the number of people whose roles include responsibility for marketing, design and advertising, although some of the roles listed below extend to other duties as well.

The majority of these roles are in our Design and Marketing team, which provides MBIE with a centralised point of expertise around brand management, marketing strategy and advertising and media buying.

Some of the roles are located inside individual business groups and connect to high profile or public facing functions with a need to interact and inform New Zealanders on a regular basis, including Immigration New Zealand, Business.govt.nz and Employment New Zealand.

Group	Team	Number
Corporate Services, Finance and Enablement (CSFE)	Design and Marketing - Design team	6
CSFE	Design and Marketing - Marketing team	6
Immigration New Zealand	Operational Marketing and Content	4
Te Whakatairanga Service Delivery (TWSD)	Information and Education	5
TWSD	Small Business	3

For your reference, a list of our internal business groups and their responsibilities can be found on our website at [www.mbie.govt.nz/about/who-we-are/our-structure](http://www.mbie.govt.nz/about/who-we-are/our-structure).

The total cost of salaries for advertising, marketing and design roles for the 2023/24 financial year was \$3,076,122.29. However, when reading this number, it is important to note this number includes people who started or finished at MBIE part way through this financial year.

#### **Question 4 Policy for external design work**

The decision whether to manage design work internally or to go to market is made on a case by case basis, according to the size of the project, whether we have the required expertise to carry it out, and the amount of work it would take to carry out, relative to other work on hand.

MBIE does not have a procurement policy specific to external design work. The rules that we follow when we procure goods and services from third parties are outlined in our Procurement Policy, which I am releasing to you as Document 1. No information has been redacted from this document.

Detailed information about the rules that government agencies need to follow through the procurement process are available online, at [www.procurement.govt.nz/principles-charter-and-rules/government-procurement-rules/getting-started/](http://www.procurement.govt.nz/principles-charter-and-rules/government-procurement-rules/getting-started/).

#### **Question 5 Brand and style manuals created in house**

MBIE has a complex brand framework which includes around 70 sub brands. Through careful brand management we oversee the consistent use of brand elements, including logo, colours, typography, layout and graphic devices. The relationship between these visual elements and their correct use ensures that MBIE and its services are presented in a professional manner, our content is accessible and we are supporting the Māori-Crown relationship.

The MBIE corporate brand and each sub brand have visual identity guidelines which are contained in the Visual Identity Rules document. Each also have a range of branded templates which are easily accessible to all staff. Please note that all the guides relating to groups identified in your request, were created in-house.

There are six documents in scope of this part of your request, numbered as Documents 2 to 6B, and listed in the table in Appendix A to this letter.

These documents contain our advice around writing for external audiences, as well as our visual identity requirements (the use of graphic elements to represent a brand). No information has been redacted from these documents.

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](http://www.ombudsman.parliament.nz) or freephone 0800 802 602.

Nāku noa, nā

A handwritten signature in black ink, consisting of several fluid, overlapping strokes that form a stylized, somewhat abstract shape.

Karin Schofield

**General Manager, Communications, Design and Ministerial Services**  
Corporate Services, Finance and Enablement

## Appendix A

### List of documents in scope of question 5

These documents are being released without redactions.

Doc	Question	Date	Title
<b>1</b>	4	Mar 2024	<i>Procurement Policy</i>
<b>2</b>	5	Dec 2022	<i>Brand and Naming Policy</i>
<b>3</b>	5	Jun 2021	<i>The MBIE Style Guide: A guide to good writing</i>
<b>4</b>	5	Sep 2023	<i>Visual Identity Rules: MBIE Master Brand, September 2023</i>
<b>5</b>	5	Jan 2020	<i>Immigration New Zealand Visual Identity Guidelines</i>
<b>6A</b>	5	Jun 2024	<i>INZ writing style guide</i> Intranet guidance for staff
<b>6B</b>	5	Jun 2024	<i>INZ writing style guide</i> Intranet guidance for staff