



New Zealand Fire Service

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Luke Chandler

By email: fyi-request-5798-99ac4902@requests.fyi.org.nz

Dear Luke

Official Information Request - All costings relating to the Fire Emergency New Zealand Rebrand

I refer to your official information request which was received on 28 April 2017. In accordance with the provisions of the Official Information Act 1982 the information you have requested is outlined below.

1. Please provide a copy of all costings relating to the Fire Emergency New Zealand Rebrand.

The development of the identity for the new Fire and Emergency New Zealand organisation followed a comprehensive research and engagement process with current urban and rural fire personnel, unions and associations, and the public. A specialist branding company was engaged to ensure a best practice approach given the historical importance of the visual identity to some 14,500 fire services personnel across 40 urban and rural fire services, and the need for immediate recognition by the public in an emergency.

Between December 2016 and April 2017 approximately 39 engagement sessions were held nationwide to ensure feedback was received from a wide range of firefighters, support staff, and fire sector leaders. Sessions were held with personnel in Auckland, Rotorua, Wellington, Canterbury and Dunedin to seek feedback on the values important to personnel, and then again two months later to test proposed concepts for the new identity.

Research with the public was commissioned through global research specialist, Nielsen. The initial research focused on gaining insights into perceptions of current fire service identities and views on what the visual identity for the new organisation needed to consider. The second round of research presented different design concepts to the public for feedback.

A breakdown of costs for the development of the Fire and Emergency New Zealand identity is outlined below:

Development Phases	Cost
Research – including visual audit of current fire sector identities in New Zealand and understanding of best practice in emergency services worldwide	\$9,000
Engagement – including 39 engagement sessions with over 160 personnel, and five public research workshops (four face-to-face and one online)	\$99,526
Design – including development of concepts and revisions, presentation material and identity guidelines	\$87,500
Total (excl GST):	\$196,026

2. Please advise why the crown has been removed from the logo (vs the NZ Fire Service Logo)

The outcome of the research and engagement undertaken informed the final design and specific elements included in the logo. While there were views both for and against including the Crown on the identity, overall, the majority were not in favour of having the Crown.

Sixty-two percent of personnel were not in favour of having a Crown, 31% were in favour of having it, and 7% were not sure. Results from public research also concluded that the majority of people saw no need for the Crown in the identity. The public felt the combination of the new name, the dark blue colour, and the silver ferns communicated authority. They also felt the shield shape provides a strong sense of protection. In combination, this provided the authority and identity required for Fire and Emergency New Zealand as a new organisation.

I hope you will find this information useful. For more information about the development of the Fire and Emergency New Zealand identity you may wish to read the latest Fire and Emergency New Zealand Bulletin at www.fenzproject.co.nz, and watch a short video about it here: <http://fenzproject.co.nz/the-new-identity/>.

Yours sincerely



Leigh Deuchars
Director, Office of the Chief Executive