

12 April 2019

T White

By email: [fyi-request-9860-8aa80c4e@requests.fyi.org.nz](mailto:fyi-request-9860-8aa80c4e@requests.fyi.org.nz)

Dear T White

**Official information request for the total costs incurred for the name simplification project**

I refer to your official information request dated 15 March 2019:

- *“Please provide the costs incurred to date regarding the name change since the University Council decision (of 9 for 2 against) the name change proposal on 24 September 2018:*
  - (a) I am requesting this be provided in a monthly breakdown, and totaled.*
  - (b) Within each month, please provide a breakdown of any relatively significant costs (such as legal, design or marketing spend categories). Please identify if crest/logo change costs are included in any such category or the balance.”*

Please find the requested information in the table below.

<b>September 2018</b>	Legal costs = \$18,568 Advertising = \$5,679
<b>October 2018</b>	Advertising = \$46,518 Logo development = \$1,100
<b>November 2018</b>	Legal costs = \$20,060.79 Logo development = \$1873
<b>December 2018</b>	Legal costs = \$10,165.73 Brand architecture and design review = \$565.50
<b>January 2019</b>	Legal costs = \$31,888.78
<b>February 2019</b>	Legal costs and other advice = \$24,114.38
	<b>\$160,533.18</b>

If you wish to discuss this decision with us, please feel free to contact me at [georgia.tawharu@vuw.ac.nz](mailto:georgia.tawharu@vuw.ac.nz) or 04 463 5249.

Yours sincerely

*G Tawharu*

Georgia Tawharu

**Adviser, Information Access and Copyright**

