



12 January 2024

Dear [REDACTED]

Thank you for your request made under the Official Information Act 1982 (OIA), received on 28 November 2023. You requested:

- 1) *All costs associated with the creation your agency’s brand/logo. Including, but not limited to consultation, design, advertising, introducing the brand change, etc since 2017.*
- 2) *A timeline of all branding changes, and the corresponding total cost of each change.*
- 3) *The cost and names of all sub-brands or logos of your agency and when these were created or changed. For example, Te Whatu Ora has the smokefree 2025 sub-brand for their Smokefree 2025 campaign and Waka Kotahi has the Road to Zero sub-brand.*
- 4) *Ongoing costs associated with the development and upkeep of the agency’s websites. This includes, but not limited to consultation, design, advertising, rolling out any website changes/updates, etc. Please give data for each year since 2017, along with the projected costs going forward.*

On 5 December 2023, you clarified item four of your request to include general website upkeep costs, costs associated with design changes and major updates to the website, design consultancy, design delivery, and customer testing relating to design implementation.

As advised, this clarification reset the timeframe for responding to your request to 24 January 2024, as per section 15(1AA) of the OIA.

Items 1, 2 and 3

The table below outlines all costs associated with creating Inland Revenue’s brand/logo since 2017, a timeline of all branding changes and the total cost of each change, the cost and names of all sub-brands or logos, and when these were created or changed.

Logo/ sub-brand	Date of changes	Cost	Comments
Inland Revenue Te Tari Taake (logo)	N/A	N/A	The Inland Revenue Te Tari Taake logo has remained relatively unchanged since at least 2007. Some new guidelines were created by an internal designer in May 2021. However, there were no costs other than the FTE resource for the staff member’s usual salary.
He Hoa Takitini Inland Revenue Rainbow Network	October / November 2021	\$2,657 +GST	The He Hoa Takitini Inland Revenue Rainbow Network logo is used internally and on some external-facing social media posts and presentations. There is no

(logo and guidelines)			additional cost other than the initial design.
Working for Families (sub-brand logo)	20 March 2022	\$7,500 +GST	The logo was designed as part of the Working for Families awareness campaign. The cost included the creative concept development and production for the logo, as well as the wider campaign elements such as digital adverts, posters and social media posts.

Item 4

Our website costs from 2017 include the three years of Inland Revenue’s Business Transformation programme (2018 to 2020), which included a full re-platforming, restructuring and redesign of Inland Revenue’s three public-facing websites:

- our general website: www.ird.govt.nz
- our tax technical website: [Tax Technical - Inland Revenue NZ \(ird.govt.nz\)](http://Tax Technical - Inland Revenue NZ (ird.govt.nz)), and
- our tax policy website: www.taxpolicy.ird.govt.nz.

As part of the Business Transformation programme, Inland Revenue undertook a full overhaul of the websites’ content architecture, visual design, and extensive customer testing to ensure the changes would be understood by all affected customer groups.

In 2019 and 2020, Inland Revenue outsourced its content architecture, human-centred design and usability testing functions. We also upskilled our staff in these areas to ensure these functions could be performed inhouse after 2020. These costs therefore reduced after 2020. Since 2020 and the Business Transformation programme, Inland Revenue has not undertaken any major rebranding or redesign work of its websites.

Since 2018, Inland Revenue has outsourced its visual design capability. We plan to bring this skillset inhouse from 2024, which will reduce this cost to approximately \$150,000 per year.

Inland Revenue has the highest traffic of New Zealand government department websites, with about 42 million annual visits. We therefore need to keep optimising the visual and interaction design elements of our websites to meet customer need.

The table below provides the annual costs for Inland Revenue’s three websites including design changes, design consultancy, design delivery, and customer testing relating to design implementation.

Financial year (ending on 30 June)	Total website costs (excluding GST) \$
2017/18	2,110,217
2018/19	2,574,972
2019/20	1,099,379
2020/21	305,626
2021/22	218,275
2022/23	264,031
Total	6,572,502

Please note that the total may not add up exactly, due to rounding.

You can find more information about website costs in our responses to Finance and Expenditure Select Committee Annual Reviews. Inland Revenue’s responses are published on Parliament’s website (www.parliament.nz), under “Submissions and Advice”.

Publishing of OIA response

We intend to publish our response to your request on Inland Revenue's website (www.ird.govt.nz) as this information may be of interest to other members of the public. This letter, with your personal details removed, will be published in its entirety. Publishing responses increases the availability of information to the public and is consistent with the OIA's purpose of enabling more effective participation in the making and administration of laws and policies, and promoting the accountability of officials.

Thank you for your request. I trust that the information provided is of assistance to you.

Yours sincerely



Pip Knight
Service Leader, Marketing & Communications