

15 February 2024

[REDACTED]

[REDACTED]

Tēnā koe [REDACTED]

Thank you for your request to the Department of Conservation (DOC), received on 18 January 2024, in which you asked for:

*This is a request for Official Information under the Official Information Act 1982 in relation to Government Agency branding and websites.*

*We request the following information:*

- 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.*
- A timeline of all branding changes, and the corresponding total cost of each change.*
- 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.*
- 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.*

We have considered your request under the Official Information Act 1982 (OIA).

Your questions and our responses are listed below:

- 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.*

The current DOC brand/logo has been in use since the 1990s. There have been no changes to the Department of Conservation brand or logo since 2017.

*2. A timeline of all branding changes, and the corresponding total cost of each change.*

We have interpreted this query specifically for the DOC core brand and not its sub-brands, which are addressed in question three.

As noted in the response to question one, the current DOC brand has been in use since the 1990s.

At an unknown point in the 2000s, there was an evolution which saw us, at times, use the shield from our logo on its own, without the words Department of Conservation Te Papa Atawhai.

In 2015, to ensure brand consistency, we reverted to full logo use, limiting the use of the shield on its own to a handful of exceptions where we are restricted by space or other constraints (for example, our social media profile pictures).

We are unable to confirm any costs associated with these evolutions as we do not retain detailed financial information for longer than seven years (as are our legal requirements under the Public Records Act 2005).

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.*

See table below:

<b>Sub-brand/logo</b>	<b>Creation date</b>	<b>Creation cost</b>	<b>Change or evolution date(s)</b>	<b>Change or evolution cost</b>	<b>Sub-brand/logo current status</b>
DOC Approved	2011	n-house/no cost	2017	In-house/no cost	Active
Great Walks	2012	n-house/no cost	2014 and 2018	In-house/no cost	Active
Kākāpō Recovery Programme	2012	n-house/no cost	-	-	Active
Takahē Recovery Programme	2014	n-house/no cost	-	-	Active
Whio Forever	2014	n-house/no cost	2019	In-house/no cost	Active
Manaaki Trails	2014	n-house/no cost	-	-	No longer active
Coastal Gems	2014	n-house/no cost	-	-	No longer active
SMART (Sustainable Marine Mammal Actions in Recreation and Tourism)	2014	n-house/no cost	2019	In-house/no cost	Active
Kiwi Guardians	2015	No cost	-	-	No longer active
Conservation Dogs Programme	2016	n-house/no cost	-	-	Active
Short Walks	2017	n-house/no cost	2018	In-house/no cost	Active
Day Hikes	2017	n-house/no cost	2018	In-house/no cost	Active
Maukahuka Pest Free Auckland Island	2018	n-house/no cost	-	-	Active
Predator Free*	2020	\$15,717	-	-	Active
Jobs for Nature*	2021	n-house/no cost	-	-	Active

\*These sub-brands are not owned by DOC. DOC led the creation and funding of these brands, but they belong to a cross agency project and are managed externally.

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.

See table below:

Site	Est.	Purpose	FY 17/18	FY 18/19	FY 19/20	FY 20/21	FY 21/22	FY 22/23	FY 23/24 (Projected)
<b>DOC website</b> <a href="http://www.doc.govt.nz">www.doc.govt.nz</a>	1997	To provide information about the protection of New Zealand's natural and historic heritage, how and where you can enjoy public conservation places and how to get involved in conservation.	\$155,378.47 Annual operating cost plus \$722,905 for year 1 delivery of back-end upgrade project	\$252,800 Annual operating cost plus \$336,457 for year 2 delivery of back-end upgrade project	\$266,600 Annual operating cost	\$317,896 Annual operating cost	\$317,896 Annual operating cost	\$372,116 Annual operating cost	Approx. \$372,116 Annual operating cost  \$576,000 approved for front-end upgrade  Paper in progress to steering committee to discuss additional funding. Exact amounts withheld under section 9(2)(f)(iv).
<b>DOC Online Booking Services</b> <a href="http://www.bookings.doc.govt.nz">www.bookings.doc.govt.nz</a>	2018	To manage the online booking process for the Department's Great Walks, huts, campsites, and lodges	N/A	\$660,000 Annual operating cost	\$1,092,000 Annual operating cost	\$1,092,000 Annual operating cost	\$1,092,600 Annual operating cost	\$1,060,150 Annual operating cost	\$718,900 Annual operating cost
<b>DOC Blog</b> <a href="http://www.blog.doc.govt.nz">www.blog.doc.govt.nz</a>	2009	Blog to encourage engagement with public conservation	\$1,100 Annual hosting and services	\$1,100 Annual hosting and services	1,100 Annual hosting and services	\$1,100 Annual hosting and services	\$485.51 Annual hosting and services	\$1,200 Annual hosting and services	\$1,200 Annual hosting and services
<b>DOC Geospatial</b> <a href="http://www.maps.doc.govt.nz">www.maps.doc.govt.nz</a>	2013	The Department's recreational maps	No separate hosting costs involved. Included in costs above for DOC website						
<b>DOC GeoPortal</b> <a href="http://www.deco-">www.deco-</a>	2011	GIS data and metadata catalogue, primarily for	No separate hosting costs involved. Included in costs above for DOC website						

<a href="http://deptconservation.opendata.arcgis.com">deptconservation.opendata.arcgis.com</a>		use by GIS professionals.							
<b>Predator Free 2050 Website</b> <a href="http://www.tuiatetaiao.nz">www.tuiatetaiao.nz</a>	2021	Website for the Predator Free 2050 programme. The PF2050 Strategy and 5 Year action plan are located there along with content relating to each of the six strategic pathways and the action plans and progress of the six collaborative groups that support them.	N/A	N/A	N/A	N/A	\$40,000	\$40,000	\$40,000
							Hosting costs and contribution to the Bionet platform	Hosting costs and contribution to the Bionet platform	Hosting costs and contribution to the Bionet platform
<b>New Zealand Threat Classification System</b> <a href="http://www.nztc.org.nz">www.nztc.org.nz</a>	2014	This website stores, curates and provides open access data about the conservation status of species found in the wild in NZ.	Not separatable from overall IT costs, as site is managed internally	Not separatable from overall IT costs, as site is managed internally	Not separatable from overall IT costs, as site is managed internally	Not separatable from overall IT costs, as site is managed internally	Not separatable from overall IT costs, as site is managed internally	Not separatable from overall IT costs, as site is managed internally	BAU costs not separatable from overall IT costs, as site is managed internally  \$390,000 to upgrade the NZTCS database
Otago Marine Protection forum website <a href="http://www.south-eastmarine.org.nz">www.south-eastmarine.org.nz</a>	2014	To provide information on the South East Marine Protection Forum until its disestablishment in 2019.	\$110 Maintenance and hosting	\$110 Maintenance and hosting	\$110 Maintenance and hosting	N/A	N/A	N/A	N/A

In making my decision, I have considered the public interest considerations in section 9(1) of the OIA and determined there are no public interests that outweigh the grounds for withholding.

You are entitled to seek an investigation and review of my decision by writing to an Ombudsman as provided by section 28(3) of the OIA.

Please note that this letter (with your personal details removed) may be published on the Department's website.

Nāku noa, nā



Fiona Weightman  
Director Strategic Communications and Engagement  
Department of Conservation  
*Te Papa Atawhai*