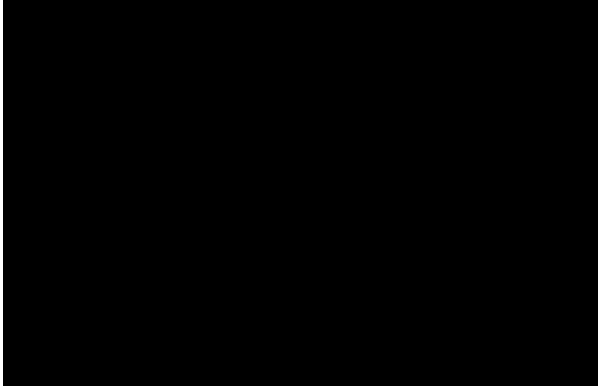




15 December 2023



Official information request for Branding and Websites
Our Ref: OIA353/1

1. I refer to your official information request dated 28 November 2023 for branding and websites.
2. The information you have requested is enclosed.
 - “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”
3. Please find below our response to your request, all amounts stated are GST exclusive.
4. No rebranding was undertaken by Crown Law between financial year 2016/17 and 2018/19. Crown Law updated its visual identity in 2020/21 by making minor changes to the Crown Law logo and font to align with Te Kawa Mataaho’s (Public Service Commission) guidance to establish a consistent look and feel across all

government departments. The visual identity design work started in 2019/20, and the final work completed in 2020/21. No further rebranding was undertaken since then. The table below sets out the total amount spent on brand/logo by Crown Law since 2016/17 - for each of the last seven financial years.

	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22	2022/23
Brand/logo	-	-	-	\$12,303	\$7,045	-	-

5. Crown Law currently runs the following five websites. The table below sets out the total amount spent on websites by Crown Law since 2016/17 - for each of the last seven financial years.

	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22	2022/23
Websites	-	-	\$36,000	\$10,725	-	-	-

- **Crown Law Website** - <https://www.crownlaw.govt.nz>
 - **Public website** - established in January 2004, updated in 2015, updated again in 2020. It contains general information about Crown Law, its functions, history, organisation and services.
 - Operating costs: are absorbed within in-house costs.
 - The 2015 update gave the site a more current look and feel and the cost was absorbed predominantly within in-house costs.
 - In 2020 we upgraded to the latest version of the web content management system we use. The cost to do this for this website and the GLN public website together was \$10,725.
- **Government Legal Network Website** - <http://www.gln.govt.nz>
 - **Public website** - established in May 2014, upgraded in 2020. It contains general information about the Government Legal Network and career pathways available to government lawyers.
 - Operating costs: are absorbed within in-house costs.
 - In 2020 we upgraded to the latest version of the web content management system we use. The cost to do this for this website and the Crown Law public website together was \$10,725.
- **Te Pouarahi – The Judge Over Your Shoulder** – <http://joys.crownlaw.govt.nz>
 - **Public website** - established in 2019. It is designed to support the promotion and registration of lawyers at the annual Government Legal Network Conference.
 - Operating costs: are absorbed within in-house costs.
- **Prosecutors Online Platform**
 - **Secured website** – for authorised access only, established 1 July 2016. It provides information and resources for Crown Prosecutors.

- This website was migrated in 2019 from a portal then hosted by the Department of Internal Affairs and administered by Crown Law to Microsoft SharePoint within Crown Law's tenancy. There was a one-off project cost of c. \$18k related to this.

- Operating costs: are absorbed within in-house costs

➤ **GLN Online**

- **Secured website** – for authorised access only, established July 2012. It allows sharing of information and resources across the Government Legal Network.

- This website was migrated in 2019 from a portal hosted by the Department of Internal Affairs and administered by Crown Law to Microsoft SharePoint within Crown Law's tenancy. There was one-off project cost of c. \$18k related to this.

- Operating costs: are absorbed within in-house costs.

6. Crown Law has also been paying an external conference provider an average cost of \$2,000 per year since 2018 to run the annual Government Legal Network conference information and registration website. The conference-related website is designed to support the promotion and registration of lawyers at the annual GLN Conference.

Proactive release

7. Please note that we may publish this response (with your personal details redacted), and any related documents, on Crown Law's website if we decide proactive release of this information is or may be in the public interest. If you have any concerns about this, please let us know within 10 working days of the date of this letter.
8. 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 or freephone 0800 802 602.

Yours faithfully,
Crown Law

