



9 January 2020

Joe Pope

By email: fyi-request-11797-fb3a9cef@requests.fyi.org.nz

Dear Joe

Official information request for information related to the value of the Victoria University of Wellington brand name

I refer to your request for information under the Official Information Act 1982 (the Act) dated 4 December 2019:

“Could you please advise the process the University used to value the Victoria University name (brand) and the people that have had access to the results.”

The University’s finance team does not formally value internally generated brands, including the Victoria University of Wellington brand. Accordingly, the University does not have a process used to value its brand, nor people who have access to the results of that process. Therefore, your request is refused under section 18(e) of the Act on the basis that the information requested does not exist.

You have the right to seek an investigation and review by the Ombudsman of the University’s response to your request. Information about how to make a complaint is available at www.ombudsman.parliament.nz or freephone 0800 802 602.

If you wish to discuss this decision with us, please feel free to contact me at oiarequests@vuw.ac.nz.

Yours sincerely

Georgia Tawharu

Adviser, Information Access and Copyright