



12 JAN 2015

Mr Andrew Crow

[Fyi-request-2238-996f9703@requests.fyi.org.nz](mailto:Fyi-request-2238-996f9703@requests.fyi.org.nz)

Dear Mr Crow

Thank you for your email of 2 December requesting, under the Official Information Act 1982, information regarding the cost and rationale of the re-branding that the Ministry of Social Development is undertaking of Work and Income offices.

The Ministry is currently re-branding the signage in Work and Income offices using an updated Ministry of Social Development brand. This is happening as the Work and Income signage comes to the end of its life span and requires updating as part of standard maintenance. There has been no public announcement of this change as there has been no change to the services provided.

To ensure clients are aware of all the services provided at each site, branches have been rebranded with the Ministry of Social Development logo, as well as a list of all services available. There are no measurable outcomes as a result of this change.

The Social Services Committee has also asked the Ministry of Social Development for information relating to re-branding. As such, information about the cost, why it is being undertaken and the timing of the re-branding will be provided to the Committee and will soon be publicly available on the Parliament website. I am therefore refusing your request under section 18(d) of the Official Information Act 1982. This information will be provided to you when it is provided to the Social Services Committee.

The last re-branding change to affect Work and Income offices was between February 2008 and 31 June 2012, when 80 Work and Income offices became Community Links. The cost of this re-branding, which was spread over four financial years and includes CYF signage maintenance, was \$1,304,218 (including GST). Prior to 2014 the Ministry was unable to breakdown the costs of re-branding by site or business unit.

You have the right to seek an investigation and review of my response by the Ombudsman, whose address for contact purposes is:

The Ombudsman  
Office of the Ombudsman  
P O Box 10-152  
WELLINGTON 6143

Yours sincerely

Rob Brown  
General Manager, Organisational Strategy