



11 August 2023

By email: fyi-request-23481-829c7fd1@requests.fyi.org.nz

Tēnā koe M Sinclair

I refer to your information request dated 13 July 2023 made under the Official Information Act 1982 (the Act). You have requested information in relation to the University of Otago's new brand.

We respond below to part of your request but need to extend the due date for responding to the remainder of your request.

Extension to questions 3 and 5 of your request:

The Act requires that we advise you of our decision on your request no later than 20 working days after the date your request was received. Unfortunately, it will not be possible for us to respond to your request in its entirety within the time limit. We are therefore notifying you, pursuant to section 15A of the Act, of an extension of the time to make our decision in respect of questions 3 and 5 of your request, to Wednesday 23 August 2023.

This extension is necessary both (i) because these questions necessitate a search through a large quantity of information and meeting the original time limit would unreasonably interfere with our operations, and (ii) to allow for consultations necessary to make a decision on your request.

We are currently working on our response to these questions, but due to the amount of information within scope, we require some additional time to complete our response and consult with all relevant parties. With regards to question 3 – given the size of the University, there are a number of staff in “operations/marketing/administration” positions. It would not be practically possible for us to ask all of these staff members to search their records for information within scope of your request. In order to make this part of your request practically manageable, we are collating correspondence from the following staff since 1 January 2023:

- The University's [Senior Leadership Team](#)
- The University Chancellor
- The Director, Marketing Services

We believe this information will answer your question. We are still collating this information and will provide it, along with the “briefing documents or memos provided to the decision makers at the time the rebranding decision was confirmed” once it is ready. We thank you for your patience – we will endeavour to provide the information sooner if possible.

If you are not satisfied with our extension of time, you have the right to make a complaint to the Ombudsman under section 28(3) of the Act. However, we would welcome the opportunity to discuss any concerns with you first.

Our responses to your remaining questions:

- 1. A breakdown of the total cost of the rebranding exercise to date, from inception of the project, through to today's date, including any costs which have been invoiced and not paid. This is to include direct costs such as consultancy fees, video production, design and printing costs, research and survey costs and indirect costs including staff time and use of other University resources towards the project.**

Subject to the following comments, please see the below table which contains the information you have requested:

- this is a breakdown of expenditure on the proposed brand change from 2019 to 2023.
- Costs, including the consultation budget, have been spent or planned from usual budgets since 2019. The roll-out of the new branding will be spread over existing budgets and several years as items are replaced.
- We decline providing a further breakdown of the costs of market research, brand development, design, and external consultancy as we consider this information to be commercially sensitive. Contracts we have with our suppliers are based on trust and collaboration and we consider that the disclosure of this information in any further detail would be likely to prejudice our relationship with them; the project as a whole; and our ability to obtain further contracts with these and other suppliers. Furthermore, we consider that the release of this information could enable our suppliers' competitors to better understand their business, to the detriment of our suppliers' commercial activities. Therefore, we have declined providing a further breakdown of these costs pursuant to section 9(2)(b)(ii) and 9(2)(i) of the Act.
- The University's brand is an important commercial aspect of its operations. We are operating in a highly competitive commercial environment with other tertiary institutions. Therefore, the University's brand is a core component of what sets us apart from our competitors.
- We are unable to provide the "indirect costs including staff time and use of other University resources towards the project" as we do not hold the information in the form that you have requested. On that basis, we decline this part of your request pursuant to section 18(g) of the Act, as the information requested is not held by the University, and there are no reasonable grounds to believe it is held by, or more closely connected with the functions of, another agency. We note that all internal staff time and resources relating directly to the project since 2019 have been funded through usual operating budgets.

We note that there is no obligation under the Act for us to create information in order to respond to a request for official information. However, for us to create the information you have requested, we would need to ask our staff to individually calculate the amount of time they specifically spent on the project, against the other requirements of their roles. This would not be practically possible, and we would therefore be likely to decline this part of your request pursuant to section 18(f) of the Act as it would require substantial collation and research.

Market Research (interviews, analysis, reports), Brand Development (planning, brand audit, brand architecture), Design (new wordmarks, design system, concepts), Specialised Advisory Services on language, art, and history.	\$546,000
Cost of Stakeholder Consultation (including video production, online surveys, microsite development, project promotion, legal advice on intellectual property). We note that consultation includes engagement with our students and staff at our campuses in Dunedin, Christchurch, Wellington, Invercargill and Auckland, as well as engagement with our large alumni community.	\$125,000
Total	\$671,000

2. A detailed breakdown of the estimated remaining spend from this point forward, including further project costs and implementation of the rollout of the rebrand. Also to include direct and indirect costs please.

Noting that the formal budgets for 2024 are yet to be approved and finalised, a total of \$1.36 million is the estimated spend to implement the project going forward over the next two financial years. This figure includes approximately \$1.06 million to replace the brand on physical assets such as building signage and vehicles, and approximately \$297,000 to launch the brand in our digital, student recruitment and marketing channels. A phased implementation of the new brand will start with the changes to marketing, communications, and digital channels from May 2024. Replacement of physical signage and other assets will occur from January 2025.

As noted above, we decline providing a breakdown of the estimated indirect costs pursuant to section 18(g) of the Act as the information requested is not held by the University, and there are no reasonable grounds to believe it is held by, or more closely connected with the functions of, another agency. However, we note again that all internal staff time and resources relating directly to the implementation of the project will be funded through usual operating budgets.

4. Minutes of the meeting where the rebranding decision was confirmed.

Please see attached a copy of the minutes from Part 1 of the 11 July 2023 meeting of the University of Otago Council, which is when the rebranding decision was confirmed. We note that these meeting minutes are also publicly available online as part of the Council [meeting papers](#) for the 8 August 2023 meeting.

In the interests of transparency, we also note that the University Council met earlier that day for a Council-only session to consider the decision. On grounds of effective conduct of public affairs through the free and frank expression of individuals (pursuant to section 9(2)(g)(i) of the Act) and to enable the University to carry out, without prejudice or disadvantage, commercial activities, we have determined that it is appropriate to withhold the minutes from the Council-only session. We note that Council meetings are conducted on a Chatham House rules basis – to enable free and frank discussions between members. Accordingly, the expectation of all parties that attended the Council-only session is that any information shared during the meeting would be deemed to be private and confidential.

We trust that this information will be helpful. We will be in touch with regards to the remaining information you have requested as soon as practicable and no later than 23 August 2023.

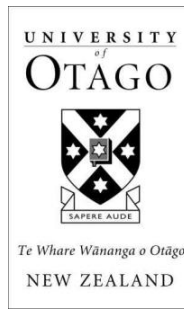
In the above cases, we consider that good reasons exist for withholding information, and this is not outweighed by other considerations which would make it desirable, in the public interest, to make the information available.

If you are not satisfied with our response to your information request, section 28(3) of the Act provides you with the right to ask an Ombudsman to investigate and review this response. However, we would welcome the opportunity to discuss any concerns with you first.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Kelsey Kennard', with a stylized flourish at the end.

Kelsey Kennard
Official Information and Compliance Coordinator
Office of the Registrar



COUNCIL

Minutes of a meeting of the University Council

11 July 2023

- Present** The Chancellor (in the Chair), the Pro-Chancellor, the Vice-Chancellor (Acting), Professor R W Adler, Mr F B Barton, Mr B J Boyle, Hon C E Curran, Mr M R Dippie, Ms S L Ellison, Mr Q D Jane and Mr M A Wong.
- In attendance** The Deputy Vice-Chancellor (Acting) Academic, the Deputy Vice-Chancellor (External Engagement), the Deputy Vice-Chancellor (Research and Enterprise), the Chief Financial Officer, the Director of Strategy, Analytics and Reporting, the General Counsel and Acting Registrar, and the Deputy Secretary to the Council
- Mr H Paul, Ms M McPherson (Item 5) and Mr S McLauchlan and Mr A Lee (Item 14)
- Apologies** Ms M L Lethaby and the Chief Operating Officer
- Welcome** On behalf of the Council, the Chancellor welcome Professor Phil Bremer to his first meeting of Council.
- Acknowledgment** On behalf of the Council, the Chancellor welcomed members of the public, media, members of the Protect Otago Action Group and mana whenua.

Part 1: Open Committee

Opening Karakia led by Ms S L Ellison

1. Disclosure of Interest and Register of Interests

The Council received the current Register of Interests for members of the University of Otago Council.

2. University Council Minutes

Part 1 of the Minutes of the meetings of the Council held on 13 June 2023 were confirmed.

3. University of Otago Senate

The Council received Communications from the Senate, dated 28 June 2023.

The Council

APPROVED

- the renaming of the Consumer Food Science subject for the Master of Applied Science, Postgraduate Diploma in Applied Science, and Postgraduate Certificate in Applied Science to Food and Agriculture, including amendments to the subject requirements and the introduction of new papers, FOSC 406 Topics in Advanced Food Science 6 and FOSC 407 Topics in Advanced Food Science 7.
- the deletion of the Obesity Prevention and Management endorsement for the Postgraduate Diploma in Health Sciences and the Postgraduate Certificate in Health Sciences, including the deletion of papers OBPM 401, OBPM 402, and OBPM 403.

3.1 Division of Sciences – School of Computing

The Council received a memorandum from the Pro-Vice-Chancellors of Commerce and Sciences, dated 5 July 2023 regarding the proposal to establish a School of Computing within the Division of Sciences.

The Council

APPROVED

- the establishment of a new School of Computing within the Division of Sciences, with the establishment date of 1 August 2023.
- the disestablishment of the Department of Information Sciences in the Division of Commerce.
- the disestablishment of the Department of Computer Science in the Division of Sciences.

3.2 Admissions Statute

The Council received a memorandum from the Secretary to the Senate, dated 4 July 2023.

The Council

APPROVED

- the consequential amendments to the Admission to University Statute 2011.

4. Finance Review

The Council received a Financial Review Part 1 report for the period ended 31 May 2023 from the Chief Financial Officer and

NOTED

that the report was taken as read. The report recorded that the operating surplus was \$2.7 million lower than the budgeted surplus of \$123.3 million. This unfavourable variance was largely due to lower student enrolments resulting in student related income being \$17.5 million lower than budget. This is offset by lower scholarships and consumables expenditure, a \$2.5 million unbudgeted dividend received from University of Otago Holdings, staff vacancies and lower than budgeted depreciation which is due to a delay in capital project builds.

Liquidity continues to be strong and cash reserves are currently sufficient to meet expenditure on major projects over the coming months. There is an expectation that borrowing will recommence in August 2023.

5. Vice-Chancellor's Report

The Council received a report from the Vice-Chancellor (Acting), dated 4 July 2023 and

NOTED

that Professor Nicholson discussed the following items: the funding received from the Health Research Council of New Zealand for Otago researchers (\$52 million), Otago has topped the 2022 TEC Educational Performance Indicators (that measure educational performance of students in areas of course completion rate, first-year retention rate, qualification completion rate and student progression from sub-degree study), Honorary degree conferral event scheduled for the 19 July 2023, August Graduation ceremonies scheduled for the 19 August 2023 and the recent Government's funding injection for Otago – further meetings are being scheduled with OUSA, TEU and some political parties with the purpose to seek additional Government funding, and this includes working with Victoria University of Wellington.

The Council acknowledged the benefits of receiving updates on senior staff appointments in the report and would like management to consider also including information about departing senior staff in the report.

6. Tuakiritaka Project

The Chancellor extended a warm welcome to mana whenua and on behalf of Council thanked Te Rūnanga o Ōtākou and Kāti Huirapa Rūnaka ki Puketeraki and all those involved in the project to date.

He noted that this has been significant matter for Council to consider and members have deliberated in length over several meetings before the decision was made.

The Chancellor announced the following:

- The name, University of Otago, will remain the same.
- A new te reo Māori name will be adopted - Ōtākou Whakaihu Waka – a metaphor meaning A Place of Many Firsts
- A new tohu (symbol), created in collaboration with mana whenua will be adopted.
- The present Coat of Arms will continue to be used in a variety of situations.
- A newly created stylised version of the Coat of Arms has also been designed to be used in international marketing and alumni communications to reflect Otago's heritage.

The decision has followed an extensive consultation process with the University community – students, staff, alumni, prospective students, parents, international partners and ranking agencies.

These changes reflect Otago's heritage and the future – representing the direction of Vision 2040 and the priorities in the strategic plan, Pae Tata.

The Vice-Chancellor (Acting) commented that management are fully supportive of the proposed brand change which reflects the University's future direction.

These changes will take effect in May next year as the Council balances changes with the current financial situation. This also aligns with the new recruitment cycle for 2025 students. It is planned to roll out the changes over 12 months and across two financial years at a cost of \$1.3 million.

Council reiterated the importance of this decision and acknowledged the extensive consultation process that has been undertaken which sets the tone to be a university of the future, which is recognised and is reflective of Otago's commitment to stakeholders and to remain has world leaders in tertiary teaching and research.

7. Exclusion of the Public

The Chancellor moves that the public be excluded from the whole of the proceeding of this meeting/the following parts of the proceedings of this meeting, namely, —

Item 8	Pt 2 of the Minutes of the meeting of the University Council held on 13 June 2023
Item 9	University Council Work Plan and Action Follow-Register
Item 10	Health and Safety Report for May 2023
Item 11	Vice-Chancellor's Report
Item 12	Emeritus Professors
Item 13	Public Orator
Item 14	University of Otago Foundation Trust
Item 15	Financial Improvement Report
Item 16	Financial Reports
Item 17	Audit and Risk
Item 18	Council Only Business

The general subject of each matter to be considered while the public is excluded, the reason for passing this resolution in relation to each matter and the specific grounds under Section 48(1) of the Local Government Official Information and Meetings Act 1987 for the passing of this resolution are as follows: -

General Subject	Reason for passing this resolution	Ground under Section 48(1)(a) for the passing of this resolution
Items 8-18 Confidential Minutes and Reports	Good reason for withholding information under the Official Information Act	Section 48(1)(a)(ii)

This resolution is made in reliance on Section 48(1)(a)(ii) of the Local Government Official Information and Meetings Act 1987 and the particular interest or interests protected by Sections 6,7 and/or 9 of the Official Information Act 1982 (except Section 9(2)(g)(i)) as the case may require. The interests which would be prejudiced by the holding of the whole or the relevant part of the proceedings of the meeting in public are as follows (all references are to Section 9 of the Official Information Act):

Item 8	Pt 2 of the Minutes of the meeting of the University Council held on 13 June 2023	s9(2)(a), (i), and (k)
Item 9	University Council Work Plan and Action Follow-Register	s9(2)(a), (i) and (k)
Item 10	Health and Safety Report for May 2023	s9(2)(a), (ba), (c) and (g)(ii)
Item 11	Vice-Chancellor's Report	s9(2)(a), (i), (j) and (k)
Item 12	Emeritus Professors	s9(2)(a)
Item 13	Public Orator	s9(2)(a)
Item 14	University of Otago Foundation Trust	s9(2)(i), (j) and (k)
Item 15	Financial Improvement Report	s9(2)(i) and (k)
Item 16	Financial Reports	s9(2)(i) and (k)
Item 17	Audit and Risk	s9(2)(i) and (k)
Item 18	Council Only Business	s9(2)(i), (j) and (k)

AND THAT for Items 8-17- Professors A Ballantyne, R Blaikie, Mr D Thomson, Mr B Trott and for Item 14 – Mr Alan and Mr Stuart McLauchlan be permitted to remain at this meeting after the public has been excluded because of their knowledge of the matters to be discussed. This knowledge, which will be of assistance in relation to the matters to be discussed, is relevant to those matters because it

relates to aspects of the administration and/or knowledge of specific capital projects of the University of Otago for which these people are responsible. The General Counsel and Acting Registrar and the Deputy Secretary is also permitted to remain at the meeting for Items 1-18 to provide secretarial support and advice.