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1 February 2024

██████████  
Taxpayer's Union

██████████ [taxpayers.org.nz](http://taxpayers.org.nz)

Tēnā koe ██████████

### Official Information request and response

Thank you for your request under the Official Information Act ("OIA") dated 18 January 2024.

You have requested:

- 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.*
- 2. A timeline of all branding changes, and the corresponding total cost of each change.*
- 3. The cost and names of all sub-brands or logos of your agency and when these were created or changed.*
- 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.*

Please see below our response:

- NZ On Air has incurred costs of \$11,038.01 in respect of its logo since 2017. These costs were incurred in the 2020/21 financial year and were related to development and design costs associated with NZ On Air's logo revision and alteration, including a revision to the moving logo animation required on all funded audio-visual content.
- No changes to NZ On Air's logos or sub-logos were made between 2017 and 30 June 2020.

In the 2020/21 financial year, work on revising the NZ On Air logo was undertaken due to the formats provided for funded production companies to use on content identifying it as NZ On Air-funded content being outdated (previous logos were developed and designed in 2008). It is important that New Zealanders understand which content is being supported by way of taxpayer funding. As new formats needed to be created, a new logo animation was commissioned at the same time, and the NZ On Air static logo was updated in line with this.

In that same financial year, work was undertaken to develop and design a static logo to be used by successful Public Interest Journalism Fund (PIJF) applicants in respect of any content they may create. This logo was also necessary to create a distinction between content supported through the PIJF and content support by NZ On Air’s baseline funding. The PIJF accreditation guidelines that featured the newly developed PIJF logo were made publicly available in August 2021.

In the 2021/22 Financial Year, work was undertaken to develop and design a logo (both static and animated) for NZ On Air-funded children’s content. Creation of a separate, children’s logo helped ensure branding across all children’s content is consistent, with a look and feel appropriate to the viewing audience.

3. Costs associated with sub-logos for NZ On Air are below:

2021/22 PIJF Logo Development and Design: \$2,282.52  
 2021/22 Kids logo and animation: \$11,362

4. Please see the below table. These figures are based on the answers provided in response to various Select Committee questions in the past 6 years.

Ongoing costs associated with development and upkeep of the agency’s websites	2017/18	2018/19	2019/20	2020/21	2021/22	2022/23
<a href="https://www.nzonair.govt.nz">https://www.nzonair.govt.nz</a>	\$150,776	\$10,620	\$9,609	\$5,400	\$44,346	\$39,950
<a href="https://funding.nzonair.govt.nz">https://funding.nzonair.govt.nz</a>	\$71,458	\$34,025	\$36,300	\$36,300	\$36,300	\$98,512
<a href="http://www.newtracks.co.nz">http://www.newtracks.co.nz</a>	\$30,235	\$25,224	\$49,124	\$15,450	\$5,498	\$5,448
<a href="http://www.alltracks.co.nz/">http://www.alltracks.co.nz/</a>	\$350	Nil	Nil	Nil	Nil	Nil
<a href="https://newmusicsingles.nzonair.govt.nz/">https://newmusicsingles.nzonair.govt.nz/</a>	Nil	Nil	\$19,605	\$15,900	\$23,531	\$33,000

Please note that we have not provided the 2023/24 running amount as these amounts have not been fully incurred or totalled. We would be happy to provide that information following completion of the 2023/24 financial year should you require it.

Please note that NZ On Air’s logo has a key difference to that of most government agencies in that is not only the agency’s brand, but also the key tool in identifying where public funds have been used to create media content.

You have the right to refer this response to the Ombudsman if you are dissatisfied with it. More information on how to do this is [here](#). NZ On Air proactively releases information in accordance with the Government’s commitment to the Open Government Partnership National Action Plan. This includes publishing responses to requests for information under the OIA. Please note that this response (with your name removed) will be published on the NZ On Air website shortly and will remain on our website for 12 months.

Thank you for your interest in our work.

Yours sincerely



Sharon Kerry  
 HEAD OF CORPORATE SERVICES

**Connecting and reflecting Aotearoa**