

9 February 2024

s9(2)(a)

By email: s9(2)(a)

Tēnā koe s9(2)(a)

Thank you for your request, received on 18 January 2024, for the following information under the Official Information Act 1982 (the Act):

- *“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.”*

Costs associated with the creation of the Electricity Authority Te Mana Hiko’s brand and websites

A cost breakdown is supplied in the attached excel spreadsheet. The spreadsheet includes:

- All costs associated with the creation of the Electricity Authority Te Mana Hiko’s (Authority) brand or logo since 2017.
- Ongoing costs associated with the development and upkeep of the Authority’s websites for each year since 2017. The hosting costs for Electricity Market Information website (EMI), EMI Forum and Energy Intermarket Surveillance Group (EISG) websites cannot be broken down by site as they use pooled Azure resources.
- Projected costs associated with the development and upkeep of the Authority’s websites. These are low as we have minimal development planned and have been adjusted to predict inflation in the future.

Timeline of all branding and website changes

The Authority updated its branding in 2022/23 to:

- Make it adaptable across digital channels and ensure legibility across the digital environment.

- Pass accessibility standards to a NZ Government success criterion AAA level. In the previous logo, the te reo Māori logo text failed NZ Government accessibility standards against light backgrounds, while the English text failed against dark backgrounds.

The Authority launched a new website in 2022/23. An independent review of our website found that it was 'unusually large' for an organisation of our size, impacting storage, navigation and searchability. The large size meant it had a high cost to host and maintain. Also, consumer research found it too hard to navigate, and not well presented or user-friendly.

The development of our new website involved significant research and testing and a skilled team to make sure we developed a relevant user-friendly platform for our audiences.

With our new website, we have:

- provided better context around our projects, with clear timelines and calls to action
- improved information on our consultations to facilitate engagement
- created a dedicated news page with clear updates on activities across our organisation
- modernised the design to make it visually more appealing and easier to read
- improved functionality to improve navigation and the user experience
- improved the content, style and tone to make information clearer and easier to understand
- consolidated content so that related information is on less pages and easier to access
- provided clearer tools and resources for industry.

The Rulings Panel website was rebuilt in 2023 on the same code base as our corporate website so that our old corporate website and Rulings Panel website could be decommissioned.

In addition to the main Authority website the Authority hosts the Electricity Market Information website (EMI) which is the Authority's avenue for publishing data, market performance metrics and analytical tools for the electricity industry. The Authority also hosts the EMI forum, which is used by the Authority and participants to communicate about information provided through the EMI. Any rebranding costs related to these two websites is included in the costs of the overall brand update.

The Authority recently took over the administration of the EISG website, which was founded over 20 years ago. It has not been included in the Authority's brand update.

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.

If you wish to discuss this decision with us, please feel free to contact us by emailing oia@ea.govt.nz.

Nāku noa, nā,



Airihī Mahuika
GM Legal, Monitoring and Compliance

	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028
Rulings Panel website (new September 2023)												
Hosting							\$ 400.00	\$ 1,200.00	\$ 1,236.00	\$ 1,273.08	\$ 1,311.27	\$ 1,350.61
Build, delivery, design, project management							\$ 19,510.00	\$ -				
DNA					\$ 9,645.50							
Total spend	\$ -	\$ -	\$ -	\$ -	\$ 9,645.50	\$ -	\$ 19,910.00	\$ 1,200.00	\$ 1,236.00	\$ 1,273.08	\$ 1,311.27	\$ 1,350.61
Corporate website (new April 2023)												
Build, architecture, testing, design & copywriting					\$ 65,650.00	\$ 341,323.00	\$ 50,000.00					
Hosting							\$ 5,400.00	\$ 7,200.00	\$ 7,416.00	\$ 7,638.48	\$ 7,867.63	\$ 8,103.66
Maintenance							\$ 7,200.00	\$ 9,600.00	\$ 9,888.00	\$ 10,184.64	\$ 10,490.18	\$ 10,804.88
PEN security test							\$ 6,363.00					
Total spend	\$ -	\$ -	\$ -	\$ -	\$ 65,650.00	\$ 341,323.00	\$ 68,963.00	\$ 16,800.00	\$ 17,304.00	\$ 17,823.12	\$ 18,357.81	\$ 18,908.55
EMI, EMI Forum and EISG												
Hosting (pooled azure resource)	\$ 12,000.00	\$ 12,000.00	\$ 12,000.00	\$ 12,000.00	\$ 12,000.00	\$ 12,000.00	\$ 12,000.00	\$ 12,000.00	\$ 12,000.00	\$ 12,000.00	\$ 12,000.00	\$ 12,000.00
Support	\$ 30,000.00	\$ 30,000.00	\$ 30,000.00	\$ 30,000.00	\$ 30,000.00	\$ 30,000.00	\$ 30,000.00	\$ 30,000.00	\$ 30,000.00	\$ 30,000.00	\$ 30,000.00	\$ 30,000.00
Total spend	\$ 42,000.00	\$ 42,000.00	\$ 42,000.00	\$ 42,000.00	\$ 42,000.00	\$ 42,000.00	\$ 42,000.00	\$ 42,000.00	\$ 42,000.00	\$ 42,000.00	\$ 42,000.00	\$ 42,000.00
4. What's my number (disestablished 2021)												
Domain name		\$ 117.00	\$ 173.55	\$ 137.87	\$ 204.29							
Total spend	\$ -	\$ 117.00	\$ 173.55	\$ 137.87	\$ 204.29	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Old corporate website												
Silverstipe - hosting & maintenance		\$ 6,822.71	\$ 12,449.70	\$ 17,498.56	\$ 22,999.14	\$ 31,557.85	\$ 17,405.73					
DNA - user segmentation, user profiles, research	\$ 35,640.00	\$ 39,995.21	\$ 45,571.20	\$ 45,571.20	\$ 39,864.70							
DNA - SLA website development	\$ 3,240.00											
DNA - S4 upgrade				\$ 14,425.83								
DNA - JavaScript upgrade				\$ 20,440.89								
Modica Group - website support	\$ 25,650.30	\$ 6,314.00										
Modica Group - domain name	\$ 39.95											
Webstruxure - website support quota	\$ 1,050.00	\$ 2,100.00	\$ 5,250.00	\$ 1,050.00	\$ 1,050.00	\$ 1,050.00	\$ 1,050.00					
Total spend	\$ 65,620.25	\$ 55,231.92	\$ 63,270.90	\$ 98,986.48	\$ 63,913.84	\$ 32,607.85	\$ 18,455.73	\$ -	\$ -	\$ -	\$ -	\$ -
TOTAL SPEND	\$ 107,620.25	\$ 97,348.92	\$ 105,444.45	\$ 141,124.35	\$ 181,413.63	\$ 415,930.85	\$ 149,328.73	\$ 60,000.00	\$ 60,540.00	\$ 61,096.20	\$ 61,669.09	\$ 62,259.16
Variance												

Financial year	Electricity Authority	
2016/17	\$	-
2017/18	\$	-
2018/19	\$	-
2020/21	\$	-
2021/22	\$	75,000.00
2022/23	\$	25,865.20

Released under the Official Information Act 1982