

18 March 2024

Siobhan Lehnhard
fyi-request-25780-3517136b@requests.fyi.org.nz

Tēnā koe Siobhan

Your request for official information, reference: HNZ00038459

Thank you for your email on 19 February 2024, asking Health New Zealand | Te Whatu Ora for the following under the Official Information Act 1982 (the Act):

“Can you please provide me with the cost associated with the rebranding of Health New Zealand (Te Whatu Ora) from Te Whatu Ora (Health New Zealand).

I would like a total cost, and then a breakdown of costs by item (labour, design, stationary) if possible.”

Response

The change we made was to align with the Government’s expectation for agencies to have their primary name in English. We are now formally known as Health New Zealand | Te Whatu Ora, or Health NZ in subsequent references. The formal name honours our gifted Māori name, and its important mauri and symbolism of weaving people, knowledge and organisations together to deliver better health outcomes for New Zealanders.

Electronic templates, websites and social media channels are being updated. To avoid significant cost, most other parts of our visual identity will be considered as they naturally come up for replacement or renewal.

The following document has been identified within the scope of your request “*Health NZ Name Change*” and a copy of the document is attached. Some information has been withheld under section 9(2)(a) of the Act to protect the privacy of an individual and section 9(2)(b)(ii) due to commercial sensitivity. I have considered the countervailing public interest in release in making this decision and consider that it does not outweigh the need to withhold at this time.

How to get in touch

If you have any questions, you can contact us at HNZOIA@tewhatauora.govt.nz.

If you are not happy with this response, you have the right to make a complaint to the Ombudsman. Information about how to do this is available at www.ombudsman.parliament.nz or by phoning 0800 802 602.

As this information may be of interest to other members of the public, Health NZ may proactively release a copy of this response on our website. All requester data, including your name and contact details, will be removed prior to release.

Nāku iti noa, nā



Catherine Delore

**Head of Communications and Engagement
People and Communications**

Quotation: 3092577

Te Whatu Ora - Health New Zealand
Lauren Stanley
133 Molesworth Street
Thorndon
Wellington, 6011



33 Jackson Street, Petone
Private Bag 39996
Wellington

bluestar.co.nz

FSC: SAI-COC-001240
PEFC: SAI-PEFC-1618506

Date: 13-Feb-2024

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Dear Lauren

Thank you for the opportunity to quote on the following:

Title Pull up Banners - reskin from existing units
Pages 2 Pages
Size 2010mm x 850mm
Artwork New Job Print Ready PDF supplied
Proofs PDF Proof
Material 250gsm Banner Rolls
Substrate Single-sided on 255.0mm Banner Rolls
Colours CMYK one side
Finishing Trim to size
 Install banner into base unit
 Deliver to 1 x Wellington address

Quantity	Production	Per Each	Ex GST Total
12	s 9(2)(b)		

Phil Diamond

Sales Manager

s 9(2)(a)

This quote remains valid for 30 days, unless withdrawn earlier by Blue Star.

Pricing specified above is net, excludes GST and delivery (unless specified otherwise above), and is subject to the qualifications set out in the applicable Terms and Conditions of Trade.

Payment is due 20th of the month following the date of invoice unless Blue Star has specified that other payment terms apply.

Blue Star Terms and Conditions of Trade (a copy of the current version of which is available at www.bluestar.co.nz) applies to all dealings between you and Blue Star. If this quote relates to Blue Star Promote products, Blue Star Promote's Terms and Conditions of Trade (a copy of the current version of which is available at www.bluestarpromote.co.nz) applies to the supply of such products and all dealings between you and Blue Star Promote.

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