

Contract Approval Form

This Contract Approval Form (CAF) must be drafted by the Contract Manager. The form applies to any contractual agreements such as new supplier contracts, Contract renewals, Contract extensions, Contract variations, Statement of Works's (SoW's), AoG Consultancy Service Orders (CSO'S), AoG Recruitment Services Orders (RSO's), leases etc.

To	Helen Mexted
From	S 9(2)(a)
Copy to	S 9(2)(a)
Date	14 June 2022
Reference documents	

Supplier

Supplier Name	SOLMedia Ltd
Registered Address	
NZBN	

Contract Summary

Name of contract	ĪNGOA – NAMING HNZ & MHA VIDEO
Background	<p>Cabinet [CAB-21-SUB-0378] agreed that HNZ and the MHA will be statutory entities, responsible for the planning, commissioning and delivery functions for health services.</p> <p>While there was a need to identify establishment names for the new entities, Health New Zealand and the Māori Health Authority were seen as placeholders until such time as suitable names were determined.</p> <p>The Chief Executives sought development of names befitting to both organisations. The appointment of Pou Tikanga (senior tikanga advisor), Rāhui Papa enabled progress to the point of providing names that were then endorsed by the respective Boards and Chief Executives.</p> <p>The process followed by the Pou Tikanga and the small expert advisory group convened to consider an appropriate name for the organisation provides important insight into the names that have been agreed. This provides an opportunity to profile the two new organisations, their purpose and the appropriate way they are being identified. It is an opportunity to raise awareness of some key</p>

	<p>fundamentals of the intentions of the legislation, eg. recognising issues of equity in the provision of health care.</p> <p>The opportunity presented can be best exploited by creating a short documentary style video to assist whānau, the HNZ workforce, stakeholders and the general public to embrace and understand the new designs and brands for the two new organisations (Health New Zealand and the Māori Health Authority) and aligning with the narratives that underpin the key messages, communications and stakeholder activity of both entities, while raising awareness about the establishment of the entities, the transition required for Health reforms to be made, and the focus of those reforms.</p>
New contract, extension or variation?	New
Contract term	4 Weeks
Termination notice	
Type of contract	Supply of creative (video) services
Corresponding master agreement	
Commencement date	15 June 2022
End date	10 July 2022
Contract renewal date	
Special clauses, terms or conditions to be noted	

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Expenditure

Value of this contract or variation	\$12,420
Historic value associated with this supplier	
Whole of life value	\$30,000
Cost code	1183
Opex or capex	

Compliance

Compliance with government procurement rules	YES
Value for Money Assessment	

Risks

Risks	
ICT / information security risks	

Legal Review

Legal review required (y/n)	N
Legal comments	
Review completed by	

Conflict of Interest Check

The parties signing below also confirm no conflicts of interest (Actual, perceived or potential) exists in relation to this contract and provider or recommendations/endorsements contained within this document. If conflict of interest exists please detail below including any mitigations

Procurement Consultant	Conflict of Interest: Yes/No	Signature	Date
		Name:	

Contract manager	Conflict of Interest: Yes/No	<u>Signature</u> Name:	<u>Date</u>
Exemption Approver	Conflict of Interest: Yes/No	<u>Signature</u> Name:	<u>Date</u>
Delegated Financial Authority	Conflict of Interest: Yes/ No	<u>Signature</u> Name:	<u>Date</u>

Endorsements

Contract manager	I have reviewed this contract and confirm deliverables will be monitored to ensure that they are delivered in accordance with the terms of this contract	<u>Signature</u> Name: Jacqui Bridges	<u>Date</u>
Finance	There is approved Budget for this: Yes/No	<u>Signature</u> S 9(2)(a) Name:	<u>Date</u> 16/6/22
Procurement	Procurement has reviewed contract and confirms procurement approach is in compliance with iHNZ Procurement Policy and Government Procurement Rules: Yes/No	<u>Signature</u> Name: S 9(2)(a)	<u>Date</u>

Contract Approval

Delegated Financial Authority (DFA) holder	NAME Helen Mexted	APPROVED YES / NO
	TITLE Communications Lead, iHNZ	
	SIGNATURE S 9(2)(a)	

	DATE 16/5/22	
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Interim Health New Zealand/
 Hauora Aotearoa

AoG Consultancy Service Order (CSO)

Part A- for Participating Agency (client) to complete

The Participating Agency (referred to as the client in Parts A - E of this Consultancy Services Order) will complete this and email the entire form (including all Parts) to the Provider.

Today's Date	15 June 2022	CSO or Project name	Tngoa - Naming HNZ & MHA Video
Agency	Interim Health New Zealand (iHNZ)	Provider	SOLmedia
Agency contact name & title	S 9(2)(a)	Provider contact name & title	S 9(2)(a)
	Communications & Engagement Lead, interim Health New Zealand		S 9(2)(a)
Nominated Personnel	S 9(2)(a)	Nominated Personnel	
Agency email address	S 9(2)(a) @dome.govt.nz dpmc.govt.nz health.govt.nz	Provider email	S 9(2)(a)
Agency phone #	S 9(2)(a)	Provider phone #	S 9(2)(a)
Sub Category			
GDPR Assurance Sub Panel			
Protective Security Services Sub Panel			

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A1. Purpose and any background information

The Cabinet [CAB-21-SUB-0378] agreed that HNZ and the MHA will be statutory entities, responsible for the planning, commissioning and delivery functions for health services.

While there was a need to identify establishment names for the new entities, Health New Zealand and the Maori Health Authority were seen as placeholders until such time as suitable names were determined.

The Chief Executives sought development of names befitting to both organisations. The appointment of Pou Tikanga (senior tikanga advisor), Rahui Papa enabled progress to the point of providing names that were then endorsed by the respective Boards and Chief Executives.

The process followed by the Pou Tikanga and the small expert advisory group convened to consider an appropriate name for the organisation provides important insight into the names that have been agreed. This provides an opportunity to profile the two new organisations, their purpose and the appropriate way they are being identified. It is an opportunity to raise awareness of some key fundamentals of the intentions of the legislation, eg. recognising issues of equity in the provision of health care.

The opportunity presented can be best exploited by creating a short documentary style video to assist whanau, the HNZ workforce, stakeholders and the general public to embrace and understand the new designs and brands for the two new organisations (Health New Zealand and the Maori Health Authority) and aligning with the narratives that underpin the key messages, communications and stakeholder activity of both entities, while raising awareness about the establishment of the entities, the transition required for Health reforms to be made, and the focus of those reforms.

This work is important to build trust and public confidence in the new health system by demonstrating the historical and contemporary depth of the process and the names' narrative, and the links to modern and future Aotearoa New Zealand. The video will also be a legacy item that provides important archival footage of this significant event in New Zealand's history.

A2. Specific questions / instructions for Provider

- Create a 2-minute video in Te Reo Maori with subtitles in English telling the story of:
 - Process for naming
 - The 'narratives' behind both names
- Allow for alternative formats and subtitles in other languages
- Allow for a 'long-form' 4-5-minute version and/or a joint video with an external partner (eg. Maori TV)
- Complete (short-form), including approvals, by 30 June 2022

A3. Additional Information e.g. risks to client, additional contact information
Briefing, and client and project management on behalf of iHNZ and iMHA is provided by: <ul style="list-style-type: none">• S 9(2)(a) [redacted] @dpmc.govt.nz• S 9(2)(a) [redacted] @dpmc.govt.nz
A4. Client specific requirements
A5. Timeframes
Short-form completed, including approvals, before 30 June 2022.
A6. Indicative budget
\$12,420

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A7. Outputs of the Services

- A short-form video with alternative formats, in Te Reo
- Potential for a long-form video

Scope of Work

Pre-Production:

- Producer - client services, project management, story outline

Production:

- Producer - client services, project management, shoot supervision

- DP - Camera operation, lighting, sound.

Post-Production:

- Producer - client services, project management

- Editor - edit footage into desired output.

- Motion Graphics Designer - animate assets and add music

This cost estimate is for the production of a video to accompany the announcement of the new names of the Health New Zealand and the Maori Health Authority.

Create a 2-minute video in Te Reo Maori with subtitles in English telling the story of:

- Process for naming .

- The narratives behind both names.

Allow for alternative formats and subtitles in other languages

Allow for a long-form 4-5-minute version and/or a joint video with an external partner (eg. Maori TV)

Project Management (SOLmedia) - \$3,450

- Planning, scripting and storyboarding

- WIP meetings with production team

- Overseeing of project and liaising with Management team for regular WIP meetings to ensure delivery of information is on time, reviewing of footage and ensuring project is on track.

Production Fee (Cornerstore) - \$8,970

- Producer - \$1980

- DOP - \$1750

- Editing - \$1100

- Motion Graphics - \$1300

- Production Music - \$50

- Archive - \$250

- Sub-title overlay and contingency - \$2,540

Total Cost: - \$12,420

Cost Estimate Excludes:

- Location Fee

-Talent Fee

- Filming permits

A8. Tables

A9. Provider liability cap

Part B - for Provider to complete

The Provider will complete Part 8 and email the form back to the client.

B1. Specific Services to be provided

- Project management
- Production management
- One day multi-camera shoot
- Editing (2-minute main output in landscape 16:9 and 4:5)
- Editing (Long version in landscape 16:9 and 4:5)
- Graphics
- Subtitles (english)
- Subtitles (contingency for 3 additional languages)
- Production music (all formats)
- Archive

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B2. Sub Category and Tier to be Provided		
Selection	Sub-category of Services	Tier (1/2/3)
	Accounting	
	Assurance	
	Audit	
	Finance and economics	
	Procurement and logistics	
	Taxation	
	Business change	
	Human resource	
	Marketing and public relations	
	Operations management and risk	
	Policy, research and development	

B3. Can you confirm that the Nominated Personnel (if any) is available to provide the Services?

Yes

B4. Can you confirm that the timeframe is acceptable?

Yes

B5. Estimated Start and End Date

Start	13 June 2022	End	29 June 2022
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B6. Estimate / Quote (excluding GST, if any)	
Fees	\$12,420
Administration Fee (Tier 1 and 2 only)	\$
<i>(Optional)</i> The above Fees are apportioned as follows :	
Project Management	\$3,450
Producer	\$1,980
DOP	\$1,750
Editing	\$1,100
Motion Graphics	\$1,300
Production Music	\$50
Archive	\$250
Sub-title overlay and contingency	\$2,540
Fixed Fee (Job Level 4)	\$
Fixed Fee (Job Level 5)	\$
Monthly Retainer	\$
Subcontracting	\$
Expenses	\$
Total Charges	\$12,420
Identify whether the Total Charges is an Estimate / Quote and the method that the Charges have been calculated	
Additional Information/ assumptions:	

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Job Level	Indicative Characteristics
Level 5	<ul style="list-style-type: none"> • 15+ years of extensive professional experience in their specialised field in a consultancy role. • An industry leader and key influencer who is respected for their professional proficiency and knowledge. • Recognised as a trusted adviser to ministers and/or senior executive teams. • Acts as the senior responsible person on major client engagements. Able to be accountable for leading complex projects/programs. • Responsible for leading a high performing team of professionals, including the coaching and mentoring of colleagues at Levels 1-4.
Level 4	<ul style="list-style-type: none"> • 10+ years of substantial professional experience in their specialised field in a consultancy role. • Strong theoretical base in subject area, with ability to apply best practice principles to the subject matter context. • Senior team leader with the ability to deputise for the senior responsible person and coach and mentor more junior staff. • Ability to coordinate contributions of other specialists to complete a joint project. • Can engage with clients at strategic/management level if required.
Level 3	<ul style="list-style-type: none"> • 3-10 years of notable professional experience in their specialised field in a consultancy role. • A trusted performer on a wide range of client-facing consultancy projects in both the private and public sectors. • Thorough knowledge of functional area, combining a broad grasp of relevant best practice principles. • Ability to participate in multi-disciplinary teams and to work independently (with limited supervision). • Performs professional level analysis requiring technical skills and independent initiative within a well-defined program of work. • Contacts with clients predominantly at a working level.
Level 2	<ul style="list-style-type: none"> • 1-3 years of demonstrable professional experience in their specialised field in a consultancy role. • Previous experience on a range of client-facing consultancy projects, preferably in both the private and public sectors. • Has a theoretical base in subject area, possibly supplemented through recent study, with the ability to translate theory into practice • Performs a variety of analytical tasks requiring independent initiative and knowledge. • Interacts with clients predominantly at the working level.
Level 1	<ul style="list-style-type: none"> • 0+ years of relevant professional experience in a professional environment. • Evidence of prior contributions to consultancy engagements.

- Performs a range of administrative tasks to support the wider team.
- Work is performed under the guidance of colleagues at Levels 3-5.

B7. Conflict of Interest declaration and Additional Information

Helen Mexted

SOLMedica

I, [name of authorised signatory of Provider] have made diligent inquiry whether [name of Provider] has any actual, potential or perceived Conflict of Interest were it to provide the Services described in this Consultancy Services Order and I have disclosed any actual, potential or perceived Conflict of Interest and how it will be managed below:

Advised that no conflicts exist

B8. Additional information

[Use this section for any specific requirements - e.g. security, health or other policies and procedures, confidentiality requirements etc.]

B9. Signatures

Name of Provider's authorised signatory

Helen Mexted, iHNZ Communications Lead

Signature of authorised signatory

S 9(2)(a)

16/6/22

The client accepts and authorises this Consultancy Services Order

Yes

Name of client's authorised signatory

S 9(2)(a)

Signature of authorised signatory

S 9(2)(a)

Date of acceptance

14 June 2022

Client's job reference or purchase order number

[if required]

For the former New Zealand Health Partnerships offices, level 1, 7 Central Park, 666 Great South Road, Auckland

Replacement of NZHP branded lanyards with non branded plain lanyards	\$ 278.26
Update visitor and staff carpark signage - sign printing costs and installation	\$ 2,970.00
Replace internal glass signage (new logo) (x3)	\$ 579.51
Replace NZHP branded wall wraps (x3)	\$ 1,797.42
Printed branding updates for visitor kiosk panels	\$ 271.10
Internal signage installation and setup fees	\$ 960.00
Graphic design	\$ 867.39
Total	\$ 7,723.68

For Level 9, 481 Moray Place, Dunedin
Branding and signage - \$1,523.75

For 83 Molesworth Street, Wellington
Branding and signage – \$2,220.65

For Spark Central, 42-52 Willis Street, Wellington
Branding and signage - \$5,088.75

For former healthAlliance office, 660-670 Great South Road, Auckland – NB this is a quote the work has not been completed to date.
Branding and signage – \$8,823.33

For former TAS office, 69 Tory Street, Wellington
Branding and signage - \$12,587.00

For former Health Promotion Agency, Wellington Office
Replacement signage - \$5,210.00

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Out of scope

From: Helen Mexted <Helen.Mexted@health.govt.nz>
Sent: Tuesday, 24 May 2022 8:17 am
To: S 9(2)(a) @dpmc.govt.nz; S 9(2)(a) @dpmc.govt.nz;
 S 9(2)(a) @DPMC.govt.nz
Cc: S 9(2)(a) @health.govt.nz; S 9(2)(a) @health.govt.nz; S 9(2)(a) @health.govt.nz;
 S 9(2)(a) @health.govt.nz; S 9(2)(a) @health.govt.nz; Helen Mexted <Helen.Mexted@health.govt.nz>
Subject: APPROVALS OF BRAND DIRECTIONS AND ACTIONS: Visual Treatment options and Talking Points
Importance: High

Good news! The Chair has approved the direction below for HNZ – please see the brief comment from Margie – thanks S for the note below and S 9(2)(a) please note and action the design and the additional parts I added. Also noting this way of engaging with the Chair, which has appeared to be effective from Margie and the Chair's perspective – well done!

Helen

Chair happy to go with our recommendation and the colours. his preference is I tell the board hence i will include in my ceo report and take a snapshot into my papers. he found your note really clear and helpful.

From: Helen Mexted <Helen.Mexted@health.govt.nz>
Sent: Monday, 23 May 2022 8:14 pm
To: S 9(2)(a) @dpmc.govt.nz; S 9(2)(a) @dpmc.govt.nz
Cc: S 9(2)(a) @health.govt.nz
Subject: FW: Visual Treatment options and Talking Points
Importance: High

S 9(2)(a)

Thanks the one-pager and below are a couple of other areas I mentioned to S 9(2)(a) today, and a few areas that DHBs asked for last week and again today. Could we ask Scenario to work on the system use and transitional requirements, including:

1. An audit and applications across national, local and other services – S 9(2)(a), the channel audit that Jade did last year could be a starting point – or this may have already been completed
2. Advice on the new name and naming changes for DHBs and other parts of our organisations
3. Guidelines for application of the new name and ID
4. A campaign and content for DHBs and other partners to apply to their channels for the interim period while they rebrand

Happy to discuss any of the above, or any other needs you think we have.

It would be good to talk to S 9(2)
(a) too, on how we involve MHA in this part of the work, or if we keep this separate.

Helen

From: Helen Mexted <Helen.Mexted@health.govt.nz>
Sent: Monday, 23 May 2022 7:42 pm
To: Margie Apa <Margie.Axx@xxxxxx.xxxx.xx>
Cc: Helen Mexted <Helen.Mexted@health.govt.nz>
Subject: Fwd: Visual Treatment options and Talking Points
Importance: High

Margie, attached is the presentation for the Chair and below are some key points for your conversation, including the system application and considerations. I propose we:

1. Confirm support for the general direction, advising that option 2 is our preferred concept, and that we may also explore the use of sentence case in the name device to make it more accessible. People images will also be a key part of the look and feel.
2. Advise that we will now apply this concept to sample internal and external channels ie website, intranet, social media, pānui, templates, etc and prepare an update presentation for the board for the 10 June meeting, along with an update on system use and timeframes for transition to the new logo in parts of our entities such as DHB-branded channels. We note this will need to be a phased delivery, which may mean that the DHB names remain on some materials for a period of time.
3. Advise that we will confirm how we use this naming device for regional and district levels, and for services within HNZ, and propose that we will use the naming convention alongside the district names as appropriate ie Waitematā, Auckland, Counties Manakau, Tairāwhiti, Hutt Valley and Capital and Coast, Canterbury, Southern.
4. Note that we will prepare guidelines for DHBs and other entities on transitioning from their logos to the new logo. As transition won't be possible straight away, we will provide material to load to staff and public facing channels from 1 July for a transitional period to announce the new name and explain the transition period.

1. Requirements and the creative concepts

- We need a visual treatment of our new name – Te Whatu Ora Health New Zealand – as part of our day one readiness. This is a 'non-brand' treatment, which will meet the practical needs of Te Whatu Ora Health New Zealand.
- In time we can carry out a full brand development process for the health system, which will be informed by a range of things, including culture development and the Charter.
- Five concepts have been designed by communications agency Scenario and include fonts, colour palettes, and name convention (Te Reo followed by English).

2. Recommendation

- The concept that best suits our needs is **concept two with** a suggested rework of the colour palette.

- Concept **two** is a simple, bold, yet effective treatment of the name with a unique and subtle creative expression of the naming narrative. Practically, it meets our needs. We may also consider a 'sentence case' version of the logo to increase accessibility.
- While concepts **three to five** are effective, they are trending towards brand, with visual elements beyond just the words. We are intentionally seeking a non-brand and avoiding a logo.
- While concept **one** is an effective and appropriate treatment, with a favourable colour palette, its creative provenance is more strongly linked to the narrative of the Māori Health Authority's Te Reo name.

3. Practical application of the visual treatment and the transfer process

- Application of the visual treatment design includes, but is not limited to:
 - i. HNZ stationery
 - ii. Digital touchpoints, eg. Websites, intranets, social channels, email signatures
 - iii. External communications or advertising
 - iv. Internal communications
- It will not be applied to extensive physical signage or material application such as health care services or staff uniforms. This can follow over transitional period as materials come up for renewal.
- The word convention will be applied to all consumer touchpoints where there is spoken or written reference to the single national health system. For example, scripts for contact centres or receptionists.

4. Working alongside Te Aka Whai Ora Māori Health Authority

- We are working alongside interim MHA to ensure a joined-up process.
- IMHA communications – in principle – support the approach and are engaging the same agency to develop the interim visual identity for the Māori Health Authority. It's CE has confirmed the Venice's
- While the iMHA may not use the same concept, they are supportive of the principles of this approach and the use of a visual name treatment in the place of a fuller system brand to meet day one needs.

5. Cost

- The total cost of this work is \$50,000, as agreed with the IHNZ Board. This cost includes the development of the narrative for the initial concepts, and developing the agreed concept, with use guidelines, and examples of use and application.
- We have briefed the designer on the use and application.

6. Existing names

- We are aware of existing te reo Māori names that across DHBs, and we're working alongside iMHA to agree the best process to ensure that transitions align with tikanga best practice.

7. Dependencies

- There are a number of critical deliverables for 1 July that are dependent upon the name and how it is presented being completed and available.
- For example, the entity websites, IHNZ stationery, welcome material for day 1, digital and social media.