



**Te Tāhū Hauora**  
Health Quality & Safety  
Commission

5 March 2024

By email: [REDACTED]

Tēnā koe [REDACTED],

**Re: Official information request regarding website redesign and logo**

I refer to your request under the Official Information Act 1982 (the Official Information Act) dated 20 February 2024, relating to website redesign and logo. You have asked us for:

1. the total cost of designing the new website including a cost breakdown not limited to website design, website creation and website maintenance.
2. whether we went out to tender to find a suitable contractor/consultant to design and host the new website.
  - a. if yes, how many applications did the Commission receive for the contract to design and host the new website.
  - b. if the contractor/consultant was chosen as a result of being on the AOG list, then please provide more information as to why they were specifically selected for the contract.
  - c. the name of the company that completed the website redesign.
3. website traffic metrics for the last six months.
4. when was the website last redesigned and what date was this redesign implemented.
5. the total cost of designing the new logo including a cost breakdown not limited to design costs, consultation costs, material costs (i.e shirts), marketing costs (i.e brochures, posters, advertising) and other costs associated with advertising the logo change.

Te Tāhū Hauora Health Quality & Safety Commission (Te Tāhū Hauora) has completed your request below.

*Total cost of designing the new website*

The total cost of designing the current Te Tāhū Hauora website was \$275,000 (excl. GST). The Statement of Work included an upgrade of the content management system (CMS) to improve the structure and functionality of the website, accessibility updates and updates to security.

The invoice we received does not break down these costs, so we are unable to provide you with the exact cost break down that you have requested (section 18(e) of the Official Information Act).

*Did Te Tāhū Hauora go out to tender to find a suitable contractor/consultant to design and host the new website?*

No, Te Tāhū Hauora did not go out to tender. Instead, we used our existing website provider, Silverstripe, to complete this work.

*What are the traffic metrics for the website for the last six months?*

Between 20 August 2023 and 20 February 2024, 134,000 users visited the Te Tāhū Hauora website. There was a total of 422,717 page views.

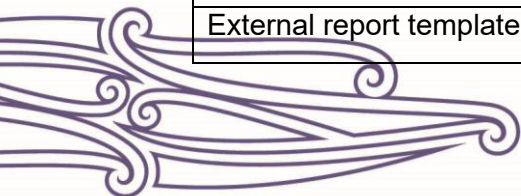
*When was the website last redesigned and what date was this redesign implemented?*

The Statement of Work began in August 2021 and the redesigned website went live in mid-February 2022.

*The total cost of designing the new logo*

The total cost of designing the Te Tāhū Hauora logo was \$38,950 (excl. GST). The cost breakdown is as follows:

Service	Cost
Tohu design	\$5,000
Logo design and resolution	\$5,850
General application – look and feel	\$3,000
Project management	\$4,500
Write and prepare style guide	\$3,500
PowerPoint template x 2	\$1,800
Memo template	\$450
Board paper template	\$600
ESLT template	\$600
Business card template	\$750
External report template	\$900



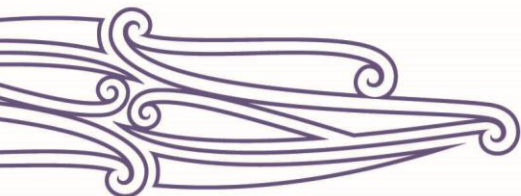
Formal letter and follow template	\$450
Meeting agenda template	\$600
Meeting minute template	\$600
Consent form template	\$450
Masthead strip	\$600
Company signage template	\$1,200
Facebook cover image	\$450
Facebook profile picture	\$450
Social media post image x 4	\$750
Twitter cover image	\$300
Twitter cover picture	\$300
LinkedIn profile image	\$300
LinkedIn cover image	\$300
Email footer	\$750
Branded computer wallpaper x 4	\$900
Pen mock-up	\$300
Standing banner mock-up	\$750
Paper pad mock-up	\$450
Wall decal for foyer mock-up	\$1,275
T-shirt mock-up	\$525
USB	\$300

Te Tāhū Hauora also spent \$1,350 (excl. GST) for the design and production of pull-up banners for use at events and \$1,000 (excl. GST) to apply the new logo on our website.

If you have any queries, please feel free to contact us at [info@hqsc.govt.nz](mailto:info@hqsc.govt.nz). If you would like to add any additional information relevant to your request, please do not hesitate to contact us so that this can be included.

You have the right to seek an investigation and review by the Ombudsman of this decision under s 28(3) of the Act. Information about how to make a complaint is available at [www.ombudsman.parliament.nz](http://www.ombudsman.parliament.nz) or by calling 0800 802 602.

**Please note that Te Tāhū Hauora publishes some of its OIA responses on its website, after the response is sent to the requester. The responses published are those that are considered to have a high level of public interest. We will not publish your name, address, or contact details.**



Nāku noa, nā

*Raoul Sarup*

Raoul Sarup

Official information advisor

**Te Tāhū Hauora Health Quality & Safety Commission**

