

From: Lynne Adamson
To: ["Michael Warren"](#)
Subject: RE: LGOIMA Request: Dunedin City Council re-branding
Date: Tuesday, 2 July 2019 05:07:00 p.m.

Dear Warren

Thank you for your email dated 1 May 2019 requesting costs for the Dunedin City Council recent rebranding exercise.

Please find the answers to each of your questions below:

1. The budget for the re-branding project when it was originally signed off.

The original budget approved for the re-branding project was \$23,300.

2. The most up-to-date cost estimate of updating the old logo and branding from existing signs, car fleets etc.

The most up-to-date cost estimate of updating the old logo and branding is \$23,600.

The breakdown of the costs are as follows: \$5,000 for replacing signage on the Civic Building (the DCC's main office building) and up to \$16,800 to brand the fleet cars.

There are up to 120 vehicles that need rebranding. Signage on other DCC assets will be introduced over time, when they are due for replacement or have been vandalised/damaged by environmental factors. Rebranding of brochures and other external collateral will be introduced over time as existing stocks are used up. As the majority of modern stationery is produced electronically the old logo is being replaced at no cost.

3. A breakdown of the ultimate cost of the re-branding project, including but not limited to the following components:

- **Meetings and consultation with stakeholders**

The staff time undertaken was within normal working hours therefore there have been no additional costs for meetings and consultation with stakeholders.

- **Design costs**

The work was undertaken by staff within normal working hours therefore there have been no additional design costs.

- **Research and development costs**

The work was undertaken by staff within normal working hours therefore there have been no additional costs for research and development.

- **Consultancy costs**

There were no consultancy costs.

- **Advertising costs**

There were no advertising costs.

- **Other associated costs**

There was an application cost of \$1,800 for 10 Trademark categories (please note that the cost is subject to the number of categories granted by the authority however we are expecting to be successful across the 10 categories

applied for).

Nga mihi

Lynne

Lynne Adamson

**GOVERNANCE SUPPORT OFFICER
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From: Michael Warren <Michael@taxpayers.org.nz>

Sent: Thursday, 6 June 2019 9:12 a.m.

To: Official Information <officialinformation@oa.dcc.govt.nz>

Subject: LGOIMA Request: Dunedin City Council re-branding

Good morning,

This is a request for information under the Local Government Official Information and Meetings Act 1987.

We are interested in information on the Dunedin City Council's recent re-branding exercise. In particular, we want to know how much the re-brand cost ratepayers in total.

We request the following information:

1. The budget for the re-branding project when it was originally signed off.
2. The most up-to-date cost estimate of updating the old logo and branding from existing signs, car fleets etc.
3. A breakdown of the ultimate cost of the re-branding project, including but not limited to the following components:
 1. Meetings and consultation with stakeholders
 2. Design costs
 3. Research and development costs
 4. Consultancy costs
 5. Advertising costs
 6. Other associated costs

We do not wish to cause unnecessary expense or burden on your agency. If clarification of

any of our requests is needed, please call or email. Likewise, if a request proves unnecessarily burdensome in form and we are likely to be able to adjust it to be more specific or better suited to your information systems without losing the benefit of what is sought, please also get in touch. If there is likely to be a delay in being able to assemble or provide some of the information requested, please provide the rest of the information as it becomes available.

To avoid unnecessary printing and postage costs, we ask that you send a **confirmation of receipt**, the response and any other correspondence related to this request to michael@taxpayers.org.nz. Please include the following reference in the subject line: **Dunedin City Council re-branding**.

Kind regards,

Michael Warren

Research Intern | New Zealand Taxpayers' Union | Auckland Ratepayers' Alliance

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