

Stephen Day

From: Stephen Day
Sent: Tuesday, 28 November 2023 2:39 pm
To: [REDACTED]
Subject: RE: Cost of rebranding with Te Reo

Hi [REDACTED]

Thank you for your request for information on 24 November 2023 on the exact cost of our rebrand project, which included changing our name from the New Zealand Walking Access Commission to Herenga ā Nuku Aotearoa, the Outdoor Access Commission.

In response

The total amount is \$167,982.33, spent between late 2020 and late 2022. This included workshops with, and survey of, internal and external stakeholders, as well as engaging with the Iwi Leaders Forum. It also included consultation with iwi leaders, design and concept creation, artwork, publication of materials such as brochures, flags, branded clothing, a website refresh and updating our IT systems.

If you have any further questions, please do not hesitate to ask. You have the right to seek an investigation and review of this decision by the Ombudsman. Information about how to make a complaint is available at www.ombudsman.parliament.nz or freephone 0800 802 602.

Nāku noa, nā

Stephen



Stephen Day

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