



1 December 2022

s 9(2)(a)

By email: s 9(2)(a)
Ref: H2022016986

Tēnā koe s 9(2)(a)

Response to your request for official information

Thank you for your request under the Official Information Act 1982 (the Act) to Manatū Hauora (the Ministry of Health) on 15 November 2022 for information regarding the Smokefree 2025 logo. You requested:

- *Why was the new Smokefree 2025 logo designed externally by Tatou NZ rather than designed in house in the same way the Flu 2022 logo was in house at no cost.*
- *Please provide all internal correspondence and correspondence with all Ministers in relation to making the decision to procure the new smokefree logo from an external party.*
- *Do you employ a designer or team of designers? If so please provide the salary band for the designers.*

Manatū Hauora employs two designers to cover organisation wide design and layout. Depending on workload and specific audience need, design work, such as for the design of the new Smokefree 2025 logo, may need to be outsourced.

The logo redesign work was originally commissioned in late 2021 and completed in April 2022. A revised tohu (brand) required a Kaupapa Māori lens over the design and Manatū Hauora chose to contract an external agency.

There was no correspondence to any Minister in relation to making the decision to procure the new logo from an external agency. Therefore, this part of your request is refused under section 18(e) of the Act, as the information requested does not exist.

Of the two designers employed by Manatū Hauora, one is an Advisor, and one is a Senior Advisor. The pay bands for these roles have been provided below:

Role	Pay band (\$)
Advisor	66,000 – 88,000
Senior Advisor	88,384 – 117,845

Please note, as part of the health and disability system reforms, as of 1 July 2022 Smokefree 2025 transferred to Te Whatu Ora Health New Zealand (Te Whatu Ora).

I trust this information fulfils your request. Under section 28(3) of the Act, you have the right to ask the Ombudsman to review any decisions made under this request. The Ombudsman may be contacted by email at: info@ombudsman.parliament.nz or by calling 0800 802 602.

Please note that this response, with your personal details removed, may be published on the Manatū Hauora website at: www.health.govt.nz/about-ministry/information-releases/responses-official-information-act-requests.

Nāku noa, nā

A handwritten signature in black ink, appearing to be 'A. Old', written in a cursive style.

Dr Andrew Old
**Deputy Director-General
Public Health Agency
Manatū Hauora**