



133 Molesworth Street
PO Box 5013
Wellington 6140
New Zealand
T+64 4 496 2000

12 January 2023

s 9(2)(a)

By email: s 9(2)(a)
Ref: H2022017999

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 1 December 2022 in response to information provided to you under reference: H2022016986. You requested the following information regarding the Smokefree 2025 logo:

*Please provide a copy of all earlier designs (including drafts) produced by the in house design team since it was commissioned in late 2021.
Please provide an estimate of the cost of developing these designs. If this is not possible please provide an estimate of the number of staff hours spent on these earlier designs and any other associated costs.*

There was no internal redesign of the Smokefree 2025 logo prior to Manatū Hauora contracting an external agency. Therefore, your request is refused under section 18(e) of the Act as the information requested does not exist.

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



Dr Andrew Old
Deputy Director-General
Public Health Agency | Te Pou Hauora Tūmatanui