

Our Ref: OIA 23-143

21 December 2023

[REDACTED]

Tēnā koe, [REDACTED]

Re: Branding and Websites

I refer to email dated 28 November 2023, to the Education Review Office requesting information under the Official Information Act 1982 as follows:

1. *All costs associated with the creation your agency's brand/logo. Including, but not limited to consultation, design, advertising, introducing the brand change, etc since 2017.*
2. *A timeline of all branding changes, and the corresponding total cost of each change.*
3. *The cost and names of all sub-brands or logos of your agency and when these were created or changed. For example, Te Whatu Ora has the smokefree 2025 sub-brand for their Smokefree 2025 campaign and Waka Kotahi has the Road to Zero sub-brand.*
4. *Ongoing costs associated with the development and upkeep of the agency's websites. This includes, but not limited to consultation, design, advertising, rolling out any website changes/updates, etc. Please give data for each year since 2017, along with the projected costs going forward.*

In relation to point one of your requests, you can find information about ERO's rebranding in its Annual Review responses

- 2017/18: [Education Review Office, responses to written questions 1-112 - New Zealand Parliament \(www.parliament.nz\)](#)
- 2018/19: [Education Review Office \(Responses to written questions 1-111\) - New Zealand Parliament \(www.parliament.nz\)](#)
- 2019/20: [Education Review Office \(Responses to written questions 1-140\) - New Zealand Parliament \(www.parliament.nz\)](#)
- 2020/21: [Education Review Office \(Responses to questions 1 -147\) - New Zealand Parliament \(www.parliament.nz\)](#)
- 2021/22: [Education Review Office \(responses to written questions 1-144\) - New Zealand Parliament \(www.parliament.nz\)](#)

From 1 July 2022 to 4 December 2023 no spending on ERO's brand/logo has occurred.

In relation to points two and three, please also see response to point one.

In relation to point four, you can find information about the costs of ERO's website in its Annual Review responses

2017/18: [Education Review Office, responses to written questions 1-112 - New Zealand Parliament \(www.parliament.nz\)](https://www.parliament.nz)

2018/19: [Education Review Office \(Responses to written questions 1-111\) - New Zealand Parliament \(www.parliament.nz\)](https://www.parliament.nz)

2019/20: [Education Review Office \(Responses to written questions 1-140\) - New Zealand Parliament \(www.parliament.nz\)](https://www.parliament.nz)

2020/21: [Education Review Office \(Responses to questions 1 -147\) - New Zealand Parliament \(www.parliament.nz\)](https://www.parliament.nz)

2021/22: [Education Review Office \(responses to written questions 1-144\) - New Zealand Parliament \(www.parliament.nz\)](https://www.parliament.nz)

The 2022/23 annual operating costs of its core website was \$62,693. In addition, ERO spent \$40,325 on development, including how it presents school and ECE reports to align with changes in its review approaches.

In 2023/24 the operating costs of its core website from 1 July 2023 to 30 November 2023 was \$30,453. ERO is expecting the website operating costs to increase by approximately \$6,000 per annum from 2024. In addition, ERO has spent \$46,145 on a necessary software upgrade to its website – this will ensure security updates, bug-fixes and maintenance issues reported and fixed. The total budget for this is up to \$86,240.

ERO has a microsite under development that will link to ERO's main website and house ERO's research and good practice resources so that they are more accessible to practitioners in the education sector. The development cost to 30 November 2023 has been \$56,000. The total budget for this project is \$150,000. The ongoing cost to host and maintain this site is expected to be approximately \$15,000 per annum.

ERO's has a legislative duty to report its findings, and our website, which serves an average of 52,000 visitors a month, is our main means of keeping the NZ public informed about the performance of the education sector, to ensure transparency, trust, and confidence in the sector.

Ngā mihi



Jeremy France
Deputy Chief Executive Corporate Services
Education Review Office | Te Tari Arotake Mātauranga
National Office | Tari Matua