

4 November 2020

[REDACTED]

Dear [REDACTED]

Official information request for design costs

We refer to your official information request dated 30 October 2020 regarding the cost of design work commissioned by the Mayor's Office.

The information you have requested is below.

It was necessary to update the Mayor's visual guidelines following the 2019 local government elections, as a result of a new Mayor being elected. These guidelines had not been updated for approximately ten years.

Obvious Brand Partners Limited completed the design work, and cost \$2,650 + GST. Obvious were engaged by way of direct purchase, in accordance with Hutt City Council's procurement guidelines. Obvious' proposal was the most cost effective (ie cheapest) of the two agencies which were approached.

The brief was to refresh the visual guidelines so that they were modern and more versatile, and the Mayor's request to include a more significant Māori element. The cost of the work included the development and design of the visual guidelines, and also included the cost of design of stationary (business cards and letterhead), as well as the design of the signwriting for the Mayoral car.

Obvious does not have a connection with the officer who commissioned the work, and were selected based off their proposal (in competition with another firm).

You have the right to seek an investigation and review by the Ombudsman of this decision. Information about how to make a complaint is available at www.ombudsman.parliament.nz or freephone 0800 802 602.

If you wish to discuss this decision with us, please feel free to contact me at krisna.crowleynepia@huttcity.govt.nz.

Kind regards,

[REDACTED]

Krisna Crowley Nepia
Executive Assistant