

Office of Hon Judith Collins KC

Attorney General
Minister of Defence
Minister for Digitising Government
Minister for the Public Service
Minister Responsible for the GCSB
Minister Responsible for the NZSIS
Minister for Space



Todd Stephenson MP
ACT New Zealand

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Dear Todd,

Thank you for your letter of 19 March, sharing your concerns about the Government's overall branding and public presentation.

In your letter, you reference the branding of the 'principal government website' which I understand to be www.govt.nz. This website aims to improve co-operation and partnership across agencies so that users have a simple and trustworthy experience when they're interacting with government.

The coalition commitment between the New Zealand National Party and New Zealand First agreed to ensure all public service departments have their primary name in English, except for those specifically related to Māori. Ministers and agencies have responded to the coalition commitment on a case-by-case basis. This aligns with the Government's priority that public sector agencies focus on delivering more effective frontline services to New Zealanders and making good use of taxpayer dollars.

The coalition commitment also agreed to require public service departments and Crown entities to communicate primarily in English except those entities specifically related to Māori.

The all of government logo you refer to in your letter is included in the *New Zealand Government Identity Policy and Guidelines*. This document was last reviewed in 2021, and many agencies have implemented the NZ Govt Identity and logo mark across a wide range of digital and physical collateral.

Recently I have been concerned about the cost of agency rebranding activities and raised this with the Public Service Commissioner. He has reminded public service agencies of the need to be mindful of the fiscal environment, to minimise unnecessary expenditure associated with rebranding, and to learn from other agencies' experiences to avoid undue costs. I have also written to Crown entity Board Chairs to share these expectations. I have asked officials to advise me on the potential costs and timeframe for reviewing the Guidelines as I want any changes in approach or branding to be made without incurring substantial additional cost.

Thank you again for sharing your concerns with me.

Yours sincerely,

A handwritten signature in blue ink, appearing to read 'Judith Collins'.

Hon Judith Collins KC
Minister for the Public Service