

14 August 2019

Response to official information request relating to the decision for the Council to rebrand

I refer to your request for official information received 6 August 2019 relating to comments made by Mayor Mike Tana in the media regarding the decision for the Council to rebrand. We have processed your request under the Local Government Official Information and Meetings Act (LGOIMA) 1987.

Your question is specified in bold below, followed by our response.

- 1. Mayor Mike Tana has said in the media that the decision for the council to rebrand was made by a previous council and delegated to the CEO. Can you please supply all meeting minutes that prove this statement or reference it and also tell me whether elected members have confirmed it or were briefed at any time on the “smiley face” logo, whether in a formal meeting or workshop. Please state the date and time of this confirmation.**

The first public appearance of the Council's smiley face avatar was in April 2017 as used on our Facebook and Twitter profiles. While the roll-out of the brand happened in a phased approach from April 2017, its genesis arose from our website upgrade project started in 2016. In doing that work, it became clear that a wider rebrand was needed.

The Executive Management Team approved the project for Customer Experience Design and Brand Development in September 2016 as one of our Enabling and Business Projects. The project was not consulted on as part of the 2016/17 Annual Plan as it was an operational project that was within existing “business as usual” budgets. We cannot find any record that the concept was profiled to the Council prior to the local body elections in 2016.

A personal briefing for the Mayor on the Customer Experience project was held 18 October 2016, followed by a Council Briefing (optional) for elected members held 24 November 2016.

Following the initial briefing stage, a Council Workshop was held on 2 February 2017 to provide an update on developing the refreshed visual identify for Porirua City and Council. We do not have a record of the presentation material to show if the smiley face avatar was profiled at this Workshop.

Brief project updates were provided through the City Directions Committee from December 2016 through the 2-monthly Finance Report, first titled as the Communications Strategy project (December 2016 Two Monthly Finance Report) and then referred to as Customer Experience and Visual Identity project in subsequent Finance Reports. The Public Website Upgrade project was also noted as being interrelated, to ensure the website reflected the new brands and content approach. You can find copies of the 2-monthly Finance Reports on our website <https://porirua.govt.nz/your-council/mayor-councillors/meetings-minutes-and-agendas/> - refer to City Directions Meetings held 28 February 2017, 30 March 2017, 25 May 2017 and 27 July 2017.

In addition to the above Briefing, Workshop and Finance Reports, the customer experience work was profiled in our Annual Reports for both 2016/17 (page 5) and 2017/18 (page 21) – available online <https://porirua.govt.nz/your-council/city-planning-and-reporting/annual-report/>.

Please note that we will publish our response to your request on the Council's website www.porirua.govt.nz/your-council/getting-involved/request-official-information/ as we consider it is of wider public interest. We will redact your name and contact details from the published response in order to protect your privacy.

I trust that this information is of assistance and answers your queries. If you wish to discuss this decision with us, please feel free to contact Anne Rose at anne.rose@porirua.govt.nz or phone 237-3590.

Ngā mihi



Roy Baker
Chief Executive (Acting)
Kaiwhakahaere Matua