

26 August 2019

### **Response to official information request for Porirua Council avatar**

I refer to your request for official information received on 8 August 2019 relating to the smiley face avatar used on the Council's Facebook page. We have processed your request under the Local Government Official Information and Meetings Act (LGOIMA) 1987.

As context to the information you've requested, the smiley face avatar was used because it's bold, reflects our friendly city and links to our strategic priority for children and young people. It was also used instead of our Porirua City logo because the length and shape of the logo could not fit into the Facebook tile.

The questions you specified have been included as numbered headings in bold below, with our response following each heading.

**1. Please let me know who agreed to "the really poor avatar"**

- This was an operational decision agreed to by Council officers.

**2. Can I include in my OIA request the numbers of people who have expressed their displeasure over this branding, the number who approve of it and information on how a decision was made to include this branding.**

- It's not possible to quantify the numbers you seek because opinion for and against was expressed on multiple platforms over an extended period of time. The decision to include the smiley face avatar as part of the Council's brand was made by Council officers for the reason outlined above. Please note that the avatar is not the Council's logo.

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](http://www.ombudsman.parliament.nz) or freephone 0800 802 602. The address for the Office of the Ombudsman is PO Box 10152, Wellington 6143.

Ngā mihi

A handwritten signature in blue ink that reads 'Wendy Walker'.

Wendy Walker  
**Chief Executive**  
**Kaiwhakahaere Matua**