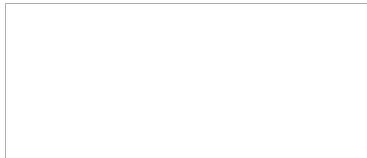




12 JUL 2017



Dear

On 3 April 2017, you emailed Hon Anne Tolley, Minister for Children, requesting, under the Official Information Act 1982 (the Act), Information regarding the visual identity of the Ministry for Vulnerable Children Oranga Tamariki and the recruitment process for the new Ministry's senior management team.

On 3 April 2017 your request was transferred to Gráinne Moss, Chief Executive of the Ministry for Vulnerable Children, Oranga Tamariki. Your request is being responded to by the Ministry for Social Development (the Ministry) as the agency responsible for contracting the branding for the Ministry for Vulnerable Children, Oranga Tamariki.

On 3 May 2017, you were advised the Ministry required more time to prepare the response, and a decision would be with you on or before 21 June 2017. On 21 June 2017, you were advised of a notification of decision on your request, which was that we would grant your request in part.

For clarity, each of your questions are addressed in turn.

- *Who was contracted to provide and design the branding for Oranga Tamariki?*
- *How much were they paid for this work?*

The Ministry contracted Clemenger BBDO to develop the new Ministry's visual identity and logo at a cost of \$33,000. In developing the visual identity, Clemenger BBDO collaborated with Te Whānau Aroha, the Youth Advisory Panel, who drove the design and made decisions around the final look and feel of the identity of Oranga Tamariki. Further information about this process may be found at: www.msd.govt.nz/about-msd-and-our-work/newsroom/media-releases/2017/oranga-tamariki-reflecting-the-voices-of-young-people.html.

- *Was the project tendered? If not, why not?*

The branding project was tendered through a closed tender. The Ministry is a party to the All of Government Design Services contract. All-of-Government (AoG) contracts harness the collective purchasing power of Government by establishing single supply agreements for selected common goods and services. AoG contracts account for around 2% of government spend with third party suppliers and are

designed to improve engagement with suppliers. They also go some way to standardise procurement engagement with government, reduce transaction costs and improve overall service quality for government and suppliers alike. They deliver high quality products and services to government and value for money for the New Zealand taxpayer.

- *Who was contracted to conduct the HR processes for selecting the Ministry's senior management team, or was it done internally?*
- *How much was spent to carry out this work?*
- *Was the work tendered? If not, why not?*

The recruiting and selection process to set up the new Ministry for Vulnerable Children, Oranga Tamariki's senior management team was led by the internal recruitment team at the Ministry of Social Development. Due to the number of critical senior roles (Deputy Chief Executive and General Manager level) to be filled in a short timeframe, partnerships were entered into with two external recruiting agencies, Sheffield and Kerridge and Partners. These agencies were selected after Expressions of Interest were received from seven agencies approached by the Ministry, based on their proven ability to find quality candidates at the senior level for roles across the public and private sector. The State Services Commission was also a key partner in this process which included access to career board information and advising on suitable candidates across the broader State Sector.

This recruitment process is still ongoing and therefore the total costs are not yet available. Accordingly, the Ministry has decided to refuse your request for information which relates to spend for the selection of the Ministry's senior management team under section 9(2)(i) of the Act to enable the Ministry to carry on, without prejudice or disadvantage, negotiations (including commercial and industrial negotiations). The greater public interest is in ensuring that government agencies can continue to negotiate without prejudice.

In a month's time, you are welcome to make a further request for information about the total recruitment costs for the Ministry's senior management team to OIA_Requests@mvcot.govt.nz. Provided the recruitment process is complete, the total costs will be supplied.

The Ministry intends to make the information contained in this letter and any attached documents available to the wider public shortly. The Ministry will do this by publishing this letter on the Ministry of Social Development's website. Your personal details will be deleted and the Ministry will not publish any information that would identify you as the person who requested the information.

If you are not satisfied with this response, you have the right to seek an investigation and review by the Ombudsman. Information about how to make a complaint is available at www.ombudsman.parliament.nz or 0800 802 602.

Yours sincerely



Merv Dacre
Deputy Chief Executive, Corporate Solutions