

16 February 2024

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

AND

[REDACTED]  
[REDACTED]  
[REDACTED]

By email: [REDACTED]

Dear [REDACTED]

**Official Information Act 1982 (OIA) Request – Information Relating to the Costs of Creation and Maintenance of the FMA Brand and Websites**

We refer to your official information request dated 18 January 2024 for information relating to the FMA branding and website costs.

Please see our response to your requests set out below:

1. **“Costs associated with FMA’s brand/logo since 2017. Including, but not limited to consultation, design, advertising, introducing the brand change, etc since 2017.”**

The FMA discloses its spending on branding every year as part of its response to Questions to the Economic Development, Science and Innovation Committee Select Committee (Question 3). We refer you to the link: [Financial Markets Authority \(Responses to written questions 1-161\) - New Zealand Parliament \(www.parliament.nz\)](http://www.parliament.nz)

Details of the spending is set out below.

[REDACTED]	
2022/23	No costs associated with branding
2021/22	No costs associated with branding
2020/21	Costs associated with branding – details below
2019/20	No costs associated with branding
2018/19	No costs associated with branding
2017/18	No costs associated with branding

In the 2020/21 financial year the FMA undertook some branding work to reflect the FMA’s anticipated role in regulating the conduct of banks and insurers under the Conduct of Financial Institutions regime. The FMA spent approximately \$37,000 in the 2020/21 financial year to best consider how to develop the FMA’s brand in response to this.

The immediate outcome of this work is a visual identity that improved accessibility in line with the FMA’s website upgrade, which went live in 2022.

Prior to this, the FMA last spent money on branding in 2012/13, when \$6,000 was spent.

**2. “A timeline of all branding changes, and the corresponding total cost of each change.”**

Please see the response to Question 1.

**3. “The cost and names of all sub-brands or logos of your agency and when these were created or changed. For example, Te Whatu Ora has the smokefree 2025 sub-brand for their Smokefree 2025 campaign and Waka Kotahi has the Road to Zero sub-brand.”**

The FMA has the following in its management, and they are all created internally. External costs are minimal (around \$600 per year per website).

- The New Zealand Council of Financial Regulators (COFR) official forum for FinTech-related regulation website – [www.fintech.govt.nz](http://www.fintech.govt.nz)
- Financial Advice Code website – [www.financialadvicecode.govt.nz](http://www.financialadvicecode.govt.nz)
- Financial Advisers Disciplinary Committee website – [www.fadc.govt.nz](http://www.fadc.govt.nz)

**4. Requested information: Ongoing costs associated with the development and upkeep of the agency’s websites. This includes, but not limited to consultation, design, advertising, rolling out any website changes/updates, etc. Please give data for each year since 2017, along with the projected costs going forward.**

Year	Cost
Jan - Jun/2017	\$63,134.71
2017/2018	\$216,345.09
2018/2019	\$139,650.54
2019/2020	\$108,362.01
2020/2021	\$303,331.29
2021/2022	\$441,424.70
2022/2023	\$147,132.52
2023/2024 (Jul-Dec 23)	\$49,206.30

The FMA received capital funding in Budget 2020 to upgrade its main website. This was because the software that underpinned the FMA’s website was due to be unsupported from September 2020. The move to the new supported version was combined with a major upgrade to the customer experience. This is why there is a significant increase in website spend in 2020/21 and in 2021/22 in the table above.

The FMA's approach is that communication is a vital regulatory tool, with clear and consistent communication and engagement with the financial services sector. The FMA's website is a vital part of this work. This approach has been supported by the financial services sector in the last two FMA funding and levy reviews, and the industry contributes more than 80% of the FMA's funding. Details of the FMA's website spend are disclosed every year to the EDSI committee (Question 32).

The FMA will provide the estimated cost of maintaining its website as part of the Standard Written Questions to the EDSI committee for the 24/25 year as part of the standard budget process.

You have the right to complain to the Ombudsman regarding our assessment of your OIA requests, in accordance with section 28 of the OIA. Information about how to make a complaint is available at [www.ombudsman.parliament.nz](http://www.ombudsman.parliament.nz) or phone 0800 802 602.

If you have any questions, please contact Christiner Chan in the first instance at [christiner.chan@fma.govt.nz](mailto:christiner.chan@fma.govt.nz).

Yours sincerely

A handwritten signature in blue ink, appearing to read 'Michael Oomen', with a stylized flourish at the end.

Michael Oomen  
**Manager, Governance**