

21 December 2021

Todd
fyi-request-17665-b8c87c82@requests.fyi.org.nz

Our ref: F30120
By email

Dear Todd

Request for Official Information regarding expenditure on promotional items

I refer to your request under the Official Information Act 1982 (OIA) to Maritime NZ on 23 November 2021 for the following information:

“Under the OIA I seek details of the total spent on Maritime New Zealand branded merchandise including keep cups, Pierre Cardin branded notebooks, and any other branded promotional items, in the current and past two financial years please.

I also request copies of any analysis or correspondence discussing the expense in the context of prudent use of government money and the expected benefit of such expense”

We have considered your request under the Act. Accordingly, attached is a document with the information you have requested. We have provided context notes on the use of branded material in the enclosed table. This material falls in to two segments; organisational identity, and campaign support.

We do not hold analysis or correspondence specifically discussing the expenditure of funds for these purposes, therefore this portion of your request is declined pursuant to section 18(e) of the Act, on the grounds that the information requested does not exist, or cannot be found.

While Maritime NZ is not solely funded by government, all internal and external expenditure, including communications, marketing, promotions and otherwise, is reviewed carefully as part of our annual budget cycle to ensure that expenditure is prudent and designed to deliver specific benefits. You can find more information about the nature and structure of the funding Maritime NZ receives in our Annual Reports, available on [our website](#).

Branded collateral has largely been focused on supporting the work of the Safer Boating Forum, through the use of the Safer Boating brand, and on promoting the use of beacons for rescue purposes. Branded collateral plays an important part of the marketing mix. The collateral strategically supports key messages and interventions aimed at reducing fatalities and incidence of harm amongst the target audience. The branded collateral is an effective way to increase the awareness of the key messages.

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 or freephone 0800 802 602.

If you wish to discuss any aspect of your request with us, including this decision, please feel free to contact me.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'Anna Dwen', with a stylized, cursive script.

Anna Dwen
Senior Advisor, Government Services

In 2020/21 Maritime NZ spent approximately \$106,568.11 on branded merchandise and products.

Item	Detail	Cost	Context
Maritime NZ branded PPE, overalls, and branded clothing		\$54,547 (total includes some not branded clothing e.g. trousers and not branded back packs for computers and documents)	This includes all personal protective equipment (PPE), work clothes and wet weather clothing issued to Maritime Officers and Port State Control Officers for working on vessels, in ports, and at the scene of maritime incidents. They, and other Maritime NZ staff, can also order branded corporate clothing. Branded PPE and other clothing helps clearly identify Maritime NZ staff to stakeholders we work with.
Safer boating summer campaign – banners, collateral and other promotional items.	Various items, including lifejackets, waterproof cell phone bags, promotional flags, brochures and other collateral.	\$32,941.25	Promoting Safer Boating campaign safety messages at events and through interactions with boaties during boating safety events, the 'No Excuses' campaign, and the summer campaign. The resources were used by Maritime NZ and were made available to partner agencies on the Safer Boating Forum to use with their communities and audiences.
Marine oil spill National Response Team clothing and backpacks	160 hoodies. 100 polo shirts 75 backpacks	\$17,702	Branded clothing and backpacks are used to help clearly identify members of the national response team at a maritime incident. The backpacks are used to carry necessary equipment and documents.
Rescue Coordination Centre NZ clothing and magnetic fridge torches	15 shirts and jackets	\$1,067.86 (clothing) \$310 (torches)	Branded clothing is used to help clearly identify RCCNZ staff. Final payment for the magnetic fridge torches produced in 2019/20.

In 2019/20 Maritime NZ spent \$90,221 on branded merchandise and products.

Item	Detail	Cost	Context
Safer boating summer campaign – banners, collateral and other promotional items.	Various items, including lifejackets, waterproof cell phone bags, promotional flags, brochures and other collateral.	\$29,000 (lifejackets) \$16,000 (other items)	Promoting Safer Boating campaign safety messages at events and through interactions with boaties during boating safety events, the 'No Excuses' campaign, and the summer campaign. The resources were used by Maritime NZ and were made available to partner agencies on the Safer Boating Forum to use with their communities and audiences.
Maritime NZ branded PPE, overalls, and branded clothing; branded coffee cups	100 cups	\$37,944 (total includes some not branded clothing e.g. trousers and non-branded back packs for computers and documents) \$777 (cups)	This includes all personal protective equipment (PPE), work clothes and wet weather clothing issued to Maritime Officers and Port State Control Officers for working on vessels, in ports and at the scene of maritime incidents. They, and other Maritime NZ staff, can also order branded corporate clothing. Branded PPE and other clothing helps clearly identify Maritime NZ staff to stakeholders we work with. Coffee cups are given to new staff at their induction, which also contributes to Maritime NZ's sustainability efforts
Rescue Coordination Centre NZ collateral	1,000 x magnetic fridge torches 100 x cups 1,000 x pens 1,000 x phone pouches 1,000, x carabiners	\$2,680 (torches) \$1,000 (cups) \$2,020 (pens) \$2,600 (phone pouches) \$800 (carabiners)	Distributed at boat shows, outdoor safety events and to visitors to promote distress beacon usage, including the url for the website to register beacons and list emergency contacts.

In 2018/19 Maritime NZ spent approximately \$36,999 on branded merchandise and products.

Item	Detail	Cost	Context
Maritime NZ branded PPE, overalls, and branded clothing; branded coffee cups	100 cups	\$18,850 (total includes some not branded clothing e.g. trousers and not branded back packs for computers and documents) \$749 (cups)	This includes all personal protective equipment (PPE), work clothes and wet weather clothing issued to Maritime Officers and Port State Control Officers for working on vessels, in ports and at the scene of maritime incidents. They, and other Maritime NZ staff, can also order branded corporate clothing. Branded PPE and other clothing helps clearly identify Maritime NZ staff to stakeholders we work with. Cups are given to new staff at their induction, which also contributes to Maritime NZ's sustainability efforts
Rescue Coordination Centre NZ collateral	2 x Tables Cloth 2 x Wind blade Flag 1x large display banner 200 x pens 200 x drink bottles	\$5,000 (display materials) \$620 (pens) \$780 (drink bottles)	Used by Rescue Coordination Centre NZ to promote beacon usage and safety messages at events throughout New Zealand.
Safer boating summer campaign – banners, collateral and other promotional items	Various items, including promotional flags, lifejackets, brochures and other collateral	\$6,000	Promoting Safer Boating campaign safety messages at events and through interactions with boaties during the 'No Excuses' campaign.
Corporate gifts – Manaia	65	\$5,000	Bone and greenstone carvings presented to dignitaries at special events.