



OIA22-0589

19 AUG 2022

Whistler King  
fyi-request-19873-1dba8663@requests.fyi.org.nz

Dear Whistler King

Thank you for your email of 11 July 2022 requesting information relating to social media staff  
Your request has been considered under the Official Information Act 1982 (OIA).

I shall quote and respond to each part of your request below.

*I would like to know from March 2020 to December 2021 how many dedicated social media staff you employed, including their job titles. For comparison, from 2020 to 2022 provide a breakdown by financial year of the social media teams salaries.*

Between March 2020 and December 2021, social media employee numbers fluctuated. There were five staff over the requested time period. The job titles were Social Media Adviser, Social Media Senior Adviser, and Team Leader Social Media. They also contributed to event management, videography, writing and editing publications.

As this is a small team, a breakdown by financial year of the social media teams salaries cannot be provided without compromising the privacy of the staff members concerned and therefore this part of your request is declined under section 9(2)(a) – *to protect the privacy of natural persons.*

*I also request from March 2020 to December 2021 how many events did the Deputy Director General Public Affairs attend? What were the events? And, was he accompanied by staff? If yes, please include the staff members job title*

Part of the role of the Deputy Director General (DDG) of Public Affairs includes stakeholder engagement. The DDG Public Affairs attends events alongside MPI's Senior Leadership Team (SLT) and MPI's Director Industry & Stakeholder Management.

Staff do not accompany the DDG to events, they work at the events as part of their day-to-day duties and responsibilities. Please see the table below for details of events between March 2020 and December 2021 and those who also attended from MPI.

Name of event	Date	Location of event	MPI Staff
Launch of Fit for a Better World	July 2020	Auckland - Mount Albert Grammar School and ASB MAGS Farm	Members of SLT Biosecurity staff Director Government Services Director Industry & Stakeholder Management Principal Adviser Communications Team Leader Social Media

Zespri function	July 2020	Wellington – Parliament	Members of SLT
SLT stakeholder engagement	August 2020	Christchurch – MPI offices / Lincoln Universities	Members of SLT
Guild of Agricultural Journalist Awards	October 2020	Wellington	DDG Public Affairs Principal Adviser Communications Manager Media Team Leader Social Media Social Media Adviser
Biosecurity Awards	November 2020	Wellington - Parliament	Members of SLT MPI Directors Director Engagement and Events Principal Adviser Events Senior Stakeholder Engagement Adviser Team Leader Social Media Senior Adviser Media
Primary Industry Summit / Fed Farm conference	November 2020	Wellington - Te Papa	Members of SLT MPI Directors Team Leader Social Media
Primary Industry comms and journalist Christmas with FedFarms	December 2020	Wellington - Featherston Street	Members of SLT MPI Directors
Rural Games	March 2021	Palmerston North - The square	DDG Public Affairs Members of the Workforce team
Good Employer Awards	April 2021	Wellington - Parliament	Member of SLT Director Investment Skills & Performance Director Engagement & Information Principal Adviser Events Senior Adviser Events & Visits Workforce Coordinator
Launch of Te Uru Rākau – New Zealand Forest Service	April 2021	Rotorua	Members of SLT Director Engagement & Information Director Government Services Principal Adviser Events Senior Adviser Events & Visits (Te Uru Rākau – NZ Forest Service) Te Uru Rākau – NZ Forest Service staff
Stakeholder event	May 2021	The Distinction Hotel, Palmerston North	Members of SLT Director Industry & Stakeholder Management Manager Strategy & Planning Senior Engagement Adviser
Fieldays	June 2021	Hamilton - Mystery Creek	Members of SLT Director Investment Skills & Performance Director Industry & Stakeholder Management Director Engagement & Information Principal Adviser Communications Principal Adviser Events Senior Adviser Events & Visits

			Various workforce staff
Primary Industry Summit and Awards	July 2021	Christchurch - Christchurch Town Hall	Members of SLT MPI Directors
MPI stakeholder event	July 2021	Tauranga - MPI office / Zespri	Member of SLT Director Industry & Stakeholder Management Manager Strategy & Planning MPI Local Staff
Zespri Parliament function	August 2021	Wellington – Parliament	Members of SLT MPI Directors
SOPi breakfast launch	December 2021	Wellington – MPI office	Members of SLT MPI Directors Director Government Services Director Industry & Stakeholder Management Principal Adviser Communications Manager Media Principal Adviser to Director Govt Services Senior Adviser to DDG Public Affairs Executive Coordinator and Branch Support Media Advisor Manager Economic Data & Analysis Principal Adviser, Farm Monitoring & Benchmarking Senior Adviser Māori Government Services Staff

<sup>1</sup> This is not a comprehensive list as MPI does not maintain centralised records about which MPI staff attended events.

MPI is satisfied that in the circumstances of this case, the withholding of the information is not outweighed by other considerations which render it desirable in the public interest to make the information available.

I trust the information provided is of assistance. Should you have any concerns with this response, I would encourage you to raise these with the Ministry for Primary Industries at [Official.InformationAct@mpi.govt.nz](mailto:Official.InformationAct@mpi.govt.nz). Alternatively, you are advised of your right to also raise any concerns with the Office of the Ombudsman. Contact details are: Office of the Ombudsman, PO Box 10152, Wellington 6143 or at [info@ombudsman.parliament.nz](mailto:info@ombudsman.parliament.nz).

Yours sincerely



Neil Cherry  
DDG Corporate Services