

21 September 2022

Scott D Kennedy
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Tēnā koe Scott,



Matatū. Tū Mataora.
Stand tall. Shape the future.

Thank you for your email dated 28 August 2022 requesting information as follows

1. *Itemised budgets for developing the Unteach Racism website and modules.*
2. *Itemised actual expenditure for developing the website and modules.*
3. *Detail advertising costs and the medium used to promote the app (ie Facebook, website advertising including which websites.)*

We have considered your request under the Official Information Act 1982 (OIA) and can advise as follows.

1. *Itemised budgets for developing the Unteach Racism website and modules.*

The total budget for developing the Unteach Racism website and modules was capped at \$300,000. It was forecast that in the 2018/2019 financial year \$194,000 would be required for this project and that in the 2019/2020 financial year \$100,000 would be required.

2. *Itemised actual expenditure for developing the website and modules.*

The costs of developing the Unteach Racism websites and modules were as follows:

Concept design, module structure and content including research and work with teachers and experts' group	\$278,322.00
Photos and video content	\$5,335.00
Marketing	\$6,735.00
Website cost (annually)	\$108
Other costs (trademark, licences)	\$1,812.5
Total cost	\$292,420.15

As an artist Mr Waititi was extremely generous in donating his time and resources for a video that was included in Unteach Racism. While Mr Waititi did not receive a direct fee, Curious Film (where Mr Waititi is one of 13 Directors), was paid to cover the production necessities. We are unable to disclose the amount paid to Curious Films as this information is of a commercially sensitive nature and withheld under section 9(2)(b)(ii). Mr Waititi's roll included:

- Co-writing the script and infusing his own experience into the video
- Full day of directing the filming of the video
- Directing the editing of the video
- Creative oversight of post-production of the video

In 2022 the Teaching Council rolled over the advert and other collateral featuring Taika Waititi. Mr Waititi generously waived his rollover and other professional fees. So for 2022 there was no cost for the ongoing services of Mr Waititi.

3. Detail advertising costs and the medium used to promote the app (ie Facebook, website advertising including which websites.)

The platforms used to promote Unteach Racism are:

- Facebook
- Instagram
- LinkedIn
- Twitter
- Teaching Council website
- Unteach Racism website

There are no advertising costs for using the above platforms apart from a \$108 annual fee for the Unteach Racism website. The Teaching Council work closely with partners such as the Human Rights Commission and the Ministry of Education who will often share our Unteach Racism posts on their channels.

In 2022 the Teaching Council undertook a marketing and communications plan to promote Unteach Racism and increase engagement with the programme. The costs of this are as follows:

Publication	Message	Cost	Advert Size	Publication date
Education Gazette	1 2	\$4,245 \$2,590	Full page Half page horizontal & article	23 May 4 July
Swings & Roundabouts	1	\$1,825 Free	Full page Article	June (Winter issue)
The Space Magazine	1	\$1,300	Full spread + bleed	1 June
NZ Principal Magazine	1	\$2,320	Full page Article	June (Term 2 issue) August (Term 3 issue)
TOTAL CAMPAIGN COSTS				\$12,280

For transparency, we also developed an application for Unteach Racism which had a total capital cost of \$242,000. The application utilised the work developed in the website and modules.

You have the right to seek an investigation and review by the Ombudsman of this response. Information about how to make a complaint is available at www.ombudsman.parliament.nz or freephone 0800 802 602.

If you wish to discuss this decision with us, please feel free to contact Jess Ludgate, Information, Privacy and Government Relations Advisor who may be able to provide further assistance. Her email address is jessica.ludgate@teachingcouncil.nz

Nāku noa, nā



Pauline Barnes

Tātai Heke Ngaio | Deputy Chief Executive – Professional Services