

16 January 2023

C161816

Tim Rowlands

fyi-request-21246-5492d5b9@requests.fyi.org.nz

Tēnā Koe Tim

Thank you for your email of 26 November 2022 to the Department of Corrections – Ara Poutama Aotearoa, requesting information about the cost of Corrections' recruitment advertisements. Your request has been considered under the Official Information Act 1982 (OIA).

Corrections' frontline staff deal with some of New Zealand's most difficult and challenging people on a daily basis. People in prison often come into our management with significant learning, disability, mental health, and addiction needs. Corrections takes our duty of care seriously to do everything we can to help people rehabilitate, improve their wellbeing, and safely reintegrate back into their communities.

As has been widely reported, Corrections has been facing staffing challenges across many of our prisons, and this has impacted our ability to fully resume access to programmes and in-person visits, and provide longer unlock hours, at some sites. As a result, we are making a concerted effort to recruit, retain and train staff. This includes our advertising campaign, which is focused on actively recruiting new Corrections Officers across the country. Our staff have also been carrying out recruitment activities in their local communities (for example, information evenings for people interested in working with us).

We have seen a strong increase in the number of job applications received for new Corrections Officers, with over 1,800 applications received in the final three months of last year.

You requested:

I am interested in knowing how much the Department of Corrections paid to produce and deliver the recruitment advertisements currently being shown.

Please break these costs down into:

a) The approximate amount of money spent planning/drafting these advertisements. If an external agency/company/consultant was used in this stage, please include their details and how much they were paid for this.

b) The approximate amount of money spent producing the advertisements (talent hire, filming, editing etc).

Our current campaign was launched on 23 October 2022 and includes TV commercials, over 860 'out of home' signs across the country, digital ads on the internet, as well as ads on social media and on the radio. It was developed and produced with Stanley St who we have a long-standing relationship with.

Stanley St (formerly Ogilvy New Zealand LTD) was first contracted in the 2016/17 financial year for recruitment marketing under the All-of-Government procurement process for approved suppliers and services across the government sector.

While advertising campaigns may target a specific role, they also raise awareness of Corrections and encourage candidates to consider Corrections for a range of careers. Corrections' advertising budget this year reflects the need to ensure we attract applicants in a competitive job market.

The table below provides the cost of the development and placement of the current advertising campaign.

	Costs
Development and research	\$111,010
Video Production	\$718,650
Out of Home, Digital, Radio Production Costs	\$69,966
Content production	\$450,000
Media Placement	\$2,500,000
Total	\$3,849,626

c) The approximate amount of money spent to run the advertisement campaign, preferably further broken down by platform (facebook, television, radio etc).

As Corrections is only part way through the current campaign, final costs are not available. Therefore, this part of your request is refused under section 18(e) of the OIA, as the information requested does not exist.

In accordance with section 18B of the OIA we have considered whether consulting with you to enable the request to be made in a form that would remove the reason for refusal. However, we do not consider that the request can be refined in this instance as your request is specific, but the information does not exist.

However, we can provide you with a breakdown of the *planned* Media Placement costs (as referenced in the table above) to run the current advertising campaign.

Media Placement Breakdown	Costs
Broadcast TV (TVOne, TV2, Discovery/Bravo, Duke, Sky, Maori TV, and Specialist Ethnic Channels)	\$1,774,466
Digital TV & Online Video (including Youtube)	\$357,503

Out of Home (Billboards, Bus Stops, Street Posters)	\$300,735
Search engine advertising	\$67,296
Total	\$2,500,000

The above tables exclude any media activity directly outside the campaign, such as regional based radio, digital display advertising, and paid social activity.

Please note that this response may be published on Corrections' website. Typically, responses are published quarterly, or as otherwise determined. Your personal information including name and contact details will be removed for publication.

I trust the information provided is of assistance. I encourage you to raise any concerns about this response with Corrections. 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.

Ngā mihi



Richard Waggott
Deputy Chief Executive People and Capability