

12 May 2023

Official Information Request No.8140011798  
(Please quote this in any correspondence)

Sonny Williams  
By email - [fyi-request-22451-3a7c2101@requests.fyi.org.nz](mailto:fyi-request-22451-3a7c2101@requests.fyi.org.nz)

Tēnā koe Sonny

### **Local Government Official Information and Meetings Act 1987 (LGOIMA)**

#### **Eke Panuku spending communications**

Thank you for your email which we received on 14 April 2023.

I also refer to my email to you on *18 April 2023*, clarifying your request for the financial information for the *2021-2022 financial year and a 2022-2023 YTD eg the current year and last year*.

The specific details of your request and our response is below.

#### **The expenditure is based on the 2021-22 Financial Year.**

As per the Local Government Act 2002, local government authorities are required to promote democratic participation in work undertaken by Councils and Council Controlled Organisations by making information available to the public. (Local Government Act 2002, Sec 59 Clause 1(c): "Principal objective of a council-controlled organisation is to.. [have] regard to the interests of the community in which it operates")

The provision of public information about the urban regeneration Eke Panuku undertakes is a core component of our work.

In addition, please note that our own research, and feedback from the Auckland Council's CCO Review in 2020 has highlighted that Aucklanders who live in locations where Eke Panuku is working are interested to hear more about Eke Panuku's plans. In 2022, in the Mayor's Letter of Expectation to Eke Panuku, he has requested that we "develop and report on a model for internal local project oversight groups for projects in priority locations, which enables input from local experts."

**Can you please let me know how much Eke Panuku spends on communications?  
I would like to know how much the business spends on:**

#### **- Internal number of staff and their roles**

At 30 June 2022, there were 14.8 full time equivalent roles working on communications and engagement. These roles include provision of public information to elected representatives (including 21 local boards) and key stakeholders as well as consultation, engagement and communications on Eke Panuku projects. These roles include:

- Senior Communications and Engagement Advisors
- Senior Corporate Communications Advisor
- Corporate Communications Advisor
- Channels and Content Advisors
- Channels and Content Co-ordinator
- Senior Media Advisor
- Heads of Communications and Engagement, Corporate Communications and Channels and Content

The total cost of communications and engagement staff for the year ended 30 June 2022 was \$1.6m.

**- External agencies (eg paid media, external design)**

\$761,825.88

Wherever possible, Eke Panuku procures from suppliers which have been vetted and sit on a panel of preferred suppliers of Auckland Council. This offers significant discounts and co-ordination/sharing of work across the Council family. Please note that this category also includes external agencies that help us make our websites including those required for our marina business. The provision of information on our websites is a cost effective and efficient way to enable people to find information about our work and for them to participate in consultation and feedback processes.

**- External consultants (eg how many people, total cost)**

\$13,860.00

**- Social media (eg Google ads, Facebook, Instagram)**

\$5,612.69

Please note that wherever possible, Eke Panuku is reducing reliance on costly printed materials and instead is using digital channels, such our and others' websites and social media channels. This enables us to share information with a large number of the community in a timely and efficient way.

**- Photography (eg internal photography, external photography)**

\$157,950.00

Providing photos of urban regeneration locations is an important way for us to develop public understanding about where regeneration changes will take place in neighbourhoods.

Eke Panuku also manages one of New Zealand's largest and most diverse property portfolios on behalf of Auckland Council. Part of our role is to ensure that changes to this publicly owned portfolio are communicated to the public and that images of the Council's assets are captured over time for archival purposes. Many of these images are drone images and drone video to capture the location of sites and properties in context.

The decision by Eke Panuku to release the information contained in this response was made by a senior manager with the delegated authority from the Chief Executive of Eke Panuku.

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

If you have any questions please contact me at [elaine.tunai-po@aucklandcouncil.govt.nz](mailto:elaine.tunai-po@aucklandcouncil.govt.nz) or contact me on 09 301 0101, quoting LGOIMA No. 8140011798.

Ngā mihi

A handwritten signature in black ink, appearing to read 'Elaine Tunai-Po', with a stylized flourish at the end.

Elaine Tunai-Po  
Privacy & Official Information Business Partner  
**Governance Services**