



Flag Consideration Project

PO Box 10245
The Terrace
Wellington 6143

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www.flag.govt.nz

Paul Sutherland
fyi-request-2699-0e166653@requests.fyi.org.nz

9 June 2015

Dear Mr Sutherland,

Thank you for your Official Information Act (the Act) request of 6 May 2015 regarding the budget for the New Zealand Flag Consideration Panel (the Panel)'s public engagement process. Your request was transferred to the Panel on 11 May 2015 as the group responsible for the 'Stand For' campaign. The Panel is supported by a Secretariat where I am the director. Your request was:

"How much money has been spent on the "What do we Stand for" flag campaign so far. How much has been spent on

- 1. brand development. (logo, imagery etc)*
- 2 Producing printed material to promote this campaign*
- 3. Website development including hosting, development and design etc.*
- 4. Advertising, including print, web, radio, tv and social media*
- 5. Any other expenditure to date."*

In October 2014, Cabinet agreed to a process enabling all New Zealanders to consider the future of the New Zealand Flag. This included the establishment of the Panel to develop and lead a public engagement process, which would be independent, inclusive, enduring, well-informed, community-driven and consistent with the Crown's Treaty obligations.

In late February 2015, the Deputy Prime Minister announced the appointment of the 12 Panel members, who represent a cross section of New Zealand society.

The Panel is being supported in carrying out its role by a Secretariat based in Wellington. The Department of Internal Affairs also plays a supporting role through the development and ongoing administration of the website www.flag.govt.nz.

The estimated total budget for the Flag Consideration Project is available in the associated Cabinet Papers on the Department of the Prime Minister and Cabinet's website here: <http://www.dpmc.govt.nz/dpmc/publications/nzflag-process>. I have also included an excerpt here for your convenience:

	\$	2014/15	2015/16	TOTAL
Public Consultation Process	Flag Consideration Panel Governance	\$232,520	\$232,520	\$465,040
	Communications and Engagement	\$2,740,000	\$1,261,000	\$4,001,000
	Website	\$644,000	\$132,000	\$776,000
	Public events and meetings	\$104,250	\$104,250	\$208,500
	Secretariat	\$665,401	\$613,236	\$1,278,637
	Total Public Consultation Process	\$4,386,171	\$2,343,006	\$6,729,177

ClemengerBBDO were contracted after a robust procurement process to provide the services you refer to in your request and all payments have been and will be as per the rates in the All-of-Government Advertising Services contract.

In answer to the first question in your request, \$2,720 was spent on the 'Stand For' brand development.

The information requested in paragraphs 2 - 5 of your request is commercial in confidence and its disclosure would unreasonably prejudice the commercial position of ClemengerBBDO and their suppliers. I am therefore refusing parts 2 - 5 of your request under section 9(2)(b)(ii) of the Act. I do not consider that the withholding of the information is outweighed by other considerations rendering it desirable, in the public interest, to release the information.

Finally please note that while the Panel's public engagement mandate is clear, they will continue to minimise costs wherever possible.

You are entitled to seek an investigation and review of my decision by writing to an Ombudsman as provided by section 28(3) of the Official Information Act 1982. They can be reached at:

Office of the Ombudsman
PO Box 10152
Wellington 6143

Yours sincerely,

Kylie Archer
Director, Flag Consideration Panel Secretariat
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