



6 August 2024

Matthew Woodfield
fyi-request-27562-d9f54e8b@requests.fyi.org.nz

Ref: OIA-2024/25-0030

Dear Matthew

Official Information Act request relating to cost of promotional/marketing material

Thank you for your Official Information Act 1982 (the Act) request received on 10 July 2024. You requested:

- 1. I am requesting information regarding both budgeted and the actual spend in NZD of the Department of the Prime Minister and Cabinet for promotional and marketing material for years 2022, 2023 and 2024 (to 10/06/2024). This includes the cost of photographers, editors, social media teams, public relations (PR) staff, press secretaries etc and anyone else who works toward the goal of promoting Prime Minister and Cabinet public relations. I am requesting that this information be split into quarter yearly reports with itemised accounts of what each general job title has cost (photographer, social media manager, editor etc).*
- 2. I am requesting that it also be included how much has been spent to have these staff with the PM on each trip abroad for the time periods requested with itemised accounts of travel expenses including flights, accommodation and any other cost incurred as a result of these teams travelling with the PM.*

You have requested information relating to the Department of the Prime Minister and Cabinet (DPMC). The National Emergency Management Agency (NEMA) is a departmental agency hosted by DPMC, therefore this response includes NEMA.

On 19 July 2024 you were informed that part of your request for information about press secretaries and part [2] of your request was transferred to the Department of Internal Affairs (DIA). DIA will respond to you directly with information they may hold.

DPMC reports on actual spend not on budgeted information. Providing the breakdown as requested would potentially require us to review every transaction and every invoice to determine the nature of the spend of photographers, editors, social media teams, public relations (PR) staff and press secretaries as the information is not held in a format that enables this to be readily reported.

Taking into account the amount of information that would need to be assessed for relevance and the resources available to undertake that work, I believe that to answer this part of your request as currently framed would involve substantial collation and research. Accordingly, I am declining your request under section 18(f) of the Act, that the information requested cannot be made available without substantial collation or research. In reaching this decision, I first considered the factors contained in sections 18A(1) and 18B of the Act. However, I did not consider that taking any of these steps of charging you for the information, extending the time limits or consulting further with you, would allow the request to be answered.

The links below have information that relate to advertising and public relation costs which will be of use to you:

Questions 56 – 59 of the Vote Prime Minister and Cabinet 2024/25 Estimates Examination.
[DPMC Responses to the Pre-hearing Questions 1 – 113](#)

Questions 50 – 52 of the 2022/23 Annual Review Responses to the pre-hearing questions.
[2022/23 Annual Review](#)

You have the right to ask the Ombudsman to investigate and review my decision under section 28(3) of the Act.

We do not intend to publish this response on DPMC's website.

Yours sincerely

A handwritten signature in black ink that reads "Clare Ward". The signature is written in a cursive, flowing style.

Clare Ward
Executive Director
Strategy, Governance and Engagement