

31 March 2017

Suzanna Grey

By email: fyi-request-5491-04a34a88@requests.fyi.org.nz

Dear Suzanna,

Official Information Act Requests.

I'm replying to the recent Official Information Act requests you have made to us requesting information around Callaghan Innovation's media and sponsorship activity.

As we have already notified you, we are extending the timeline for reply to your Official Information Act request of 5th March 2017:

"I would like to understand the following: The number of articles, opinions and advertisements in the NBR that were made possible because of the financial support by Callaghan Innovation, for the last three calendar years (2014, 2015 and 2016)."

This letter responds to your two other requests, specifically:

- Your request for "The total amount of the sponsoring and media budget of Callaghan Innovation for the last three calendar years (2014, 2015 and 2016)" and,
- Your request of 5 March, which has been transferred to Callaghan Innovation from MBIE, "What budgetary controls are in place overseeing Callaghan Innovation's sponsorship & media spend? How do these contracts get awarded?"

The figures for sponsorship and media expenditure are listed below. Callaghan Innovation's financial year is July to June and the figures are based on that. Figures for the calendar years are possible but would take longer as requires manual collation of numbers, please let us know if the financial year figures do not meet your needs.

We have interpreted your request for media budget to include all spending on media training, monitoring, partnerships and advertising. It does not include staff salaries.

	2014-15	2015-16	2016-17 (to 28 Feb 2017)
Media	\$277 366	\$148 411	\$176 467
Sponsorship	\$92 000	\$243 747	\$80 939

The budgets for media and sponsorship are set through Callaghan Innovation's overall budgeting process. That process sees the budgets for individual groups within Callaghan Innovation reviewed and approved prior to the start of the financial year. Progress against budgets is then monitored monthly during the year.

When purchasing media services, Callaghan Innovation applies the Government Rules of Sourcing and the Callaghan Innovation financial delegations policy.

The provision of sponsorship is guided by an internal Callaghan Innovation events and sponsorship policy. This ensures there are clear processes for deciding on, coordinating, assessing and utilising Callaghan Innovation sponsorships and involvement with external events.

I hope this information addresses your questions. As we have indicated, we are currently collating the information to answer your outstanding request.

You have the right to request a review of this response, by the Ombudsman at www.ombudsman.parliament.nz or by contacting 0800 802 602. Please contact ministerial.services@callaghaninnovation.govt.nz if you require any further information.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'C. Carter', with a stylized flourish at the end.

Cas Carter
General Manager External Relations