



18-E-0116, DOC-5442983

16 April 2018

Sarah Carter
By email

Dear Sarah

Thank you for your Official Information Act request to the Department of Conservation, dated 16 March 2018. You requested the following:

1. *Total spend on Marketing*
2. *Total spend on PR*
3. *Total spend on Promotions for DOC for the last 10 years.*

Please also supply the total spends above (i.e. marketing, promotions and PR for pest control throughout NZ for comparison purposes.

From 2016/17 DOC created a centralised marketing and communications business unit, the Customer Engagement Unit (CEU). Prior to this time these functions and information on total spend was split across regional teams.

For the purpose of responding to the question asked we have answered by analysing the information in line with the financial coding structure to record expenses paid for marketing, communications and promotions.

Pest control costs for these expense categories is not monitored at detailed levels in the programmes of work. However, in recent years there are dedicated internal/DOC communications staff that provide work to support some of our major activities for example: Battle for our Birds (BFOB), Predator Free 2050 (PF2050), War on Weeds, Cape to City and Million Dollar Mouse.

Your questions and our responses are listed below:

1. *Total spend on Marketing for the last 10 years?*

The total spend on marketing includes campaigns, paid digital and social media activities, printing, publications, paid editorials, events and promotions.

Year	\$000
2016/17	1,494
2015/16	1,279
2014/15	1,217
2013/14	1,241
2012/13	1,246
2011/12	1,055
2010/11	1,373
2009/10	1,485
2008/09	1,625
2007/08	2,023

2. Total spend on PR for the last 10 years?

All DOC expenditure on communications is in-house. DOC employs communications advisors who deliver this service across the country. DOC does not use the term Public Relations (PR) instead using the terms internal and external communications and the department does not engage any third parties for communications.

The total costs below are for the communications teams/personnel for the last 7 years of data available.

Year	\$000
2016/17	1,360
2015/16	1,190
2014/15	1,136
2013/14	1,273
2012/13	1,272
2011/12	1,303
2010/11	1,104
2009/10	n/a
2008/09	n/a
2007/08	n/a

3. Total spend on Promotions for the last 10 years?

We do not have a separate category 'Promotions'. Promotions activities are included in the Marketing spend supplied in answer to question one. We are unable to supply this information as requested as to extract this information into its components would require considerable time and effort.

We are therefore refusing this part of your request under section 18(f) of the Official Information Act as the information cannot be made available without substantial collation or research. I have borne in mind sections 18A and 18B of the OIA but concluded that use of either provision would not assist in this case

Please also supply the total spends above (i.e. marketing, promotions and PR for pest control throughout NZ for comparison purposes.

Marketing, communications and promotions on pest control is not recorded at programme levels so we are unable to supply the total spends for marketing, promotions and PR for pest control. However, recently two Communications Managers, BFOB and PF2050 have been employed as dedicated resources to these programmes of work.

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.



Department of
Conservation
Te Papa Atawhai

If you wish to discuss this with the Department, please contact Geoff Tilbrook,
Director Finance on +64 27 772 2273 or by email gtilbrook@doc.govt.nz.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'Geoff Tilbrook'.

Geoff Tilbrook
Director, Finance