

2 May 2024

File Ref: OIA 48431

[REDACTED]
Tēnā koe [REDACTED]

Official Information Act request

Thank you for your information request dated 3 April 2024. You asked for the following information:

“Pursuant to the Official Information Act 1982, I am writing to request information regarding the expenditure on Public Relations (PR) and Communications support by TPK. My request is detailed as follows:

Actual and Budgeted Expenditure:

Please provide a breakdown of the actual and budgeted expenditure on PR and Communications support for the current financial year, as well as the previous two financial years, for the TPK.

Procurement Process:

For each instance of expenditure on PR and Communications support, please indicate whether the services were procured through an open tender process or if it was a closed process. In accordance with the principles of the Official Information Act, I seek to understand the transparency and competitiveness of the procurement process.

Service Providers:

Please provide the names of the companies, agencies, or individuals that received payment for providing PR and Communications services to the TPK. Additionally, I request the value of the contracts awarded to each service provider.

The objective of this request is to gain a comprehensive understanding of the TPK investment in PR and Communications support, the processes by which these services are procured, and the entities that are engaged in providing these services.”

Your request has been considered in accordance with the Official Information Act 1982 (the Act).

Information on public relations and communications spend can largely be found in the Te Puni Kōkiri 2022/23 Annual Review, links below.

Te Puni Kōkiri 2022/23 Annual Review – Responses to written questions:

www.parliament.nz/en/pb/sc/submissions-and-advice/document/54SCMAOC_EVI_6f37a59f-5a11-4faf-933d-08dc17a169c8_MAOC791/te-puni-k%C5%8Dkiri-responses-to-written-questions

Te Puni Kōkiri 2022/23 Annual Review - Appendices A to K:
www.parliament.nz/en/pb/sc/submissions-and-advice/document/54SCMAOC_EVI_6f37a59f-5a11-4faf-933d-08dc17a169c8_MAOC790/te-puni-k%C5%8Dkiri-appendices-a-to-k

Questions 49-54 includes information on public relations and communications spend over the past five financial years.

Question 68 provides all spend relating to contractors and consultants over the past five financial years, of which some relates to public relations and communications. Details of these contracts including contract value and whether tenders were sought can be found in the Appendix J of the annual review.

Question 126 provides information on Covid related contracts, of which some relate to public relations and communication spend. Details of these contracts can be found in Appendix K of the annual review.

Contracts relating to public relations and communication spend not included in the annual review are listed in Appendix 1.

Te Puni Kōkiri adhere to government procurement rules as a mandated agency. Any spend over \$100k requires the use of an all of government (AOG) panel or must be openly advertised, unless the spend is outside the scope of the rules (rules 11 & 12) or an exemption is sought (rule 14).

I trust my response satisfies your request.

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

Please note that Te Puni Kōkiri publishes some of its OIA responses on its website, after the response is sent to the requester. The responses published are those that are considered to have a high level of public interest. We will not publish your name, address or contact details.

If you wish to discuss any aspect of your request with us, including this decision, please feel free to contact us at uia@tpk.govt.nz.

Ngā mihi



Terina Cowan
Hautū, Te Puni Whakahaere Tikanga | Deputy Secretary, Strategy, Finance & Performance

Appendix 1 - Te Puni Kōkiri Publicity & Public Relations Contracts

Supplier Name	Type of service/details	Contract start	Contract end	Budgeted contract Value	Actual contract value	Were tenders invited
Josie McClutchie Photography	Photography services.	16/11/2015	30/06/2023	\$200,000	\$117,861	No
Rawhitiroa Photography	Photographer services.	01/12/2016	30/06/2022	\$160 000	\$117,973	No
Dot Data Limited	Data services.	20/04/2020	30/09/2023	\$103,000	\$103,000	No
Te Hiringa Hauora	Communication services.	30/03/2021	30/08/2022	\$841,772	\$811,772	No
Mihiata Photography	Photography services.	29/04/2021	29/04/2022	\$15,000	\$2,507	No
Erica Sinclair Photography	Photography services.	11/05/2021	11/05/2022	\$10,250	\$1,659	No
Koniahi Limited	Videography services.	07/12/2020	22/12/2020	\$2,538	\$2,537	No
Loop Media NZ Limited	Videography services.	20/10/2021	28/03/2022	\$156,500	\$150,000	No
Wawata Creative Limited	Videography services.	17/11/2021	31/03/2022	\$35,000	\$20,669	No
Mark Wotton Design	Design services.	09/05/2022	16/05/2022	\$2,500	\$2,500	No
Helen Locke	Development of social media plans.	13/05/2022	29/07/2022	\$22,000	\$20,000	No
Blackout Media	Media services.	02/05/2022	18/08/2022	\$100,000	\$100,000	No
Arataua Limited	Videography and media services.	09/05/2022	30/06/2022	\$120,000	\$50,000	No
Somar Digital	Karawhiua website refresh.	23/05/2022	30/06/2022	\$109,800	\$100,755	No
Clemenger BBDO Limited	Videography services.	30/05/2022	16/06/2022	\$149,980	\$149,980	No
Amber Bridgman	Videography services.	21/06/2022	30/06/2022	\$19,650	\$19,650	No
Creative Natives Aotearoa Ltd	Social media moderation services.	01/07/2022	30/11/2022	\$42,755	\$42,755	No

James Battlefield	Collateral.	15/07/2022	31/08/2022	\$47,896	\$37,994	No
Aro Digital NZ Limited	Digital marketing services	01/07/2022	31/12/2022	\$355,351	\$354,470	No
Robert Walters New Zealand Limited	Policy lead services.	08/08/2022	28/04/2023	\$223,978	\$162,850	No
OMD New Zealand Limited	Booster media campaign.	05/10/2022	31/10/2022	\$114,624	\$110,597	No
Clemenger BBDO ltd	Videography and photography services.	01/11/2022	30/11/2022	\$15,000	\$15,000	No
Wawata Creative Limited	Videography services.	31/10/2022	30/06/2023	\$15,000	\$14,722	No

Released under the
Official Information Act