



- 8 MAR 2017

Dear

On 29 November 2016 you emailed the Ministry requesting, under the Official Information Act 1982, the following information:

- *A copy of the formative evaluation of the Pasefika Proud Campaign carried out by The Pacific Unit.*
- *All reports and correspondence regarding how the cost from Non-Government Expenditure to Pacific Media Network each year from 2012 to present for the Pasefika Campaign budget has been spent.*
- *A copy of the evaluation of the design, development and delivery of the seven initial Pacific Family Violence Training Programmes completed in September 2014.*

The Pacific Media Network (PMN) was contracted by the Ministry for the period 1 July 2012 to 30 September 2016 to deliver components of the Pasefika Proud campaign. There were three separate contracts over this period.

On 6 December 2016, a Ministerial and Executive Services Advisor contacted you by phone to refine your request as a large amount of information was within scope. You advised that you were specifically interested in a breakdown of how PMN spent the funding allocated to them, any reports about the expenditure, changes in the expenditure and any correspondence between the Ministry and PMN, particularly if the Ministry contacted PMN to seek clarification or explanation regarding the expenditure.

Staff familiar with the PMN contracts manually searched the Ministry's document management system for key emails between the Ministry and PMN in relation to expenditure of the Pasefika Proud Campaign budget. Copies of the emails and the associated attachments identified are attached for your reference.

As discussed with you, in order to provide all correspondence between the Ministry and PMN, from 2012 to present, regarding the Pasefika Proud Campaign budget and expenditure, substantial manual collation would be required. As such your request for all correspondence is refused under section 18(f) of the Act. The greater public interest is in the effective and efficient administration of the public service.

I have considered whether the Ministry would be able to respond to your request given extra time, or the ability to charge for the information requested. I have concluded that, in either case, the Ministry's ability to undertake its work would still be prejudiced.

The details of the three contracts between the Ministry and PMN are outlined below and the related documents are listed under the corresponding contract. A copy of each of the documents listed is enclosed for your reference.

Contract one – 1 July 2012 to 30 June 2013

Under contract the Network promoted Pasefika Proud messaging on air, via Niu FM and 531PI, promoted the song *'These Two Hands'* and promoted Pasefika Proud at specified and agreed Pacific events (for example, Polyfest). PMN were contracted under a direct source process. The contract was for \$95,000 and was signed by the Ministry on 31 August 2012.

For this contract, no expenditure reports were requested or provided. There was a forecast budget provided in the contract and Ministry staff discussed the contract frequently with PMN, including discussions about the budget and expenditure.

Please find enclosed copies of the contract and the three reports received from PMN for the first contract:

- Contract *'Agreement between the Ministry of Social Development and National Pacific Radio Trust for Pacific Taking Action – 1 July 2012 to 30 June 2013'* signed on 31 August 2012.
- Report *'Pasefika Proud – Our Families, Our People, Our Responsibility – 1 July 2012 to 31 October 2012'*.
- Report *'Pasefika Proud – Our Families, Our People, Our Responsibility – 1 November 2012 to 20 January 2013'*.
- Report *'Pasefika Proud – Our Families, Our People, Our Responsibility – 1 February to 31 June 2013'*.

Contract two – 1 July 2012 – 30 June 2015

A closed tender was run from 15 May 2013 to 30 May 2013 for this contract. Four providers were invited to participate. PMN was the successful provider. The total contract value was \$1,308,234 for PMN to promote the Pasefika Proud Campaign using radio, events, digital strategies and community initiatives. The contract was signed by the Ministry on 27 June 2013.

While the term of the contract began on 1 July 2012, the start of the deliverables did not commence until after 27 June 2013. The first payment under this contract was made on the date the contract was signed.

Expenditure reports for this contract were not provided for the first quarter as the forecasted budget was still being finalised.

Please find enclosed copies of the contract and the eight reports received from PMN for the first contract:

- Contract *'Agreement between the Ministry of Social Development and National Pacific Radio Trust for F2013 – F2015 Pasefika Proud Campaign'* signed 27 June 2013.

- Report '*Quarterly Provider Return Report – July to September 2013*'.
- Report '*Quarterly Provider Return Report – July to November 2013*'.
- Report '*Quarterly Provider Return Report – December 2013 to 31 March 2014*'.
- Report '*Quarterly Provider Return Report – 1 April to 30 June 2014*'.
- Report '*Quarterly Provider Return Report – 1 July to 30 September 2014*'.
- Report '*Quarterly Provider Return Report – 1 October to 30 November 2014*'
 - The document titled '*Expenditure Report for July 14' to Nov 14*' accompanied this report.
- Report '*Quarterly Provider Return Report – 1 December to 31 March 2015*'
 - The document titled '*Expenditure Report for July 2014 to March 2015*' which accompanied this report.
- Report '*Pasefika Proud Report 1 July 2014 – 30 June 2015*'.

Contract three – 21 December 2015 to 30 September 2016

PMN was contracted under a direct source process to deliver monthly talkback radio programmes, a weekly soap opera and to provide announcements publicising Pasefika Proud events. The contract for \$95,000 was signed by the Ministry on 9 February 2016.

Please find enclosed a copy of the contract and the two reports received from PMN for the third contract:

- Contract '*Outcome Agreement between Ministry of Social Development and National Pacific Radio Trust – 21 December 2015 – 30 September 2016*' Signed 9 February 2016.
- '*Summary Pacific Soap Opera*', dated 12 April 2016.
- '*Revised Report - Summary Pacific Soap Opera*', dated 22 December 2016.
- Expenditure report '*MSD Pasefika Proud Costs, 21 December 2015 – 30 September 2016*'.

You will note that some information has also been withheld from the enclosed documents under the following grounds:

- The names of some individuals are withheld under section 9(2)(a) of the Act in order to protect the privacy of natural persons. The need to protect the privacy of these individuals outweighs any public interest in this information.
- Part of an email in which legal advice the Ministry had received was copied to PMN is withheld under section 9(2)(h) of the Act in order to maintain legal professional privilege. The greater public interest is in ensuring that government agencies can continue to obtain confidential legal advice.

You also requested copies of two formative evaluations:

Pasefika Proud Campaign Evaluation

Malatest International carried out a 12 month formative evaluation of the Pasefika Proud campaign on behalf of the Ministry. The key findings included:

- There was need and support for campaigns like Pasefika Proud.
- The brand visibility was high amongst the Pacific community.
- Strong presence linked to radio, digital media and Pacific events.
- Respondents reported engagement with key messages and use of support services and willingness to act.
- Overall, over one-third of respondents agreed that because of the Campaign they are thinking more about family violence.

The evaluation also provided some key strategies for moving forward and building on the Campaign's successes – that are being developed and implemented as part of the next stages of the Campaign.

A copy of the final report of the evaluation titled '*Evaluation of the Pasefika Proud Campaign*', dated June 2015 is enclosed.

Evaluation of the Pacific Family Violence Training Programmes

Malatest International also carried out a formative evaluation of the first phase of the design and development of the Pacific Family Violence Training Programmes (PFVTPs) in September 2014. The findings of the evaluation have been used to support the refinement of the PFVTP that is currently underway.

A copy of the evaluation titled '*Evaluation of the design, development and delivery of seven Pacific conceptual frameworks of Nga Vaka o Kaiga Tapu training programmes*' dated September 2014 is enclosed.

The principles and purposes of the Official Information Act 1982 under which you made your request are:

- to create greater openness and transparency about the plans, work and activities of the Government,
- to increase the ability of the public to participate in the making and administration of our laws and policies and
- to lead to greater accountability in the conduct of public affairs.

This Ministry fully supports those principles and purposes. The Ministry therefore intends to make the information contained in this letter and any attached documents available to the wider public shortly. The Ministry will do this by publishing this letter and attachments on the Ministry of Social Development's website. Your personal details will be deleted and the Ministry will not publish any information that would identify you as the person who requested the information.

If you wish to discuss this response with us, please feel free to contact OIA_Requests@msd.govt.nz.

If you are not satisfied with this response, you have the right to seek an investigation and review by the Ombudsman. Information about how to make a complaint is available at www.ombudsman.parliament.nz or 0800 802 602.

Yours sincerely

A handwritten signature in black ink that reads "Maree Roberts". The signature is written in a cursive style with a large, looping initial "M".

Maree Roberts

Associate Deputy Chief Executive, Community Investment.