



01 JUL 2021

Tēnā koe

On 9 June 2021, you emailed the Ministry of Social Development (the Ministry) requesting, under the Official Information Act 1982 (the Act), the following information:

1. *How much does the Ministry pay New Zealand music artists for use of their songs as hold music on the Studylink phone line?*
2. *How often is the selection of artists/songs used reviewed?*
3. *What is the selection process for choosing which songs to include?*
4. *The latest list of songs currently used as hold music by MSD.*
5. *From this list, which song is Hon Carmel Sepuloni's favourite kiwi track?*

For clarity, I will respond to your questions in turn.

1. *How much does the Ministry pay New Zealand music artists for use of their songs as hold music on the Studylink phone line?*

The Ministry has a current contract with OneMusic Apra to provide hold music for the Ministry's Contact Centres and telephony lines. Payments cover royalties, licences and other charges and enable up to 600 phone lines to play hold music simultaneously. Payments are made annually and are based on an honesty licence, which requires the Ministry to anticipate how much music is likely to be played on hold sessions.

The contract includes all Contact Centres administered by the Ministry of Social Development, the Ministry of Housing and Urban Development (HUD), Studylink and Oranga Tamariki (OT). The below figures, therefore, also include HUD and OT as separate agencies.

In 2020, the Ministry spent an annual amount of \$14,599.51 to licence and use hold music.

2. *How often is the selection of artists/songs used reviewed?*

The Ministry does not have a specific frequency for reviewing the selection of songs on the playlist. StudyLink's playlist was last reviewed in November 2019 and a new review is currently being initiated, with plans for a new playlist to be implemented within the next three months.

3. *What is the selection process for choosing which songs to include?*

All music on the playlist is licenced from NZ On Air, via their 'New Tracks' service, who provide us with a list of New Zealand artists and tracks. The Ministry excludes any music which contains the following elements:

- Explicit lyrics or other offensive language
- References to religion or politics

- Lyrics that makes light of mental health or disability issues
- References to violence or criminal activity
- Lengthy silences (callers may think something has gone wrong)
- Inconsistent audio volume (very quiet periods then very loud periods)

To make the final selection, the Ministry engages with staff from the contact centre who are provided with guidance to ensure a selection of a wide variety of artists and genres is considered. Contact centre staff members are given the opportunity to volunteer to assist with the selection of the playlist.

4. *The latest list of songs currently used as hold music by MSD.*

Please find enclosed at the end of this response **Table One** which provides a full list of songs available to the Ministry and played as hold music for StudyLink, broken down by artist and song title. Please note that not all of these songs are currently in use.

5. *From this list, which song is Hon Carmel Sepuloni's favourite kiwi track?*

This aspect of your request is refused under section 18(g) of the Act as the information you have requested is not held by the Ministry.

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 available to the wider public. The Ministry will do this by publishing this letter 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.

Ngā mihi nui



Bridget Saunders
Manager, Issues Resolution, Service Delivery

Table One: Full list of songs currently available to the Ministry and played as hold music for StudyLink, broken down by artist and song title

Artist	Song title
Stan Walker	Aotearoa
Brooke Fraser	Arithmetic
Baynk ft NKA	What You Need
Titanium	Come on Home
Six60	Don't Go Changing
Six60	Fade to Grey
Mud Stardust	Fly My Pretties
Maimoa	Wairua
Gareth Thomas	Weird Fever
Maisey Rika	Haumanu
Majic Music (a.k.a Majic Paora)	Home Town
Jamie McDell	Life in Sunshine
Solsa Rosa	Lion's Den
The Black Seeds	Loose Cartilage
The Native Sons	Love your Children
Che Fu	Misty Frequencies
Tiki Taane	Over the Rainbow
Ria Hall	Love Will Lead Us Home
Sola Rosa ft Kevin Mark Trail	So, Fly
Brooke Fraser	Something in the Water
Six60	Special
Stan Walker	Messages
Summer Thieves	Coast Roads
Stan Walker	Take It Easy
Tami Neilson	Dynamite
Maisey Rika	Tangaroa Whakamautai
Maisey Rika	Te Rua-tekau-ma-waru
Blackseeds	The Sun Is Up Now
Theia	Roam
Six60	White Lines
Maisey Rika	Whitiora
Jamie McDell	You'll Never Take That Away
Jolyon Petch Mind Electric ft Kings	Only You
Better Days	The Black Seeds