



**MINISTRY OF SOCIAL
DEVELOPMENT**

TE MANATŪ WHAKAHIATO ORA

21 September 2022

Tēnā koe

On 28 July 2022, you emailed the Ministry of Social Development (the Ministry) requesting, under the Official Information Act 1982 (the Act), the following information:

- *How much did your organisation spend on social media advertising in total between 1 July 2021 and 30 June 2022, and how does this compare to the previous five years?*
- *How much did your organisation spend on staff in total between 1 July 2021 and 30 June 2022, and how does this compare to the previous five years?*
- *How much did your organisation spend on contractors/consultants in total between 1 July 2021 and 30 June 2022?*

On 25 August 2022, in accordance with section 15(1) and 15A of the Act, your request was extended to 22 September 2022. The reason for the extension was that consultations necessary to make a decision on the request were such that a proper response could not reasonably be made within the original time limit.

For the sake of clarity, I will answer your questions in turn.

1. *How much did your organisation spend on social media advertising in total between 1 July 2021 and 30 June 2022, and how does this compare to the previous five years?*

The Ministry has provided this information to the extent it is available for marketing, initiatives and events funded by the Ministry, in its 2020/21 Annual Review, and in the data provided for the 2022/23 Estimates Examination of Vote Social Development, which covers the period 1 July 2021 to 30 March 2022.

Information for the period 1 April to 30 June 2022 is refused under section 18(d) of the Act on the basis that the information requested will soon be publicly available as part of the Ministry's Annual Report, to be published on Te Kawa Mataaho Public Service Commission and the Ministry's websites.

2. *How much did your organisation spend on staff in total between 1 July 2021 and 30 June 2022, and how does this compare to the previous five years?*

Please see **Table One** that contains the Ministry's total personnel costs for the years ending 2017 to 2021.

Table One: The Ministry's personnel costs

Financial Year	Total personnel costs (\$m)
2016/17	\$694.219
2017/18	\$477.292
2018/19	\$496.123
2019/20	\$551.852
2020/21	\$568.988

Notes for **Table One:**

- Information about the Ministry's total personnel costs for the period 1 July 2021 to 30 June 2022 is refused under section 18(d) of the Act on the basis that the information requested will soon be publicly available as part of the Ministry's Annual Report, to be published on Te Kawa Mataaho Public Service Commission and the Ministry's websites.
- Total personnel costs consist of salaries and wages, employee entitlements, restructuring costs, defined superannuation contribution scheme and other personnel expenses. A breakdown of these costs can be found within the Notes to the Financial Statements on Personnel Costs in prior year Annual Reports.

3. *How much did your organisation spend on contractors/consultants in total between 1 July 2021 and 30 June 2022?*

The Ministry has provided this information to the extent it is available for contractors and consultants funded by the Ministry, in its 2020/21 Annual Review, and in the data provided for the 2022/23 Estimates Examination of Vote Social Development, which covers the period 1 July 2021 to 30 March 2022.

Information for the period 1 April to 30 June 2022 is refused under section 18(d) of the Act on the basis that the information requested will soon be publicly available as part of the Ministry's Annual Report, to be published on Te Kawa Mataaho Public Service Commission and the Ministry's websites.

The principles and purposes of the Act 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

- 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 regarding the Ministry's spend on social media advertising, staff, contractors and consultants, 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



Magnus O'Neill
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