



24 January 2023

Tēnā koe

On 29 November 2022, you emailed the Ministry of Social Development (the Ministry) requesting, under the Official Information Act 1982 (the Act), the following information:

- *How much has the Ministry of Social Development spent on consultants/external agencies in 2022?*
- *Which consultants/agencies were paid the most amount by the Ministry of Social Development in 2022? How much was that? What did they do?*
- *How many staff were employed in the area of graphic design? How much is the total salary cost? How much was spent on external design consultants/agencies in 2022?*
- *How much has been spent on polling, focus groups, market research in 2022? What was the focus of this research?*

On 16 January 2023, the New Zealand Taxpayer's Union confirmed with the Ministry that the 2021/22 financial year was an agreeable date range for this request.

To aid clarity, each of your questions will be responded to in-turn:

- *How much has the Ministry of Social Development spent on consultants/external agencies in 2022?*
- *How much was spent on external design consultants/agencies in 2022?*
- *How much has been spent on polling, focus groups, market research in 2022? What was the focus of this research?*

The information that responds to these three questions is publicly available in the Ministry's 2021/22 Annual Review. The link to the Ministry's 2021/22 Annual Review can be found here: www.parliament.nz/resource/en-NZ/53SCSS_EVI_127528_SS5240/5bb09bc1a83e5bd3396f8d0b9f92fb86e85e984d.

The particular page numbers within the Ministry's 2021/22 Annual Review that respond to your three questions are detailed as follows:

Regarding expenditure on consultants/external agencies, please refer to Question 68 on page 61 for the total operating costs of contractors and consultants in 2021/22 and the previous four financial years.

Regarding expenditure on external design consultants/agencies,¹ please refer to Question 51 on page 49 which shows the total operating costs of contractors and consultants engaged in advertising and public relations campaigns in 2021/22.

Regarding expenditure on polling, focus groups and market research in 2021/22, please refer to Question 49 on page 47.

- *Which consultants/agencies were paid the most amount by the Ministry of Social Development in 2022? How much was that? What did they do?*

This information is publicly available in the Appendices of the Ministry's 2021/22 Annual Review, the link to this information is available here: www.parliament.nz/resource/en-NZ/53SCSS_EVI_127528_SS5241/70b870c2ee9dc592ddb75dd769e679f35d54f449. Please refer to Appendix 9 on page 61.

- *How many staff were employed in the area of graphic design? How much is the total salary cost?*

There were three full time staff employed in the area of graphic design. Due to the small number of staff members who are employed in this area, providing the total salary cost information to you would make the salaries of these staff members identifiable. As such, your request for this information is refused 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.

However, in the spirit of being helpful I am providing you with the roles and their respective salary bands which are detailed in this table:

Role	Salary Band
Designer	\$62,660 - \$69,622 - \$76,585
Senior Designer	\$83,011 - \$92,235 - \$101,458
Lead Advisor Design and Production	\$100,014 - \$125,018 - \$150,022

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,

¹ Please note that costs reflect some work conducted by external design agencies as part of a wider campaign (ie the cost does not exclusively reflect external design agency fees).

- 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. The Ministry will do this by publishing this letter on the Ministry'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



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