

19-D-01555

s 9(2)(a)

Stuff  
s 9(2)(a)@stuff.co.nz

20 AUG 2019

Dear s 9(2)(a)

Thank you for your email of 24 July 2019 requesting the following under the Official Information Act 1982 (the Act).

Below are the questions you have asked, with our answers below for each:

**How many comms / PR staff did you employ (FTE) for the years ending June 30 2014 and 2019?**

Staff employed as communications, media or public relations staff.

- 2013/14: 5.8 FTE
- 2018/19: 5.4 FTE (as at 30 April 2019)

**How many comms / PR people did you employ (FTE) on contract for the years ending June 30 2014 and 2019?**

Number of contractors/consultants employed for public relations/ communications

- Information on contractors prior to 2016/17 is not available due to system limitations
- 2018/19: 9 FTE, on varied contract durations and rates. Most contracts were short term contracts, with two months being the shortest. The use of contractors in 2018/19 was driven by large-scale public consultation on climate change and the banning of single-use plastic bags, as well as a review of the communications function which resulted in some permanent roles not being filled and contractors doing that work.

**How much was your comms/PR budget for the years ending June 30 2014 and 2019?**

- For the 2013/14 year see the already publicly available information in this link, from Question 62.
  - [https://www.parliament.nz/resource/en-NZ/52SCEN\\_EVI\\_78265\\_EN843/3c86fa117e6ece88f81bc3d0d8bf744dba1f22db](https://www.parliament.nz/resource/en-NZ/52SCEN_EVI_78265_EN843/3c86fa117e6ece88f81bc3d0d8bf744dba1f22db)
- For the 2018/19 year see the already publicly available information in this link, from Question 61.

- o [https://www.parliament.nz/resource/en-NZ/52SCEN\\_EVI\\_88168\\_EN5806/cbd3d485090ec0ee43b6022e2568ea12b92cfe8c](https://www.parliament.nz/resource/en-NZ/52SCEN_EVI_88168_EN5806/cbd3d485090ec0ee43b6022e2568ea12b92cfe8c)

**What proportion of the comms/PR budget was spent on outside comms/PR consultants or contractors?**

- External comms/PR consultants or contractors do not complete work for the Ministry solely under the Comms/PR budget, they are sometimes paid for out of other budgets around the Ministry, therefore extracting and evaluating this information would be very time intensive and difficult.

**How many media enquiries did you receive for the years ending June 2014 and 2019?**

- This information has not been recorded for the full period in question.

**What is your target turnaround time for media enquiries?**

- The Ministry answers media enquiries according to the deadline given to our media team by the journalist seeking information. If the journalist does not provide a deadline, the Ministry generally asks for one so that we know the timeframe. Should the information take longer to obtain, the Ministry media team communicates this with the journalist. Deadlines set by journalists are usually within hours, or days – and we aim to meet those.

**How often did you meet the target response time last year?**

- Given there is no specific target response time, and deadlines are led by the journalist/requestor, this information is not recorded. However, we strive to meet media deadlines and usually do so.

**What proportion of time did your comms/PR team spend on responding to media enquiries last year?**

- We do not record this specific information. Media enquiries are just one part of the communications function at the Ministry.

**How many live (in person or by phone) media interviews did your chief do last year?**

- Last year our Chief Executive did two live media interviews (both were press conferences, attended by a number of journalists).

**If you have a policy or guidelines on how comms/PR staff should respond to media enquiries, please provide a copy.**

- See attached document

**How many of your current comms/PR employees are former journalists?**

- The Ministry's communications employees have a range of experience, first assessed during the job interview process, but this is not an official statistic held by the Ministry.

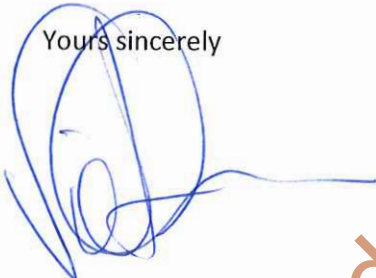
**What is the range of salaries paid to your comms/PR staff from lowest to highest?**

- The lowest salary band is \$52,563.15 - \$71,114.85 (Coordinator level), and the highest salary band is \$118,656.00 - \$181,939.20 (Principal Advisor level).

Please note that due to the public interest in our work the Ministry for the Environment publishes responses to requests for official information on our website on our [OIA responses page](#) shortly after the response has been sent.

If you have any queries about this, please feel free to contact us.

Yours sincerely



**Vicki Connor**

Director, Communications, Partnerships and Engagement

Released under the provision of  
the Official Information Act 1982