



9(2)(a)

[REDACTED]

[REDACTED]

Thank you for your email of 24 May 2022 requesting the following under the Official Information Act 1982 (the Act):

I'm wanting copies of any and all archives you have relating to "earthcare" in the early nineties. There should be records of MFE attending meetings at my studio at [REDACTED] to orchestrate a plan to strategise how each of the other attendees invited representing Greenpeace, the maruia society, DOC, ECO would utilise my idea to make TV advertisements using green TVNZ airtime and as a coalition, approach ad agencies to mount a coalition of green environmental care organisations. I'm also wanting any and all documentation as to the engagement of Saatchi and Saatchi to run Earthcare. What happened to it? And why did it cease? All meeting notes, emails, phone calls, video, audio that relates to me, [REDACTED], Yeti Productions, Earthcare, TVNZ, Saatchi and Saatchi, Colensi, Len Potts. Barrie Manley.

On 2 June 2022, the Ministry for the Environment (the Ministry) wrote to you requesting further information in order to clarify your request. You responded with the following clarifications on the 2 June 2022:

We are talking about c.1991. ECO headed by Cath Wallace is also referred to in the National Library search below. Cath was part of the original meetings I called to meet at Yeti Productions studio 181 Cuba Street. Also, Nga Taonga have one reference to Earthcare a TV commercial by Instant Kiwi made for the NZ Lotteries Board who were one of the key sponsors of Earthcare. The Earthcare Trust - was jointly established and run by Saatchi and TVNZ and three organisations paid \$350,000 each into the trust. For the full year of 1991 Earthcare commanded 1 minute of free airtime around the Holmes show. The Ministry for the Environment were the Government lead and partner with TVNZ, other NGOs and government organisations. https://ngataonga.org.nz/collections/catalogue/catalogue-item?record_id=251332.

The Ministry has interpreted your request to mean:

- 1) any and all archives the Ministry has relating to the Earthcare TV Campaign c.1991
- 2) any and all documentation relating to the engagement of the communications and advertising agency, Saatchi and Saatchi, to run the Earthcare TV Campaign, and
- 3) where discoverable, all meeting notes, emails, phone calls, video and audio, that relates to parts one and two of the request and to yourself ([REDACTED]), Yeti Productions, Earthcare, TVNZ, Saatchi and Saatchi, Colensi, Len Potts, and Barrie Manley.

The Ministry has identified 23 documents in scope of your request, as listed in the attached document schedule. Some information within one of the documents has been withheld under section 9(2)(a) of the Act to maintain the privacy of natural persons.

In terms of section 9(1) of the Act, I am satisfied that, in the circumstances, the withholding of this information is not outweighed by other considerations that render it desirable to make the information available in the public interest.

Records of this age are likely to be in paper format, and are either held at our offsite records or transferred to Archives New Zealand. The Ministry is confident the documents provided to you are the extent of the information the Ministry continues to hold relating to the Earthcare TV Campaign. The documents were located in our offsite records and scanned into digital format.

For further context, the Ministry's ability to search and identify the relevant records depends on the accuracy of the information catalogued at the time. If information had been mislabelled or incorrectly catalogued it would not be picked up without extensive manual searches.

To the best of the Ministry's knowledge, further documents do not exist or, despite reasonable efforts, cannot be found. The Ministry's email archives do not extend back to 1991.

I trust you find this information useful.

You have the right to seek an investigation and review by the Office of the Ombudsman of my decision to withhold information relating to this request, in accordance with section 28(3) of the Act. The relevant details can be found on their website at:

www.ombudsman.parliament.nz.

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 [OIA responses page](#) shortly after the response has been sent. If you have any queries about this, please feel free to contact our Ministerial Services team: ministerials@mfe.govt.nz.

Yours sincerely

Approved electronically by Katie Mathison

Katie Mathison,
Director – Customers, Communications and Engagement

Document schedule

Document no.	Content	Decisions	OIA sections applied
1)	Archive folder coversheet	Release in full	
2)	Briefing note Earth Care TV campaign on Trust and Board	Release in full	
3)	Briefing note to Minister 28 June 1991	Release in full	
4)	Briefing to Minister re Sponsors Trust and Protocols	Release in full	
5)	Forest and Bird possible involvement in Earthcare March 1991	Release in full	
6)	Memo to Board re Developing Themes for Earth Care	Release in full	
7)	Letter to Earth Care Board re Saatchi discussions on 1992 campaign	Release in full	
8)	Letter to Local Government Association re theme ads 31 October 1991	Release in full	
9)	Letter to [Redacted] re TV campaign funding concerns	Release in part	9(2)(a) – to maintain the privacy of natural persons
10)	Letter to Saatchi and Saatchi re Earth Care launch	Release in full	

11)	Letter to TVNZ re 1992 Earth Care campaign	Release in full	
12)	Letter to TVNZ re further Earth Care opportunities	Release in full	
13)	Letter to TVNZ re reorientation of 1992 campaign	Release in full	
14)	Memo to DoC re Seminar Plan for June 1992	Release in full	
15)	Memo to Earth Care Board re conference call 14 October 1991	Release in full	
16)	Memo to Saatchi re household waste statistics	Release in full	
17)	Memo to Saatchi re progress 31 October 1991	Release in full	
18)	Memo to TVNZ re Government departments go Green	Release in full	
19)	Memo to TVNZ re Statistics used	Release in full	
20)	MFE letter to DPMC June 1991	Release in full	
21)	MFE letter to TVNZ sales re Māori participation	Release in full	
22)	Thank you letter to TVNZ 11 September 1991	Release in full	
23)	TVNZ Letter to Ministers PIE 16 November 1990	Release in full	