

[REDACTED]

29 April 2024

Dear [REDACTED]

Re: Official Information Act Request: Public Relations and Communications support

Thank you for your email on 03 April 2024 in which you requested information under the Official Information Act 1982. You requested:

1. **Actual and Budgeted Expenditure:** Please provide a breakdown of the actual and budgeted expenditure on PR and Communications support for the current financial year, as well as the previous two financial years, for EECA.
2. **Procurement Process:** For each instance of expenditure on PR and Communications support, please indicate whether the services were procured through an open tender process or if it was a closed process. In accordance with the principles of the Official Information Act, I seek to understand the transparency and competitiveness of the procurement process.
3. **Service Providers:** Please provide the names of the companies, agencies, or individuals that received payment for providing PR and Communications services to EECA. Additionally, I request the value of the contracts awarded to each service provider.

EECA is interpreting “PR and Communications support” to mean *commissioned work and associated budget to support communications and publicity related activity carried about by EECA’s communications team*.

Please find EECA’s response to your questions at the end of this letter, in **Appendix One**.

You have the right to seek an investigation and review by the Ombudsman of this decision. Information about how to make a complaint is available at www.ombudsman.parliament.nz or freephone 0800 802 602.

Please note that it is our policy to proactively release our responses to official information requests where possible. Our response to your request will be published shortly at <https://www.eeca.govt.nz/about/news-and-corporate/official-information/> with your personal information removed.

Yours sincerely



Dr Marcos Pelenur
EECA Chief Executive

Appendix One: Response

1. **Actual and Budgeted Expenditure:** Please provide a breakdown of the actual and budgeted expenditure on PR and Communications support for the current financial year, as well as the previous two financial years, for EECA.

Refer to the table below:

Financial Year	Actual Expenditure	Budgeted Expenditure
2023/24	\$0.00	\$80,000.00
2022/23	\$30,960.00	\$30,000.00
2021/22	\$51,519.00	\$100,000.00

2. **Procurement Process:** For each instance of expenditure on PR and Communications support, please indicate whether the services were procured through an open tender process or if it was a closed process. In accordance with the principles of the Official Information Act, I seek to understand the transparency and competitiveness of the procurement process.

EECA uses our existing contracted advertising partners to deliver PR & Communications support. These partners were:

- Clemenger BBDO (who subcontracted Hustle and Bustle for communications service delivery) for 2021/22.
- Special Group (who have an in-house team) for 2023/24.

Both agencies were procured and contracted via the All of Government Advertising Services contract.

In addition, Hustle & Bustle were contracted directly for two specific pieces of work in FY2022/23, valued at \$15,760 and \$15,200.

3. **Service Providers:** Please provide the names of the companies, agencies, or individuals that received payment for providing PR and Communications services to EECA. Additionally, I request the value of the contracts awarded to each service provider.

Financial Year	Agency/Consultant	Project	Cost (excluding GST)
2022/23	Hustle & Bustle	Transport campaign PR	\$15,760.00
2022/23	Hustle & Bustle	Business campaign PR	\$15,200.00

2021/22	Clemenger BBDO	RightSide Consumer campaign PR support	\$51,519.00
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