

6 October 2021

By email: [REDACTED]

Tēnā koe [REDACTED]

LGOIMA request for information about the Mayoral Office's communications and marketing spend.

I refer to your request dated 8 September 2021 where you asked for:

“How much has been spent by the Mayor since he was elected on communications and marketing (things such as personalised hi-vis/car branding)?”

The information you have requested is below:

Description	2019/20	2020/21	2021/22
Advertising (newspaper, radio, and social media advertising)	5,550.90	16,011.37	2,434.51
Professional Services (photography and design services)	2744.6	564.76	2744.6
Other (signage, clothing)	2281	865.12	153.38
Total	10576.5	17441.25	2587.89

These expenses are met within approved budgets, set through Council's planning processes, and the budgeted amounts have remained unchanged for a number years.

The budget allows the Mayor to effectively discharge the duties of office, particularly engaging the community and ensuring their perspectives are at the heart of decision making. Advertising, professional services, and other means of communications is necessary to increase rates and quality of engagement between residents and council.

The Mayor's advertising of community clinics, community events, and other public engagements have all been key in driving meaningful engagement between the public and Council. This represents the majority of the expenses outlined above, and it is worth noting that this has supported some of the highest levels of engagement in recent memory for Hutt City Council.

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

Finally, please note that we plan to proactively release this response on our website with your personal information removed.

Nāku noa, nā



Josef Shadwell

Pou Tohutohu Whakapā ki Te Koromatua
Communications and Engagement Advisor to the Mayor