

8 July 2022

Anusha Bradley

§ 7(2)(a)

Tēnā koe Anusha

Request for Information – Local Government Official Information and Meetings Act (LGOIMA) 1987

We refer to your official information request dated 7 June 2022 for:

“... the following information from your organisation, for each financial year: 2017, 2018, 2019, 2020, 2021 and for the partial year of 2022 to date:

- 1. Number of FTE communications/media staff employed in each year (this includes all internal and external communications staff/content producers and social media staff)*
- 2. The salary range paid to communications staff in each year.*
- 3. Number of communications/media contractors used in each year.*
- 4. Total sum paid to communications contractors in each year*
- 5. A breakdown of positions and numbers employed in each role (ie how many media advisors, senior media advisors, internal communications, managers, social media producers/managers)*
- 6. How many media queries received in each year*
- 7. How many interview requests received in each year*
- 8. How many media interviews given, and to which media organisations and when.*
- 9. Total salary costs for communications staff each year*
- 10. In each year, how many communications staff paid a salary more than \$100,000 per annum and \$200,000 per annum”*

The information you have requested is provided below for the 2021-2022 financial year. In some cases the information only started being collated in the later part of this financial year, with no information being available prior to that time.

Number of FTE communications/media staff employed in each year (this includes all internal and external communications staff/content producers and social media staff)

Twelve staff are employed in the 2021-22 year.

The salary range paid to communications staff in each year

The salary range for general communications staff in 2021-22 is approximately \$60,000 to \$110,000. This range excludes salaries of managerial and the Communications Lead positions.

Number of communications/media contractors used in each year

Six contractors were used in the 2021-22 year. These contractors provided short term cover for vacant positions while we undertook permanent recruitment.

Total sum paid to communications contractors in each year

For the financial year end 30/6/22, the total spend was \$418,248.30 (excluding GST). The total cost is partially offset by savings generated through the substantive positions being vacant.

A breakdown of positions and numbers employed in each role (ie how many media advisors, senior media advisors, internal communications, managers, social media producers/managers)

The following table describes the number of people in each role for 2021-22 year.

Communications Advisor	1
Communications Advisor - Social Media	1
Communications Lead	1
Graphic Designer	1
Head of Communications & Engagement	1
Internal Communications Advisor	1
Senior Communications Advisor	5
Communications & Engagement Advisor	1
Grand Total	12

How many media queries received in each year

We received 77 media queries between 11 September 2021 and 27 June 2022.

How many interview requests received in each year

We received 17 requests for interviews between September 2021 and 27 June 2022, as follows:

28/09/2021 – Eastbourne Herald
7/10/2021 – Newstalk ZB
9/11/2021 – Newstalk radio
6/12/2021 – RNZ
16/01/2022 – Radio Hauraki
31/01/2022 – MediaWorks
21/03/2022 – Dom Post/ Stuff
6/04/2022 – Stuff
21/04/2022 – Stuff
22/04/2022 – Newshub

28/04/2022 – TVNZ
6/05/2022 – RNZ
2/05/2022 – RNZ
27/05/2022 – Stuff
30/05/2022 – Stuff
31/05/2022 – Newsroom
22/06/2022 – Stuff/Dom post

How many media interviews given, and to which media organisations and when

Of the 17 interviews that were requested, five are known to have been given. These are:

- 7/10/2021, Newstalk ZB – Interview with Councillor Simon Edwards about gambling consultation
- 9/11/2021, Newstalk radio – Interview with Mayor Campbell Barry about the Hutt City Council getting living wage accredited
- 16/01/2022, Radio Hauraki – Interview with Mayor Campbell Barry
- 31/05/2022, Newsroom – Interview with Jon Kingsbury, Head of Transport, about the innovative streets programme
- 30/05/2022, Stuff – Interview was arranged with Kara Puketapu-Dentice, Director – Economy and Development, but this was ultimately cancelled and the Stuff article was published without an interview

Total salary costs for communications staff each year

Salary costs for 2021-22 year are \$1,042,012.73.

In each year, how many communications staff paid a salary more than \$100,000 per annum and \$200,000 per annum

There are 4 staff earning between \$100,000 - \$150,000. No staff in the team earn above \$150,000. These salaries are in line with market rates, allowing us to recruit and retain staff.

We do not hold all of the information for all of the years requested so I am attaching a previous response that was sent to RNZ in 2019 as this provides some of the information you have requested. Further, some of the information you request, including that for 2020/2021 financial year, has not historically been compiled in an easily retrievable format and to retrieve it would involve substantial manual collation. Accordingly parts of your request are refused under section 17(f) and 17(g) of the LGOIMA.

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

Please note that this letter may be published on the Council's website.

Nāku noa, nā

A handwritten signature in black ink, appearing to read "Susan Sales".

Susan Sales

Senior Advisor, Official Information and Privacy

6 September 2019

s 7(2)(a)

Jolie Hurdley
Communications & Marketing
021 111 4500
jolie.hurdley@huttcity.govt.nz
Our reference: DIV/19/6426

Dear s 7(2)(a)

Request for Information – Local Government Official Information and Meetings Act 1987

We refer to your email request dated 9 August about RNZLGOIMA re local government communications and PR numbers and budgets

Your request has been processed according to the provisions of the Local Government Official Information and Meetings Act 1987 (the "Act").

Your request for information has been granted, and Council's response follows your questions as shown below:

1. *How many **public relations and/or communications employees staff** were employed* by your council for the periods**:*
 - a. *currently; from 1 July 2019*
Four permanent + two fixed term
 - b. *in the last financial year; from 1 July 2018-30 June 2019*
Four permanent + two fixed term
 - c. *in each of the previous four financial years; from 1 July 2017-30 June 2018 | 1 July 2016-30 June 2017 | 1 July 2015-30 June 2016 | 1 July 2014-30 June 2015*
Three permanent + two fixed term 17/18 FY
Four permanent + two fixed term 16/17 FY
Four permanent + two fixed term 15/16 FY
Five permanent + one fixed term 14/15 FY
2. *How many **public relations and/or communications contractors or consultants or providers of comms/PR professional services** were engaged by your council;*
 - a. *broken down as per same periods in Q1*
 - a. **Five providers engaged in 19/20FY**
 - b. **Eight providers engaged in 18/19 FY**
 - c. **Three providers engaged in 17/18 FY**
 - d. **One provider engaged in 16/17 FY**
3. *what was the total salary budget for employed staff, broken down for same periods in Q1?*
 - a. *currently; from 1 July 2019*
\$481,594.00

b. *in the last financial year; from 1 July 2018-30 June 2019*

\$502,755.00

c. *in each of the previous four financial years; from 1 July 2017-30 June 2018 | 1 July 2016-30 June 2017 | 1 July 2015-30 June 2016 | 1 July 2014-30 June 2015*

\$447,367.00 17/18 FY

\$466,870.00 16/17 FY

\$458,316.00 15/16 FY

\$535,155.00 14/15 FY

4. *what was the total salary/fee/etc budget for contractors or consultants or providers of professional services*

a. **\$15,500.00 in 19/20 FY**

b. **\$70,662.00 in 18/19 FY**

c. **\$21,250.00 in 17/18 FY**

5. *How much were these staff paid broken down by salary band?*

a. *broken down as per same periods in Q1*

Refer Q3 response

6. *How much were contractors, consultants, providers of professional services paid broken down by salary band?*

a. *broken down as per same periods in Q1*

N/A as not on salary band

7. *Where contractors, consultants etc were paid by project, pls specify the total cost of such projects*

a. *broken down as per same periods in Q1*

a. **\$1,065,000.00 in 19/20 FY (not yet actuals as project has not yet been delivered)**

b. **\$967,662.00 in 18/19 FY**

c. **\$516,000.00 in 17/18 FY**

b. *Noting any projects that cost the council more than \$100,000*

Carnival of Lights

8. *How much in total did the council spend on advertising, public relations/comms campaigns or publications in the last financial year?*

\$217,206.00

**If possible specify FTEs*

***Pls report back according to the council's own recordkeeping processes or formats (eg when I ask for figures for the "last financial year" pls provide the count at the time the council takes it usually, or the time when it is most reflective of the most usual situation at council); all these question relate only to PR and comms:*

The breadth of what council does is wide and our communities are increasingly keen to find out more information, gain knowledge and seek involvement in what we're trying to achieve for their city. Also as a council we're accountable to our community and ratepayers to provide regular updates and engagement about the activity council is undertaking. Along with this, the communication landscape has evolved significantly with technology, with our customers seeking information from so many more sources than ever before. All of this has meant we've had to resource appropriately to meet the increasing communication needs of council.

The Communications team are focussed to support from a communication perspective on a wide range of strategic priorities crossing all of council which are set by the leadership team, whilst also provide a softer touch level of support for wider council initiatives. The role of communications in these projects and initiatives is varied, but could include:

- Strategic communications advice.
- Communications plan development and implementation.
- Internal communications.
- Content development (speeches, columns, media releases, web, social media, print and online newsletters & publications, etc).
- Plan, de, produce collateral (brochures, banners, etc).
- Manage channels (social media, advertising, promotion).
- Media monitoring and management Reputation, risk, issue management.
- Attend meetings/events to provide support (council and others).
- Develop, manage and shaping of social media across council.
- Developing our own channels to keep them up to date with the ever increasing needs of the community.
- Upskilling all of council on best practice communication.
- Mayoral office communications.
- WREMO – PIM – on a monthly basis the Communications Team train in emergency management as part of the Wellington Region Emergency Management Office and will activate the Public Information Management team at Hutt City Emergency Operations Centres in the event of an emergency.

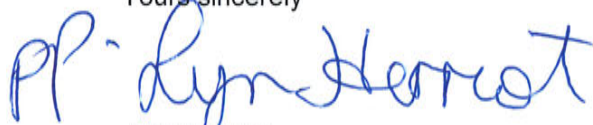
Please note that certain information contained in Council's response has been withheld under the Act on the following grounds (s7(2)(a)) – protect the privacy of natural persons.

We consider that the above are good reasons for withholding official information in the circumstances of this particular case and that this withholding of information requested is not outweighed by other considerations which render it desirable, in the public interest, to make that information available.

Pursuant to section 18 of the Act we confirm that you have the right to make a written complaint to the Ombudsman in accordance with section 27(3) of the Act if you are not satisfied with our response regarding information withheld.

If you require any more assistance, please contact me. My contact details are at the top of this letter.

Yours sincerely



Jolie Hurdley
ACTING DIVISIONAL MANAGER
COMMUNICATIONS & MARKETING