

15 November 2024

s9(2)(a)

Halo s9(2)(a)

RESPONSE TO AN OFFICIAL INFORMATION ACT REQUEST (REF: DOIA019-2024/25)

On 8 October 2024, you contacted the Ministry for Pacific Peoples (the Ministry) requesting under the Official Information Act 1982 (OIA), information regarding marketing, communications and brand related activities. On 6 November 2024, we notified you of our decision to grant your request, and that we needed more time to prepare the response for release. I have outlined your specific requests and my responses to each below.

1. **Names and Contracts of External Agencies:** *I am seeking the names of the external agencies currently contracted for marketing, media and brand deliverables, along with the length of each agency's contract and renewal dates.*
 - a) *Which agencies have Pacific-specific marketing and brand experience?*

The Ministry has an in-house Communications team that provides for their communications needs. This includes design, strategic communications and digital marketing services.

The Ministry has a contract with Agite Consulting Limited (Agite) to develop a comprehensive communications strategy to support the Ministry's strategic direction. Agite have Pacific-specific communications expertise and extensive government experience, thus have been selected to deliver this work. This contract commenced in October 2024 and is a one-off service agreement for a period of three months.

The Ministry uses About Print Limited (About Print) as its primary vendor for its printing needs when required.

2. **Total Budget Allocations:** *I am seeking a breakdown of the total budget allocated to marketing, media, communications and brand activities for the past 24 months or most recent financial year and actual spend.*
 - a) *I want to know how much was spent on external agencies for the activities mentioned above.*

Communications spend through external agencies for the 2023/24 financial year was just over \$163,000. This amount includes cost to develop and promote communications products for campaigns such as Pacific Language Weeks and Vaka of Stories.

The cost incurred (excluding GST) can be broken down to:

- Print production \$65,735.00
- Merchandise & publicity \$16,755.00
- Photography & videography \$61,516.00
- Design services \$19,542.00

3. **Key Performance Indicators (KPIs):** *Could you provide a list of the KPIs, or service level agreements (SLAs) used to evaluate the performance of external agencies.*

The Ministry have contracted Agite to develop a communications strategy with measurable objectives and deliverables. As this is a one-off project, the evaluation is based on a specific deliverable, in this case the development of a communications strategy.

4. **Performance Monitoring:** *I would like to know how frequently external agencies are measured against these KPIs, what performance monitoring tools or methods are used, and the response rates of people asked to give feedback about agency performance.*

a) *In the instance where an agency has not achieved their KPIs, what was the outcome?*

b) *Who is responsible for agency performance and relationship management?*

The Ministry does not currently have any other annual contracts in place in order to evaluate their performance. I am therefore refusing this part of your request under section 18(e) of the OIA as the information requested does not exist.

In line with standard OIA practice, the Ministry proactively publishes some of its responses to OIA requests. As such, this letter may be published on the Ministry for Pacific Peoples' website. Your personal details will be removed, and the Ministry will not publish any information that would identify you or your organisation.

Should you wish to discuss this response with us, please feel free to contact the Ministry at: uia_requests@mpp.govt.nz.

If you are dissatisfied with this response, you have the right, under section 28(3) of the OIA, to seek an investigation and review by the Ombudsman. Information about how to make a complaint is available at www.ombudsman.parliament.nz or freephone 0800 802 602.

Tenkyu,



Danilo Coelho de Almeida
Deputy Secretary,
Corporate & Support Services