



29 June 2022



Ref: OIA-2021/22-1410

Dear 

Official Information Act request relating to communications/media staff

Thank you for your Official Information Act 1982 (the Act) request received on 7 June 2022. You requested:

I would like to request 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 National Emergency Management Agency (NEMA) is a departmental agency located within the Department of the Prime Minister and Cabinet (DPMC). This response includes information relevant to both DPMC and NEMA.

- 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.*

The number of, and salaries paid to, communications staff employed by DPMC and NEMA staff are published each year in DPMC’s Annual Review Pre-hearing Questions, and for the first nine months of the current year in the 2022/23 Examination of the Estimates for Vote Prime Minister and Cabinet. I have included links to the relevant questions in the table for the last five years below for your reference.

Note there are no separate figures for NEMA in 2017/18 and 2018/19 as NEMA was not established until 1 December 2019. Prior to the establishment of NEMA, the Ministry of Civil Defence & Emergency Management was a business unit within DPMC.

Year	Weblinks
2021/22	Examination of the Estimates for Vote Prime Minister and Cabinet Question 80: https://www.parliament.nz/resource/en-NZ/53SCGA_EVI_123911_GA21397/4f0fddd91845eed84f3a2faad3029c700ed05188
2020/21	DPMC Annual Review: Question 52: https://www.parliament.nz/resource/en-NZ/53SCGA_EVI_116496_GA20956/c9f1b748eb0455204ffce5c31d948dbe6eeab76
2019/20	DPMC Annual Review: Question 52: https://www.parliament.nz/resource/en-NZ/53SCGA_EVI_105836_GA363/87dd41a589665e4cd03e585fd29da7e46b91137e
2018/19	DPMC Annual Review: Question 52: https://www.parliament.nz/resource/en-NZ/52SCGA_EVI_92733_GA3804/787f5a5c6dddf6955067000b15a905aa624d107a
2017/18	DPMC Annual Review: Question 52: https://www.parliament.nz/resource/en-NZ/52SCGA_EVI_82376_2367/235bdaab54cb2ea02c7bd8fc20e0c10ad02d6270

It is important to note that the large increase in communications staff over the past two years does not reflect the Department's permanent communications staff numbers. Rather, the temporary increase reflects that some work sits with DPMC for a fixed period only.

For example, in July 2020, the COVID-19 Group became a business unit of DPMC – including the communications and engagement staff responsible for a wide range of work, including the Unite Against Covid-19 campaign. These communications staff are with us for a set period.

This is also the case with the Health and Disability Transition Unit, which was established as a business unit in September 2020 and required a mix of staff, including communications, to lead the response to the review including designing the operating model and advising on the establishment of the new entities – Health NZ and the Māori Health Authority.

DPMC's permanent communications staff number is seven. This includes three roles that support the work of the Governor-General. The remaining roles support other business units, including the National Security Group and Cabinet Office, as well as the Department's internal communications and engagement.

3. Number of communications/media contractors used in each year.

4. Total sum paid to communications contractors in each year

For specific details of contractors and consultants, I refer you to published information provided to the Governance and Administration Select Committee which occurs twice a year: the DPMC and NEMA Annual Reviews, and the Committee's examination of the Estimates for Vote Prime Minister and Cabinet, which covers the first nine months of the current year.

Information published by the Committee includes data relating to external contractors and consultants used by DPMC and NEMA, such as cost for communications, media or public relations advice or services.

Information regarding numbers of staff for the last five years is contained within Select Committee hearings as detailed in the table below.

Year	Weblinks
2021/22	Examination of the Estimates for Vote Prime Minister and Cabinet Appendix 5: https://www.parliament.nz/resource/en-NZ/53SCGA_EVI_123911_GA21396/47739c68c7091e814be48408b03b436d2b647a62
2020/21	DPMC Annual Review: Appendix 6: https://www.parliament.nz/resource/en-NZ/53SCGA_EVI_116496_GA20955/51290689bb65a988b8c21f8dc7901696dae9f0c1
2019/20	DPMC Annual Review: Appendix 4: https://www.parliament.nz/resource/en-NZ/53SCGA_EVI_105836_GA373/d08556580907a224da852bd5dade970f6f9356a8
2018/19	DPMC Annual Review: Appendix 2: https://www.parliament.nz/resource/en-NZ/52SCGA_EVI_92733_GA3803/25c25c67f623909148e04903f16c3eb7aecebff3
2017/18	DPMC Annual Review: Appendix 2: https://www.parliament.nz/resource/en-NZ/52SCGA_EVI_82376_2366/61329335f8d668500ced59ede3208de60f8ceccc4

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)

Please refer to the below two tables which provide a breakdown of communications roles at DPMC and NEMA. It is important to note this information is only available for the current year and past financial year and that DPMC and NEMA do not routinely retain detailed information on the number of communication staff employed in each role once the overall numbers have been reported to Select Committee. A breakdown for previous years is refused under 18(g)(i) of the Act, as the information is not held, and there are no grounds for believing that the information is held by another department or agency.

DPMC

Job Title	Numbers of Staff as at 30 June 2021	Numbers of Staff as at 22 June 2022
Chief Advisor, Communications and Public Engagement	1	
Communications Advisor	7	4
Director, Strategic Communications and Engagement	1	1
Head of Communications	1	

Head of Public Engagement and Communications		1
Deputy Head of Public Engagement and Communications		1
Junior Communications Advisor	1	
Graphic Designer		1
Lead Engagement	1	
Manager Campaign and Channels	2	1
Manager Engagement	1	1
Manager Māori Communications	1	
Principal Communications Advisor	7	4
Senior Communications Advisor	20	23
Senior Social Media Advisor	3	2
Social Media Coordinator	5	1
Adviser Social Media		1
Social Media Lead	1	
Special Advisor	3	1
Strategic Communications Manager	2	1
Team leader		3
Team Lead – Web	2	
Team Leader, Engagement and Communications	1	
Not specified*	20	
TOTAL	80	45

* Note that 20 roles which have not been specified were short term secondees filling a variety of roles including advisors, senior advisors and principal advisors in communications roles. A specific breakdown of the numbers in each of these roles however is not recorded by DPMC.

NEMA

Job Title	Numbers of Staff as at 30 June 2021	Numbers of Staff as at 22 June 2022
Advisor, Communications	3	2
Communications Manager	1	1
Senior Communications Advisor	3	6
Team Leader, Public Education and Digital Channels	1	
TOTAL	8	9

Questions 6 – 8

DPMC does not record the number of media queries, interview requests or media interviews given each year. These parts of your request are therefore refused under section 18(g)(i) of the Act, that the information requested is not held and there are no grounds to believe that this information is held by another department or agency.

9. Total salary costs for communications staff each year

I refer you to my response to Question 1, which details the total budget for communication staff for each of the last five years.

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

I refer you to my response to Question 2 which details the number of communications staff employed by DPMC and NEMA broken down by salary bands, including those paid more than \$100,000 per annum for each of the past five years. Only one role has a salary band where the midpoint is above \$200,000 per annum. Details of this role have been withheld under section 9(2)(a) of the Act, to protect the privacy of individuals.

You have the right to ask the Ombudsman to investigate and review my decision under section 28(3) of the Act.

This response may be published on the Department of the Prime Minister and Cabinet's website during our regular publication cycle. Typically, information is released monthly, or as otherwise determined. Your personal information including name and contact details will be removed for publication.

Yours sincerely



Chris Gianos
Acting Executive Director, Strategy, Governance and Engagement