



2 May 2024

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Reference: OIA-2023/24-0720

Dear [Redacted]

**Official Information Act request relating to PR and Comms support - NEMA**

Thank you for your Official Information Act 1982 (the Act) request received on 3 April 2024. You requested:

*“Subject: Official Information Act Request – Government Department Spending on Public Relations and Communications Support*

*Pursuant to the Official Information Act 1982, I am writing to request information regarding the expenditure on Public Relations (PR) and Communications support by NEMA. My request is detailed as follows:*

*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 NEMA.*

*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.*

*Service Providers:*

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

*The objective of this request is to gain a comprehensive understanding of the NEMA investment in PR and Communications support, the processes by which these services are procured, and the entities that are engaged in providing these services.”*

The National Emergency Management Agency (NEMA) is a departmental agency that sits within the Department of the Prime Minister and Cabinet (DPMC). As such NEMA’s reporting is part of the DPMC reporting cycle. Please note NEMA’s spending on general communications is an essential part of its public education and emergency management role.

A detailed breakdown of expenditure on communications-related activity is not held within a centrally collated dataset or system. As such, DPMC is unable to provide information at the level you have requested as it would involve the creation of new information, however we can provide you with the following:

### **Actual and Budgeted Expenditure:**

Information regarding expenditure on advertising, public relations campaigns, and publications conducted or commissioned by NEMA are set out in the DPMC/NEMA Annual Reviews. This covers the actual expenditure.

You can find information regarding the 2021/22 and 2022/23 financial years at the following links:

- 2022/23 Annual Review – page 5: [https://www.parliament.nz/resource/en-NZ/54SCGOA\\_EVI\\_224556ca-f712-4408-7c21-08dc3334db8d\\_GOA1100/eda89ca4a7f431fa6bac3ed4b3b8acb995ef913e](https://www.parliament.nz/resource/en-NZ/54SCGOA_EVI_224556ca-f712-4408-7c21-08dc3334db8d_GOA1100/eda89ca4a7f431fa6bac3ed4b3b8acb995ef913e)
- 2021/22 Annual Review – page 5: [https://www.parliament.nz/resource/en-NZ/53SCGA\\_EVI\\_130099\\_GA22138/c14413750a85e63e1f8f128ae2f3eae18707e58a](https://www.parliament.nz/resource/en-NZ/53SCGA_EVI_130099_GA22138/c14413750a85e63e1f8f128ae2f3eae18707e58a)

The figures for the 2023/24 financial year will be released in the upcoming 2023/24 DPMC/NEMA Annual Review. As such, these figures have been withheld under section 9(2)(f)(iv) of the Act, to maintain the confidentiality of advice tendered by or to Ministers and officials.

As with expenditure, we do not report on budgets at a detailed level. Instead, we report annually against our appropriations in our annual reports which are available on our website. The information in our financial statements under “Other Operating Expenses” may be helpful.

### **Service procurement:**

Our main supplier for the work unable to be done internally is VML (formally VMLY&R). They were selected as part of a closed tender in 2021. VML provides NEMA with advertising services to raise awareness of life-safety actions and emergency preparedness information. VML does not provide any public relations or communications support.

Suppliers were selected from the AoG Advertising Services Panel and invited to submit a tender.

### **Companies, agencies, or individuals that received payment for providing PR and Communications services to NEMA**

The DPMC/NEMA Annual Review also sets out the annual expenditure on contractors and consultants and includes a high-level description of purpose of engagement.

You can find information regarding the 2021/22 and 2022/23 financial years at the following links:

- 2022/23 Annual Review – page 17: [https://www.parliament.nz/resource/en-NZ/54SCGOA\\_EVI\\_224556ca-f712-4408-7c21-08dc3334db8d\\_GOA1100/eda89ca4a7f431fa6bac3ed4b3b8acb995ef913e](https://www.parliament.nz/resource/en-NZ/54SCGOA_EVI_224556ca-f712-4408-7c21-08dc3334db8d_GOA1100/eda89ca4a7f431fa6bac3ed4b3b8acb995ef913e)
- 2021/22 Annual Review – page 22: [https://www.parliament.nz/resource/en-NZ/53SCGA\\_EVI\\_130099\\_GA22138/c14413750a85e63e1f8f128ae2f3eae18707e58a](https://www.parliament.nz/resource/en-NZ/53SCGA_EVI_130099_GA22138/c14413750a85e63e1f8f128ae2f3eae18707e58a)

The details for the 2023/24 financial year will be released in the upcoming 2023/24 DPMC/NEMA Annual Review. As such, these figures have been withheld under section 9(2)(f)(iv) of the Act, to maintain the confidentiality of advice tendered by or to Ministers and officials.

In making my decision, I have considered the public interest considerations in section 9(1) of the Act. No public interest has been identified that would be sufficient to outweigh the reasons for withholding that information.

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

This response will be published on the NEMA 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



Anthony Richards  
**Chief Advisor to the Deputy Chief Executive, Emergency Management**