

From: [Kristy Rusher](#)
To: [Hilary Calvert](#); [Hilary Calvert](#)
Cc: [Arlene Goss](#)
Subject: FW: Please check response to Cr Calvert
Date: Tuesday, 11 October 2016 03:14:04 p.m.
Attachments: [image001.png](#)
[SC2530472416100712200 \(2\) Redacted.pdf](#)

Dear Cr Calvert,

Official information request for FIREBRAND SEXY SUMMER JOBS AND PROCUREMENT information.

I refer to your official information request dated 23-September-2016 for further information regarding Firebrand and the Sexy Summer Jobs project.

The answers to your questions are below:

- 1. Your response (dated 7th September) to me concerning the Sexy Summer Jobs project said that.....subsequently an updated list of user requirement was prepared. Firebrand was invited to submit a quote with a description of each task and an hourly rate during January and February. What evidence did staff have of what this project should cost? Can I have a copy of any such evidence.*

Date	Evidence	Attachment	Status
19 January 2016	Email to Firebrand setting out and requesting information on possible costs of upgrade based on user feedback on website.	1	To be provided
9 February 2016	Email from Firebrand with proposed costs	2	To be provided
11 February 2016	Email with feedback on proposal	3	To be provided
12 February 2016	Email confirming costings and signalling decision making process.	3	To be provided
15 February 2016	Email on points of clarification on costings	3	To be provided
May 2016	Costing set out on Firebrand letterhead.	4	Provided

Attachments have been prepared for release, but they appear to have been over-redacted. I will resolve that when the staff member processing the request returns from leave. The attachments will come to you before the end of the week.

The following information has been redacted from the attachment:

- The names and contact details of DCC staff below the level of group manager under Section 7(2)(a) to protect their privacy.
- Details of the hours required to perform tasks, pricing details such as hourly rates, under Section 7(2)(b)(ii), because releasing this information would be likely unreasonably to prejudice the commercial position of the person who is the subject of the information.

2. *Were those staff who dealt with this project aware that Firebrand has "an ongoing part Pro-Bono Creative Partnership with Sexy Summer Jobs, specifically". Is this creative partnership documented, and if so may I have a copy of the partnership arrangement and the amount of the pro-bono work acknowledged in that partnership.*

We were unaware of the reference to "an ongoing part Pro-Bono Creative Partnership" until the LGOIMA request. There is no documented part pro bono creative partnership between Council and Firebrand.

3. *Was Firebrand involved in the process of highlighting in 2015 upgraded functionality and back end infrastructure, data gathering and reporting? ie Was the first Firebrand knew that such an upgrade would be wanted when they were asked for a quote, or were they at all involved in preparing or discussing the need for such an upgrade and what might be required?*

Firebrand was not involved in the process of highlighting in 2015 upgraded functionality and back end infrastructure, data gathering and reporting. These upgrades were identified through customer feedback after the speed dating event on 17 September 2015. The first time Firebrand knew of a possible upgrade was when the quote was requested on 19 January 2016.

4. *Since the recent Procurement Policy was approved how many other contracts have been let by the Council that were above the \$5,000 threshold but did not have 2 quotes obtained under the " unless there is only one supplier in the market" exemption?*

This request is refused under the Local Government Official Information and Meetings Act, Section 17(e), in that the document requested does not exist, and Section 17(f) in that the information requested cannot be made available without substantial collation or research.

5. *May I have a list of all such contracts, amounts, dates and who the contracts were with.*

This request is refused under the Local Government Official Information and Meetings Act, Section 17(e), in that the document requested does not exist, and Section 17(f) in that the information requested cannot be made available without substantial collation or research.

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

If you wish to discuss this decision with us, please feel free to contact Sandy Graham, Corporate Manager Strategy and Governance.

Yours sincerely
Arlene Goss

Arlene Goss
Governance Support Officer
Dunedin City Council

50 The Octagon, Dunedin; P O Box 5045, Moray Place, Dunedin 9058, New Zealand
Telephone: 03 477 4000

Email: Arlene.Goss@dcc.govt.nz



 Please consider the environment before printing this e-mail



Chanel O'Brien
Business Development Manager
Enterprise Dunedin
Dunedin City Council

Dear Chanel,

Response to Sexy Summer Jobs: Request for Quote

Thank you for the invitation to provide a quote for development work to be completed on the existing Sexy Summer Jobs website www.sexysummerjobs.co.nz

Within the following pages you will find:

- About Firebrand, our team and why we are the leaders locally in our industry
- Our understanding of the scope of requirements
- Solution pricing options and recommendations

Again, thanks so much for the opportunity to provide this proposal to you.

Please don't hesitate to get in touch at any time to discuss this or anything else we can help with.

Regards

Kate Boreham
Marketing Manager

About Firebrand

Based in Dunedin New Zealand, with an international client base, team Firebrand delivers expert advice and high-performing digital and print solutions. Our clients refer and recommend us because we meet their key KPI—a measurable return on investment.

Why work with us?

Passion

Our 10 strong team is made up of designers, developers, marketing, project and content experts with one thing in common—we are all passionate about our craft. That passion delivers results to you—it keeps the midnight oil burning and keeps us on our toes, staying up-to-date on latest technologies and best practice. We truly want your business to be a success, and we are obsessed with both end user and your satisfaction.

Collaboration

We work with our clients; this is a team of you and us. We need your input. You know your business, industry and clientele better than we do. Combining your inside knowledge with our vast understanding of branding, marketing, design, UX (user experience) and technology will produce the best collaborative outcome.

Relationship

We are a long-term relationship agency—we don't churn out solutions and have a revolving door of clients. We want to make your business successful on every level, and we want to be alongside of you for the long term, meeting KPIs/goals, revenue and conversions while continuously delivering on time and on budget. Even while having a bit of fun along the way and making the process enjoyable for us both. We don't build you a solution and walk away; we make ourselves available (anytime) to help you maximize the solutions, and provide consulting, technical support, user-experience guidance, and marketing advice and services.

Some of our friends (clients)



Solution Scope

Every successful project begins with a solid plan. Based on our understanding of your requirements the scope includes:

- Custom Development

The scope currently does not include:

- Responsive Website
- Responsive eCommerce Website
- Brand Fresher-Upper
- Brand Development (including naming)
- Graphic Design
- Content writing
- Digital Marketing Strategy
- Digital Marketing Implementation
- Domain identification
- Information Architecture
- Print Procurement
- Search Engine Optimisation (SEO)
- Digital Marketing Plan
- eMail Newsletter
- Ongoing support services (Hosting and SLA)

Solution Timeframe

Based on the scope above we provide an estimated timeframe for your project. Please note changes to scope and requirements will necessitate us revisiting all elements of the project, including the timeframe and ultimately the Launch.

Proposal Date	-
Proposed Project Initiation Date	1st May 2016
Estimated Length of Project	TBC
Estimated Launch Date	TBC

Custom Development

The following custom development tasks have been scoped for this project:

Adding the 'pop up' notification on the Business application page to the question 'How do you want to find Interns?' / 'By attending the Sexy Summer Jobs Speed Dating Event.'*if answering 'yes'. The pop up would have about 12 words of content. This is to highlight how important it is for businesses to actually turn up to the event if they check yes.

Time required [REDACTED]

On the following page: <http://www.sexysummerjobs.com/whos-looking/> adjust how the page works so that students will be able to filter and view by 'businesses attending speed dating', 'businesses not attending speed dating', 'all businesses'. This section of the site is not built in a dynamic way, so achieving the above will require us to rebuild the "who's looking" section to allow us to interact with the individual elements in different ways.

Time required [REDACTED] days ([REDACTED])

Login area for students to book appointment slots with businesses attending speed dating. They would like to create a login area where students could 'sign up' and then gain access to an area where they can book appointments with businesses attending the speed dating. Students will need to use a 'university' email address ending in .ac.nz to sign up.

Time required [REDACTED] days ([REDACTED]) + Timely costs (see timely's pricing <http://www.gettimely.com/pricing/>)

Data collection from forms (Business Report & Intern Report). Collate the data from these forms in the backend in a format that allows the download of this data in an excel. This will require us to complete the following develop tasks: develop a database, adapt the form, confirm validation, write to the database and allow export of data in excel format.

Time required [REDACTED] days ([REDACTED]) per form

Report generation - development of the data collection for the reports further to allow the running of queries on the data.

Estimate is [REDACTED] days ([REDACTED]) to develop ability to run 5-6 query types on the data stored.

Total Time [REDACTED] @ [REDACTED] = \$17,290

Additional Costs

We have provided you with an estimate to achieve the desired outcome based on our understanding of your requirements and the assumption that you will provide us with all the necessary information (e.g. structure, imagery, text and digital assets) unless otherwise stated. We realise that you may like a little more support or assistance at one point or another during the project (e.g. help sourcing relevant imagery, writing copy, etc.) or the scope of your requirements may increase during the project. We are more than happy to assist you to achieve the best possible outcome, and provide a list of indicative costs for additional services that may be relevant to the project.

- Copywriting - \$[REDACTED] per hour
- Stock Image Search - \$[REDACTED] per image
- Additional Proof (Brand) - \$[REDACTED] per creative direction
- Additional Proof (Collateral) - \$[REDACTED] per item
- Additional Proof (Wireframes) - \$[REDACTED] per wireframe
- Additional Proof (Look & Feel) - \$[REDACTED] per page
- Business Advisory - \$[REDACTED] per hour
- Workshop - \$[REDACTED] per workshop
- Focus Group - \$[REDACTED] per focus group
- Information Architecture - \$[REDACTED] per 100 web pages

Terms and Signoff

All pricing is GST exclusive and is valid for 90 days from date of this proposal.

The details outlined in this proposal are indicative only and based on our understanding of your requirements. Any travel, accommodation, design and/or development outside of that detailed here will require specification and charged as extra.

A 20% deposit of the total design and development costs will initiate your project. We then provide progress invoicing through the life of the project. Our payments terms are strictly 20th of the month following invoice. We prefer payment by Direct Credit.

Your signature below indicates acceptance of this proposal and our Terms of Trade, alternatively payment of our initial invoice will also represent acceptance of this proposal and our Terms of Trade.

Terms of Trade: please [download our terms of trade](#) for a copy.

Acceptance

Signed and accepted on behalf of *Enterprise Developer*

Name and position *Business Relationship Manager*

Signature

Date

27/6/2016

From: Arlene Goss
To: [Kristy Rusher](#)
Subject: Further response to LGOIMA request on Firebrand
Date: Tuesday, 18 October 2016 09:52:03 a.m.
Attachments: [image001.png](#)
[Attachment 1_Redacted.pdf](#)
[Attachment 2_Redacted.pdf](#)
[Attachment 3_Redacted.pdf](#)

Kristy – please forward to Hilary as she cannot open attachments from my email address. Thanks, Arlene

18-Oct-2016

Hilary Calvert
By email

Dear Hilary,

Official information request for FIREBRAND SEXY SUMMER JOBS AND PROCUREMENT

I refer to your official information request dated 23-September-2016 for further details on the work conducted by Firebrand for Enterprise Dunedin's Sexy Summer Jobs project.

Kristy Rusher sent you an email on October 11, 2016, that partly answered your request and supplied a copy of the quote received from Firebrand. Further evidence in the form of emails between council staff and Firebrand were also promised to you in that email.

Those emails are attached.

Date	Evidence	Attachment	
19 January 2016	Email to Firebrand setting out and requesting information on possible costs of upgrade based on user feedback on website.	1	Attached to this email
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12 February 2016	Email confirming costings and signalling decision making process.	3	Attached to this email
15 February 2016	Email on points of clarification on costings	3	Attached to this email
May 2016	Costing set out on Firebrand letterhead.	4	Attached to the email sent October 11

The following information has been redacted from the attachments:

- The names and contact details of DCC staff below the level of group manager under

Section 7(2)(a) to protect their privacy.

- Details of the hours required to perform tasks, pricing details such as hourly rates, under Section 7(2)(b)(ii), because releasing this information would be likely unreasonably to prejudice the commercial position of the person who is the subject of the information.

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

Yours sincerely

Arlene

Arlene Goss
Governance Support Officer
Dunedin City Council

50 The Octagon, Dunedin; P O Box 5045, Moray Place, Dunedin 9058, New Zealand
Telephone: 03 477 4000
Email: Arlene.Goss@dcc.govt.nz



Please consider the environment before printing this e-mail

[REDACTED]

From: Kate Kidson [REDACTED]
Sent: Tuesday, 19 January 2016 1:24 p.m.
To: [REDACTED]
Subject: Re: ssj website

Hi [REDACTED]

Thanks for the email - that all sounds great. I can do 9:30 am on Thursday - just a note though I do have a 10:30am booked in for that day so will need to finish up about 10:20am if that's OK.

Look forward to seeing you then.

Cheers
Kate

Cheers
Kate



Kate Boreham

Marketing Manager

Firebrand Holdings Limited

Phone (03) 477 FIRE | Mobile (021) 279 5361

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PO Box 5429, Dunedin 9054 | kboreham@firebrand.nz

www.firebrand.nz

On Tue, Jan 19, 2016 at 12:53 PM, [REDACTED] <[\[REDACTED\]@dcc.govt.nz](mailto:[REDACTED]@dcc.govt.nz)> wrote:

Hi Kate

We have been working on some research for SSJ and would like to discuss how we can gather the data in the more efficient way.

We need to know the cost for supplying the raw data, from the online form, in an excel spreadsheet.

We are also interested to know what costs would be to set up a system where students could register and make appointments with businesses on line before attending the speed dating event.

It would make it easier for businesses to know who they are seeing at the event, and gives students some certainty on who they will be meeting with.

Thanks [REDACTED]

If this message is not intended for you please delete it and notify us immediately; you are warned that any further use, dissemination, distribution or reproduction of this material by you is prohibited.

[REDACTED]

From: Kate Kidson [<mailto:kboreham@firebrand.nz>]
Sent: Thursday, 11 February 2016 2:46 p.m.
To: [REDACTED]
Subject: Re: Scoping for Sexy Summer Jobs Development

Hi [REDACTED]

Sounds great.

Talk soon,

Cheers
Kate



Kate Boreham

Marketing Manager

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On Thu, Feb 11, 2016 at 2:44 PM, [REDACTED] [@dcc.govt.nz](mailto:[REDACTED]@dcc.govt.nz) wrote:

Hi Kate,

Thank you very much for this information.

I am meeting colleagues soon to discuss and we will come back to you with some feedback.

Best wishes

[REDACTED]

[REDACTED]

Business Development Advisor

Enterprise Dunedin

Dunedin City Council

Direct Dial: [+64 3 474 3736](tel:+6434743736)

Email: [REDACTED] [@dcc.govt.nz](mailto:[REDACTED]@dcc.govt.nz)

dunedineconomy.co.nz



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From: Kate Kidson [mailto:kboreham@firebrand.nz]
Sent: Tuesday, 9 February 2016 3:58 p.m.
To: [REDACTED]
Subject: Scoping for Sexy Summer Jobs Development

Hi [REDACTED]

How are you? I've got the scoping completed for those things we discussed a few weeks back for the Sexy Summer Jobs website. Sorry for the delay we had to work through a few of the points with our developer Max hence the time it's taken.

I've broken down the tasks and associated quotes below so you can see the time required for the individual parts. Please let me know if you'd like this in a proper proposal document or if the below will suffice. Our hourly rate is \$[REDACTED] + GST.

1. Adding the 'pop up' notification on the Business application page to the question 'How do you want to find Interns?' / 'By attending the Sexy Summer Jobs Speed Dating Event.*'if answering 'yes'. The pop up would have about 12 words of content. This is to highlight how important it is for businesses to actually turn up to the event if they check yes.

Time required [REDACTED]

2. On the following page: <http://www.sexysummerjobs.com/whos-looking/> adjust how the page works so that students will be able to filter and view by 'businesses attending speed dating', 'businesses not attending speed dating', 'all businesses'.

Time required [REDACTED] days ([REDACTED] hours - [REDACTED] hours) *Notes: This section of the site is not built in a dynamic way, so achieving the above will require us to rebuild the "who's looking" section to allow us to interact with the individual elements in different ways.*

3. Login area for students to book appointment slots with businesses attending speed dating. They would like to create a login area where students could 'sign up' and then gain access to an area where they can book appointments with businesses attending the speed dating. Students will need to use a 'university' email address ending in [.ac.nz](http://ac.nz) to sign up.

Time required [REDACTED] days ([REDACTED] hours) + Timely costs (see timely's pricing
[REDACTED])

4. Data collection from forms (Business Report & Intern Report). Collate the data from these forms in the backend in a format that allows the download of this data in an excel. This will require us to complete the following develop tasks: develop a database, adapt the form, confirm validation, write to the database and allow export of data in excel format. Time required [REDACTED] days ([REDACTED] hours) per form

5. Report generation - development of the data collection for the reports further to allow the running of queries on the data.

Estimate is [REDACTED] days to develop ability to run 5-6 query types on the data stored.

I hope this info helps, let me know if you need any further info.

Cheers,

Kate



Kate Boreham

Marketing Manager

Firebrand Holdings Limited

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[REDACTED]

From: Kate Kidson [<mailto:kboreham@firebrand.nz>]
Sent: Monday, 15 February 2016 9:33 a.m.
To: [REDACTED]
Cc: [REDACTED]
Subject: Re: Scoping for Sexy Summer Jobs Development

Hi [REDACTED]

Hope you had a great weekend, so nice to have so much sun!

In terms of what you've outlined below I see you've included the lower end of our time estimates for each item.

It might be best to factor in the highest end, though we will only charge for the hours taken i.e point 2. we scoped to take somewhere between [REDACTED] hours. Since it could be up to [REDACTED] hours for this I would recommend budgeting for the highest amount.

For the Timely costs you'll need to run this direct with Timely so might be best to talk to them re. pricing queries.

Anything else you need to know just give me a bell.

Cheers
Kate



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On Fri, Feb 12, 2016 at 3:39 PM, [REDACTED] [@dcc.govt.nz](mailto:[REDACTED]@dcc.govt.nz) wrote:

Hi Kate

Am writing a report to enable some funding to be allocated to assist us in making this happen.

I am submitting the report next Friday 19 February.

I just want to double check with you that we are all clear on the costs.

Point 1:

Cost based on [REDACTED] @ \$[REDACTED] per hour

\$ [REDACTED]

Point 2:

Cost based on [REDACTED] hours @ [REDACTED] per hour

\$ [REDACTED]

Point 3

Cost based on [REDACTED] hours @ \$ [REDACTED] per hour

\$ [REDACTED] (exclu Timely costs)

I need some clarification on the Timely costs - I see its \$ [REDACTED] a month for unlimited "staff" so I read that to mean we use the Timely system for perhaps mid-August to mid-September up until the speed dating event on 15 September for students to make bookings.

[http://www.\[REDACTED\]/pricing/](http://www.[REDACTED]/pricing/)

If that is the case we will need to factor that cost in for the foreseeable on an annual basis.

Timely cost for [REDACTED] ([REDACTED] weeks in run up to event). Is the cost based on a calendar month or 4 week blocks?

Cost \$ [REDACTED] (TBC)

Point 4:

Cost based on [REDACTED] hours @ \$ [REDACTED] per hour

\$ [REDACTED]

Point 5:

Cost based on [REDACTED] hours @ \$ [REDACTED] per hour

\$ [REDACTED]

- Types of queries – this will depend on if we can access the funding to develop this. I am aiming for a complete package.

Total :

\$15,490 plus GST and including 1 months Timely fee at \$100 per month (if that is the case...)

Hope to hear from you soon.

Best wishes



Business Development Advisor

Enterprise Dunedin

Dunedin City Council

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DunedinNZ.com



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From: Kate Kidson [mailto:kboreham@firebrand.nz]

Sent: Thursday, 11 February 2016 6:46 p.m.

To: [REDACTED]

Subject: Re: Scoping for Sexy Summer Jobs Development

Hi [REDACTED]

We are estimating [REDACTED] hours for that component but it depends on exactly what queries you want to run on the data. We don't have a complete list of queries you'd like yet I don't believe. Did you have a list of the types of queries you'd like to run?

Cheers

Kate



Kate Boreham

Marketing Manager

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4 Dowling St, Dunedin 9016

On Thu, Feb 11, 2016 at 3:45 PM, [REDACTED] [@dcc.govt.nz](mailto:[REDACTED]@dcc.govt.nz)> wrote:

Hi Kate

Quick question

What would be the hours required to complete this part?

5. Report generation - development of the data collection for the reports further to allow the running of queries on the data.

Estimate is [REDACTED] days to develop ability to run 5-6 query types on the data stored.

Thanks [REDACTED]

[REDACTED]

Business Development Advisor

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To: [REDACTED]
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Hi [REDACTED]

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Talk soon,

Cheers

Kate



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Thank you very much for this information.

I am meeting colleagues soon to discuss and we will come back to you with some feedback.

Best wishes

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