

From: [Arlene Goss](#)
To: [Janet Leong](#)
Subject: FW: Partial response to official information request
Date: Tuesday, 13 September 2016 02:24:19 p.m.
Attachments: [Memo Sexy Summer Jobs.pdf](#)
[image001.png](#)

From: Arlene Goss
Sent: Thursday, 8 September 2016 1:57 p.m.
To: Hilary Calvert
Subject: Partial response to official information request

08-Sep-2016

Cr Calvert
By email

Dear Cr Calvert,

Official information request for FIREBRAND JOB DETAILS

I refer to your official information request dated 4-August-2016 for information about budgets and projects carried out by Firebrand. I also note the extension of one month to collate the information, and our discussion in which you agreed to receive the information as it arrives from staff.

Part of the information you have requested is attached. This relates to the work carried out by Firebrand for the Sexy Summer Jobs Project. John Christie has said he is available to talk to you by appointment if you wish to explore this further.

Information that is still outstanding relates to the Art Gallery and City of Literature projects.

I will respond to you again when the outstanding information is available.

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

Memorandum

TO: Governance

FROM: Enterprise Dunedin

DATE: 07 September 2016

SUBJECT: LOCAL GOVERNMENT OFFICIAL INFORMATION AND MEETING ACT (1987)

Please find below responses to your email on 5 September 2016 and the list of questions requested under the Local Government Official Information and Meetings Act (1987):

Question 1: What was the quote for?

Response

Since 2009 Sexy Summer Jobs has supported high growth small and medium sized businesses access students from the University of Otago and Otago Polytechnic. The programme meets business needs, leads to high value jobs, retains skills and talent and contributes to the economic growth of Dunedin. Sexy Summer Jobs has two distinct parts:

- a. Provision of a grant which is used to incentivise businesses and remunerate interns
- b. Brokerage between businesses and interns via a website designed and built by Firebrand in 2013. The website is a key tool for businesses, interns, tertiary providers in the delivery of the project.

A number of website improvements were highlighted in 2015 including upgraded functionality and back end infrastructure, data gathering and reporting. One supplier was considered to be in the market as this work focused on improving the functionality of an existing and funded website rather than the development of an entirely new tool. Subsequently, an updated list of user requirements was prepared. Firebrand was invited to submit a quote with a description of each task and hourly rate during January and February 2016.

Question 2: What was the arrangement approved by the appropriate staff member at the beginning of the project?

Response

In March 2016 a report and budget for the website project was presented to the Grow Dunedin Partnership (GDP) for decision making. The project was approved and signed off by Cr Staynes, Cr Thompson the Chief Executive in accordance with GDP delegations on 4 March 2016.

Question 3: What was the budget for this project?

Response

The budget and request to GDP partners for the website project was \$17,290.

Chanel O'Brien

Fraser Liggett

BUSINESS DEVELOPMENT ADVISOR

**ECONOMIC DEVELOPMENT PROGRAMME
MANAGER**

From: [Arlene Goss](#)
To: [Janet Leong](#)
Subject: FW: Further information in response to your information request
Date: Thursday, 15 September 2016 01:41:32 p.m.
Attachments: [City of Literature Budget.pdf](#)
[Firebrand expenditure Art Gallery.pdf](#)
[Sexy Summer Jobs plus emails 08-09-16.pdf](#)
[image001.png](#)

For website, number 259441

From: Arlene Goss
Sent: Thursday, 15 September 2016 1:38 p.m.
To: Hilary Calvert
Cc: Graham McKerracher
Subject: Further information in response to your information request

15-Sep-2016

Cr Calvert
By email: hcalvert@xtra.co.nz

Dear Cr Calvert,

Official information request for FIREBRAND JOB DETAILS

I refer to your official information request dated 4-August-2016 for budgets and quotes for work done by Firebrand for the Art Gallery, the City of Literature and Sexy Summer Jobs.

You have previously received a partial response of information related to Sexy Summer Jobs, emailed to you on September 8, 2016. I have re-attached this information and added to the document a series of short emails showing the authorisation process followed by the Economic Development Unit (see pages 2 and 3) in gaining permission to spend the money.

Also attached is information supplied by Bernie Hawke regarding the overall City of Literature Budget. I have asked the marketing and communications manager, Graham McKerracher, to supply more information regarding the work carried out by Firebrand on the City of Literature and he has promised to send this to me promptly. I will send it to you once I receive it.

The third attachment is information from the Art Gallery about the work that was carried out by Firebrand.

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 information with us, please feel free to contact the manager of the department you are interested in learning more from.

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

City of Literature Budget

Information supplied by Bernie Hawke, Arts and Culture Group, on September 8, 2016.

For 2015/16, Council approved a budget of \$100,000 for the City of Literature. At 30 June 2016, there had been a total expenditure of \$25,199 on the City of Literature, primarily due to the delayed appointment of the Director position (Nicky Page commenced in this role in May, 2016) following an investigation of alternative governance models and Council endorsement of an internal governance model for the period 2016/17 & 2017/18.

A breakdown of the expenditure on the City of Literature in 2015/16 included:

\$9,762	Staff salaries and related costs
\$8,486	Printing, images
\$2,782	iPad, iPhone purchase
\$1,345	Personnel related costs, travel, advertising
\$2,824	Website, eNewsletter related costs
\$25,199	TOTAL

For 2016/17, Council has approved a budget of \$135,000 for the City of Literature. There is no funding for 'projects' included in the City of Literature budget as a key focus of the role is to support literary activities across the city by helping individuals and groups to access funding available from community, business and government sources, to foster collaboration at a local, national and international level and to highlight Dunedin as a City of Literature.

A breakdown of the City of Literature budget and anticipated expenditure for 2016/17 is:

\$85,500	Staff salaries and related costs
\$15,000	Marketing, promotion, advertising, website hosting
\$500	Annual phone rental, calls
\$7,000	Annual lease costs for laptop computer, network connection & support costs
\$15,000	Travel and accommodation, meals associated with travel, taxis, Fleet Service charges
\$2,000	Printing, stationery, postage
\$10,000	Venue hire, catering costs, training/facilitation costs
\$135,000	TOTAL

Please let me know if I can assist with collating any additional information relating to this OIA request.

Thanks Bernie

Firebrand expenditure by Dunedin Public Art Gallery

Information supplied by Tim Pollock, Commercial Development Manager, September 8, 2016.

Website hosting charges – not part of a larger project, costs absorbed as part of annual budget:

- Inv#2016176 \$552.00 12 months website hosting
- Inv#2015163 \$552.00 12 months website hosting
- Inv#2014023 \$1656.00 12 months website hosting

Maintenance – not part of a larger project:

- Inv#2016667 \$189.75 Re-instigate google analytics throughout Gallery website.
- Inv#2016030 \$63.25 Establish shipping-to-weight ratio calculations on shop delivery.
- Inv#2015867 \$253.00 Create an email-out template for the Mailchimp platform.
- Inv#2015620 \$126.50 Adjust the design and coding around payment options on shop site.
- Inv#2015092 \$516.13 Adjustments to site design and functionality.
- Inv#2014989 \$174.92 Site redesign adjustments.
- Inv#2014691 \$ 411.13 Website coding modifications to navigation buttons.

Small (<\$5k) project work:

1. Website Shop re-design project.

Project was quoted at \$3600 excl. and came in on budget. Project costs were absorbed as part of annual budget.

- Inv#2014690 \$1380.00 First payment
- Inv#2014771 \$1380.00 Second payment
- Inv#2014867 \$1380.00 Final payment

2. Website update and upgrade

We asked Firebrand to design and implement additional website features – including News/Blog additions, with home page recoding and adjustments, page layout templates, categorisations and footer changes. Changes were charged for on an hourly basis and were implemented one at a time to ensure affordability. Costs were absorbed as part of annual budget.

Inv#2014793 \$3450.00 Total payment

Memorandum

TO: Governance

FROM: Enterprise Dunedin

DATE: 07 September 2016

SUBJECT: LOCAL GOVERNMENT OFFICIAL INFORMATION AND MEETING ACT (1987)

Please find below responses to your email on 5 September 2016 and the list of questions requested under the Local Government Official Information and Meetings Act (1987):

Question 1: What was the quote for?

Response

Since 2009 Sexy Summer Jobs has supported high growth small and medium sized businesses access students from the University of Otago and Otago Polytechnic. The programme meets business needs, leads to high value jobs, retains skills and talent and contributes to the economic growth of Dunedin. Sexy Summer Jobs has two distinct parts:

- a. Provision of a grant which is used to incentivise businesses and remunerate interns
- b. Brokerage between businesses and interns via a website designed and built by Firebrand in 2013. The website is a key tool for businesses, interns, tertiary providers in the delivery of the project.

A number of website improvements were highlighted in 2015 including upgraded functionality and back end infrastructure, data gathering and reporting. One supplier was considered to be in the market as this work focused on improving the functionality of an existing and funded website rather than the development of an entirely new tool. Subsequently, an updated list of user requirements was prepared. Firebrand was invited to submit a quote with a description of each task and hourly rate during January and February 2016.

Question 2: What was the arrangement approved by the appropriate staff member at the beginning of the project?

Response

In March 2016 a report and budget for the website project was presented to the Grow Dunedin Partnership (GDP) for decision making. The project was approved and signed off by Cr Staynes, Cr Thompson the Chief Executive in accordance with GDP delegations on 4 March 2016.

Question 3: What was the budget for this project?

Response

The budget and request to GDP partners for the website project was \$17,290.

Chanel O'Brien

Fraser Liggett

BUSINESS DEVELOPMENT ADVISOR

**ECONOMIC DEVELOPMENT PROGRAMME
MANAGER**

Fraser Liggett

From: Des Adamson
Sent: Wednesday, 22 June 2016 08:33 a.m.
To: Fraser Liggett
Subject: FW: GDP recommendations - Economic Development Strategy Projects Funding Request

Follow Up Flag: Follow up
Flag Status: Flagged

Approved Sue & obviously Chris S through GDP recommendation

From: Sue Bidrose
Sent: Friday, 4 March 2016 5:52 p.m.
To: Richard Thomson
Cc: Suz Jenkins; Richard Thomson; Chris Staynes; John Christie; Des Adamson
Subject: Re: GDP recommendations - Economic Development Strategy Projects Funding Request

I approve also

Kind regards,
Sue

Sue Bidrose
Chief Executive Officer
Dunedin City Council

On 4/03/2016, at 5:39 PM, Richard Thomson <richard.thomson@xtra.co.nz> wrote:

approved

Richard

Mobile Contact: 027 2245739
Office Contact: 03 4770623 ext 12
Fax: 03 4774028

From: Suz Jenkins <Suz.Jenkins@dcc.govt.nz>
To: Sue Bidrose <Sue.Bidrose@dcc.govt.nz>; Richard Thomson <Richard.Thomson@dcc.govt.nz>; Chris Staynes <Chris.Staynes@dcc.govt.nz>
Cc: John Christie <John.Christie@dcc.govt.nz>; Des Adamson <Des.Adamson@dcc.govt.nz>
Sent: Friday, 4 March 2016 4:51 PM
Subject: GDP recommendations - Economic Development Strategy Projects Funding Request

Good afternoon Sue, Richard and Chris

Please be advised that on 3 March 2016, the following project teams presented funding requests as attached are supported by the Grow Dunedin Partnership.

Project Name	Co-ordinator/s	Amount	Comments
--------------	----------------	--------	----------

Better Support for Exporting	Ross	\$15,000	
Job Ready	Margo	\$60,000	Total project is \$60,000, \$35,000 financial contribution from Education New Zealand and In Kind contribution, \$10,000 each from Otago Polytechnic and University of Otago and \$5,000 Enterprise Dunedin (representation and promotion of project on website)
China Agent Famil	Margo	\$16,000 <i>\$8,000 each GDP and ENZ</i>	
Education Fairs & Agent Workshops	Margo	\$18,000 <i>\$13,000 GDP and ENZ \$5,000</i>	
Sexy Summer Jobs – Website Development	Chanel	\$17,500	

This funding request is above the Director, Enterprise Dunedin's delegation level of \$10,000 for this particular budget and we therefore request approval (as outlined in EDC's resolution of 20 November as below).

"That the Economic Development Committee:

a) Approves unchanged delegations for allocation from Enterprise Dunedin's Economic Development Strategy projects' budget as follows:

- i Up to \$10,000 by the Director, Enterprise Dunedin.**
- ii For individual projects from \$10,000 to \$50,000, and where the aggregate of projects within a project area in any financial year did not exceed \$100,000, by the following people:**
 - Dunedin City Council Chief Executive or the Chief Financial Officer if there was any conflict of interest and**
 - The Chair of the Finance Committee or Deputy Chair if there was any conflict of interest and**
 - The Chair of the EDS Grow Dunedin partnership or any other non-DCC member if there was a conflict of interest.**
- iii Requests for individual projects over \$50,000 (or where the aggregate of projects within a project area exceeded \$100,000 in the financial year) would be considered by the Economic Development Committee."**

I look forward to receiving your response and if you have any queries, please contact me on 3035.

Kind regards
Suz
Suz Jenkins
Acting Manager – Marketing Dunedin
Enterprise Dunedin
Dunedin City Council