

18 September 2019

Phil Pennington  
Radio New Zealand News

E-Mail: [Phil.Pennington@rnz.co.nz](mailto:Phil.Pennington@rnz.co.nz)

Dear Phil

**Local Government Official Information and Meetings Act 1987 (LGOIMA) Request – PR and Communications**

I refer to your request for information relating to PR and Communications received on 9 August 2019 and our subsequent correspondence. Please accept our apologies for the delay in replying to your request.

Please find below our response to your questions.

1. How many public relations and/or communications employees' staff were employed by your council for the periods – Answers are in FTE's by financial year.
  - a. Currently;  
Seven across the organisation; five in Communications, one in Enterprise Dunedin, one in Transport.
  - b. In the last financial year;  
As above
  - c. In each of the previous four financial years;

2017/18	Six – Four in Communications, two in Enterprise Dunedin
2016/17	Three in Communications
2015/16	Four - Three in Communications, one in Enterprise Dunedin
2014/15	Three – Two in Communications, one in Enterprise Dunedin

Over the five years, the DCC Communications team has risen from two permanent FTEs to four permanent FTEs and one fixed term. This reflects an increased workload in key areas such as social media and media enquiries, and the DCC's efforts to improve the way it communicates with its residents. Extra staff members also mean the organisation is better placed to get information out quickly to the public in emergencies.

2. How many public relations and/or communications contractors or consultants or providers of comms/PR professional services were engaged by your council;

- a. Currently; five
- b. In the last financial year; three
- c. In each of the previous four financial years;

2015/16	Three
2016/17	Two
2017/18	Two
2018/19	Three

Over that time contractors have been appointed to cover communications functions as well as working on some specific projects.

3. What was the total salary budget for employed staff, broken down for same periods in Q1?

	<b>Total Salary budget DCC PR/Communications Staff by Financial year</b>					
Year	2019/20	2018/19	2017/18	2016/17	2015/16	2014/15
Amount Budgeted	\$616,225	\$534,839	\$404,690	\$248,700	\$220,300	\$168,600
# of FTE – Budgeted	7.0	7.0	6.0	3.0	4.0	3.0

4. What was the total salary/fee/etc budget for contractors or consultants or providers of professional services

	<b>Total budget DCC PR/Communications contractors</b>					
Year	2019/20	2018/19	2017/18	2016/17	2015/16	2014/15
	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$24,480

Please note these figures cover more than one contractor.

5. How much were these staff paid broken down by salary band?  
a) broken down as per same periods in Q1

The salary budgets are consistent with Strategic Pay rates. Due to the small number of staff in this department it is not possible to provide this information and pursuant to section 7(2)(a) of LGOIMA we withhold this information. The information we have provided is the total salary budget per year.

6. How much were contractors, consultants, providers of professional services paid broken down by salary band?  
a) broken down as per same periods in Q1

Contractors are paid a contracted hourly rate. The range of rates varies from \$70 per hour through to \$90 per hour.

7. Where contractors, consultants etc were paid by project, pls specify the total cost of such projects
- a) broken down as per same periods in Q1

Contractors are not contracted to solely to work on a specific project.

- b) Noting any projects that cost the council more than \$100,000

No project had \$100,000 or more spent on PR and comms.

- c) How much in total did the council spend on advertising, public relations/comms campaigns or publications in the last financial year?

How does this compare to the cost of this in the previous four financial years?

Cost of Advertising	2018/19	2017/18	2016/17	2015/16	2014/15
DCC	\$839,664	\$860,317	\$841,301	\$766,192	\$399,421

A significant portion of our communication spend include the advertising budget for marketing city services, the printing and distribution of the Dunedin City Council's FYI Dunedin News newsletter to residents and advertising money covering regulatory notices e.g. meeting notices, election advertising, Resource Management Act.

Yours faithfully



Jennifer Lapham  
Governance Support Officer