

19 August 2019

Amanda Cropp  
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Dear Amanda Cropp

Please see below responses to the questions in your recent Official Information Act request regarding Ministry communications staff.

**How many comms / PR staff did you employ (FTE) for the years ending June 30 2014 and 2019?**

In the 2014 year the Ministry employed 5.3 FTEs, in the June 2019 year the number was 7.

**How many comms / PR people did you employ (FTE) on contract for the years ending June 30 2014 and 2019?**

In the 2014 year no contractors were employed, in 2019 the number was 1.

**How much was your comms/PR budget for the years ending June 30 2014 and 2019?**

The figures below are for actual costs to provide the most accurate picture of the Ministry's spend. The figures incorporate salaries, contracting/consulting costs and a range of operating costs such as document production.

- 2014 - \$485,954.45
- 2019 - \$982,130.68

The changes over the last five years were a result of:

- Team vacancies during 2014 saw lower than expected salary costs
- There has been a funding increase for public safety education to reduce the demands on search and rescue services
- There has been an increase of 1.75 FTEs
- In 2019 an engagement specialist was contracted to specifically work on the development of the new road safety strategy

**What proportion of the comms/PR budget was spent on outside comms/PR consultants or contractors?**

10 %

**How many media enquiries did you receive for the years ending June 2014 and 2019?**

The Ministry does not have a record of the number of media enquiries received in the year ending June 2014.

The Ministry currently records key media enquiries, this however does not always include enquiries such as simple data requests. For the year ended June 2019, 201 enquiries were recorded.

**What is your target turnaround time for media enquiries?**

The Ministry aims to meet journalists' deadlines. Given these deadlines are variable we do not have set turnaround times for enquiries.

**How often did you meet the target response time last year?**

See above.

**What proportion of time did your comms/PR team spend on responding to media enquiries last year?**

Approximately 15%.

**How many live (in person or by phone) media interviews did your chief (sic) do last year?**

The Ministry's Chief Executive did not do any live media interviews last year. A number of senior staff did do media interviews but the number has not been captured.

**If you have a policy or guidelines on how comms/PR staff should respond to media enquiries, please provide a copy.**

Please see the attached.

**How many of your current comms/PR employees are former journalists?**

None.

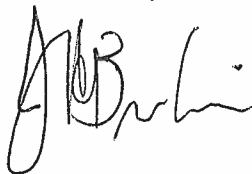
**What is the range of salaries paid to your comms/PR staff from lowest to highest?**

The salary ranges for the roles in the Communications Team are as follows:

- Engagement and Communications Advisor: \$64,191 to \$90,628
- Engagement and Communications Senior Advisor: \$88,386 to \$124,781
- Engagement and Communications Principal Advisor: \$106,837 to \$150,828
- Engagement and Communications Manager: \$146,781 to \$207,221

The Ministry publishes Official Information Act responses on our website when there may be wider interest in the information released. This means the information provided to you might be published after you have received it.

Yours sincerely



Justin Brownlie

Manager Engagement and Communications