

2 May 2024

[REDACTED]

Email: [REDACTED]

Tēnā koe [REDACTED]

### Official information request

I refer to your official information request in relation to Government Department Spending on Public Relations and Communications Support. Your request was received on 4 April 2024.

#### You requested:

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 MHWC.

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 MHWC. Additionally, I request the value of the contracts awarded to each service provider.

#### Our response

Actual and Budgeted Expenditure – PR and Communications support:

Financial year	Budgeted expenditure	Actual expenditure
2023/24 (to March 2024)	\$63,000	\$21,000
2022/23	\$63,000	\$32,000
2021/22	\$188,000	\$276,000

*This table represents marketing and communications expenditure as reported in Te Hiringa Mahara financial statements.*

Service providers (companies, agencies, or individuals that received payment for providing PR and Communications services) and procurement approach (expenditure on PR and Communications support):

Financial year	Provider	Value of contract	Procurement approach
2022/23	Alacrity Lab	\$54,290	Direct source – non-AOG
2022/23	Robert Walters	\$52,403	All of Government panel
2021/22	Tātou New Zealand Limited	\$120,000	All of Government
2021/22	Communique Communications	\$10,000	Direct source – non-AOG, previous experience
2021/22	Henley Hutchings Consultancy	\$86,800	All of Government panel
2020/21	Momentum Consulting	\$20,181	All of Government panel

*This table represents expenditure on external parties for PR, communications and marketing. In the financial statements of Te Hiringa Mahara these costs are split between marketing and communications and consultants and contractors.*

Please note, we publish some OIA responses on our website after the response is sent to the requester. The responses published are those that are considered to have a high level of public interest. We will not publish your name, address, or contact details.

I hope you find this information helpful.

This reply addresses the information requested. 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](http://www.ombudsman.parliament.nz) or freephone 0800 802 602.

If you wish to discuss this information release, please feel free to contact [kiaora@mhwc.govt.nz](mailto:kiaora@mhwc.govt.nz).

Nāku noa, nā



Karen Orsborn  
Tumu Whakarae | Chief Executive