

6 July 2022

Personal details removed for
proactive release

195 Lambton Quay
Private Bag 18–901
Wellington 6160
New Zealand

T +64 4 439 8000
F +64 4 472 9596

OIA 28122

Tēnā koe Personal details removed for proactive release

I refer to your email of 7 June 2022 in which you request the following under the Official Information Act 1982 (OIA):

I would like to request the following information from your organisation, for each financial year: 2017, 2018, 2019, 2020, 2021 and for the partial year of 2022 to date:

- 1. Number of FTE communications/media staff employed in each year (this includes all internal and external communications staff/content producers and social media staff)*
- 2. The salary range paid to communications staff in each year.*
- 3. Number of communications/media contractors used in each year.*
- 4. Total sum paid to communications contractors in each year*
- 5. A breakdown of positions and numbers employed in each role (ie how many media advisors, senior media advisors, internal communications, managers, social media producers/managers)*
- 6. How many media queries received in each year*
- 7. How many interview requests received in each year*
- 8. How many media interviews given, and to which media organisations and when.*
- 9. Total salary costs for communications staff each year*
- 10. In each year, how many communications staff paid a salary more than \$100,000 per annum and \$200,000 per annum*

We have addressed your questions in turn below.

- We refuse this part of your request under section 18(d) of the OIA, as the information you requested is publicly available in the Ministry of Foreign Affairs and Trade's (the Ministry) Annual Review responses, which can be found at: [Ministry of Foreign Affairs and Trade \(Responses questions 1-39\) - New Zealand Parliament \(www.parliament.nz\)](http://www.parliament.nz)
- Communications staff were employed in the following salary bands:

Job Band	Salary range 2017 - 2022 (to 17 June)
12	\$50,240 - \$58,442
14	\$62,607 - \$79,997
15	\$68,449 - \$92,607
16	\$78,540 - \$106,260
17	\$95,555 - \$129,281
18	\$113,856 - \$154,040
19	\$134,052 - \$181,364
21	\$183,274 - \$247,960

3&4. We refuse these parts of your request under section 18(d) of the OIA, as the information you requested is publicly available in the Ministry's Annual Review responses, which can be found at: [Ministry of Foreign Affairs and Trade \(Responses questions 1-39\) - New Zealand Parliament \(www.parliament.nz\)](http://www.parliament.nz)

5. A breakdown of positions and numbers employed in each role is below. The data reflects changes in roles and functions over the period requested. Key trends are:

- Management numbers have remained unchanged over the period 2017 to 2022 at 3 FTE. Management numbers exclude the Chief Media Adviser.
- The number of staff working in Media roles (including the Chief Media Adviser) has remained unchanged over the period at 4 FTE.
- The FTE count for 2019, 2020 and 2021 includes staff working on fixed-term contracts for the APEC NZ programme. All APEC21 staff had completed their employment by April 2022.

Year	2019	2020	2021
Total APECNZ staff numbers	3	4	5
Job Title	Communication Adviser Communications Coordinator Communications Director	Communication Adviser Communications Coordinator Communications Director Communications Manager	Senior Communications Adviser Communication Adviser Communications Coordinator Communications Director Communications Manager

- The number of staff working in external communication roles (project, regional and issue related work such as Trade Agreements) increased from 4 FTE in 2018 to 7 FTE in 2019 due to the addition of 3 staff in the Pacific and Development Group to support the Pacific Reset.
- The number of staff working in the Ministry's digital team, including website, social media and technical roles, has increased from 4.8 FTE in 2018 to 8 FTE in 2022. This reflects the shift of New Zealand and international audiences to use of social media and websites as their preferred means of receiving information.
- The number of staff working on internal communications has increased from 1.3 FTE in 2017 to 2.8 FTE in 2022 due to demand from Ministry divisions.

Role	2017	2018	2019*	2020*	2021*	2022 (to 17 June)
Adviser	4	-	-	-	-	-
Adviser - Digital Publishing	-	1	-	-	-	-
Chief Media Adviser	1	1	1	1	1	1
Communications Adviser	2	2	3	3	4	3
Communications Coordinator	-	1	2	2	1	1
Communications Director	-	-	1	1	1	-
Communications Manager	-	-	-	1	1	-
Digital Adviser, Curation	-	-	-	-	-	1
Digital Content Adviser	-	2	1	1	1	1
Digital Content Adviser, Publishing	-	-	1	-	1	1
Digital Content Adviser, Social Media	-	-	1	1	1	1
Digital Diplomacy Producer	-	-	-	-	-	1
Digital Insights Adviser	-	1	1	1	1	1
Digital Services Adviser	-	1	1	-	-	-
Divisional Manager	1	1	1	1	1	1
Manager, Public Diplomacy	-	-	1	1	1	1
Public Diplomacy Adviser	1	1	1	-	1	1
Senior Adviser, Outreach & Communications	-	-	1	-	-	-
Senior Communications Adviser	4	4	3	3	4	5
Senior Communications Adviser, Internal	-	-	1	1	-	1
Senior Media Adviser	2	3	3	3	3	2
Senior Stakeholder Engagement Adviser	-	1	1	-	-	-
Social Media Lead/Communications Adviser	-	-	-	-	1	-
Team Administrator	1	1	1	1	-	-
Team Leader, Digital	-	-	-	1	1	1
Team Leader, Pacific & Development Communications	-	-	1	1	1	1
Unit Manager	1	1	-	-	-	-
Unit Manager Corporate Communications	1	-	-	-	-	-
Unit Manager, Communications and Digital	-	-	-	1	1	1
Website Services Adviser	-	-	-	1	1	1
Total number of staff	18	21	26	25	27	26

* 2019, 2020 and 2021 included communications staff in the APECNZ Group

6. The Ministry does not keep a database of media queries received each year. Therefore, we refuse this part of your request under section 18(e) of the OIA, as the information requested does not exist. However, we estimate that the Ministry provides approximately 1,000 written responses to media enquiries, from both domestic and international media, each year.

7. The Ministry does not keep a database of interview requests received each year. Therefore, we refuse this part of your request under section 18(e) of the OIA, as the information you requested does not exist.

8. The Ministry does not keep a record of the number of media interviews given, to which media organisations, and when. Therefore, we refuse this part of your request under section 18(e) of the OIA, as the information requested does not exist.

9. Total salary costs for communications staff each year are as follows:

	2017	2018	2019*	2020*	2021*	2022 (to 17 June)
Total salary costs (excl. contractors)	\$2,025,345	\$2,319,724	\$3,001,905	\$3,002,926	\$3,139,281	\$2,940,528

* 2019, 2020, and 2021 included communications staff in the APECNZ Group

10. The number of communication staff paid more than \$100,000 per annum and \$200,000 per annum is set out below. We have combined the totals, as to separate them out could have led to privacy considerations. Base salary has been used as at 31 December each year, and as at 17 June for 2022.

	2017	2018	2019*	2020*	2021*	2022 (to 17 June)
Number of staff (excl. contractors)	11	13	16	17	14	15

* 2019, 2020 and 2021 included communications staff in the APECNZ Group

If you have any questions about this decision, you can contact us by email at: DM-ESD@mfat.govt.nz. You have the right to seek an investigation and review by the Ombudsman of this decision by contacting www.ombudsman.parliament.nz or freephone 0800 802 602.

Nāku noa, nā



Julie-Anne Lee
for Secretary of Foreign Affairs and Trade