

6 July 2022

s 9(2)(a)

Tēnā koe s 9(2)(a)

### OFFICIAL INFORMATION ACT REQUEST

I refer to your Official Information Act (the Act) request of 7 June 2022 for:

*"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".*

Responses to questions 1, 3, 4, 9 are available in the [2022/23 Estimates for Vote Women documents](#) on the Parliamentary website.

Please find responses to questions 2, 5, 6, 7, 8 and 10 attached as Appendix One. Salary information that may identify individuals has been withheld under section 9(2)(a) of the Act. This is to protect the privacy of natural persons. However, as an alternative, salary band information for each role has been provided.

In order to provide you with further context in terms of the information you have requested, the number of communications staff at Manatū Wahine Ministry for Women has varied over

the past five years from approximately 3FTE to 5FTE equivalent, depending on the Ministry's work programme. In the years ended 30 June 2018 and 2019, the team included staff working on the Suffrage 125 commemoration programme.

The communications team manage the Ministry's social media channels, website, digital tools, e-newsletter and publications and it assists with stakeholder engagement and internal communications.

Over the past six years there has been the significant increase in the use of the Ministry's website, social media channels and digital tools for news and to engage with audiences. There are occasions when the Ministry receives a media enquiry and will reply in writing rather than an interview. There are also occasions where requests for interviews are not directly related to the Ministry's work, and when this happens, the Ministry connects the journalist with the relevant organisation for an interview.

Please note that this response, with your personal details redacted, may be published on the Ministry's website. If you have any concerns or comments related to this, please let us know by emailing [ministerialservicing@women.govt.nz](mailto:ministerialservicing@women.govt.nz), within two weeks of the date of this letter.

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.

Nāku noa, nā



**Kellie Coombes**  
Secretary for Women

**APPENDIX ONE**

Financial year	Salary range	Breakdown of roles	Number of media queries	Number of interview requests	Media Interviews	Salary more than \$100,000 per annum and \$200,000 per annum	Salary Bands for Communications Staff
1 July 2021-30 April 2022 (ytd)	withheld under section 9(2)(a) of the Act	<ul style="list-style-type: none"> <li>• Director Communications and Stakeholder Engagement (0.85FTE)</li> <li>• 2 x Senior Communications Advisor (One is 1.0FTE, the other is 0.5FTE)</li> <li>• Communications Advisor (1.0FTE)</li> <li>• Social Media Coordinator (0.5FTE)</li> </ul> <b>Total: 3.85 FTE</b>	10	3	0	withheld under section 9(2)(a) of the Act	Director: \$149,500-\$224,300  Senior Communications Advisor: \$92,642-\$115,430  Communications Advisor: \$71,437-\$90,107  Social Media Coordinator: \$57,208-\$72,121
1 July 2020 - 30 June 2021	withheld under section 9(2)(a) of the Act	<ul style="list-style-type: none"> <li>• Director Communications and Stakeholder Engagement (0.85FTE)</li> <li>• Senior Communications Advisor (1.0FTE)</li> <li>• Communications Advisor (1.0FTE)</li> <li>• Communications Coordinator (0.5FTE)</li> </ul> <b>Total: 3.35 FTE</b>	7	1	0	withheld under section 9(2)(a) of the Act	Director: \$149,500-\$224,300  Senior Communications Advisor: \$80,600-\$120,800  Communications Advisor: \$62,100-\$93,100  Communications Coordinator: \$54,500-\$81,700

1 July 2019 - 30 June 2020	withheld under section 9(2)(a) of the Act	<ul style="list-style-type: none"> <li>• Director Communications and Stakeholder Engagement (0.85FTE)</li> <li>• Senior Communications Advisor (1.0FTE)</li> <li>• Communications Coordinator (1.0FTE)</li> </ul> <p><b>Total: 2.85 FTE</b></p>	8	0	0	withheld under section 9(2)(a) of the Act	<p>Director: \$149,500-\$224,300</p> <p>Senior Communications Advisor: \$80,600-\$120,800</p> <p>Communications Coordinator: \$54,500-\$81,700</p>
1 July 2018 - 30 June 2019	withheld under section 9(2)(a) of the Act	<ul style="list-style-type: none"> <li>• Director Communications and Stakeholder Engagement (0.85FTE)</li> <li>• Senior Communications Advisor (1.0FTE)</li> <li>• Communications Coordinator (1.0FTE)</li> <li>Suffrage 125 Project Manager (fixed term, 0.8FTE)</li> <li>• Suffrage 125 Communications Advisor (fixed term 1.0FTE)</li> </ul> <p><b>Total: 4.65 FTE</b></p>	9	1	0	withheld under section 9(2)(a) of the Act	<p>Director: \$149,500-\$224,300</p> <p>Senior Communications Advisor: \$80,600-\$120,800</p> <p>Communications Coordinator: \$54,500-81,700</p> <p>Suffrage 125 Project Manager (fixed term): \$99,300-\$148,900</p> <p>Suffrage 125 Communications Advisor (fixed term): \$62,100-\$93,000</p>
1 July 2017 - 30 June 2018	withheld under section 9(2)(a) of the Act	<ul style="list-style-type: none"> <li>• Director Communications and Stakeholder Engagement (0.85FTE)</li> <li>• Senior Communications Advisor (1.0FTE)</li> </ul>	18	5	3	withheld under section 9(2)(a) of the Act	<p>Director: \$149,500-\$224,300</p> <p>Senior Communications Advisor: \$80,600-\$120,800</p>
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		<ul style="list-style-type: none"> <li>• Communications Coordinator (1.0FTE)</li> <li>• Suffrage 125 Project Manager (fixed term, 0.8FTE)</li> <li>• Suffrage 125 Communications Advisor (fixed term, 1.0FTE)</li> </ul> <p><b>Total: 4.65 FTE</b></p>			<p>January 2018</p> <p>TVNZ – 3 August 2017</p> <p>Radio NZ – 8 August 2017</p>		<p>Communications Advisor: \$62,100-\$93,100</p> <p>Communications Coordinator: \$54,500-81,700</p> <p>Suffrage 125 Project Manager (fixed term): \$99,300-\$148,900</p> <p>Suffrage 125 Communications Advisor (fixed term): \$62,100-\$93,000</p>
1 July 2016 - 30 June 2017	withheld under section 9(2)(a) of the Act	<ul style="list-style-type: none"> <li>• Strategic Advisor, Communications (0.80FTE)</li> <li>Senior Communications Advisor (1.0FTE, fixed-term)</li> </ul> <p><b>Total: 1.80 FTE</b></p>	4	2	<p>1</p> <p>Radio NZ – 7 March 2017</p>	withheld under section 9(2)(a) of the Act	<p>Strategic Advisor Communications: \$115,900 - \$173,900</p> <p>Senior Communications Advisor: \$80,600-\$120,800</p>