

1. How many marketing and communications staff has the Department of Conservation employed, including contractors, each year for the past three years?

The Marketing and Communications Group (MCG) was established in September 2007 to support the Department's new strategic direction, of increasing the value of conservation to New Zealanders.

The functions to which you refer are managed within two units of MCG: 'marketing' and 'communications', sitting within the larger group. They generally serve function 6(b) and 6(c) of the Conservation Act 1987:

- 6(b) To advocate the conservation of natural and historic resources generally;
- 6(c) To promote the benefits to present and future generations of—
 - (i) The conservation of natural and historic resources generally and the natural and historic resources of New Zealand in particular; and
 - (ii) The conservation of the natural and historic resources of New Zealand's sub-antarctic islands and, consistently with all relevant international agreements, of the Ross Dependency and Antarctica generally; and
 - (iii) International co-operation on matters relating to conservation;

A summary of their roles and the roles of the other three MCG teams follows:

- **Marketing:** (11 staff), responsible for roles that include facilitating national support for conservation education; community outreach; maintaining business partnerships, alliances and agreements; co-ordinating national conservation events developing opportunities for new conservation initiatives; ongoing brand management (including visual and corporate identity); and development of the DOC website.
- **Communications:** (11 staff), responsible for communications advice, media liaison, internal communications (including Intranet) and corporate publications.
- **Relationships:** (9 staff), responsible for administration of community funding on behalf of associated government agencies, in support of conservation on private land and public access to biodiversity information, administrative support for the New Zealand Conservation Authority, liaison with Fish & Game New Zealand, and support for the Department's broader interactions with other agencies.
- **International Relations:** (3 staff), to provide support for New Zealand's obligations under international treaties and conventions relating to conservation matters, including the Convention for Biological Diversity, the International Whaling Convention, the Ramsar Wetlands Convention, the Antarctic Treaty, and the World Heritage Convention.
- **Ministerial Services:** (6 staff), to contribute to, facilitate and ensure timely delivery of, information between the Minister and the Department.

Following the Department's Strategy and Budget Alignment Review earlier this year, the MCG has additional responsibilities in 2008-09: national management of visitor services and interpretation (Marketing unit) and the production of national publications (Communications unit).

2. *What has been the Department of Conservation's total budget for marketing and communications staff including full-time staff, contractors and external agencies, each year for the past three years?*

The Department has had a budget for marketing and communications for only 2007-08 and the current (2008-09) financial years. Budgets for 2007-08 and 2008-09 follow.

	2007-08	2008-09	
MCG Communications Unit			
K.O. 4.05 Education and Communication Communication Manager's Operating	\$95,000	\$100,000	
National Media Advice and Support	\$12,000	\$30,000	
Communications Advice and Support	\$59,000	\$40,000	
Internal Communications	\$8,000	\$25,000	
Intranet Development	\$5,000	\$5,000	
National Publications and fact sheets	\$44,000	\$34,000	
Publishing manager	\$0	\$65,568	
Total	\$303,000	\$299,568	New in 2008
MCG Marketing Unit			
<u>K.O. 3.08 Recreation and Business Management</u>			
Visitor information services and interpretation	\$0	\$70,000	New in 2008
<u>K.O. 4.02 Participation</u>			
Marketing Manager Operating	\$15,000	\$24,000	
National Conservation Events	\$28,000	\$28,000	
Campaign co-ordination and new opportunities	\$76,600	\$72,000	
Conservation with communities	\$69,227	\$55,000	
Business Partnerships	\$27,000	\$19,000	
<u>K.O. 4.05 Education and Communication</u>			
Corporate ID and Brand	\$90,000	\$90,000	
Polling and surveys	\$60,000	\$40,000	
Conservation Education	\$95,000	\$132,000	
Website Management	\$80,000	\$80,000	
Total	\$540,827	\$610,000	

Communications staff, responsible for such activities as media liaison are employed in conservancies as well as Head Office. The total costs for these 16.06 full time equivalent staff in 2007-08 was \$1,078,000.

3. *What has been the Department of Conservation's total advertising budget, including advertising material, websites and promotion, each year for the past three years?*

The Department has no advertising budget and in general, does not undertake paid advertising. It does not consider the provision of information as required for statutory purposes, such as job vacancies, consultation or conservation awareness, to be advertising. The budget for the maintenance of our website over the past three years was:

2005-2006	\$80,000
2006-2007	\$80,000
2007-2008	\$100,000

4. *How much money has the Department of Conservation paid external companies in the past five years to research the public's perception of the Department of Conservation?*

The Department has paid \$66,000+GST to external companies in the past five years to research the public's perception of the Department of Conservation. This research has, in almost all cases, been commissioned to report on outcome indicators and evaluations that measure the Department's performance and are reported in its annual report. In addition, in 2006, \$100,000 +GST was spent measuring visitor satisfaction with levels of service of recreational facilities provided by the Department. This information is used to ensure the numerous facilities provided by the Department for public use continue to meet visitor needs.

5. *What is the total budget for the Brand Refreshment Project?*

The budget currently set aside for this work is \$90,000.

6. *If the budget is yet to be finalised, can the Department of Conservation provide documents or figures relating to estimates of how much it could cost, including a breakdown of how much the advice being tendered for is estimated to cost and how much the department expects the implementation of this advice could cost?*

The Department is currently undertaking a tender process for marketing and communications to procure external advice. The Request for Proposal outlines the nature of the programme to be undertaken and the expertise required. The successful partners will need to be able to demonstrate they can work within limited budgets. Any change to budget would be confirmed only after weighing up the benefits to be gained from this work against other business priorities. Any decisions on marketing and communications will be made in line with the Department's strategic direction.

The Department has a mandate under the Conservation Act, which includes:

- to advocate conservation of natural and historic resources;
- to promote the benefits of conservation (including Antarctica and internationally);
- to provide conservation information

This piece of work is not about changing signage. It is about enabling the Department to more effectively communicate the importance of conservation to New Zealanders.