



Department of Conservation
Te Papa Atawhai

12 September 2008

Catherine Hutton
Senior Reporter
Radio New Zealand
PO Box 123
Wellington 6140

Dear Catherine Hutton

OFFICIAL INFORMATION REQUEST

I refer to your official information request of 4 September 2008 asking for the total payroll costs for each of the 11 marketing staff, the 11 communications staff, the 9 relationship staff, the 3 international staff and the 6 Ministerial staff, broken down to each role and also by year (for the years 2007/08 and 2008/09). Please note that very few staff carry out actual marketing and communications functions as outlined below.

I am withholding release of individual salaries to protect the privacy of natural persons (Official Information Act section 9 (2) (a) refers). I can advise you that the current Marketing and Communications Group (MCG), which was formed on 1 July 2008, has a total salary budget of \$3,515,263. This figure provides for the General Manager's 41 current staff, 4 vacancies and for contract assistance. A table describing its structure is attached.

The responsibilities of the MCG are considerably different from those of the External Relations Group (ERG) on which it was based. As I previously explained, the names 'Marketing and Communications Group', and those of the operational units within it are only administrative labels. The functions of those units include, but are outweighed by, much broader functions. It would therefore be incorrect to consider the actual marketing and communications functions as being more than a very small proportion of the MCG operation.

I described the roles of the MCG in my letter of 29 August (copy enclosed), replying to your Official Information Act request of 20 August 2008. The following examples may be helpful in understanding the balance of effort within the MCG:

The resources administered by the Marketing Unit principally relate to:

- Website management (an e-Government requirement) to make information about the work of the department accessible to the public;
- Support for conservation education support for schools, and for community involvement in local conservation projects as part of the department's statutory functions under Part 2 Section 6 (b) (c) and, in particular, (d) of the Conservation Act;
- Support required to service conservation sponsorships such as the Bank of New Zealand save the Kiwi Trust, Meridian Energy Project Crimson Charitable Trust and Rio Tinto Alcan (NZ) Ltd, for the Kakapo Recovery Programme;
- Visitor information services (e.g. tracks, huts and safety procedures) for land and marine reserves administered by the Department;
- Only three of the team of 11 you refer to have a significant marketing role.

Similarly, more than half of the Communications Unit relates to such specific functions as:

- Internal communications, including intranet management, for the Department's staff who are distributed throughout the country;
- Communications advice and support for the department e.g. preparing communications plans for volcanic eruptions, species recovery programmes etc.
- A small publishing team for the department which produces annual reports, statements of intent, brochures, conservation management and national park plans and science publications
- External communications are handled by one 'National Media Manager', with support as may be available from other staff.

The Relationships Unit deals mainly with the servicing of statutory bodies that are established or specifically recognised by the Conservation Act, and for administration, on behalf of multiple government departments, of funds to support conservation on land other than that managed by the Department;

The International Unit provides the support for Government's obligations for the administration and policy development required to implement a number of international treaties and conventions relating to conservation for which New Zealand is a signatory;

Finally, the Ministerial Services Unit provides the Department's administrative support for the Minister of Conservation.

The changes in responsibilities and staffing occurred in 2007-08 as a result of two major organisational reviews: the ERG Review and the Strategy and Budget Alignment (SBA) Review. The precise information that you require going back three years cannot therefore be supplied as it does not exist (section 18(e) Official Information Act refers).

The 2007-08 salary budget for MCG and its ERG predecessor was \$2,967,136. The staff structure supported by that budget varied considerably during the year, as a result of multiple staff transfers and some new appointments. The ERG Review added responsibilities for conservation with communities, internal communications and the intranet, and removed responsibility for Treaty Settlements. The subsequent SBA Review added the production of national publications and support for visitor services.

I hope that this information is helpful to your research. I also advise you that you are entitled to seek an investigation and review of my decision by writing to an Ombudsman as provided by section 28(3) of the Official Information Act.

Yours sincerely



Sue Paterson
General Manager, Marketing and Communications
For Director-General

Enclosed:

- Current MCG establishment chart
- Letter of 29 August 2008

Marketing Communications Group staff structure at Sep 2008

MCG

A to General manager

Ministerial

International

Relationships

Communications

Marketing

Manager	Manager	Manager	Manager	Manager	Manager
Website supervisor Website Communications Officer Website Communications Officer (0.5 fte) Website Communications Officer (0.5 fte)	Communications Advice Manager Snr Communications Advisor Snr Communications Advisor Snr Communications Advisor	Statutory Bodies Manager Snr Statutory Bodies Officer Snr Statutory Bodies Officer	International Relations Advisor Snr International Relations Advisor Snr International Relations Advisor (vacant)	Conservation Secretary Snr Ministerial Services Officer Snr Ministerial Services Officer Snr Ministerial Services Officer	Managerial Services Officer
Brand & Campaign Manager Brand and Campaign Advisor	National Media Manager Media Officer (vacant)	Nature Heritage Fund Manager Snr Nature Heritage Fund Officer		Ministerial Services Officer	
Education & Community Outreach Manager Education Advisor Community Outreach Advisor	Internal Communications Manager Snr Intranet Advisor Intranet Support Officer (Seconded)	Biodiversity Funds Manager Funds Coordinator Funds Coordinator			
Snr Advisor Visitor Information	Publishing Manager General Editor (vacant) Science Editor Science Editor Desktop Designer (vacant) Print Coordinator (vacant)				
Business Partnerships Manager					

6 fte

3 fte
1 vacancy

9 fte

11 fte
4 vacancies

11 fte

1 fte