

7 August 2013

Official Information Request No. 9000123829
 (Please quote this in any correspondence)

Cr Cameron Brewer
Via email: cameron.brewer@aucklandcouncil.govt.nz

Dear Cr Brewer

Local Government Official Information and Meetings Act 1987 (the Act)

Private Polling and Survey Business

I refer to your email, which we received on 25 June 2013, requesting information about the costs associated with the engagement of private polling and survey businesses by Auckland Council since 1 November 2013.

1. Financial information relating to Auckland Council survey and polling costs incurred from 2010 to 2013

The following table depicts the actual spend on surveys and market research for Auckland Council. (Excludes the Mayor’s Office and surveys using People’s Panel)

Financial Year (FY)	FY2011	FY2012	FY2013	Total
GRAND TOTAL	833,806	1,684,590	2,234,275	4,752,671

Please note that these figures do not include surveys or market research conducted by CCOs.

Research costs have increased for a number of reasons, which include the growing number of surveys targeting samples at local board level or special interest groups. This research is conducted for a number of reasons including to fulfil statutory obligations, inform local decision-making, or to support operations.

The research companies below are vendors on councils preferred supplier list with proven expertise in a range of research fields. Vendors are selected from this list following a tender process:

- AC Nielsen NZ
- Angus & Associates Limited
- Ben Parsons and Associates Limited
- Captivate Limited
- Connectos Consulting Limited
- Gravitass Research and Strategy Limited
- JETT Consulting Limited
- KENEXA (NZ) LIMITED
- Longdill & Associates Limited
- Mobius Research and Strategy
- Phoenix Research
- Adam Barry Gaston
- Applied Theatre Consultants Ltd
- Buzz Channel Limited
- Colmar & Brunton Research Limited
- Creative New Zealand
- IPSOS Limited
- John Truesdale and Associates
- Link Research Limited
- Megan Hutching
- National Research Bureau Limited
- Point Research Limited

- Sport New Zealand
- Tasman Research Limited
- UMR Research Limited
- Sue Gee Investments Limited
- Touchpoll Auckland Limited

How much was paid to each business (along with the reason) has been withheld under Section 7(2)(b)(ii) of the Act as it would likely unreasonably prejudice the commercial position of the person who supplied or who is the subject of the information.

Mayoral Office

The mayoral office has utilised only UMR Research Limited to provide benchmarking and monitoring data around key council policy initiatives and current issues. Costs are as follows:

Financial Year (FY)	FY2010/11	FY2011/12	FY2012/13	Grand Total
TOTAL	-	84,007	78,978	162,985

This has been undertaken in line with the statutory role of Mayor to Auckland to lead the development of Council plans, policies, and budgets and ensure there is effective engagement between the Auckland Council and the people of Auckland.

2. Elected Member Surveys

The elected member survey is a formal way of measuring the satisfaction of governing body and local board members with the advice and support they receive from Auckland Council officers. The responses to the survey are used to initiate any changes needed to continue to improve support for the elected members. As an example, previous survey results have been used to affect structural and operational change within departments of the council to ensure they are more responsive to the direction provided by the governance framework.

The cost of engaging Colmar Brunton to conduct elected member surveys has been withheld under Section 7(2)(b)(ii) of the Act as it would likely unreasonably prejudice the commercial position of the person who supplied or who is the subject of the information.

The results and the number of representatives who participated in the surveys will be provided on the Council's website on Thursday 8 August 2013.

3. Peoples Panel

Auckland Council uses the Peoples Panel to engage Aucklanders in decision-making. The public are invited to join the Panel and have their say on a wide range of council issues, activities and plans.

In November 2010, council had approximately 2,000 panellists across the region. As of 2 August 2013, we have 15,827 panellists willing to engage with council and provide feedback.

The costs associated with the Auckland Council's People's Panel since 1 November 2010 is as follows:

People's Panel	FY2011	FY2012	FY2013	Grand Total
GRAND TOTAL	29,070	37,598	145,569	212,237

These costs have essentially been incurred to support analysis of engagement surveys and drive targeted recruitment.

Targeted recruitment ensures hard to reach audiences can access council and provide their views. It ensures the Panel is as representative of the Auckland population as possible and allows for the insights and evidence drawn from surveys to be more robust and reliable.

Key projects Peoples Panelists have contributed to since 2010 include:

- 1) Pre-engagement for to inform drafting of Auckland Unleashed.
- 2) Feedback on proposals for new Auckland Council publication (OurAuckland).
- 3) Survey to help Auckland Libraries understand the borrowing patterns and preferences of their users.
- 4) Engagement for the Waste Management and Minimisation Plan.
- 5) Measuring the awareness, usefulness and readability of OurAuckland
- 6) Informing early stages of Unitary Plan and also getting feedback on how panelists preferred to receive and respond to information about council plans.
- 7) Assistance in planning of the future series of Zoo Music.
- 8) Informing the drafting of the Long Term Plan.
- 9) To inform drafting of Historic Heritage Plan.
- 10) To gain insight in customers experiences of council services and identify areas for improvement.
- 11) Informing Policies and Bylaws team on effectiveness of temporary liquor bans during major events.
- 12) Inform development of Library website.
- 13) To review the Peoples Panel performance and identify areas for improvement.
- 14) To measure community awareness of, and attitudes to, Crimestoppers.
- 15) To capture People's Panel members' views on a number of key aspects of the draft Community Funding Policy.
- 16) To capture members views on Auckland's air quality and how it may be affected by industry and vehicle emissions as well as other activities.
- 17) To measure awareness and understanding of the rates information campaign and identify areas where rates communications could be improved.
- 18) To measure People's Panel members' thoughts on ideas for services in Auckland
- 19) What libraries could provide to Auckland's residents in the future.
- 20) To measure Aucklanders readiness for a civil defence emergency and find out what would encourage them to be more prepared.
- 21) To understand what biodiversity means to Aucklanders, what their biodiversity priorities are and what if anything community members are doing to protect or restore biodiversity.
- 22) To measure awareness and understanding of the Auckland Plan.
- 23) To gain some insight into the number of old TVs likely to be disposed of before the analogue shutdown/annual end of year review of Panel.
- 24) To investigate members waste collection preferences and allow a comparison of attitudes with an independent panel.
- 25) To canvas members' views on issues relating to trading in public places, and any experiences with these activities.
- 26) To understand attitudes to wearing lifejackets and find out which of a number of different life jacket regulations would be preferred.
- 27) To capture member's views on a number of key initiatives proposed in the parks and Open Spaces and the Sports and Recreation Strategic Action Plans.

Should you believe Auckland Council has not responded appropriately to your request, you have the right by way of complaint, under section 27(3) of the LGOIMA, to apply to the Ombudsmen to seek investigation and review.

If you have any further queries please email nicole.miell@aucklandcouncil.govt.nz quoting the Official Information Request number above.

Yours sincerely



Nicole Miell
Official Information Advisor
Public Information Office