



# Briefing

## PUBLIC ENGAGEMENT EXPENDITURE – NOVEMBER 2020 – APRIL 2021

To: Hon Chris Hipkins  
Minister for COVID-19 Response

Date	8/06/2021	Priority	Medium
Deadline	18/06/2021	Briefing Number	DPMC-2020/21-356

### Purpose

This briefing reports on public engagement expenditure by the COVID-19 Group of the Department of the Prime Minister and Cabinet (DPMC) for the period from 1 November 2020 to 30 April 2021. It is provided for your information as the Appropriation Minister.

### Recommendations

- Note** that the total expenditure on public engagement activities by the COVID-19 Group to 30 April 2021 was \$15.256 million.
- Note** that \$8.159 million was spent in the period November 2020 to April 2021.
- Note** the Chief Executive of DPMC has a delegation for advertising expenditure that is sufficient to meet costs to the end of the financial year.

Cheryl Barnes  
Deputy Chief Executive, COVID-19  
Response

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Hon Chris Hipkins  
Minister for COVID-19 Response

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Contact for telephone discussion if required:

Name	Position	Telephone	1st contact
Cheryl Barnes	Deputy Chief Executive, COVID-19 Response	N/A	✓
Sandra Procter	Senior Advisor	s9(2)(a)	N/A

Minister's office comments:

- Noted
- Seen
- Approved
- Needs change
- Withdrawn
- Not seen by Minister
- Overtaken by events
- Referred to

Proactively Released

# Public Engagement Expenditure - November 2020 – April 2021

## Purpose

1. This briefing reports on public engagement expenditure by the COVID-19 Group of the Department of the Prime Minister and Cabinet (DPMC) for the period from 1 November 2020 to 30 April 2021.
2. As Appropriation Minister for the COVID-19 All of Government Response you are responsible for the expenditure and services provided through the appropriation.
3. You agreed to increase the delegation of the Chief Executive of DPMC, as this expenditure exceeds standard delegations. This report details the expenditure that falls within this delegation.

## Expenditure Update

4. From 1 November 2020 to 30 April 2021 \$8.159 million was spent on public engagement activities. The total expenditure to 30 April 2021 is \$15.256 million.
5. The public engagement expenditure for the period November 2020 to April 2021 is summarised in Table A.

Table A: Public engagement expenditure Nov 2020- April 2021

	Nov	Dec	Jan	Feb	March	April	Total
Advertising	\$1,222,123	\$1,353,402.00	\$554,667	\$1,424,928	\$1,855,419	\$983,014	\$7,393,553
Video/Script Production	\$3,478	\$6,450.00	\$70,000	-	-	-	\$79,928
Website	\$38,703	-\$11,448.00	\$41,436	\$12,288	\$62,779	\$91,156	\$234,914
Translations	-\$44,726	-\$74,550.00	\$39,393	\$131	\$45,082	\$53,727	\$19,057
Printing	-	-	\$14,027	\$201,766	\$37,579	\$31,024	\$284,396
Other	\$31,400	-	\$6,652	\$6,961	\$106,682	-\$4,906	\$146,789
<b>TOTAL</b>	<b>\$1,250,977</b>	<b>\$1,273,854</b>	<b>\$726,175</b>	<b>\$1,646,074</b>	<b>\$2,107,541</b>	<b>\$1,154,015</b>	<b>\$8,158,637</b>

6. An update on the use of the additional \$2.000 million in funding approved following the February resurgence is being provided to you in a further briefing note [DPMC-2020/21-922].
7. In February 2021, you agreed to increase the delegation of the Chief Executive of DPMC to approve publicity expenses for the COVID-19 public information and engagement. The new delegation is up to \$22.681 million for the 2020/21 financial year. [DPMC-2020/21-320] refers.



8. The total expenditure for public engagement for 2020/21, including the additional funding approved following the February resurgence, is forecast to be approximately \$20 million. It is therefore not expected that the current delegation amount for 2020/21 will be exceeded.

## Background

9. A total of \$22.681 million has been committed in 2020/21 to public engagement activities to support the Unite Against COVID-19 campaign:
- a. 28 July 2020, Minister Henare approved a request to spend up to \$5.900 million
  - b. 9 October 2020, Minister Henare approved a further \$5.626 million
  - c. 7 December 2020 Cabinet as part of [CAB-20-MIN-0503] agreed an additional \$11.155 million.
  - d. This funding does not include vaccine related expenses.
10. For clarity, previous expenditure reports refer to the Emergency Management Leadership and Support multi-category appropriation. This appropriation ceased, and the newly named COVID-19 All of Government Response appropriation was established when the Cabinet approved a funding increase for the DPMC's COVID response on 07 December 2020 [CAB-20-MIN-053].
11. The October public engagement expenditure report noted that provisionally \$6.651 million was incurred up until 30 October 2020. The final confirmed October expenditure was \$6.976 million.
12. A more detailed breakdown of the expenditure by month follows.

## November 2020 Expenditure

13. The total expenditure for the month of November for public engagement activities was \$1.251 million. It was comprised of the following major vendors:

Vendor	Product	Value (\$m)
OMD <sup>1</sup>	Media strategy, planning, buying, placement and reporting	1.239
Clemenger BBDO	Campaign strategy, creative development, production, talent licensing and account management	-0.017 <sup>2</sup>

<sup>1</sup> Payment and accrual of all of OMD's publicity-related invoices from 1 to 30 Nov 20.

<sup>2</sup> The negative number for the month is due to some invoices accrued in October turning out to be less than originally estimated. Payment and accrual of all of Clemenger BBDO's publicity-related invoices from 1 to 30 Nov 20 as well as payment of invoices for prior periods not previously accrued

SilverStripe	Web hosting and technical services supplier for covid19.govt.nz website	0.039
Department of Internal Affairs, Ministry of Health, Blind Low Vision NZ and Pasifika Education Centre	Translations to reach diverse audiences	-0.049 <sup>3</sup>
TRA	Audience research	0.031
All other vendors		0.008

### December Expenditure

14. The total expenditure for the month of December for public engagement activities was \$1.274 million. It was comprised of the following major vendors:

Vendor	Product	Value (\$m)
OMD	Media strategy, planning, buying, placement and reporting	0.690
Clemenger BBDO	Development, production and delivery of various creative outputs	0.663
SilverStripe	Web hosting and technical services supplier for covid19.govt.nz website	-0.012 <sup>4</sup>
Department of Internal Affairs, Ministry of Health, Blind Low Vision NZ and Pasifika Education Centre	Translations to reach diverse audiences	-0.075 <sup>5</sup>

### January Expenditure

<sup>3</sup> The negative number for the month is due to some invoices accrued in October turning out to be less than originally estimated

<sup>4</sup> The negative number for the month is due to some invoices accrued in a previous period turning out to be less than originally estimated.

<sup>5</sup> The negative number for the month is due to some invoices accrued in a previous period turning out to be less than originally estimated.



15. The total expenditure for the month of January for public engagement activities was \$0.726 million. It was comprised of the following major vendors:

Vendor	Product	Value (\$m)
OMD	Media strategy, planning, buying, placement and reporting	0.382
Clemenger BBDO	Development, production and delivery of various creative outputs	0.173
SilverStripe	Web hosting and technical services supplier for covid19.govt.nz website	0.041
Department of Internal Affairs, Ministry of Health, Blind Low Vision NZ and Pasifika Education Centre	Translations to reach diverse audiences	0.039
Various vendors	Video and script production	0.070
Various vendors	Printing	0.014
Other vendors		0.007

### February Expenditure

16. The total expenditure for the month of February for public engagement activities was \$1.646 million. It was comprised of the following major vendors:

Vendor	Product	Value (\$m)
OMD	Media strategy, planning, buying, placement and reporting	1.309
Clemenger BBDO	Development, production and delivery of various creative outputs	0.115
SilverStripe	Web hosting and technical services supplier for covid19.govt.nz website	0.012

Department of Internal Affairs, Ministry of Health, Blind Low Vision NZ and Pasifika Education Centre	Translations to reach diverse audiences	0.010
Various vendors	Printing	0.202
Other vendors		0.007

**March Expenditure**

17. The total expenditure for the month of March for public engagement activities was \$2.108 million. It was comprised of the following major vendors:

Vendor	Product	Value (\$m)
OMD	Media strategy, planning, buying, placement and reporting;	1.761
Clemenger BBO	Development, production and delivery of various creative outputs	0.095
SilverStripe	Web hosting and technical services supplier for covid19.govt.nz website	0.063
Department of Internal Affairs, Ministry of Health, Blind Low Vision NZ and Pasifika Education Centre	Translations to reach diverse audiences	0.045
Blue Star	Printing	0.038
TRA	Audience research	0.060
Other vendors		0.047

## April Expenditure

18. The total expenditure for the month of April for public engagement activities was \$1.154 million. It was comprised of the following major vendors:

Vendor	Product	Value (\$m)
OMD	Media strategy, planning, buying, placement and reporting;	0.747
Clemenger BBO	Development, production and delivery of various creative outputs	0.171
SilverStripe	Web hosting and technical services supplier for covid19.govt.nz website	0.091
Department of Internal Affairs, Ministry of Health, Blind Low Vision NZ and Pasifika Education Centre	Translations to reach diverse audiences	0.054
Blue Star	Printing	0.031
TRA	Audience research	-0.024 <sup>6</sup>
Other vendors		0.084

<sup>6</sup> The negative number for the month is due to some invoices accrued in a previous period turning out to be less than originally estimated.