



Proactive Release

The following documents have been proactively released by the Department of the Prime Minister and Cabinet (DPMC), on behalf of Minister of Health, Hon Dr Ayesha Verrall:

COVID-19 Briefings November 2022

The following documents have been included in this release:

Title of paper: 11112022 COVID-19 Consultation Practices and Requirements

Title of paper: 14112022 DPMC COVID-19 Transition - Strategy and Policy Coordination

Title of paper: 23112022 Government Appointments - COVID-19 Response and Associate Minister of Health

Title of paper: 25112022 Vote Prime Minister and Cabinet: COVID-19 Response and Recovery Fund Quarter 1 report

Title of paper: 30112022 Future of the Strategic COVID-19 Public Health Advisory Group

Title of paper: 30112022 Department of the Prime Minister and Cabinet: Annual Review Pre-Hearing Questionnaire 2021 / 22 - COVID-19 Response portfolio

Some parts of this information release would not be appropriate to release and, if requested, would be withheld under the Official Information Act 1982 (the Act). Where this is the case, the relevant section of the Act that would apply has been identified. Where information has been withheld, no public interest has been identified that would outweigh the reasons for withholding it.

Key to redaction codes:

- Section 9(2)(a), to protect the privacy of individuals; and
- Section 9(2)(f)(iv), to maintain the confidentiality of advice tendered by or to Ministers and officials.



Coversheet

Briefing: Department of the Prime Minister and Cabinet: Annual Review Pre-Hearing Questionnaire 2021/22 – COVID-19 Response portfolio

Date:	30/11/2022	Report No:	DPMC-2022/23-540
		Security Level:	IN-CONFIDENCE
		Priority level:	Medium

	Action sought	Deadline
Hon Dr Ayesha Verrall Minister for COVID-19 Response	Provide feedback on the draft responses for the Annual Review 2021/22 pre-hearing questionnaire	16/12/2022

Name	Position	Telephone		1 st Contact
Jude Ulrich	Director, Organisation Direction and Development	+64 4 912 0527	s9(2)(a)	✓
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Minister's Office

Status:

Signed

Withdrawn

Comment for agency

Attachments: Yes

Briefing

Department of the Prime Minister and Cabinet: Annual Review Pre-Hearing Questionnaire 2021/22 – COVID-19 Response portfolio

To: Hon Dr Ayesha Verrall, Minister for COVID-19 Response

Date	30/11/2022	Security Level	[IN-CONFIDENCE]
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Purpose

This briefing seeks your feedback on the draft responses to the Annual Review Pre-Hearing Questionnaire 2021/22 (the Questionnaire) relevant to your COVID-19 Response portfolio for the Department of Prime Minister and Cabinet (DPMC).

Recommendations

We recommend you:

- | | |
|--|-----------------|
| 1. provide feedback on the draft responses to the Questionnaire (Attachment A) by Friday, 16 December 2022, to enable the Department to dispatch the final responses to the Governance and Administration Committee (GAC). | YES / NO |
|--|-----------------|


Jude Ulrich
Director, Organisation Direction and Development
Strategy, Governance and Engagement Group

30/11/2022

Hon Dr Ayesha Verrall
Minister for COVID-19 Response

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Background

1. The Questionnaire forms part of the GAC's annual review process for DPMC. The review has three parts: a standard questionnaire to which the Department must prepare written responses; an appearance in front of the Select Committee by the Chief Executive; and any subsequent questions which the Committee may wish to ask.
2. The Questionnaire is largely the same as the one received for last year's Annual Review of your COVID-19 Response portfolio questions.

Draft responses for you review

3. The draft responses relevant to your COVID-19 Response portfolio are attached for your review (**Attachment A**).
4. The Prime Minister is also reviewing the draft responses to the Questionnaire. Any feedback she may have will be incorporated into the Questionnaire's final responses. Your office will be kept informed if any significant changes are made to questions related to your portfolio in Attachment A as a result of her feedback.
5. We have not identified any issues with the Questionnaire that require your specific attention but, as always, the responses may draw public and media interest. The Department is ready to respond to any media inquiries about these and any other issues. As part of the 'no surprises' approach, we will alert your office to any questions that we receive.

Next steps

6. The timeline is shown on the table below.

Date	Action
Friday, 16 December 2022	Feedback from portfolio Ministers received
Tuesday, 7 February 2023	DPMC Chief Executive dispatches Questionnaire to GAC
Wednesday, 15 February 2023	DPMC and NEMA Chief Executive appears before GAC

7. After the hearing, the Committee may write to the agency with follow up questions. We will keep you informed if any follow up questions are received. If so, the Department will coordinate the response to those questions, and will seek any comment you may have on responses that relate to your portfolio.

Attachments:	Title	Security classification
Attachment A:	Draft responses relevant to the COVID-19 Response portfolio: DPMC Annual Review Pre-Hearing Questionnaire 2021/22	IN CONFIDENCE

Attachment A

Draft responses relevant to the COVID-19 Response portfolio: DPMC Annual Review Pre-Hearing Questionnaire 2021/22

Proactively Released

Briefing: Department of the Prime Minister and Cabinet: Annual Review Pre-Hearing Questionnaire 2021/22	DPMC-2022/23-540
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Question 5: Reviews, working groups and inquiries

How many reviews, working groups, inquiries or similar does the department operate or participate in? Please list by title.

During 2021/22, DPMC operated or participated in the following reviews, working groups and inquiries:

- COVID-19 Independent Continuous Review, Improvement and Advice Group (CRIAG): DPMC provided secretariat support.
- Strategic COVID-19 Public health Advisory Group (SC19PHAG): DPMC provides secretariat support; the group will continue until December 2022.
- COVID-19 Community Panel, established in July 2021 by DPMC to provide insights across the COVID-19 system direct from communities: DPMC provided secretariat support.
- Kāpuia, the Ministerial Advisory Group on the Government's Response to the Royal Commission of Inquiry into the terrorist attack on Christchurch mosques: DPMC provides secretariat support.

NEMA did not operate or participate in any reviews, working groups or inquiries in 2021/22.

Question 6: Cost of reviews, working groups and inquiries

For each review, working group or inquiry, what is the estimated cost for the next three financial years?

The estimated costs for the following reviews, working groups or inquiries for the next three years are as follows:

Name	Estimated cost (\$)			
	2021/22	2022/23	2023/24	2024/25
COVID-19 Independent Continuous Review, Improvement and Advice (CICRIAG)	136,312		N/A	
Strategic COVID-19 Public Health Advisory Group (SC19PHAG) ¹	173,519	13,000		N/A
COVID-19 Community Panel	-		N/A	
Kāpuia (Ministerial Advisory Group on	237,085	200,000	200,000	N/A

Government's response to RCOI)				
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¹As the costs for SC19PHAAG are recovered from the Ministry of Health under an MoU agreement, there are no expected cost to DPMC after 1 July 2022.

NEMA did not operate or participate in any reviews, working groups or inquiries in 2021/22.

Question 7: Key dates for reviews, working groups and inquiries

For each review, working group or inquiry, what are the key dates and milestones including start dates, regular reporting dates and end dates?

Information on the reports, briefings and other documents relating to CRIAG and SC19PHAG are proactively released on the [Unite Against COVID-19](#) website. Information relating to Kāpuia advice is available in the Department's website [Advice from Kāpuia | Department of the Prime Minister and Cabinet \(DPMC\)](#).

NEMA did not operate or participate in any reviews, working groups or inquiries in 2021/22.

Question 8: Departmental staff working on reviews, working groups and inquiries

For each review, working group or inquiry how many departmental staff are involved by head count and by FTE?

There was one coordinator and 3 FTE working as secretariat for CRIAG, SC19PHAG and the Community Panel, and 3 FTE working on the Kapuia Secretariat.

Question 10: Evaluations of spending initiatives

For each new spending initiative introduced over the last three Budgets, what evaluation (if any) has been undertaken of its effectiveness during 2021/22 and what were the findings of that initiative? Please provide a copy of the evaluation reports. Where no evaluation has been completed, what provision has been made for an evaluation to occur and what is the timeframe for that evaluation?

New initiatives are evaluated against the performance measures established at the time of receiving new funding.

The method of performance measurement varies depending on the nature of the measure being reported against, including timeliness, stakeholder satisfaction and quality metrics. This is reported in the relevant year's DPMC Annual Report.

Budget 2022

- Buller District Council Assistance
- COVID-19 Response – Epidemiological Modelling, Disinformation Monitoring and Risk Assessment
- COVID-19 Response – Maintaining Response Coordination
- COVID-19 Public Information Campaign
- COVID-19 Service Recognition
- Increase in Funding for Crown Contributions to Local Authority Disaster Relief Funds

Budget 2021

- Building Community Trust and Confidence in Response to the Royal Commission of Inquiry into March 2019 Terrorist Attack.

- Initial System Response to the Royal Commission of Inquiry into March 2019 Terrorist Attack.
- Enabling the National Emergency Management Agency to build safe and resilient communities.
- Government Implementation Unit.
- Health and Disability System Reform – System Operating Model.

Budget 2020

- Positioning DPMC for the future – Corporate Resilience.
- Leading and Coordinating the All-of-Government COVID-19 Response Effort.

Question 32: Websites

How many websites did your department, agency or organisation run in 2021/22 and for each, what is it called, what is its URL, when was it established, what is its purpose and what is the annual cost of operating it?

DPMC operated nine websites in 2021/22.

- The Unite Against COVID-19 site at covid19.govt.nz was established in March 2020. Its purpose is to provide official information and updates from the New Zealand Government about COVID-19. The website is a trusted source of politically neutral information to support New Zealanders to stay safe and healthy during the pandemic.

Question 49: Polls, surveys or market research

What polls, surveys or market research did your department, agency or organisation undertake in the last financial year and what were the total estimated costs of this work? Please provide a copy of the polling report(s) and the following details:

- Who conducted the work
- When the work commenced
- When it was completed (or due to be completed)
- Estimated total cost
- Whether tenders were invited; if so, how many were received.

The following table sets out the polls, surveys and market research undertaken during 2021/22 for DPMC.

Supplier	Poll/Survey/Market Research	Date Started	Date Completed	Cost (\$)	Tenders Invited
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The Research Agency ¹	Public sentiment and behaviours	1 June 2021	30 December 2022	396,838	No - AoG Panel
Moana Research (t/a 5GS Trading Limited)	Ethnic communities' sentiment due to alert changes	1 June 2021	30 October 2021	100,000	No

¹ These items are available on the Unite Against COVID-19 website <https://covid19.govt.nz/about-our-covid-19-response/proactive-releases/research/>.

Other items are operational and not published.

Question 50: Amount spent on advertising, public relations campaigns or publications

How much was spent on advertising, public relations campaigns or publications in the last financial year? How does this compare to the cost of this in the previous four financial years?

The following table sets out how much was spent on advertising, public relations campaigns and publications in 2021/22 and the previous four financial years for DPMC and NEMA.

Amount spent (\$'000)	2021/22	2020/21	2019/20	2018/19	2017/18
DPMC	42,783 ¹	26,101	20,605	0.540	1,751

¹ In 2021/22 DPMC also incurred a further \$29.994 million expenditure for the vaccine campaign funded by the Ministry of Health.

The increase in 2021/22 was due to continuation of the Unite Against COVID-19 campaign and the implementation of the Vaccine campaign. This includes expenditure funded by the Ministry of Health. The increase in 2020/21 was due to continuation of the Unite Against COVID-19 campaign and the start of the Vaccine campaign. The increase in 2019/20 was due to the Unite Against COVID-19 campaign. Expenditure excludes legally required public notices and personnel costs.

Question 52: Public relations or communications staff

How many public relations and/or communications staff, contractors/consultants or providers of professional services were employed in the last financial year; what was the total salary budget for these staff and how much were these staff paid broken down by salary band? How does that compare with each of the previous four financial years? Provide a numerical and percentage breakdown of public relations or communications staff by employment status ie permanent, contractor/consultant, provider of professional service.

As at 30 June 2022, there were seven permanent and 23 fixed-term communications staff at DPMC. In addition, there were five people seconded to the department in communications roles. The numbers have been increased and decreased throughout the last two years due to the COVID-19 Response Group and the Health Transition Unit.

The following table sets out the total salary budget for 2021/22 and the previous four years for DPMC and NEMA. Refer to Appendix 5 for a list of contractors and consultants.

DPMC Salary budget (\$000)	2021/22	2020/21	2019/20	2018/19	2017/18
Staff (permanent and fixed term)	4,204	3,085	701	1,393	1,325
Secondees	1,210	710	0	0	0
Total budget for contractors	0	331	560	0	10

Question 53: Merchandise and promotional products

How much was spent in 2021/22 on merchandise/promotional products (apparel, stationery, pen drives etc) carrying the branding of your department, agency or organisation or its campaigns, policies or marketing? How did this compare to each of the previous four financial years? For each invoice over \$1,000 in 2021/22 please provide the item purchased, the amount purchased, costs and the intended use.

The following table sets out the amount spent on merchandising, campaigns, policies and marketing in 2021/22 and the previous four financial years.

Total spend (\$)	2021/22	2020/21	2019/20	2018/19	2017/18
DPMC	24,174	299,171	493	57,294	45,657

The following tables sets out the invoices over \$1,000 for DPMC during 2021/22.

Item purchased	Amount purchased	Cost (\$)	Intended use
Reusable Masks Black White	1,000	24,174	Part of a public health campaign to prevent resurgence and manage risk

Question 68: Contractors and consultants

How many contractors, consultants, including those providing professional services, were engaged or employed in 2021/22 and what was the estimated total cost? How did this compare to each of the previous four financial years, both in terms of the number engaged and the total cost? For each consultant or contractor that has been engaged in the previous four financial years please provide the following details:

- Name of consultant or contractor
- Type of service generally provided by the consultant or contractor
- Details of the specific consultancy or contract
- Budgeted and/or actual cost
- Maximum hourly and daily rates charged
- Date of the contract
- Date the work commenced
- Completion date
- Whether tenders were invited; if so, how many were received
- Whether there are proposals for further or following work from the original consultancy; if so, the details of this work?

The following table sets out the total number of contracts and the total costs for the 2021/22 financial year for DPMC. For further detail see Appendix 5.

DPMC contractors and consultants	2021/22	2020/21	2019/20	2018/19	2017/18
Number	90	71	58	65	84
Total operational expenditure (\$)	13,183,396	7,571,017	2,613,537	2,211,324	3,192,785

DPMC's contractor and consultant expenditure has increased from \$7.571 million in 2020/21 to \$13.183 million in 2021/22. This is principally due to the COVID-19 All-of-Government response and Health and Disability System Review Transition Units located within DPMC. The total capital expenditure on contractors and consultants for the 2021/22 financial year was nil.

Question 69: Contracts valued at \$1 million or more

Were any contracts awarded in the last financial year which were valued at \$1 million or more? If so, please list by name of company contracted and total value of contract. How did this compare with each of the previous four financial years?

Contracts over \$1 million for DPMC in 2021/22 and the previous five years are outlined below:

Financial year	Contracts
2021/22	The Unite Against COVID-19 campaign and vaccine campaign continues to promote key health behaviours and communicate any alert level change. The campaigns contracted services from: <ul style="list-style-type: none"> • Clemenger BBDO Limited \$7,311,410 for strategic and planning advice, translations, creative production advice and services, and public information assets; and • OMD New Zealand Limited \$68,045,162 for media buying and placements (\$31,700,000 for the Unite Against COVID-19 campaign and \$36,345,162 for the vaccine campaign funded through Vote Health), and reporting on campaign delivery. Refer to the response to Question 78 for more information on these campaigns.
	Variation to the Memorandum of Understanding with the Ministry of Health to increase the total to \$50.852 million across two financial years for the COVID-19 vaccine campaign.
	A \$2,000,000 contract with the University of Auckland for the provision of research services through the research consortium COVID-19 Modelling Aotearoa (formerly Te Pūnaha Matatini) from 20 September 2021 to 30 June 2022.
2020/21	Unite Against COVID-19 campaign – provides New Zealanders with information about key health behaviors and alert level changes. The campaign contracted services from: <ul style="list-style-type: none"> • Clemenger BBDO Limited \$3,350,000 for strategic and planning advice, translations, creative production advice and services, and public information assets; and • OMD New Zealand Limited \$17,250,000 for media buying and placements and reporting on campaign delivery.

	<p>A Memorandum of Understanding with the Ministry of Health for \$14.75 million across two financial years for the COVID-19 vaccine campaign. The campaign contracted services from:</p> <ul style="list-style-type: none"> • Clemenger BBDO Limited: \$3,100,000 for creative development and to deliver the first stage of the advertising strategy; and • OMD New Zealand Limited: \$7,400,000 to deliver the first stage of media placements.
	<p>Silverstripe Limited: \$1,214,350 for ongoing improvement and migration of web content for the COVID-19 response.</p>
2019/20	<p>Unite Against COVID-19 campaign – provides New Zealanders with information about key health behaviours and alert level changes. The campaign contracted services from:</p> <ul style="list-style-type: none"> • Clemenger BBDO Limited: \$3,000,000 for development of the All-of-Government national response public information campaign; • OMD New Zealand Limited, two contracts: \$12,000,000 and \$7,400,000 for media buying, placements across televisions, print, online, radio, content and support across social media platforms; and • Bright Sunday (4PI Limited): \$1,076,090 for developing information for the Pacific Peoples' campaign.

Question 108: Special units, task forces or reviews

What special units, task forces or reviews have been set up; and what particular issue or issues are they providing advice or analysis on? How many people are in any such units or reviews, and from what other government departments or outside organisations, if any, are they drawn? What is the total cost of this work?

The following table sets out the special units, task forces or reviews that have been set up.

Name	Details	Number of people as at 30 June 2022	Total cost of work \$
COVID-19 Response Group	<p>In December 2020, Cabinet agreed to establish a COVID-19 Response Group with responsibility for coordination of cross-agency response activities and integration of advice and to deliver the following functions:</p> <ul style="list-style-type: none"> • Policy and strategy; • System readiness and planning; • Insights and reporting; • Risk and assurance; and • Communications and engagement. <p>The impacts of the COVID-19 pandemic are much broader than a singular focus on health, or any one other area (such as transport, jobs/business, immigration or social welfare). Therefore, the Group's</p>	72	77.30m

	<p>value is in providing advice to the Government on its COVID-19 strategy and progress made, and support such as scenario testing, developing decision frameworks and advising on major decision points, by weighing up trade-offs to provide strategic advice.</p> <p>The establishment of the Group and its functions have been informed by the recommendations made through the multiple rapid reviews commissioned by Government and Ministers. Staff are fixed-term and secondees from other government agencies.</p>		
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Question 120: Impact on property plans

What impact, if any, has COVID-19 had on your organisation's property plans or requirements?

DPMC had to obtain additional space to accommodate the staff in the COVID-19 Response Group.

Question 121: Impact on property requirements

What effect has COVID-19, and staff working from home, had on the organisation's property requirements?

Other than what is noted in Question 120, COVID-19 and staff working from home did not have an effect on DPMC's property requirements. In part this is because the nature of some of our work requires it to be carried out in secure facilities.

Question 122: Impact on flexible working arrangements

Has COVID-19 led to change in the organisation's policies re staff working from home or flexible working arrangements? Is there a requirement for staff to spend a minimum period of time in the office? If so, please provide details.

COVID-19 has not impacted DPMC and NEMA's flexible working policy.

Question 123: Preparation for the effect of COVID-19

Was your organisation prepared for the effects of COVID-19 on the way the organisation went about its core business? What lessons have been learned as a result? Would, in hindsight, your organisation have done anything differently?

DPMC and NEMA take business continuity very seriously and had systems and hardware in place that enabled staff to work safely and securely while they were out of the office. Key lessons learnt from the COVID-19 pandemic include that remote working remains very effective, and the importance of having contingency plans and equipment in place to support rapid growth within DPMC and NEMA.

Question 124: Information technology issues

What specific information technology issues did your organisation experience as a result of COVID-19 and how were these addressed? Did your organisation need to

purchase additional IT equipment (eg laptops, printers etc) and was your network able to manage with increased demand for remote access (eg some departments had to limit remote access at certain times) and how did this impact on the way the organisation did its job? What was the total cost for COVID-19 related IT expenses and how does this breakdown?

DPMC and NEMA did not experience any substantial issues as a result of COVID-19 as the department already had equipment that enabled working from home and we were experienced from the previous lock down. No changes were required.

Question 125: Effect on FTEs

What specific effect, if any, did COVID-19 have on your organisation's total FTEs?

The COVID-19 Response Group was established in DPMC in July 2020 to mobilise the collective capacity of government to eliminate COVID-19 while sustaining New Zealand's economy and social cohesion.

Staffing for the COVID-19 Response Group fluctuates based on the evolving requirements of the COVID-19 response. In 2021/22 DPMC's COVID-19 Response Group had 91 staff, made up of fixed-term employees and secondees from other agencies. NEMA had one additional staff member to support the government response to COVID-19.

Question 126: Additional staff or contractors

Were additional staff/contractors employed as a result of COVID-19 – if so:

- a) how many
- b) at what total cost
- c) are these permanent additions to staff; if not, what is the average length of contract
- d) for what specific purpose
- e) were these staff seconded from other organisations – if so specify the total number from each.

Refer to Question 125 for the number of additional staff (not including contractors and consultants) employed or seconded as of 30 June 2021 as a result of COVID-19. Refer to Appendix 5 for the complete 2020/21 contractors list which includes individuals contracted as a result of COVID-19.

For additional staff referred to in Question 125, DPMC and NEMA had a total remuneration cost of approximately \$7.2 million for the 2021/22 financial year. None of these additional staff are permanent.

DPMC staff and contractors were employed in communications, policy, planning, operations and administration roles. NEMA contracted a Principal Adviser.

Refer to Question 108 for secondee details.

Question 127: All-of-Government response

Were any of the organisation's staff seconded to work on the All-of-Government COVID-19 response? If so, how many and in what capacity?

No DPMC or NEMA staff were redeployed to work on the COVID-19 Response in 2021/22.

Question 143: Publishing in other written languages

What is the Department's plan over the next 12 months to publish more works in written languages other than English, Māori and Braille?

DPMC's COVID-19 Response Group has provided information in 27 different spoken languages and five alternate formats on www.covid19.govt.nz to help meet the needs of the vast majority of New Zealanders. Alternate formats include sign language, large print, audio, braille and easy read. They cover a wide range of key topics, including: the COVID-19 vaccine, travel to and from New Zealand, information about COVID-19, protecting your community, staying safe, testing, contact tracing, Alert Levels, available support, as well as posters and resources. For a full list of languages, see <https://covid19.govt.nz/iwi-and-communities/translations/>.

DPMC continues to explore different ways of communicating with diverse communities in their own languages such as through a subscriber service where people can receive key COVID-19 information, as well as advertising through ethnic media outlets in a range of languages.

Question 147: Strategies for increase in operational budget

Does DPMC have any strategies pre-arranged for a large increase in operational budget, if so, please outline?

DPMC is experienced at bringing in new functions, often at short notice. Recent examples include the COVID-19 Response Group, the Health and Disability System Review Transition Unit and the Implementation Unit. DPMC continuously reviews its processes for onboarding new functions, with a particular view to ensuring they are well supported through their establishment phase and are operating within departmental policies and procedures from day one.

Question 151: Temporary rule changes due to COVID-19

What temporary rule changes, regulations or operational practices did DPMC undertake due to COVID-19; if any please outline the nature of these with any start and end date, cost and reason?

DPMC and NEMA both activated their emergency procurement processes (although no emergency procurements were undertaken by NEMA). As a result, normal internal procurement processes were modified to enable a more streamlined approach – applying the guidance in 'NZ Government Quick Guide to Emergency Procurement'. A number of exemptions were also granted under the Government Procurement Rules for these emergency procurements. The Emergency Procurement applied during the period that Auckland and New Zealand were at Alert Level 4 and 3 in August and September 2021.

The DPMC Chief Executive's financial and human resources responsibilities were delegated to a Deputy Chief Executive so that the Chief Executive could focus on his role as Chair of ODESC leading the COVID response (this occurred during the above resurgences).

Temporary travel policies remained in place during the year.

Appendix 1: Register of gifts and hospitality

The following table sets out gifts given by DPMC during 2021/22.

Date	Recipient name	Organisation	Gift/Hospitality given	Reason for gift	Estimated value \$
12/01/2022	Sarah Sparks	COVID-19 Community Panel member	Prezzy Card	Panel members receive no payment for their advice and support	500
12/01/2022	Dr Aram Kim	COVID-19 Community Panel member	Prezzy Card	Panel members receive no payment for their advice and support	500
12/01/2022	Dr Api Talemaitoga	COVID-19 Community Panel member	Prezzy Card	Panel members receive no payment for their advice and support	500
12/01/2022	Anthony Taueki	COVID-19 Community Panel member	Prezzy Card	Panel members receive no payment for their advice and support	500
12/01/2022	Jordon Milroy	COVID-19 Community Panel member	Prezzy Card	Panel members receive no payment for their advice and support	500
12/01/2022	Michelle Mascoll	COVID-19 Community Panel member	Prezzy Card	Panel members receive no payment for their advice and support	500
12/01/2022	Dr Margaret Brown	COVID-19 Community Panel member	Prezzy Card	Panel members receive no payment for their advice and support	500
12/01/2022	Callum Woodhouse	COVID-19 Community Panel member	Prezzy Card	Panel members receive no payment for their advice and support	500
12/01/2022	Dr Hafsa Ahmed	COVID-19 Community Panel member	Prezzy Card	Panel members receive no payment for their advice and support	500
30/06/2022	Sarah Sparks	COVID-19 Community Panel member	Prezzy Card	Panel members receive no payment for their advice and support	500
30/06/2022	Hafsa Ahmed	COVID-19 Community Panel member	Prezzy Card	Panel members receive no payment for their advice and support	500
30/06/2022	Callum Woodhouse	COVID-19 Community Panel member	Prezzy Card	Panel members receive no payment for their advice and support	500
30/06/2022	Api Talemaitoga	COVID-19 Community Panel member	Prezzy Card	Panel members receive no payment for their advice and support	500
30/06/2022	Margaret Brown	COVID-19 Community Panel member	Prezzy Card	Panel members receive no payment for their advice and support	500
30/06/2022	Aram Kim	COVID-19 Community Panel member	Prezzy Card	Panel members receive no payment for their advice and support	500
30/06/2022	Michelle Mascoll	COVID-19 Community Panel member	Prezzy Card	Panel members receive no payment for their advice and support	500
30/06/2022	Jordon Milroy	COVID-19 Community Panel member	Prezzy Card	Panel members receive no payment for their advice and support	500

Appendix 2: Details of advertising, public relations campaigns or publications

Details on advertising, public relations campaigns and publications conducted or commissioned during 2021/22 for DPMC, excluding personnel costs.

Campaign	Type of advertising / details	Who conducted	When commenced and completed	Shown to the Controller / Auditor-General	Tenders invited	Cost (\$m)
Unite Against COVID-19¹	The Unite Against COVID-19 campaign included the following: <ul style="list-style-type: none"> • Stay home, get tested – isolation and testing • Masks matter • Stay Well this Winter • Pre-departure testing • Mask, Scan, Pass, - Good to Go • Covid Protection Framework (CPF) launch • What to do if you test positive • Omicron readiness • Delta resurgence • Alert level changes • Love Scanning campaign • Reconnecting New Zealand Airport Campaign • Ongoing health behaviour messaging including hygiene, mask wearing, scanning This messaging included print, radio, TV, social, digital and outdoor channels.					
	Advertising \$31,664,611	Clemenger BBDO	1 July 2021 – 30 June 2022	No	Yes	2.851
		OMD	1 July 2021 – 30 June 2022	No	Yes	28.364
		Bright Sunday	1 July 2021 – 30 June 2022	No	Yes	0.410
	Other campaign costs associated with communicating with diverse audiences, printing, research and monitoring, creative, design and other services contracted with other parties					
Total Unite Against COVID-19 campaign \$34,552,352						
Vaccine Campaign²	Continuous messaging providing information and call to action to get vaccinated. This messaging included print, radio, TV, social digital, social and outdoor channels.					
	Advertising \$37,519,110	Clemenger BBDO	1 July 2021 – 30 June 2022	No	Yes	3.442
		OMD	1 July 2021 – 30 June 2022	No	Yes	34.075
	Other campaign costs associated with communicating with diverse audiences, printing, research and monitoring, creative, design and other services contracted with other parties					
Total Vaccine campaign \$37,874,692						
Total cost all campaigns						72.427

¹ These costs are for Unite Against COVID-19 advertising campaigns only and includes campaign messaging on alert level changes and associated requirements, health behaviours (scanning, get a test, hygiene, mask on public transport).

² The costs of creative, advertising, content, website maintenance, translation services, printing, and other associated costs for the public information campaign are developed by the Ministry of Health and delivered by DPMC through the Unite Against COVID-19 channels. See Question 50 for a breakdown of vaccines campaign costs paid by Votes Health and Prime Minister and Cabinet.

Appendix 5: Contractors and consultants

Contractors and Consultants – DPMC

Name of the company	Name of Consultant, Contractor, Temporary worker	Type of service - Contractor or Consultancy	High level description of purpose of the engagement	Communications, Media or Public Relations advice or services	Actual costs (excluding GST and any services or admin fee) 1 July 2021 to 30 June 2022 inclusive	Business Unit	Maximum value of rates	Paying for work from 2020/21	Admin fee included in actual cost?	Date the contact was signed	Date the work commenced	Completion date or ongoing	Whether tenders were invited; if so, how many were received- AoG panel/Direct Source/Tender- Number of returns	Whether there are proposals for further or following work from the original consultancy; if so, the details of this work (Include contract extensions)
Blue Sky Consulting	Jeremy Corban	Contractor	Strategy and policy coordination		85,000.00	COVID-19	250 (hr)			23/03/2021	22/03/2021	31/12/2022	AoG Panel	Contract variation to extend to end Dec 2022. No proposals for follow on work
Hays Specialist Recruitment	Dorothy Harvey	Contractor	Executive Assistant		1,874.76	COVID-19	52.81 (hr)			21/06/2021	5/07/2021	9/07/2021	AoG Panel	No proposal for follow on work
PAAS Partners Limited	Knut Stoyl	Contractor	Procurement services		28,594.16	COVID-19	130 (hr)		Yes	26/06/2020	26/06/2020	31/12/2022	AoG Panel	Variation 1 – increased value Variation 2 – extend expiry date and value Variation 3 – extend expiry date Variation 4 – extend expiry date and value Variation 5 – extend expiry date
PWC	Rob Huddart, Belinda Birchall, Lillias Henderson	Consultancy	Support to establish a Portfolio team		202,000.00	COVID-19	360 (hr)		Yes	2/07/2021	23/06/2021	31/08/2021	AoG Panel	No proposal for follow on work
Robert Walters	Hamish Stuart	Contractor	Communications support	Yes	41,121.06	COVID-19	110 (hr)		Yes	31/01/2022	13/12/2021	25/02/2022	AoG Panel	No proposals for follow on work
Robert Walters	Leigh Anderson	Contractor	Executive Assistant		57,536.60	COVID-19	48 (hr)	Yes	Yes	9/06/2021	14/06/2021	24/09/2021	AoG Panel	No proposals for follow on work
Sam Robinson	Sam Robinson	Contractor	Development of campaign messaging	Yes	2,475.00	COVID-19	150 (hr)			14/09/2021	15/09/2021	30/09/2021	AoG Panel	No proposals for follow on work
Senate Communications Ltd	Senate Communications Ltd	Contractor	Communications support	Yes	61,135.31	COVID-19	1,760 (day)		Yes	19/01/2021	1/12/2020	23/01/2022	AoG Panel	No proposals for follow on work