

25 August 2023

[REDACTED]

Tēnā koe [REDACTED]

Thank you for your request to the Department of Conservation (DOC), received on 16 July 2023, in which you asked:

How many guardian posts are there?

How many medals do you give out a month/year approximately?

Who currently prints the certificates? How much each to print?

Who prints the medals? How much do they cost each?

Annual cost of postage for sending medals out?

Cost of making a guardian post?

Annual cost of upkeep of the guardian posts?

Amount Toyota contributes annually?

Annual cost of running the program

Who has created the maps?

Would DOC hand over the current maps for re branding?

We have considered your request under the Official Information Act 1982 (OIA).

On 11 August 2023, we extended the timeframe to respond to your request to 25 August 2023, due to consultation necessary with other parties.

Your questions and our responses are listed below:

1. How many guardian posts are there?

Toyota Kiwi Guardian (TKG) posts consist of a post and a plaque. There are 111 TKG adventure sites with each site having a corresponding guardian post and plaque. There are 75 plaques are on posts, 35 on existing structures and 1 unknown.

2. How many medals do you give out a month/year approximately?

Over the seven-plus year running period of the programme (1 March 2016 to 31 July 2023), approximately 1,700 TKG medals were claimed per month, and 20,600 TKG medals per annum.

3. Who currently prints the certificates? How much each to print?*

The Department subcontracted Blue Star Group to print the TKG certificates.

With reference to section 9(2)(b)(ii) of the OIA, we are unable to provide you with the detailed cost of printing each certificate, as making this information available would be likely to unreasonably prejudice the commercial position of the person who supplied, or who is the subject of, the information.

However, we can advise that the total cost per medal, including certificates and other components like medal lanyards mailed out with it, is on average \$5.75 per TKG adventure or activity.

4. Who prints the medals? How much do they cost each?*

The Department subcontracted Blue Star Group for the TKG medal production. The cost per medal to produce varies depending on quantities ordered.

However, pursuant to section 9(2)(b)(ii) of the OIA, we are unable to provide you with the average cost to print a medal.

We can advise that the total cost per medal, including certificates and other components like medal lanyards mailed out with it, is on average \$5.75 per TKG adventure or activity.

5. Annual cost of postage for sending medals out?*

Pursuant to section 18(e) of the OIA, we are unable to provide you with the specific cost of postage, as printing and posting costs are grouped together in our finance coding.

We can advise that the annual cost of postage and printing is approximately \$43,000.

This includes mailout costs, certificate printing costs and envelopes.

The current postage cost to send out one medal in a MaxPop envelope within New Zealand is \$2.00. Costs fluctuate depending on the number of medal claims each year.

There are two main reasons why MaxPop envelopes are used. The first reason is that MaxPop envelopes expand slightly to allow up to three TKG medals to be sent in one envelope, while keeping postage fee the same as for one or two TKG medals. The second

reason is that the 'Medium' category that MaxPop envelopes are in has the lowest postage fee.

Please refer to the New Zealand Post website for more information around postage costs: <https://www.nzpost.co.nz/personal/sending-in-nz/letters>.

6. Cost of making a guardian post?*

Guardian posts consist of a post and a designed plaque. It takes ranger staff time to set-up the posts. Installation takes between 15 minutes and an hour (excluding travel time).

However, pursuant to section 9(2)(b)(ii) of the OIA, we are unable to provide you with the detailed costs of making a guardian post.

We can advise that the total cost of a TKG post is approximately \$245.

7. Annual cost of upkeep of the guardian posts?

The Department did not create a specific cost overview for the annual maintenance costs of the guardian posts. As such, and pursuant to section 18(e) of the OIA, we are unable to provide you with this specific information, as it does not exist.

However, we can advise that maintenance is on a per-needed basis and part of ranger staff duties. There are no regular annual upkeep costs; upkeep was done when posts and or plaques needed to be replaced, for example, when vandalism or other defects have damaged the posts.

8. Amount Toyota contributes annually?

With reference to section 9(2)(i) of the OIA, we are unable to provide you with this information. Information in scope of your request and its release would be likely to prejudice or disadvantage the Department to carry out similar commercial activities.

9. Annual cost of running the program

Annual costs to run the TKG programme are approximately \$500,000. This includes medal production and distribution, marketing of the programme, and staff time. Costs fluctuate depending on the number of medal claims.

10. Who has created the maps?

Saatchi & Saatchi created the PDF artwork maps on behalf of Toyota New Zealand. The Department provided the content for the TKG adventure and activity maps.

11. Would DOC hand over the current maps for re branding?

The TKG maps include shared intellectual property. The Department is not in a position to transfer the TKG programme intellectual property to another organisation for rebranding. There are also costs and resourcing associated with the retrieval and supply of the TKG maps that we are not able to provide.

TKG activities have been repurposed and are readily available on the DOC website:
<https://www.doc.govt.nz/get-involved/conservation-activities/with-children/>.

*Costs are accurate as of 1 July 2023 and including GST.

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 OIA.

Please note that this letter (with your personal details removed) may be published on the Department's website.

Nāku noa, nā



Fiona Weightman
Director Strategic Communications and Engagement
Department of Conservation
Te Papa Atawhai