

25 August 2022



Tēnā koe 

Thank you for your Official Information Act request to the Department of Conservation (DOC), received on 28 July 2022 in which you asked for:

1. *How much did your organisation spend on social media advertising in total between 1 July 2021 and 30 June 2022, and how does this compare to the previous five years?*
2. *How much did your organisation spend on staff in total between 1 July 2021 and 30 June 2022, and how does this compare to the previous five years?*
3. *How much did your organisation spend on contractors/consultants in total between 1 July 2021 and 30 June 2022?*

Your questions and our responses are listed below:

1. *How much did your organisation spend on social media advertising in total between 1 July 2021 and 30 June 2022, and how does this compare to the previous five years?*

Most of our social media activity is through non-paid content. Occasionally we pay for our social media posts to reach a wider audience as a cost-effective way to get visitor safety, recruitment or conservation messages to New Zealanders. The amount we spent (ex GST) on social media advertising in the 2021/22 financial year, and the previous five years, is as follows:

Financial Year	Facebook/Instagram	LinkedIn	Twitter	Total
2021/2022	\$48,631.47	\$1,592.46	-	\$50,223.93
2020/2021	\$36,778.44	\$8,442.17	\$253.89	\$45,474.50
2019/2020	\$36,709.14	\$7,388.99	-	\$44,098.13
2018/2019	\$39,019.41	\$4,340.75	-	\$43,360.16
2017/2018	\$29,453.96	\$1,467.58	-	\$30,921.54
2016/2017	\$26,341.53	\$1,017.61	-	\$27,359.14

The amounts stated include all paid advertisements that we run across Facebook and Instagram (Meta), LinkedIn, and Twitter.

Facebook and Instagram are our main advertising channels on social media. LinkedIn is used as a cost-effective channel for job recruitment advertising. In 2021, we trialled Twitter advertising but decided not to continue this as it was not considered cost effective because of the low number of users in New Zealand.

2. How much did your organisation spend on staff in total between 1 July 2021 and 30 June 2022, and how does this compare to the previous five years?

We are responsible for managing approximately one third of New Zealand's land area (8.6m hectares) as well as 44 marine reserves and 8 marine mammal sanctuaries. In 2021/22, we employed approximately 2,500 permanent and fixed term staff.

The amount spent on staff in the 2021/22 financial year, and previous five years, is as follows:

Financial Year	Total \$m
2021/2022	\$238.98
2020/2021	\$229.83
2019/2020	\$215.90
2018/2019	\$188.08
2017/2018	\$166.16
2016/2017	\$163.82

Staff costs include salaries, wages and other direct staff related costs such as superannuation, ACC levies, Fringe Benefit Tax, and leave provisions. We have received additional investment over the past five years from previous Budget decisions to deliver more conservation outcomes, resulting in funding for more staff to carry out the extra work.

3. How much did your organisation spend on contractors/consultants in total between 1 July 2021 and 30 June 2022?

We spent \$18.221 million (ex GST) on contractors and consultants in the 2021/22 financial year. This amount is in accordance with the State Services Commission guidance (issued in October 2018) on the definition of contractors and consultants that is used for Select Committee questions and all government reporting. Information on previous financial years spend on consultants and contractors is publicly available in the Select Committee reports on the Parliament website.

You will see that DOC's expenditure on contractors and consultants during the 2021/22 financial year was higher than in the previous few years. This is due to a number of IT projects beginning during the 2021/22 financial year, including a major upgrade of DOC's Financial Management System, which went live in July 2022.



Please note that this letter (with your personal details removed) may be published on our website.



Nāku noa, nā



Kevin Martin
Chief Financial Officer
Department of Conservation
Te Papa Atawhai