

13 January 2023



Tēnā koe 

Thank you for your Official Information Act request to the Department of Conservation, received on 29 November 2022 in which you asked:

- *How much has the Department of Conservation spent on consultants/external agencies in 2022?*
- *Which consultants/agencies were paid the most amount by the Department of Conservation in 2022? How much was that? What did they do?*
- *How many staff were employed in the area of graphic design? How much is the total salary cost? How much was spent on external design consultants/agencies in 2022?*
- *How much has been spent on polling, focus groups, market research in 2022? What was the focus of this research?*

On 13 December 2022, you:

- Indicated that while your preference is for information concerning the 2022 calendar year, you would be happy to receive information from the 2021/22 financial year, and
- Confirmed that your first question, concerning consultant/external agency expenses, was intended to be broad and capture all consultants and agencies.

The information provided relates to the 2021/22 financial year. This is consistent with our recent response to Select Committee and aligns with established internal reporting processes.

Your questions and our responses are listed below:

1. *How much has the Department of Conservation spent on consultants/external agencies in 2022?*
 - During the 2021/22 financial year, we spent \$17,826,042 on external contractors and consultants. We engage consultants, contractors, and people providing professional services where specialised expertise is required that is not otherwise available or is not cost-effective to permanently retain in-house, or for fixed-term project-based assignments. Consultants and contractors provide services including: backfill and

additional resources for BAU and work programmes; technical advice e.g. actuarial, tax and valuation advice; and specialist advice e.g. analysis, policy and strategic planning; and science and research.

2. *Which consultants/agencies were paid the most amount by the Department of Conservation in 2022? How much was that? What did they do?*

- We have interpreted your request for information regarding consultants who were “paid the most amount” to include the top five highest spend figures. These are outlined below. For your reference, spend is shown in order from highest to lowest (rounded to nearest thousandth).

Utilisation of external consultancies and agencies 2021-2022 financial year expenditure		
Consultancy/Agency	Total Spend	Detail of services provided
TENZING	\$1,268,000	Change support for rollout of the Financial Management Information System (FMIS) upgrade
QUAL IT SOLUTIONS LIMITED	\$1,266,000	Testing and business analysis services
ROBERT WALTERS	\$1,065,000	Various contract roles including: Recruitment Administrator, Personal Assistant, Solution Architect, OIA support, communications services
INSPIRE GROUP LIMITED	\$912,000	Design and development of eLearning and interactive Power BI
BEYOND SERVICES LTD	\$822,000	Various contract roles including: Recruitment administrator, Specialist remuneration advice, Personal/Executive assistants, Project administration, Consultant security review, Finance officer, Facilities officer, Project coordinator, Project manager, Change manager

3. *How many staff were employed in the area of graphic design? How much is the total salary cost? How much was spent on external design consultants/agencies in 2022?*

- For the majority of the 2021/22 financial year, we employed four graphic designers (3.6 FTE). In the last week of June 2022, this increased to six graphic designers working the equivalent of 4.95 FTE. The total salary cost for these staff was \$298,600.58.
- DOC’s in-house graphic designers utilise their technical expertise and in-depth knowledge of DOC’s brand to produce a wide range of work in both print and digital formats, including:
 - o booklets, brochures, factsheets, newsletters;
 - o posters, banners, advertisements;
 - o reports, policy documents, and science and technical publications;
 - o educational resources;
 - o orientation, information and hazard signs;
 - o interpretation panels and visitor centre displays; and
 - o diagrams, line drawings, infographics, and illustrations.
- Additionally, we spent \$18,042.50 on external design consultants/agencies.


4. How much has been spent on polling, focus groups, market research in 2022? What was the focus of this research?

- Please see below for a list of external consultancies/agencies utilised over the 2021/22 financial year for the purpose of market research or survey. Context on their use and associated spend is also provided for your reference.

Utilisation of external consultancies and agencies for market research 2021-2022 financial year expenditure		
Project	Focus	Total Spend
Public Pulse of Conservation	Understanding public perspectives of conservation issues and experiences of recreation and heritage-based opportunities.	\$62,000
Tohu Whenua Monitoring Survey	Tohu Whenua is a network of the places that have shaped Aotearoa New Zealand. The Tohu Whenua network is a partnership between Manatū Taonga Ministry for Culture & Heritage, Department of Conservation Te Papa Atawhai and Heritage New Zealand Pouhere Taonga, with support from the Ministry of Business, Innovation and Employment and Te Puni Kokiri. Conducted in conjunction with our partners, this research provides understanding of visitors and their experiences at sites.	\$24,995
Commercial partner brand research	Understanding public perceptions of our commercial partnerships. This concerned the overall impact of each partnership and the effect various partnership activities had on the other's brand.	\$19,840
Brand Monitor – Core Survey	Understanding public perception and attitudes towards us.	\$12,326

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

Nāku noa, nā



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Department of Conservation
Te Papa Atawhai