

22 December 2022
DOIA22/272

9(2)(a)

Tēnā koe 9(2)(a)

I refer to your request received on 29 November 2022, which has been considered under the Official Information Act 1982 (OIA), for the following information:

- How much has the Ministry of Culture and Heritage spent on consultants/external agencies in 2022?
- Which consultants/agencies were paid the most amount by the Ministry of Culture and Heritage 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?

Due to the financial nature of your questions, and ease of access to data sets, we have interpreted your question to refer to the 2021/22 financial year.

Manatū Taonga Ministry for Culture and Heritage total spend on contractors and consultants for the 2021/22 period was \$10.030 million. The largest spend went to Deloitte for the establishment of Strong Public Media (SPM), valued at \$4,953,302.

With regards to graphic design, three staff at Manatū Taonga are employed in this area. All three are full time. The salaries fall within the range applicable to the grade of each position (determined by a recognised job evaluation process). The current applicable ranges are \$74,025 - \$100,151 (two positions) and \$87,420 - \$118,274 (one position). For external design consultants, Manatū Taonga did not spend anything for the period 2021/22.

The following table shows the two surveys Manatū Taonga commissioned in 2021/22 and delivered in 2022/23. Both were external, national-level social research surveys.

Title	Due date	Cost (Estimated)
2021/22 State of the Arts surveys	August 2022	\$35,000
2022 MCH Cultural Participation survey	December 2022	\$52,000

The above-mentioned State of the Arts survey is the final of a series of national surveys intended to track the impact of COVID-19 on the creative sector of Aotearoa New Zealand. You can find this survey published here: <https://www.tetaumatatoiaiwi.org.nz/wp-content/uploads/2022/08/FINAL-Q4-2022-National-State-of-the-Arts-220823.pdf>

The 2022 MCH Cultural Participation survey provides an update on cultural participation research from 2020. Its purpose was to build insights on cultural participation trends, and to understand how this participation has been impacted by COVID-19. You can find this survey recently published on our website: [Cultural Participation in 2022 | Ministry for Culture and Heritage \(mch.govt.nz\)](https://www.mch.govt.nz/cultural-participation-in-2022)

You have the right to seek an investigation and review by the Ombudsman of this decision. Information about how to make a complaint is available at www.ombudsman.parliament.nz or freephone 0800 802 602.

Please note that we intend to publish this letter (with your personal details removed) on the Ministry's website.

Nāku noa, nā

9(2)(a)



Matthew Oliver

Pou Mataaho o Te Iho - Deputy Chief Executive, Organisational Performance