

16 April 2024

[REDACTED]  
[REDACTED]

By email: [REDACTED]

Dear [REDACTED]

**Official Information Act 1982 (OIA) Request – Government Department Spending on Public Relations and Communications Support**

We refer to your official information request dated 3 April 2024. You requested for the following information:

1. **Actual and Budgeted Expenditure:** A breakdown of the actual and budgeted expenditure on PR and Communications support for the current financial year, as well as the previous two financial years, for FMA.
2. **Procurement Process:** For each instance of expenditure on PR and Communications support, indicate whether the services were procured through an open tender process or if it was a closed process.
3. **Service Providers:** Provide names of the companies, agencies, or individuals that received payment for providing PR and Communications services to FMA, and the value of the contracts awarded to each service provider.

All material on this subject is provided to Parliament every year through the Annual Review and Estimates process. We have compiled the information below in order to assist. A copy of the FMA's most recent annual review can be found [here](#).

**Actual and Budgeted Expenditure for current and previous two financial years**

Financial Year	Budget	Actual spend
2023/24	\$230,000	\$123,866 (as of 29 February 2024)
2022/23	\$220,000	\$201,612
2021/22	\$230,000	\$173,397

Most of the FMA's communication and marketing spend is on publications, social media and website material, and awareness campaigns. The FMA undertook campaigns aimed at helping consumers make good investing decisions; and communicating important news and messages to the industry. All FMA campaigns are targeted around our core remit where the FMA believes the change will deliver a significant impact.

**Request 2 & 3 – Procurement Process and Service Providers**

Figures provided for 2023/24 are YTD to the end of month.

Instances of expenditure on PR and Communications support:

Contract	2023/24	2022/23	2021/22	Max. hour rate	Start	End	Tender/ procurement process	Proposals for further work	Details
	(as at 29 Feb)								
Goldfish Wisdom	\$8,000	NIL	NIL	Agreed Fees	Aug-23	Aug-23	Work was not tendered for, commercial negotiation undertaken	No	Short video featuring for "Money Month"
Huia Creative	NIL	\$44,342	\$82,464	Agreed Fees	Feb-20	On going	Not Tendered. Normal recruitment process.	Yes, on-going supplier	Digital communications contractor
Insight Creative	\$12,910	\$23,565	\$4,527	AOG rates	Jan-18	On going	Work was tendered for. On AOG design services panel.	Yes, on-going supplier	Design and execution support for Investor Relations campaigns, FMA publications and events; website support partner.
JOHNSON & LAIRD	NIL	\$3,817	NIL	Agreed Fees	Mar-23	Mar-23	Not Tendered. Commercial negotiation.	No	Speaker for International Women's Day
Spitfire Creative Communication	\$95,561	\$110,184	\$80,944	Agreed Fees	Jul-19	On going	Not Tendered. Commercial negotiation.	Yes, on-going supplier	Investor Capability campaign design & support
Thomas Video Limited	\$7,395	\$19,704	\$5,462	Agreed fee	Apr-21	On going	Not Tendered. Commercial negotiation.	Yes, on-going supplier	Video production services

You have the right to complain to the Ombudsman regarding our assessment of your OIA requests, in accordance with section 28 of the OIA. Information about how to make a complaint is available at [www.ombudsman.parliament.nz](http://www.ombudsman.parliament.nz) or phone 0800 802 602.

If you have any questions, please contact Christiner Chan in the first instance at [christiner.chan@fma.govt.nz](mailto:christiner.chan@fma.govt.nz).

Yours sincerely



Christiner Chan  
Legal Counsel