

12 April 2024

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[Redacted]

[Redacted]

Dear [Redacted]

Official information request for spending on public relations and communications support

I refer to your official information request dated 4 April 2024 for:

- **Actual and Budgeted Expenditure:** Please provide 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 NZSF.
- **Procurement Process:** For each instance of expenditure on PR and Communications support, please indicate whether the services were procured through an open tender process or if it was a closed process. In accordance with the principles of the Official Information Act, I seek to understand the transparency and competitiveness of the procurement process.
- **Service Providers:** Please provide the names of the companies, agencies, or individuals that received payment for providing PR and Communications services to NZSF. Additionally, I request the value of the contracts awarded to each service provider.

We note that per your request, the objective of this request is “to gain a comprehensive understanding of the NZSF investment in PR and Communications support, the processes by which these services are procured, and the entities that are engaged in providing these services.”

Our response

Actual and Budgeted Expenditure

	Actual	Budget
1 July 2023 – end Feb 2024 (current FY)	313,618	679,925
2022/23	639,039	950,000
2021/22	547,957	825,000

Service Providers and Procurement Process

With respect to the previous two financial years, your request is declined on the basis that the information is publicly available, per section 18(d) of the OIA. Please refer to:

2022/23 Questionnaire Response	See questions 51, 68 and 72: https://www.parliament.nz/resource/en-NZ/54SCFIN_EVI_5d9e0775-9568-44de-83df-08dbff6cce5c_FIN362/aea8a8b48d61f2826b3aede61772acef2a6b6cfc
2022/23 Q68 Appendix B	https://www.parliament.nz/resource/en-NZ/54SCFIN_EVI_5d9e0775-9568-44de-83df-08dbff6cce5c_FIN361/fe9f67a67d0d6a115d416d7cb556bff6709d2514
2021/22 Questionnaire Response	See questions 50, 68, 72 https://nzsuperfund.nz/assets/Disclosures/Select-Committee/Guardians-of-NZS-Finance-and-Expenditure-Committee-2021-22-Annual-Review-Pre-hearing-questions-1-127.pdf
2021/22 Q68 Appendix B	https://nzsuperfund.nz/assets/Disclosures/Select-Committee/Guardians-of-NZS-SC-Review-2020-2021-Combined-Appendices-A-and-B.pdf

Note that our disclosures per the Select Committee process for consultants and providers of professional services such as PR and communications support do not include suppliers where the expenditure totalled less than \$10,000 in the year concerned. In the interests of providing you with a timely response we have not sourced this information. Please contact enquiries@nzsuperfund.co.nz if you wish us to provide this information for the previous financial years.

Our response in respect of the 2023/24 financial year is set out below.

Supplier	Value of Contract	Procurement Method
Acquia	Withheld under sections 9(2)(b)(ii) and 9(2)(i) – “protect information where the making available of the information would be likely unreasonably to prejudice the commercial position of the person who supplied or who is the subject of the information” and “enable... any... organisation holding the information to carry out, without prejudice or disadvantage, commercial activities”. We carry out commercial activities in respect of the Fund. In investing the Fund we compete in a global market for access to the best investment managers, investment opportunities, co-investors, advisers and other service providers. These entities operate in their own highly competitive markets and are very concerned about protecting their sensitive commercial information. They will not work with us if we cannot uphold the confidentiality of this information. Releasing this information would therefore prejudice and/or disadvantage our ability to undertake our commercial activities. We strongly believe that it is in the public interest that we can maintain the highest standards of commercial sensitivity with those we work with.	Closed Process

Supplier	Value of Contract	Procurement Method
Bruce Jarvis Photographic Services Ltd	No commitment to minimum level of work. Costs approved on a project-by-project basis. Anticipated spend FY24 <\$10,000 p.a.	Closed Process
Falcon.io APS Brandwatch	Withheld under sections 9(2)(b)(ii) and 9(2)(i) – “protect information where the making available of the information would be likely unreasonably to prejudice the commercial position of the person who supplied or who is the subject of the information” and “enable... any... organisation holding the information to carry out, without prejudice or disadvantage, commercial activities”. We carry out commercial activities in respect of the Fund. In investing the Fund we compete in a global market for access to the best investment managers, investment opportunities, co-investors, advisers and other service providers. These entities operate in their own highly competitive markets and are very concerned about protecting their sensitive commercial information. They will not work with us if we cannot uphold the confidentiality of this information. Releasing this information would therefore prejudice and/or disadvantage our ability to undertake our commercial activities. We strongly believe that it is in the public interest that we can maintain the highest standards of commercial sensitivity with those we work with.	Closed Process
Chillbox	No commitment to minimum level of work. Costs approved on a project-by-project basis. Anticipated spend <NZ\$20,000 p.a.	Closed Process
David Chaplin	No commitment to minimum level of work. Anticipated spend <NZ\$10K p.a.	Closed Process
GRC Partners + Porter Novelli Ltd	No commitment to minimum level of work. Costs approved on a project-by-project basis. Anticipated spend <NZ\$50,000 p.a.	Closed Process
Human Interest	No commitment to minimum level of work. Anticipated spend <NZ\$10K p.a.	Closed Process
In Like Flynn Productions Limited	No commitment to minimum level of work. Actual spend YTD NZ\$739	Closed Process

Supplier	Value of Contract	Procurement Method
Insight Creative	No commitment to minimum level of work. Costs approved on a project-by-project basis. Anticipated spend approximately NZ\$200K in FY24.	Closed Process. On Government Procurement Panel for Design Services.
iSentia	Withheld under sections 9(2)(b)(ii) and 9(2)(i) – “protect information where the making available of the information would be likely unreasonably to prejudice the commercial position of the person who supplied or who is the subject of the information” and “enable... any... organisation holding the information to carry out, without prejudice or disadvantage, commercial activities”. We carry out commercial activities in respect of the Fund. In investing the Fund we compete in a global market for access to the best investment managers, investment opportunities, co-investors, advisers and other service providers. These entities operate in their own highly competitive markets and are very concerned about protecting their sensitive commercial information. They will not work with us if we cannot uphold the confidentiality of this information. Releasing this information would therefore prejudice and/or disadvantage our ability to undertake our commercial activities. We strongly believe that it is in the public interest that we can maintain the highest standards of commercial sensitivity with those we work with.	Closed Process Currently on Government Procurement Panel for Media Monitoring.
JBH Associates	NZ\$10,800 per month.	Closed Process
Mary Dobbyn Limited	No commitment to minimum level of work. Costs approved on a project-by-project basis. Actual spend FY24 to date NZ\$4,130	Closed Process
Pendulum Strategies	Contract 1: NZ\$27,500 Contract 2: 6.5 month contract to cover parental leave absence. Hourly rate \$160 per hour.	Closed Process Enquiries made with three potential providers (existing suppliers) of which solely Pendulum progressed to proposal.
SweeneyVesty	No commitment to minimum level of work. Costs approved on a project-by-project basis. Actual spend FY24 to date NZ\$9,124.	Closed Process
Tangelo	Anticipated spend <NZ\$60K p.a.	Closed process. Supply arrangement associated

Supplier	Value of Contract	Procurement Method
		with Insight Creative relationship.
Takatu Associates Ltd	No commitment to minimum level of work. Costs approved on a project-by-project basis. Actual spend FY24 to date NZ\$1,942.	Closed process.
Whaia Legal	No commitment to minimum level of work. Costs approved on a project-by-project basis. Actual spend FY24 to date NZ\$5,496.	Closed process

Consideration is given by the Guardians to whether competitive tenders are required. Reasons for not entering into public competitive tenders include low value (under \$100K); supplier presence on government procurement panels; requirements for specialist expertise/product; confidentiality / commercial sensitivity and commercial practicalities. Other selection considerations include conflicts of interest and strategic supplier management (e.g. to build capacity/capability within the supplier pool).


We have withheld certain information on the basis that we have good reason for doing so under section 9 of the OIA. We considered whether the public interest in favour of disclosure outweighs our reasons for withholding such information and concluded that it does not.

The core grounds we have relied upon, and a brief explanation of why they apply, are set out above.

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 it is our policy to proactively release our responses to official information requests where we consider the request to be a material one. If we consider this request to be material it will be published shortly at <https://www.nzsuperfund.nz/publications/disclosures/oia/>, with your personal information removed.

Yours sincerely



Paula Steed

Chief Executive (Acting)