

From: [official information](#)
To: [7\(2\)\(a\)](#) [@rnz.co.nz](#)
Cc: [official information](#)
Subject: Final Response - LGOIMA 268045 - [7\(2\)\(a\)](#) - Information regarding communications/media staff for HCC
Date: Thursday, 21 July 2022 2:06:49 pm
Attachments: [image001.gif](#)
[image002.gif](#)
[image003.png](#)
[image004.gif](#)

Kia Ora,

I refer to your **information request below**. Please see the responses from Hamilton City Council for each part of your request below. As requested the information in the following response pertains to the financial years 2017-2021 and the partial year of 2022 to date.

Your Request 1:

Number of FTE communications/media staff employed in each year (this includes all internal and external communications staff/content producers and social media staff)

Our Response 1:

The information provided in this response includes positions, salaries and costs across Council's Communication and Engagement Unit, Visitor Destination Unit (Hamilton Gardens, Waikato Museum, Hamilton Zoo), H3/Venues, Tourism and Major Events Group (responsible for FMG Stadium Waikato, Seddon Park, and Claudelands Events Centre), and the Office of the Mayor. In 2018, there was a restructure which changed the focus of Council's Communication and Marketing Unit to the Communication and Engagement Unit and significantly expanded its responsibilities. These now include community engagement campaigns, civic education, formal consultation, marketing, internal communication, behaviour change, media liaison, and Civil Defence.

Year	Headcount	Total FTE
2016/17	17	16.5
2017/18	15	14.85
2018/19	19	19
2019/20	24	24
2020/21	24	23.05
2021/22*	30	29.8

* Year to 20/6/22

Your Request 2:

The salary range paid to communications staff in each year.

Our Response 2:

Year	Salary Range	Headcount
2016/17	\$40,000-\$59,999	5
	\$60,000-\$79,999	6
	\$80,000-\$99,999	4
	\$100,000+	2
2017/18	\$40,000-\$59,999	3
	\$60,000-\$79,999	3
	\$80,000-\$99,999	8
	\$100,000+	1
2018/19	\$40,000-\$59,999	4
	\$60,000-\$79,999	3
	\$80,000-\$99,999	8
	\$100,000+	4
2019/20	\$40,000-\$59,999	5
	\$60,000-\$79,999	5
	\$80,000-\$99,999	9
	\$100,000+	5
2020/21	\$40,000-\$59,999	5
	\$60,000-\$79,999	2
	\$80,000-\$99,999	11
	\$100,000+	6
2021/22*	\$40,000-\$59,999	7
	\$60,000-\$79,999	1
	\$80,000-\$99,999	14
	\$100,000+	8

* Year to 20/6/22

Your Request 3 and 4:

3. Number of communications/media contractors used in each year

4. Total sum paid to communications contractors in each year

Our Response 3 and 4:

We have responded to these two requests together in the following table:

Total paid to external contractors:

Year	\$	Number
2016/17	\$0.00	0
2017/18	\$0.00	0
2018/19	\$18,310.00	2
2019/20	\$129,719.00	7
2020/21	\$220,849.62	16
2021/22*	\$252,940.87	14

* Year to 20/6/22

Your Request 5:

A breakdown of positions and numbers employed in each role (ie how many media advisors, senior media advisors, internal communications, managers, social media producers/managers)

Our Response 5:

POSITION	HEADCOUNT PER POSITION					
	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22
BRAND MANAGER	1	1				
COMMUNICATION AND ENGAGEMENT TEAM LEAD - BEST IN BUSINESS			1	1		
COMMUNICATION AND ENGAGEMENT TEAM LEAD - GREAT RIVER CITY			1	1		
COMMUNICATION ADVISOR	3	5				
COMMUNICATION AND ENGAGEMENT ADVISOR			6	7	6	9
COMMUNICATION COORDINATOR	1					
COMMUNICATION AND ENGAGEMENT COORDINATOR			1	1	3	3
COMMUNICATION AND ENGAGEMENT MANAGER			1	1	3	3
COMMUNICATION AND ENGAGEMENT TEAM LEAD - GROWTH			1	1		
COMMUNICATION AND MARKETING LEAD						1
COMMUNICATION AND MARKETING EXECUTIVE	1	1				
COMMUNICATION AND MARKETING MANAGER						1
COMMUNICATION TEAM LEADER	1	1				
COMMUNITY AND RELATIONSHIP MANAGER - THREE WATERS					1	1
DIGITAL COMMUNICATION COORDINATOR					1	1
DIGITAL COMMUNICATION SPECIALIST - SOCIAL			1	1	1	1
DIGITAL COMMUNICATION SPECIALIST - TECHNICAL			1	1	1	
DIGITAL MARKETING COORDINATOR				1	1	
HEAD OF COMMUNICATION AND ENGAGEMENT					1	1
INTERNAL COMMUNICATION ADVISOR				2	1	1
INTERPRETATION AND COMMUNICATION EXECUTIVE	1	1	1	1	1	1
JUNIOR COMMUNICATION ADVISOR				1		
MARKETING ADVISOR	1					
MARKETING COORDINATOR	4	3	2	2	1	2
MARKETING MANAGER	1					
MARKETING AND BUSINESS DEVELOPMENT COORDINATOR			1	1		
ONLINE ADVISOR	1	1				
PARTNERSHIPS AND COMMUNICATIONS MANAGER	1	1	1	1	1	
SENIOR COMMUNICATION ADVISOR	1	1				
SENIOR COMMUNICATION AND ENGAGEMENT ADVISOR					1	3
SENIOR COMMUNICATION AND MARKETING EXECUTIVE			1	1	1	
SENIOR DIGITAL COMMUNICATION SPECIALIST						1

Your Request 6:

How many media queries received in each year

Our Response 6:

This Information is not held by Hamilton City Council therefore we will be refusing this part of your request per [s17\(e\) of LGOIMA](#) as this information does not exist.

Your Request 7:

How many interview requests received in each year

Our Response 7:

This Information is not held by Hamilton City Council therefore we will be refusing this part of your request per [s17\(e\) of LGOIMA](#) as this information does not exist.

Your Request 8:

How many media interviews given, and to which media organisations and when.

Our Response 8:

This Information is not held by Hamilton City Council therefore we will be refusing this part of your request per [s17\(e\) of LGOIMA](#) as this information does not exist.

Your Request 9:

Total salary costs for communications staff each year

Our Response 9:

Year	\$
2016/17	\$1,197,320.84
2017/18	\$1,013,052.75
2018/19	\$1,012,825.56
2019/20	\$1,815,888.19
2020/21	\$1,763,439.44
2021/22*	\$1,949,334.13

* Year to 20/6/22

Your Request 10:

In each year, how many communications staff paid a salary more than \$100,000 per annum and \$200,000 per annum

Our Response 10:

Salary more than \$100,000 per annum

Year	Headcount
2016/17	2
2017/18	1
2018/19	4
2019/20	5
2020/21	6
2021/22*	8

* Year to 20/6/22

Salary more than \$200,000 per annum

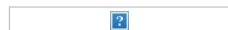
Year	Headcount
2016/17	0
2017/18	0
2018/19	0
2019/20	0
2020/21	0
2021/22*	0

* Year to 20/6/22

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.

Kind Regards,

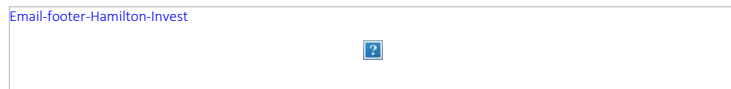
Laura | Official Information Coordinator
 Legal Services & Risk | People and Organisational Performance
 Email: officialinformation@hcc.govt.nz



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-----Original Message-----

From: 7(2)(a)@rnz.co.nz**Sent:** Tuesday, 7 June 2022 12:03:21 pm

To: info@adc.govt.nz; officialinformation@aucklandcouncil.govt.nz; info@bdc.govt.nz; info@cdc.govt.nz; info@chbdc.govt.nz; info@codc.govt.nz; info@cic.govt.nz; help.desk@cluthadc.govt.nz; dcc@dcc.govt.nz; ask.us@fndc.govt.nz; service@gdc.govt.nz; info@goredc.govt.nz; info@greydc.govt.nz; info@hcc.govt.nz; customerservice@hdc.govt.nz; info@hauraki-dc.govt.nz; enquiries@horowhenua.govt.nz; info@hurunui.govt.nz; Contact@huttcity.govt.nz; service@icc.govt.nz; kdc@kaikoura.govt.nz; council@kaipara.govt.nz; Kapiti.Council@kapiticoast.govt.nz; office@kaweraudc.govt.nz; info@mackenzie.govt.nz; public@mdc.govt.nz; mdc@marlborough.govt.nz; mdc@mstn.govt.nz; 7(2)(a)@mpdc.govt.nz; info@napier.govt.nz; enquiry@ncc.govt.nz; enquiries@npdc.govt.nz; info@odc.govt.nz; info@otodc.govt.nz; info@pncc.govt.nz; enquiries@porirua.govt.nz; services@qldc.govt.nz; info@rangitikei.govt.nz; info@rotorualc.govt.nz; info@ruapehuc.govt.nz; admin@selwyn.govt.nz; contact@stdc.govt.nz; info@southwaikato.govt.nz; enquiries@swdc.govt.nz; emailsdc@southlanddc.govt.nz; stratforddc@stratford.govt.nz; info@tararua.govt.nz; info@tasman.govt.nz; info@taupo.govt.nz; info@tauranga.govt.nz; customer.services@tcdc.govt.nz; enquiry@timdc.govt.nz; askus@uhcc.govt.nz; info@waidc.govt.nz; office@wmk.govt.nz; council@waimatedc.govt.nz; info@waipadc.govt.nz; administrator@wairoadc.govt.nz; service@waitaki.govt.nz; info@waitomo.govt.nz; info@wcc.govt.nz; customerservice@westernbay.govt.nz; council@westlanddc.govt.nz; info@whakatane.govt.nz; yourcouncil@whanganui.govt.nz; mailroom@wdc.govt.nz

Subject: Media/Communications

Kia Ora,

I would like to request the following information from your organisation, for each financial year: 2017, 2018, 2019, 2020, 2021 and for the partial year of 2022 to date:

1. Number of FTE communications/media staff employed in each year (this includes all internal and external communications staff/content producers and social media staff)
2. The salary range paid to communications staff in each year.
3. Number of communications/media contractors used in each year.
4. Total sum paid to communications contractors in each year
5. A breakdown of positions and numbers employed in each role (ie how many media advisors, senior media advisors, internal communications, managers, social media producers/managers)
6. How many media queries received in each year
7. How many interview requests received in each year
8. How many media interviews given, and to which media organisations and when.
9. Total salary costs for communications staff each year
10. In each year, how many communications staff paid a salary more than \$100,000 per annum and \$200,000 per annum

Regards,

7(2)(a)

Ngā mihi,

7(2)

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