

Subject: Request for information under the Local Government Official Information and Meetings Act

I refer to your email of 11 February regarding the number and budget for communications/public relations staff employed by Rotorua Lakes Council since 2006.

Below is a table which provides the number and budget for each of the years requested. These figures are for the corporate Council PR/Communications area which focus on Council's corporate and statutory planning and communications functions around its statutory duties.

Rotorua Lakes Council Communications/Public Relations Staff & Budget per year

Year*	Staff	Annual Budget	Notes
2006	2	140,118.23	Staff with direct function for strategic communications
2007	2	167,277.23	Staff with direct function for strategic communications
2008	2	182,400.31	Staff with direct function for strategic communications
2009	2	184,609.24	Staff with direct function for strategic communications
2010	2	190,743.32	Staff with direct function for strategic communications
2011	2	194,625.28	Staff with direct function for strategic communications
2012	2	199,303.34	Staff with direct function for strategic communications
2013	2	202,855.59	Staff with direct function for strategic communications
2014	2	250,616.02	Staff with direct function for strategic communications
2015	5	445,000.00	During the 1 July restructure council drew the services of two existing staff from other parts of the organisation into the newly formed PR team alongside an additional position
2016	5	427,000.00	

* Year represents calendar year Jan-Dec.

The costs above are related to direct salary costs. Indirect costs for print advertising etc are over and above these amounts and are difficult to provide, as is information on the use of PR/communications firms for work that is undertaken specifically around the operational work of council facilities such as the Aquatic Centre and Museum, or the district-wide promotion and marketing undertaken through Destination Rotorua both nationally and

internationally. Details of these costs, particularly over the timeframe that you have suggested, would require research that we estimate would take in excess of 10 hours. Under the above Act, councils are able to charge a reasonable amount for making information available. Rotorua Lakes Council's normal approach is to charge (after the first two hours) at \$80 per hour. Therefore to provide any further information would incur a fee of at least \$640. For this reason Council has declined the second part of your request under section 17(f) *"that the information requested cannot be made available without substantial collation or research"*.

Under legislation we are obliged to advise that if you have any concerns with the adequacy of our response you may contact the Ombudsman by writing to:

The Office of the Ombudsman
P O Box 10 152
WELLINGTON 6143

Or alternatively by email to complaint@ombudsmen.parliament.nz

Regards

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ROTORUA
LAKES COUNCIL