



6 July 2022



Dear



Thank you for your request made under the Official Information Act 1982 (OIA), received on 7 June 2022. You requested the following (numbered for ease of response):

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 communication staff 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 communication staff each year.*
- 10. In each year, how many communications staff paid a salary more than \$100,00 per annum and \$200,000 per annum.*

Publicly available information

Some of the information requested is publicly available through one of the following links, and is therefore refused under s18(d) of the OIA:

Inland Revenue's 2020/2021 Annual Review which can be found here: https://www.parliament.nz/resource/mi-NZ/53SCFE_EVI_116342_FE2642/b459ae96342110bc86e88ef76f913e9b4bcb2cfd

Inland Revenue's 2022/2023 Estimates for Vote Revenue which can be found here: https://www.parliament.nz/resource/en-NZ/53SCFE_EVI_123896_FE4034/0f737bc2dbe719c31e579618a8faff91a9636fd6

Where this information is publicly available, I will advise where in the above links.

Question 1

You have mentioned 'content producers' in your request. Inland Revenue does not have any specified roles for content producers. We have interpreted this part of your request to mean all staff in communication/media roles.

For the 2017 – 2021 financial years, the number of FTE communications and media staff employed by Inland Revenue can be found in the answer to question 52 in the 2020/2021 Annual Review.

The year-to-date information for 2022, as at 31 March, is available in the answer to question 80 in the 2022/2023 Estimates for Vote Revenue.

Question 2

For the 2017 – 2021 financial years, the salary range paid to communications staff can be found in the tables in the answer to question 52 in the 2020/2021 Annual Review.

The year-to-date updated salary ranges for 2022, as at 30 May, is outlined in the table below.

2021/22 Salary Band (\$)	Staff (Permanent)	Staff (Temporary)	Number of contractors
Up to 60,000			
60,000 - 70,000			
70,001 - 80,000	3		
80,001 - 90,000	5		
90,001 - 100,000			
100,001 +	16.5	1.6	4
Total	24.5	1.6	4
Total (%)	81%	6%	13%

Question 3

For the 2017 – 2021 financial years, the number of communications and media contractors used for each year is outlined in the tables in the answer to question 52 in the 2020/2021 Annual Review.

The updated number of contractors used for the 2022 year to date, as at 30 May, is also outlined in the table provided for question 2 above.

Question 4

The total sum paid to communications contractors for each year is outlined in the table below.

Financial year	Salary Cost
2021/22 (May YTD)	\$1,172,985
2020/21	\$1,609,718
2019/20	\$2,051,638
2018/19	\$1,400,233
2017/18	\$1,450,254
2016/17	\$656,167

Question 5

The table on the next page outlines the numerical breakdown of communications FTE by role titles for the 2017 – 2022 financial years. Data for all years is point in time as at 30 June for each year, except for the 2022 year, which is as at 30 May.

In 2021 Inland Revenue changed the nature of all its communications roles, combining approximately 12 role titles into 4 new roles. There are a few employees on fixed-term contracts with old role titles, but all permanent communications employees now have a role of either Service Leader, Domain Lead, Domain Principal, or Domain Specialist.

Two FTE staff in the Domain Principal role are currently focused on supporting media enquiries.

Role title	2022	2021	2020	2019	2018	2017
Communications & Stakeholder Management lead	1	1	1	1	1	1
Group Manager, Marketing and Communications			2	1	1	1
Communications Lead, Transition Support Services				1		
Manager Marketing			1	1	1	1
Manager Media			1	1	1	1
Manager Policy Communications			1	1	1	1
Manager Internal Communications		1	1	1	0.75	0.75
Domain Lead	2	1				
Service Leader	1	1				
Contractor	1					
Domain Principal	12.52	11.32				
Domain Specialist (L1)	5	5				
Domain Specialist (L2)	3	3				
Internal Comms advisor				1		
Principal Advisor				2	1	
Marketing and Communications Advisor				1	1	
Communications Advisor	1	3	6.9	1.76	3.76	5
Principal Communications Advisor	1	1	5	4	4	5.8
Senior Communications Advisor	1	5	14	9.54	11.38	12.84
Senior Communications Advisor/Editor				1	1	
Communications Specialist					1	
Senior Media Advisor				2	2	
Marketing Specialist			2	3	2	3
Senior Marketing Specialist	1.63	2	1.8	3	2.8	2.8
Total	30.15	34.32	36.7	35.3	35.69	35.19

Questions 6, 7 and 8

Inland Revenue receives a large number of media queries and interview requests through a range of different channels. These could be by email, phone, in person and through OIA requests.

Many of the queries received over the phone or in person are not recorded, and the email queries and requests received will require substantial manual collation and may still be incomplete (due to inbox cleansing over the years).

Therefore, I have decided to refuse these parts of your request under the following OIA grounds:

- Section 18(e) – the information requested does not exist.
- Section 18(f) – the information requested cannot be made available without substantial collation.

Question 9

For the 2017 – 2021 financial years, the total salary costs for communications staff can be found in the answer to question 52 in the 2020/2021 Annual Review.

The year-to-date information for the 2022 year is available in the answer to question 80 in the 2022/2023 Estimates for Vote Revenue.

Question 10

For the 2017 – 2021 financial years, the number of communications staff paid a salary of more than \$100,000 per annum is outlined in the tables in the answer to question 52 of the 2020/2021 Annual Review.

For the 2022 year to date, 22.1 FTE are paid a salary of more than \$100,000 per annum.

Due to the limited number of staff receiving a salary of more than \$200,000 per annum, they have been included in the category of receiving more than \$100,000 per annum.

Right of Review

If you disagree with my decisions on your OIA request, you can ask an Inland Revenue review officer to review my decisions. To ask for an internal review, please email the Commissioner of Inland Revenue at: CommissionersCorrespondence@ird.govt.nz.

Alternatively, under section 28(3) of the OIA, you have the right to ask the Ombudsman to investigate and review my decision. You can contact the office of the Ombudsman by email at: info@ombudsman.parliament.nz.

If you choose to have an internal review, you can still ask the Ombudsman for a review.

Publishing of OIA response

Please note that Inland Revenue regularly publishes responses to requests that may be of interest to the wider public on its website. We consider this response is of public interest so will publish this response in due course. Your personal details or any information that would identify you will be removed prior to it being published.

Thank you for your request.

Yours sincerely



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