

12 August 2022

s 9(2)(a)

Dear s 9(2)(a)

Thank you for your request of 7 June 2022 to the Reserve Bank of New Zealand – Te Pūtea Matua for the following:

I refer to this job posting: <https://careers.rbnz.govt.nz/jobs/1821964-team-lead-brand-and-design>

Please provide the following information:

- 1. The total annual cost and number of job positions within the “Brand and Design” team – and the equivalent number and costs/positions in the last financial year under the last Governor*
- 2. The job descriptions of the same*
- 3. Information that would answer the following question: in the RBZN’s view, why does the RBNZ having an “engaging brand” provide value for money for taxpayers?*
- 4. A copy of the existing “brand and design strategy”.*
- 5. Has the Bank considered that rather than spend money on graphics, it would do more to improve the Bank’s image if it stuck to core business and ensured the Governor is professionally presented?*
- 6. The job ad refers to “campaigns”. What sort of campaigns are being referred to? How does this fit within the Council’s statutory purpose?*
- 7. The ad also refers to “culture messages”. Does this imply that the work from the B&D team includes “culture messages”, if so please provide information that would answer the following: why is this the RBNZ’s role, and how does it offer value for money for taxpayers?*
- 8. What is the salary band for this position?*

On 6 July 2022, I advised you of an extension to the RBNZ’s timeframe for response to 3 August 2022, as provided for under section 15A(1)(b) of the OIA. On 3 August 2022, you were advised that the RBNZ had made a decision on your request and it was being prepared for release and would be with you no later than 12 August 2022.

Response

The RBNZ is making continued progress on investing in people, capability and capacity so that it can sustain a central bank that is fit for the future. It has a significant programme of work underway related to pending legislative change, improving digital resilience, raising prudential supervision capacity and capability, meeting the stewardship needs of cash and payment and settlement systems, and meeting the formal expectations of stakeholders.

Over the last two years the RBNZ has significantly lifted the quality of its publications, content design, reach and engagement across communication channels to connect with more New Zealanders. The RBNZ's policies and actions have an impact on all New Zealanders, so it is important to communicate this information and engage in different ways.

The RBNZ Brand and Design team is expected to support a significant increase in publications and accountability documents with the new RBNZ Act 2021 that came effect from 1 July 2022, including the Statement of Performance Expectations and Statement of Financial Policy, as well as Monetary Policy Statements, Financial Stability Reports, Annual Reports and Statements of Intent.

Further information about the growth of the RBNZ is available on its website at:

<https://www.rbnz.govt.nz/about-us/how-we-work/our-growth-and-evolution>

I will respond to each of your questions in turn.

1. *The total annual cost and number of job positions within the "Brand and Design" team – and the equivalent number and costs/positions in the last financial year under the last Governor*

There are three positions within the RBNZ's Brand and Design team, as follows:

- Team Lead Brand and Design (new)
- Senior Brand and Design Adviser
- Graphic Designer.

The total annual budgetted cost for this team is \$330,000.

Each of these roles have been established since 30 June 2017, the last full financial year under a former Governor of the RBNZ, they did not exist previously.

2. *The job descriptions of the same*

Job descriptions for the three positions are enclosed with this response at Attachment One.

3. *Information that would answer the following question: in the RBZN's view, why does the RBNZ having an "engaging brand" provide value for money for taxpayers?*

As noted above, over the last two years the RBNZ has lifted the quality of its publications, content design, reach and engagement across its communication and engagement channels to connect with more New Zealanders. The RBNZ's policies and actions have an impact on all New Zealanders so it is important to communicate this information in different ways.

4. *A copy of the existing "brand and design strategy".*

The recently-created Team Lead Brand and Design role will be responsible for creating and developing the RBNZ's formal brand and design strategy. As such, this part of your request is refused under section 18(e) of the OIA, as the information requested does not exist.

5. *Has the Bank considered that rather than spend money on graphics, it would do more to improve the Bank's image if it stuck to core business and ensured the Governor is professionally presented?*

This part of your request is refused under section 18(g)(i) of the OIA, as the information requested is not held by the RBNZ and we have no grounds for believing that the information is held by another agency.

Under the OIA, and in guidance provided by the Ombudsman on the matter, there is no obligation for those subject to the OIA to create information that is not otherwise 'held' in order to respond to a request. The Ombudsman's guidance notes that "while it is permissible to seek information by asking questions under the OIA, a distinction must be drawn between questions which seek information that is 'held', and questions which seek to elicit an opinion or explanation. The primary purpose of the OIA is to allow requestors to seek information 'held' by agencies. It is not a mechanism for requestors to seek an agency's explanation or opinion."

While the RBNZ endeavours to accommodate all requests for information, whether or not the requests themselves technically meet the threshold of an OIA request under legislation, there are limits to what is able to be provided where requests do not meet the grounds of the OIA. The job ad refers to "campaigns".

6. *What sort of campaigns are being referred to? How does this fit within the Council's statutory purpose?*

"Campaigns" refers to ongoing communication around a theme or topic of significance that we produce and publish across our internal and external communications channels.

Examples of external communications campaigns include the Future of Money consultation in September 2021 and the Monetary Policy Remit consultation in June 2022.

Examples of internal communications campaigns include cyber security awareness for staff.

The second part of this request "*How does this fit within the Council's statutory purpose?*" is being refused under section 18(g)(i) of the OIA, as the information requested is not held by the RBNZ and we have no grounds for believing that the information is held by another agency. Please refer to our response to question five above for further information.

7. *The ad also refers to "culture messages". Does this imply that the work from the B&D team includes "culture messages", if so please provide information that would answer the following: why is this the RBNZ's role, and how does it offer value for money for taxpayers?*

This part of your request is refused under section 18(g)(i) of the OIA, as the information requested is not held by the RBNZ and we have no grounds for believing that the information is held by another agency.

Please refer to our response to question five above for further information.

8. What is the salary band for this position?

This part of your request is refused under section 9(2)(a) of the OIA, to protect the privacy of natural persons.

You have the right to seek an investigation and review of this response by the Ombudsman, in accordance with section 28(3) of the OIA. The relevant details can be found on the Ombudsman's website at www.ombudsman.parliament.nz.

Please note that we intend to publish a copy of this response on the RBNZ's website: www.rbnz.govt.nz/research-and-publications/official-information-requests. Responses to requests are published in order to improve public transparency and provide an additional resource for anyone seeking information.

Yours sincerely



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Reserve Bank of New Zealand - Te Pūtea Matua