

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:

[...] 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*

In my email to you of 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. I further advised that the information requested in questions one to five and nine to ten above is available in the RBNZ's Annual Review documents published on the Parliament website. Links to each of the documents was provided to you.

On 3 August 2022, I advised you that the RBNZ had made a decision on your request and it was in the final stages of preparation 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.

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 have responded to questions six, seven and eight below.

6. *How many media enquiries received each year*

7. *How many interview requests received in each year*

The RBNZ receives a large number of media enquiries and interview requests each year. These questions and requests come in a variety of formats and channels, from questions at media conferences and briefings, through to phone calls for clarification about already public information, and emailed requests for detailed information. Media requests are predominantly managed as part of the RBNZ's Communications and Stakeholder Engagement directorate's wider work.

Some media queries are complex or require unpublished information and may take some time to complete, and/or may be processed as requests under the Official Information Act 1982.

Many media enquiries are able to be managed by helping media access existing information (generally on the RBNZ website). When existing information is used it is not recorded as a new media enquiry. It is estimated that 20-30% of media enquiries at the RBNZ are of this nature. Also, simple media enquiries and interview requests that do not progress to interviews, are not recorded centrally, so it not possible to provide an accurate list of requests received across the five years requested. Media enquiries prior to the 2020/21 financial year were not held centrally.

Please see below the information that we have available for media enquiries, noting that not all requests may have been captured for the reasons outlined above.

Table 1: Number of media enquiries received for the 2020/21 and 2021/22 financial years

	2020/21	2021/22
	72	142

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

Many of the interviews given by the RBNZ are within the week following release of its Monetary Policy Statements or Financial Stability Reports, which occur quarterly and six monthly respectively.

The tables below provide details of the number of media interviews given by date and organisation for the financial years 2019/20, 2020/21 and 2021/22. Please note that due to changes in the way this data has been recorded we are unable to provide information prior to

January 2020 and the lists, particularly for the 2019/20 financial year, may not be a full record of interviews given. Additionally, not many interviews were given at the beginning of the COVID-19 pandemic in early 2020.

Table 2: Number of media interviews given for the 2019/20, 2020/21 and 2021/22 financial years

2019/20	2020/21	2021/22
9	37	57

Table 3: Media interviews given in the 2019/20 financial year by date and organisation

Date	Organisation
24/03/2020	NBR
25/03/2020	Bloomberg
25/03/2020	Stuff - Sunday Star Times
20/03/2020	Penny Chen
24/03/2020	NZ Herald
4/06/2020	Newsroom
4/06/2020	NewsTalk ZB
15/04/2020	Mediaworks - Newshub
27/05/2020	interest.co.nz

Table 4: Media interviews given in the 2020/21 financial year by date and organisation

Date	Organisation
26/05/2021- 2/06/2021	RNZ (News)
26/05/2021-2/06/2021	Breakfast TVNZ
26/05/2021-2/06/2021	AM Show/ Newshub
26/05/2021-2/06/2021	Newstalk ZB
26/05/2021-2/06/2021	Bloomberg TV international
26/05/2021-2/06/2021	Bloomberg NZ office
26/05/2021-2/06/2021	NZ Herald
26/05/2021-2/06/2021	Stuff Media
26/05/2021-2/06/2021	Newsroom
26/05/2021-2/06/2021	NBR
26/05/2021-2/06/2021	BusinessDesk
26/05/2021-2/06/2021	Market News International (Australia)
26/05/2021-2/06/2021	interest.co.nz
26/05/2021-2/06/2021	Aubiz (Aust)
26/05/2021-2/06/2021	Wall St Journal (NZ)
26/05/2021-2/06/2021	Australian Financial Review (AFR) Australia

Date	Organisation
30/04/2021-30/04/2021	Māori Television
24/02/2021-2/03/2021	RNZ (Nine to Noon)
24/02/2021-2/03/2021	Breakfast TVNZ
24/02/2021-2/03/2021	AM Show/ Newshub
24/02/2021-2/03/2021	Newstalk ZB
24/02/2021-2/03/2021	Bloomberg NZ office
24/02/2021-2/03/2021	NZ Herald
24/02/2021-2/03/2021	Stuff Media
24/02/2021-2/03/2021	Newsroom
24/02/2021-2/03/2021	NBR
24/02/2021-2/03/2021	BusinessDesk
24/02/2021-2/03/2021	Market News International (Australia)
24/02/2021-2/03/2021	interest.co.nz
25/11/2020	NZ Herald
25/11/2020	interest.co.nz
25/11/2020	NBR
25/11/2020	Newsroom
25/11/2020	BusinessDesk
25/11/2020	Stuff
25/11/2020	Bloomberg
25/11/2020	Newstalk ZB
26/11/2020	RNZ Morning Report

Table 5: Media interviews given in the 2021/22 financial year by date and organisation

Date	Organisation
25/05/2022-31/05/2022	RNZ
25/05/2022-1/05/2022	Breakfast TVNZ
25/05/2022- 1/05/2022	AM Show/ Newshub
25/05/2022- 1/05/2022	Newstalk ZB
25/05/2022- 1/05/2022	Newstalk ZB
25/05/2022- 1/05/2022	CNBC TV International
25/05/2022- 1/05/2022	Bloomberg TV international
25/05/2022- 1/05/2022	Bloomberg NZ office
25/05/2022- 1/05/2022	Reuters
25/05/2022- 1/05/2022	NZ Herald
25/05/2022- 1/05/2022	Newsroom
25/05/2022- 1/05/2022	NBR
25/05/2022- 1/05/2022	Market News International (Australia)
25/05/2022- 1/05/2022	BusinessDesk
23/02/2022-1/03/2022	Radio NZ(news)
23/02/2022-1/03/2022	Radio NZ (Nine to Noon)
23/02/2022-1/03/2022	Breakfast TVNZ
23/02/2022-1/03/2022	AM Show/ Newshub
23/02/2022-1/03/2022	Newstalk ZB
23/02/2022-1/03/2022	Newstalk ZB

Date	Organisation
23/02/2022-1/03/2022	Bloomberg TV international
23/02/2022-1/03/2022	Bloomberg NZ office
23/02/2022-1/03/2022	Reuters
23/02/2022-1/03/2022	NZ Herald
23/02/2022-1/03/2022	Newsroom
23/02/2022-1/03/2022	NBR
23/02/2022-1/03/2022	Market News International (Australia)
23/02/2022-1/03/2022	BusinessDesk
23/02/2022-1/03/2022	interest.co.nz
23/02/2022-1/03/2022	Aubiz (Aust)
23/02/2022-1/03/2022	Wall St Journal (NZ)
24/11/2021-30/11/2021	Radio NZ(news)
24/11/2021-30/11/2021	Radio NZ (Nine to Noon)
24/11/2021-30/11/2021	Breakfast TVNZ
24/11/2021-30/11/2021	AM Show/ Newshub
24/11/2021-30/11/2021	Newstalk ZB
24/11/2021-30/11/2021	Newstalk ZB
24/11/2021-30/11/2021	Bloomberg TV international
24/11/2021-30/11/2021	Bloomberg NZ office
24/11/2021-30/11/2021	NZ Herald
24/11/2021-30/11/2021	Newsroom
24/11/2021-30/11/2021	NBR
24/11/2021-30/11/2021	Market News International (Australia)
24/11/2021-30/11/2021	interest.co.nz
24/11/2021-30/11/2021	Aubiz (Aust)
24/11/2021-30/11/2021	Wall St Journal (NZ)
24/11/2021-30/11/2021	Financial Times (UK)
3/11/2021	RNZ
3/11/2021	interest.co.nz
5/05/2022	RNZ
5/05/2022	interest.co.nz
27/05/2022	Newstalk ZB drive
27/05/2022	BusinessDesk
27/05/2022	RNZ morning report
27/05/2022	NBR
27/05/2022	interest.co.nz
28/05/2022	Bloomberg
29/05/2022	Today FM

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 with your personal information removed on the RBNZ website at 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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