

File No: 03 04 02G  
Document No: 14213773  
Enquiries to: Sarah McLeay  
Client ID: REQ147594

7 May 2019



Private Bag 3038  
Waikato Mail Centre  
Hamilton 3240, NZ

[waikatoregion.govt.nz](http://waikatoregion.govt.nz)  
0800 800 401

Louis Houlbrooke  
[louis@taxpayers.org.nz](mailto:louis@taxpayers.org.nz)

Tēnā koe

### **REQ147594 Taxpayers' Union electronic Christmas cards**

Thank you for your request received on 4 April 2019 as follows:

*I am interested in the electronic Christmas cards send out last year, specifically those labelled 'Waikato Unwrapped', featuring video screens. - How many cards were produced? - To whom were the cards given? - Who was the provider of the cards? - Who was the producer of the associated video production? - Has the video product been used in any other platform beyond the cards? If so, which? I also want to know the total amount spent on this initiative, including on the following components: - The purchase of the electronic cards - Physical design of the cards - The production of the video - Delivery and distribution - Other associated costs*

Waikato Regional Council responds as follows:

**1. How many cards were produced?**  
200.

**2. To whom were the cards given?**

Waikato Regional Council recognises that it cannot achieve the best for its region without its stakeholders - and that means it needs to work to maintain those relationships. One hundred and seventy seven video cards were provided to the leaders of central and local government organisations, Waikato's ministers of parliament, and non-government organisations with which Waikato Regional Council works closely.

Of those who received the video cards, only 55 had signalled they intended being at Waikato Regional Council's "Waikato Unwrapped: A Conversation" event. By including on the card highlights from the event, Waikato Regional Council extended the reach of the messages, on how it can successfully grow the region, to those unable to make it on the day.

**3. Who was the provider of the cards?**

Shenzhen Huihong Technology Co. Ltd, China

**4. Who was the producer of the associated video production?**

There were three videos loaded to the video card:

- Waikato Unwrapped: A Conversation. A highlights package of the stakeholder event to provide those unable to attend with the key highlights from Waikato Regional Council's panel of highly respected guest speakers. It was filmed by SBI Productions and edited in-house.
- A Christmas message from the Waikato Regional Council Chief Executive and Chair filmed and edited in-house.
- Waikato Unwrapped: A Journey. This video had been produced as part of a separate long term campaign aimed at building a better understanding amongst Waikato Regional Council's community of the value it delivers to the region. If people don't understand Waikato Regional Council roles and responsibilities, they're less likely to participate in its democratic processes - and if people don't participate, its work may not reflect what its communities want. Taking advantage of this opportunity to load the video to the card helped take the campaign straight to stakeholders. It was filmed and edited by Taktix.

**5. Has the video product been used in any other platform beyond the cards? If so, which?**

All three videos - Waikato Unwrapped: A Conversation; A Christmas message from the Chief Executive and Chair; Waikato Unwrapped: A Journey; were placed on Waikato Regional Council's [website](#). This again has extended the reach to a wider number of people. Waikato Unwrapped: A Journey, was placed across a range of digital channels. As mentioned above, it had been produced as part of a separate long term campaign aimed at building a better understanding amongst the community of the value Waikato Regional Council delivers to the region.

**6. I also want to know the total amount spent on this initiative, including on the following components:**

- **The purchase of the electronic cards**
  - \$7,242.99 + GST for 200 units (\$36.21 per unit). Waikato Regional Council used a Chinese supplier as the per-unit cost from local suppliers was \$120-200.
- **Physical design of the cards**
  - The card was designed in-house.
- **The production of the video**
  - Waikato Unwrapped: A Conversation – produced in-house.
- **Delivery and distribution**
  - Post cost via DHL was \$879.59 + GST.
- **Other associated costs**
  - Filming cost for Waikato Unwrapped: A Conversation was \$1705 + GST.

Please contact me, should you have any queries.

Nāku, nā



Sarah McLeay  
Statutory Processes Advisor