

By email

19 August 2019

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Tēnā koe Mr Williams

Response to follow up email request for information 2019-257

I refer to your request for information dated 30 July 2019, which was received by Greater Wellington Regional Council on 30 July 2019. You have requested the following information:

“This is a request for information under the Local Govt. Official Information and Meetings Act. We request information that would answer the following:

How much did Frank the crayfish (as featured on the Council's website here: <http://www.gw.govt.nz/better-burning/>) cost? Please itemise the costume, remuneration for actor, design, creative, and any other associated costs separately.

Who owns the costume? Where is it now? When will it be used in the future?

How much did the video cost? Please itemise creative, filming, editing, producing, advertising, and any other associated costs separately. How many views has the video had, as of today's date?”

Greater Wellington Regional Council's response follows:

The campaign idea began a few years ago when there was a need to share information and advice with the public that could avoid putting harmful substances into storm water drains, in particular car washing advice.

As this was a behaviour change campaign we sought the most effective method, something that would capture our audience's attention. At the same time there was a need to share information on some other actions people were taking that were harming our environment, related to air quality (wood burning) and beaches. As an organisation with environmental departments we're in the right position to educate and advocate.

RESPONSE TO REQUEST OIA 2019-257



We chose an ‘enabling’ campaign with quirky elements to challenge bad behaviour, rather than an ‘enforcement’ approach.

The costs of the campaign are:

The costume cost \$3465. Remuneration for the actor that plays Frank was \$2500 which covers 5 years for three separate videos about three different environmental issues. All design and creative work was completed in-house and the costume is owned by Greater Wellington and is currently in our Wellington office, ready for use on other campaigns.

Planned future use at the moment includes a ‘driving on the beaches’ campaign (Spring/Summer 2019), a ‘washing your paint brushes’ campaign (Spring/Summer 2019) and general event promotion.

An overview of the video costs:

- Better Burning talent - \$300
- Lights for filming Burning - \$55
- Catering for crew better burning - \$250
- Voiceovers and copy writing - \$840
- Frank Burn Talent Wrangling - \$500
- Creative, filming, editing, producing - Completed in-house

Advertising costs:

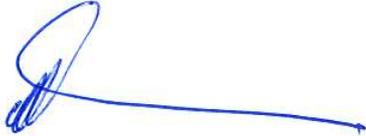
- Total Frank digital media July 2019 – February 2020 - \$15350
- 3 Bus backs - \$1245
- Poster printing - \$667.43
- Frank google search - \$630
- Advertorial in Wairarapa Mid-Week - \$500

We uploaded the video to YouTube on 7 July 2019 and as at 30 July 2019 it had received 318 views on YouTube and 12,602 views on social media.



If you have any concerns with the decision(s) referred to in this letter, you have the right to request an investigation and review by the Ombudsman under section 27(3) of the Local Government Official Information and Meetings Act 1987.

Ngā mihi



Nigel Corry
Kaiwhakahaere Matua Whakamāhorahora/General Manager, People and Customer
Greater Wellington Regional Council

