

By email

3 September 2019

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Tēnā koe Mr Redwood

Response to follow up email request for information 2019-264

I refer to your request for information dated 8 August 2019, which was received by Greater Wellington Regional Council (GWRC) on 8 August 2019. You have requested the following information:

“In regard to the “Frank the Crayfish” campaign, we request the following information:

- 1. The overall expected cost of the campaign.*
- 2. The reason a crayfish was chosen by council to represent their wood burning campaign.*
- 3. The reason the name “Frank” was selected for the crayfish.*
- 4. Whether Council has collaborated with any other Regional Councils over New Zealand.”*

GWRC's response follows:

On the 30 July 2019 your organisation requested:

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?”

GWRC responded to that request on the 19 August 2019. A copy of that response is attached.

RESPONSE LETTER TO LUKE REDWOOD (NEW ZEALAND TAXPAYER'S UNION) OIA 2019-264



The wood burning campaign ‘A Frank Conversation about... what to burn’ is the first of the three planned campaigns. Frank isn’t associated with any one particular environmental behaviour, he is a symbol of the environment. He’s here to start conversations, and share a better way. We chose an ‘enabling’ behaviour change campaign with quirky elements to challenge actions having a negative impact on our environment, rather than an ‘enforcement’ approach.

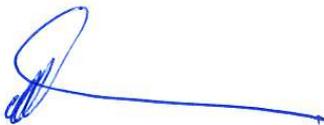
Crayfish are sensitive to water quality changes. Their appearance is an important indicator of environmental health. Choosing a crayfish also enables us to give a serious environmental message while adding some humour – a grown man in an elaborate crayfish costume. Although most closely related to water quality campaigns, we also chose to have Frank the crayfish appear across other environmental campaigns as a general symbol of good environmental behaviour. This is why he appears on our air quality campaign – let’s have a frank conversation... about what to burn.

The name Frank was chosen as part of the overall tagline ‘Let’s Have a Frank Conversation’. This encapsulates our approach to question some behaviours and the impact they can have on our fragile environment. We want people to think twice, and for Frank the Crayfish to encourage this as a hard to forget character.

We are working with Masterton, Carterton and South Wairarapa District Councils on the wood burning campaign, and currently with Kapiti Coast on the driving on beaches campaign to be released soon. GWRC is open to collaborating with any other Regional Councils in New Zealand on this type of campaign.

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

