

11 October 2024

File Ref: OIAPR-1274023063-30501

By email: [REDACTED]@taxpayers.org.nz

Tēnā koe [REDACTED]

### **Request for information 2024-227**

I refer to your request for information dated 6 September 2024, which was received by Greater Wellington Regional Council (Greater Wellington) on the same date. You have requested the following:

1. “Consultancy Services and External Advice:
  - a. The total amount spent by Metlink on consultancy services and external advice from January 2020 to the present.
  - b. A detailed breakdown of consultancy services by project, including:
    - i. The name of the consultancy firm.
    - ii. The scope of work for each project.
    - iii. The total cost associated with each project.
  - c. Copies of any assessments or reviews conducted on the value and effectiveness of these consultancy services.
2. Advertising and Marketing Expenditures:
  - a. The total spending on advertising and marketing by Metlink from January 2020 to the present.
  - b. A detailed breakdown of this spending by campaign, including:
    - c. The objectives of each campaign.
    - d. The channels used (e.g., digital, print, TV, etc.).
    - e. The total cost for each campaign.
  3. Copies of any evaluations or metrics used to measure the effectiveness and return on investment (ROI) of these campaigns.”

### **Greater Wellington’s response follows:**

On Monday the 16 of September you agreed to refine your request to:

“Question 1.

- Limit question 1(a) to exclude auditing services.
- Strikeout parts (b) to (c).

Question 2.

- Limit the scope to:
  - The last two financial years
  - Only for Advertising and Marketing Expenditures exceeding \$10,000
- Strikeout part (d)
- Clarify that for part (c) – objectives of each campaign – one sentence is all we expect”

As such the request that Greater Wellington is responding to is as follows:

1. Consultancy Services and External Advice:
  - a. The total amount spent by Metlink on consultancy services and external advice from January 2020 to the present, excluding auditing services.
2. Advertising and Marketing Expenditures exceeding \$10,000:
  - a. The total spending on advertising and marketing projects that exceed \$10,000, by Metlink, from January 2022 to the present.
  - b. A detailed breakdown of this spending by campaign, including:
  - c. The objectives of each campaign summarised into a single sentence.
  - d. The total cost for each campaign.
3. Copies of any evaluations or metrics used to measure the effectiveness and return on investment (ROI) of these campaigns.”

As the clarification of your request was sought within the statutory seven working day timeframe provided for under the Local Government Official Information and Meetings Act 1987, Greater Wellington restarted the 20-working day timeframe to respond.

Please note that where your request refers to “the present” we have taken this to mean the date refinement of your request was received (i.e. the 16 September 2024).

### **Consultancy Services and External Advice**

The total amount spent by Metlink on consultancy services and external advice from 1 January 2020 to 16 September 2024 was \$9,617,336.75.

Please note as per your refined request this figure excludes auditing services costs, but includes all other forms of consultancy, including consulting with local iwi, legal consultancy and project consultancy.

## Advertising and Marketing Expenditures exceeding \$10,000

The total amount spent by Metlink on advertising and marketing projects exceeding \$10,000 from 1 January 2022 to 16 September 2024 was \$1,123,540.60.

Please refer to the table below for a breakdown of these projects and an objective summary of each project.

FY	Project	Cost	Summary of Project
22/23	Half Price Fares (multiple extensions)	\$18,664.30	Half Price Fares have been altered by Government policy changes multiple times, we are required to keep adjusting comms to be accurate of the new end date.
22/23	Otaki/Wairarapa (200 & 290) Route Extensions	\$57,329.34	Route 200 and 290 have been extended with more services.
22/23	Customer Etiquette FY22-23 Cont.	\$42,346.15	Customer Etiquette has been paid for out of FY20-21 / FY21-22. This budget WIP is for any new costs associated with the campaign as part of on-going always on etc.
22/23	Bus cancellations Sep 22	\$23,743.52	Advertising of planned cancellations to multiple bus services around Wellington.
22/23	Christmas Campaign 22 / MetService Partnership	\$15,718.29	Promotion of timetable changes over the summer holiday (Christmas/ Kirihimete) period / MetService work.
22/23	Airport Express Always-on (post launch)	\$37,925.00	Promotion of the Airport Express recommencement plus "always on" promotion of the service.
22/23	VMLY&R x MetService Partnership	\$106,178.46	This is a yearly agreement between Metlink and MetService to provide an always on messaging platform that 'talks' to customer when they check the Wellington weather for gravel – it encourages them to sign up for the Metlink app.
22/23	Smarter Tools for Travel	\$157,873.61	Smarter Tools for Travel was a campaign that covered off all of Metlink's new innovations for assisting passengers on their journeys – included On Board Announcements, the new updated app, RTI 1.0 and now in 2024 RTI 2.0
23/24	Projects Timeline Tool / In Time Campaign	\$248,140.22	Development of a 'roadmap' of network improvements over the coming years to show what changes will be happening in the future as opposed to BAU disruptions. This website is the central core for our stakeholders and Cllrs to use to point

			people in the right direction for the future of Wellington PT networks - faster and better more reliable services.
23/24	FIFA Women's World Cup	\$24,180.50	Promotion of all the FIFA events held in Wellington - informing football fans of integrated ticketing - i.e. their match ticket included public transport to and from the games.
23/24	MetService	\$85,424.00	This is a partnership with MetService - the second year we have done it. It is an 'always on' 24/7 advertising platform to encourage people to download the Metlink app or visit our website to check their journey - it is the most successful digital platform we have ever used.
23/24	Warranted Transport Officers	\$42,574.81	Mini-campaign and photoshoot to introduce the new Warranted Transport Officers onto the networks.
23/24	Plan Ahead Campaign - Summer, Christmas, HAITAITAI Tunnel, Route and Timetable Changes	\$140,532.10	Advertising or planned network improvements over the summer period including free travel on Christmas Day messaging. Also included a major route change - Route 4 introduced.
23/24	Priority Seats Awareness Activation - 2x concepts	\$27,089.35	A trial to educate passengers on what the priority seats on buses are for (trains to come). The trial on two buses is just starting.
23/24	Metlink Photoshoot	\$41,877.87	The last photoshoot Metlink did was in 2018, and the existing pictures were becoming tired and overused. It also reflects the new direction the Metlink brand is taking.
23/24	Photoshoot second round - east	\$21,200.00	As above with different bus - the AX (Airport Express)
23/24	Video shoot for content from July - Jan	\$16,200.00	Content for the updating of our Future Rail video - which is part of the In Time Campaign
24/25	Paraparaumu Hub Opening & Service Change	\$16,543.08	Advertising for the new Paraparaumu transport hub and change in services

## **Copies of any evaluations or metrics used to measure the effectiveness and return on investment (ROI) of these campaigns**

Please refer to **Attachment 1** for copies of Post Implementation Reviews (PIRs) and Post Campaign Analyses (PCAS) that were created for advertising and marketing projects that exceeded \$10,000, completed between 1 January 2020 and 16 September 2024.

Please note not all projects have a PIR/PCA completed for them. This may be due to a combination of reasons such as:

- The project is still ongoing or has finished so recently that a PIR/PCA is not yet available.
- The project was handled by an external party.
- For projects that are considered a part of Business As Usual (BAU) practises we do not complete a PIR/PCA
- In the case of photo/video shoots, the content created in these shoots is intended to be utilised over multiple projects.

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.

Please note that it is our policy to proactively release our responses to official information requests where appropriate. Our response to your request will be published shortly on Greater Wellington's website with your personal information removed.

Nāku iti noa, nā



**Samantha Gain**

Kaiwhakahaere Matua Waka-ā-atea | Group Manager Metlink