



31 May 2022

Tēnā koe

On 6 May 2022, you emailed the Ministry of Social Development (the Ministry) requesting, under the Official Information Act 1982 (the Act), the following information:

- *What is the recorded total annual cost of the creation/production of these monthly /quarterly emails to MSD clients in the current year.*

The Ministry has a responsibility to communicate important changes to all clients. The Ministry uses email because it enables us to communicate more frequently, efficiently and proactively with clients, as well as being more cost effective than more traditional channels such as letters.

To do this, the Ministry has a yearly enterprise license with MailChimp, and uses it across all of the Ministry's audiences – students, working age clients and seniors, plus many subsets of those. The rate of the license is based on the number of clients we support, rather than the number of emails sent. The Ministry manages this to keep the cost of the activity as low as possible.

The Ministry does not work to a regular schedule when sending out important information to clients such as monthly or quarterly emails, rather these update emails are used when there is important information to convey. However, the Ministry attempts to combine any information or updates into groups, where appropriate, to keep the process efficient.

As such, your request has been refused under section 18(e) of the Act, as the Ministry does not produce monthly or quarterly emails, nor do we pay for the creation of emails. However, in the spirit of being helpful, the Ministry can advise that the software license for MailChimp costs an estimated \$150k per year. If you wish to obtain the final spend, you are welcome to make another request for this information at the start of the new financial year.

These are some of the many ways MailChimp is utilised by the Ministry:

- supporting people to use our online services

- sharing updates about access to our service centres
- getting information to people in emergencies
- changes to the support available to people
- communication about regular events/changes
- supporting the Covid response, including the wage subsidies and leave support
- encouraging students to apply on time for student support
- supporting students to finalise their applications
- letting people know about job and training opportunities
- Office for Seniors newsletter
- SuperGold offers, and
- communicating with stakeholders and community partners

The principles and purposes of the Official Information Act 1982 under which you made your request are:

- to create greater openness and transparency about the plans, work and activities of the Government,
- to increase the ability of the public to participate in the making and administration of our laws and policies and
- to lead to greater accountability in the conduct of public affairs.

This Ministry fully supports those principles and purposes. The Ministry therefore intends to make the information contained in this letter and any attached documents available to the wider public. The Ministry will do this by publishing this letter on the Ministry's website. Your personal details will be deleted, and the Ministry will not publish any information that would identify you as the person who requested the information.

If you wish to discuss this response with us, please feel free to contact [OIA\\_Requests@msd.govt.nz](mailto:OIA_Requests@msd.govt.nz).

If you are not satisfied with this response regarding the total annual cost of the creation/production of monthly /quarterly emails to Ministry clients, you have the right to seek an investigation and review by the Ombudsman. Information about how to make a complaint is available at [www.ombudsman.parliament.nz](http://www.ombudsman.parliament.nz) or 0800 802 602.

Ngā mihi nui



PP.

Felicity Drader

**General Manager Service Delivery Communication**