

28 March 2023

Harris Leigh

Via email: fyi-request-22186-65b079ae@requests.fyi.org.nz

Tēnā koe Harris

Request for information: Procurement process used, engagement with Draper Cormack

Thank you for your request dated 21 March 2023 under the Official Information Act 1982 (OIA) for information relating to Pharmac's engagement with Draper Cormack. You requested:

- 1) Details of the procurement process used to select Draper Cormack for this role*
- 2) Total Payments made by Pharmac to Draper Cormack between 1 March 2021 and 31 January 2023*
- 3) Details of the advertisement, approach to market or tender documents that proceeded the engagement of Draper Cormack*

Procurement process used to select Draper Cormack

Pharmac uses the [Government Procurement Rules](#) to ensure best-practice is followed when selecting a provider. Instead of going straight to open market, we check to see if an existing agreement within the [Government's contracts tool](#) would meet our needs. By doing this, we save time and money by not having to undergo a primary procurement process when sourcing consultancy services.

We researched multiple PR agencies in the process of choosing a provider in early 2021. We shortlisted four agencies to meet with before determining that Draper Cormack's suggested approach aligned best with our priority of [public understanding, trust and confidence](#).

Draper Cormack is on the All of Government (AOG) panel for Marketing and Public Relations consultancy services: <https://www.procurement.govt.nz/contracts/consultancy-services/consultancy-services-providers/>. Additionally, the value of the initial contract with Draper Cormack was under \$100,000, which meant a procurement process was not required.

I have not provided the amounts that Pharmac has paid to Draper Cormack as doing so would be likely to unreasonably prejudice the commercial position of the firm (section 9(2)(b)(ii) of the OIA).

Please note, you have the right to make a complaint to the Ombudsman about our response to your OIA, under section 28(3) of the OIA. Details of [how to make a complaint](#) are on the Ombudsman's website.

We trust that this information answers your queries. Please get in touch with us if you have any questions about this.

Nāku noa, nā

A handwritten signature in black ink, appearing to read 'Allanah', with a small dot at the end of the line.

Allanah Andrews
Manager, Policy and Government Services