

From: Jane Wright
Sent: Monday, 27 March 2023 12:01 pm
To: David Cormack
Subject: RE: FW: OIA requests RE Draper Cormack

It isn't yet but is going to be – the wording they are using is:

A copy of our responses to the Health Committee annual review will be published on the website of the New Zealand Parliament in due course. However, as we do not know when our responses to the Health Committee's questions will be published, I have copied our response to the relevant question below.

Draper Cormack Group provides public relations advice and support to assist with our public understanding, trust and confidence strategic priority. They are on a monthly retainer. In 2021/22, the total cost was \$104,730. 2020/21 was the first year we worked with Draper Cormack Group and the cost in 2020/21 was \$13,500.

Ngā mihi

Jane Wright | Senior Communications Advisor/Team Leader

Pharmac | Te Pātaka Whaioranga | PO Box 10 254 | Level 9, 40 Mercer Street, Wellington
M: s 9(2)(a) www.pharmac.govt.nz

From: David Cormack <s 9(2)(a)>
Sent: Monday, March 27, 2023 11:55 AM
To: Jane Wright <jane.wright@pharmac.govt.nz>
Subject: Re: FW: OIA requests RE Draper Cormack

Isn't it already public info then?

On Mon, 27 Mar 2023, 11:52 am Jane Wright, <jane.wright@pharmac.govt.nz> wrote:

FYI. I wasn't aware that this happened, but assuming Jannel provided this info.

Ngā mihi

Jane Wright | Senior Communications Advisor/Team Leader

Pharmac | Te Pātaka Whaioranga | PO Box 10 254 | Level 9, 40 Mercer Street, Wellington
M: s 9(2)(a) www.pharmac.govt.nz

From: Melody Willis <melody.willis@pharmac.govt.nz>
Sent: Monday, March 27, 2023 11:10 AM
To: Jane Wright <jane.wright@pharmac.govt.nz>
Subject: RE: OIA requests RE Draper Cormack

We shared the DC cost – what is in the response letter's is copied from the HSC response

Ngā mihi, nā

Melody Willis ([she/her](#)) | Government Services Advisor

Te Pātaka Whaioranga – Pharmac | PO Box 10 254 | Level 9, 40 Mercer Street, Wellington
DDI: s 9(2)(a) | P: 0800 660 050 | M: s 9(2)(a) | www.pharmac.govt.nz

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From: Jane Wright <jane.wright@pharmac.govt.nz>
Sent: Monday, March 27, 2023 11:00 AM
To: Melody Willis <melody.willis@pharmac.govt.nz>
Subject: RE: OIA requests RE Draper Cormack

Hi Melody, can I double check please – in the HSC did we share the cost of draper Cormack or them combined with Whare PR?

Ngā mihi

Jane Wright | Senior Communications Advisor/Team Leader

Pharmac | Te Pātaka Whaioranga | PO Box 10 254 | Level 9, 40 Mercer Street, Wellington
M: s 9(2)(a) www.pharmac.govt.nz

From: Melody Willis <melody.willis@pharmac.govt.nz>
Sent: Monday, March 27, 2023 10:23 AM
To: Jane Wright <jane.wright@pharmac.govt.nz>
Subject: OIA requests RE Draper Cormack
Importance: High

Hi Jane

Here are all the docs for OIAs related to Draper Cormack.

2022-23-067 – follow-up letter to Guyon Espiner

2022-23-123 – OIA for TVNZ for copy of all docs sent to RNZ

2022-23-124 – OIA for public request for copy of all docs sent to RNZ

2022-23-125 – OIA for procurement process used to engage Draper Cormack – incl. amount paid

2022-23-126 – OIA for amount paid to Draper Cormack (different time period to other OIAs)

Ngā mihi, nā

Melody Willis ([she/her](#)) | Government Services Advisor

Te Pātaka Whaioranga – Pharmac | PO Box 10 254 | Level 9, 40 Mercer Street, Wellington

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From: Melody Willis

Sent: Friday, March 24, 2023 2:39 PM

To: Jannel Fisher <jannel.fisher@pharmac.govt.nz>

Cc: Allanah Andrews <allanah.andrews@pharmac.govt.nz>

Subject: FW: 2 x OIA requests for copies of docs sent to RNZ about Draper Cormack

Importance: High

Kia ora Jannel

Per my IMs, these are the OIA responses I'm asking about.

Ngā mihi, nā

Melody Willis ([she/her](#)) | Government Services Advisor

Te Pātaka Whaioranga – Pharmac | PO Box 10 254 | Level 9, 40 Mercer Street, Wellington

DDI: s 9(2)(a) | P: 0800 660 050 | M: s 9(2)(a) | www.pharmac.govt.nz

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From: Melody Willis

Sent: Thursday, March 23, 2023 2:57 PM

To: Jannel Fisher <jannel.fisher@pharmac.govt.nz>

Cc: Allanah Andrews <allanah.andrews@pharmac.govt.nz>

Subject: 2 x OIA requests for copies of docs sent to RNZ about Draper Cormack

Kia ora Jannel

Who should be the peer reviewer for the 2 x OIA requests for copies of the docs we sent to RNZ about our involvement with Draper Cormack? Ideally we would have these closed this week rather than delaying the response.

I have included info about the amount spent with Draper Cormack in the TVNZ response, and drafted a follow-up letter for RNZ/Guyon about the amount also.

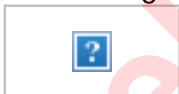
Ngā mihi, nā

Melody Willis ([she/her](#)) | Government Services Advisor

Te Pātaka Whaioranga – Pharmac | PO Box 10 254 | Level 9, 40 Mercer Street, Wellington

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From: Media
Sent: Friday, 24 March 2023 3:16 pm
Subject: Pharmac's weekly communications report
Attachments: 2023-03-24 - comms weekly report.doc

Kia ora,

Please see this week's communications report from Pharmac. Grace is on call this weekend.

Ngā mihi,
Rosa

Rosa Bach | Communications Advisor, media and social media | s 9(2)(a)

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www.pharmac.govt.nz

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Weekly media and issues update

For the week ending 23 March 2023

Pharmac Senior Leadership Team	Pharmac Communications Team
Minister of Health Press Secretaries	Minister of Health Private Secretary
Ministry of Health Deputy Director-General System Strategy and Policy	Ministry of Health Manager System Stewardship
Ministry of Health Relationship Manager	Ministry of Health Media Team

This update may contain personal or sensitive information that must not be disclosed or forwarded to anyone other than the recipients listed above.

Senior communications advisor Grace Christison is on call this weekend. The media phone number is 021 863 342.

Communications team

- Jannel Fisher, communications manager – s 9(2)(a)
- Jane Wright, senior communications advisor/team leader – s 9(2)(a)
- Cameron Webb, senior communications advisor – s 9(2)(a)
- Rosa Bach, communications advisor – s 9(2)(a)

Media releases issued this week

Title	Coverage	Details
Out of scope		

Upcoming issues and events

Subject	Timeframe	Details
Out of scope		

Reactive media responses

Subject	Media outlet	Details
Out of scope		
Lobbying OIA	Today FM & TVNZ	We responded to queries stating that Pharmac do not engage in lobbying and that Draper Cormack only provide communications support helping us with improving our transparency and accessibility of information.

Official Information Act responses sent or received this week

Requestor	Request	Date
Out of scope		
Media (TVNZ)	All the OIA documents sent to RNZ re: your use of public relations firm Draper Cormack and how much Pharmac spent with Draper Cormack	Received 20 March 2023
Out of scope		
Public	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	Received 21 March 2023

January 2023

3) Details of the advertisement, approach to market or tender documents that proceeded the engagement of Draper Cormack

Out of scope

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From: David Cormack <[REDACTED] s 9(2)(a)>
Sent: Friday, 24 March 2023 9:30 am
To: Jannel Fisher
Subject: Re: OIA response - consultation

Sure!

On Fri, 24 Mar 2023, 9:26 am Jannel Fisher, <jannel.fisher@pharmac.govt.nz> wrote:

Hey David –

One of the OIA's about Draper Cormack.

The requester has asked for the total amount paid to you. I have made a note about it being a single figure rather than the odd breakdown.

Are you ok if we publish this OIA on our website? The information is technically public as its in the HSC responses.

Cheers,
Jannel

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24 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.

Table: Total payments made by Pharmac to Draper Cormack between 1 March 2021 and 31 January 2023

Time period	Amount paid (NZD incl. GST)	
1 March 2021 to 30 June 2022		s 9(2)(b)(ii)
1 July 2022 to 31 January 2023		s 9(2)(b)(ii)
Total paid		s 9(2)(b)(ii)

Commented [JF1]: Can we just provide the total amount - rather than the two time periods which aren't calendar or financial years

You may be interested to know that we disclose the amount we spend on contractors as part of our annual submission to the Select Committee for Health ([Health Committee](#)). We recently provided information about how much Pharmac has spent with Draper Cormack in 2020/21 and 2021/22 to the Health Committee as part of its annual review of Pharmac for the year ending 30 June 2022. A copy of our responses to the Health Committee annual review will be published on the website of the New Zealand Parliament in due course.

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. To make information more freely available, we publish selected OIA responses (excluding personal details) on our website. Please get in touch with us if you have any questions about this.

Nāku noa, nā



Allanah Andrews
Manager, Policy and Government Services

Commented [MW2]: Please comment whether you feel this OIA response **should not** be published on our public website and if so, why.

SMEs

Legal

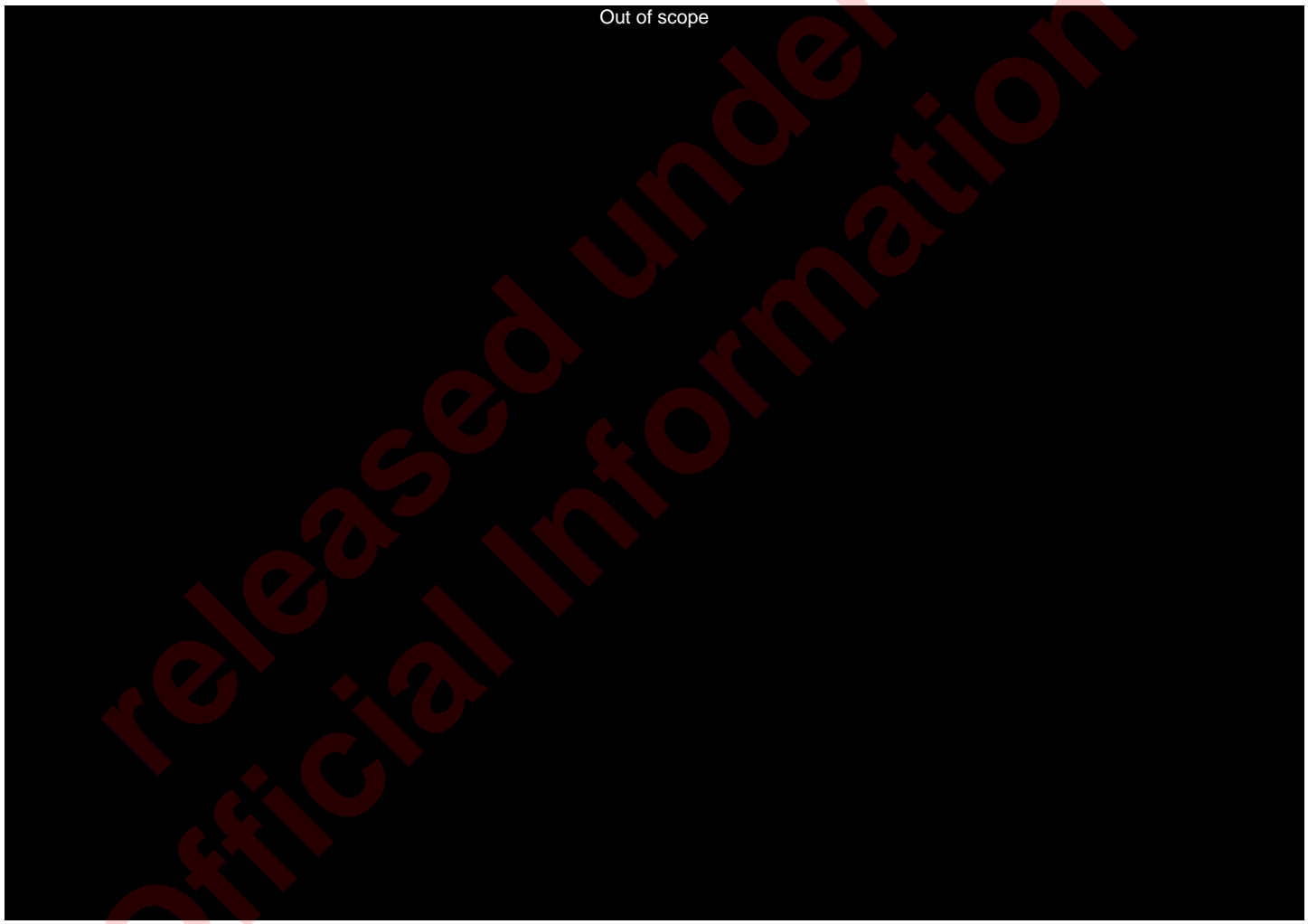
Manager, Policy and Government Services

Director

From: Jannel Fisher
Sent: Thursday, 23 March 2023 5:15 pm
To: David Cormack; [redacted] s 9(2)(a)
Subject: FW: Internal stuff
Attachments: [redacted] Out of scope
[redacted] Out of scope
[redacted] Out of scope
[redacted] CE Update

From: Jannel Fisher
Sent: Thursday, March 23, 2023 5:12 PM
To: David Cormack <[redacted] s 9(2)(a)>; [redacted] s 9(2)(a) <[redacted] s 9(2)(a)>
Subject: Internal stuff

Out of scope



Jannel Fisher | Communications, External Relations and Implementation Manager

Te Pātaka Whaioranga | Pharmac | PO Box 10-254 | Level 9, 40 Mercer Street, Wellington
DDI: [redacted] s 9(2)(a) | M: [redacted] s 9(2)(a) | www.pharmac.govt.nz

From: Pharmac <[REDACTED] s 9(2)(a)>
Sent: Thursday, 23 March 2023 12:16 pm
To: Janel Fisher
Subject: CE Update

CE Update

Pharmac - Te Pātaka Whaioranga



Today's CE Update includes:

[REDACTED]
Out of scope

[Review of our OIA process continues](#)

[REDACTED]
Out of scope

[REDACTED]
Out of scope

[REDACTED]
Out of scope

[REDACTED]
Out of scope

Kia ora everyone,

I hope you're having a good week. Below is a quick update on several things happening around Pharmac.

[REDACTED]
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[Review of our OIA process continues](#)

As many of you may have seen, one of our OIA responses saw us featured in an article on lobbying this week, and I've had several staff raise concerns about what was released.

To be clear, Pharmac does not engage in lobbying, however, we have been working with a public relations firm (Draper Cormack) as part of our public understanding, trust and confidence strategic priority. They support us with our proactive media approach, as we want to be more transparent about Pharmac's work and for our information to be more accessible.

As a government agency, we must be as transparent as possible, but it's also important we have a safe environment for staff to provide free and frank advice.

[As I mentioned in my last update](#), we are currently working with the Chief Ombudsman's investigators to examine the practices and processes we use to meet our obligations under the Official Information Act 1982 (OIA). As part of this work, we will look at how we can balance transparency and the need for staff to give free and frank advice to carry out their work. I will let you know more as we work through this process.

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That's all from me, have a great rest of the week.

Ngā mihi,

Sarah



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TE PĀTAKA WHAIORANGA

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Ngā mihi,

Cameron Webb | Senior Communications Advisor – Internal and Engagement

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M: s 9(2)(a) www.pharmac.govt.nz

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From: David Cormack <[REDACTED] s 9(2)(a)>
Sent: Monday, 20 March 2023 8:06 am
To: sarah fitt
Cc: Jane Wright; Jannel Fisher
Subject: Re: Tweet by RNZ News on Twitter

Follow Up Flag: Follow up
Flag Status: Flagged

Yes they called me to ask to do an interview. I declined.

[REDACTED] s 9(2)(g)(i) Out of scope

On Mon, 20 Mar 2023, 8:04 am sarah fitt, <[REDACTED] s 9(2)(a)> wrote:

[REDACTED] s 9(2)(g)(i), although TodayFM now after a statement.

Sarah
Sent from my iPhone

On 20/03/2023, at 07:18, David Cormack <[REDACTED] s 9(2)(a)> wrote:

[REDACTED] s 9(2)(g)(i)

On Mon, 20 Mar 2023, 6:21 am sarah fitt, <[REDACTED] s 9(2)(a)> wrote:



RNZ News

[@rnz_news](https://twitter.com/rnz_news)



Lobbying firms earning hundreds of thousands from contracts with government agencies

[rnz.co.nz/news/lobbying/...](https://www.rnz.co.nz/news/lobbying/...)

[20/03/23, 06:06](#)

Sarah Fitt
Chief Executive
PHARMAC