

7 April 2017

Dear Suzanna,

By email: fyi-request-5491-04a34a88@requests.fyi.org.nz

This letter responds to your Official Information Act request of 5 March 2017, in which you requested the following information:

“The number of articles, opinions and advertisements in the NBR that were made possible because of the financial support by Callaghan Innovation, for the last three calendar years (2014, 2015 and 2016).”

As indicated in our response dated 2 March 2017, Callaghan Innovation has a contract with BusinessDesk, an independent business news agency that provide material for a range of media outlets, including the NBR. The purpose of the contract is to produce innovation related stories with the aim of increasing the breadth and depth of innovation stories in the mainstream media. This is consistent with Callaghan Innovation’s goal of building greater awareness and understanding of innovation.

BusinessDesk distributes those stories which are subsequently published by multiple outlets including the NBR, NZHerald, NewstalkZB, The Listener and others. As the NBR is not the sole recipient of that content, and they do not publish all content produced under the contract, the number of stories the NBR take, is not recorded.

The contract with BusinessDesk is monitored through sample reports which are used for analysis of the quality of the output, as well as the volume.

From August 2014, when the contract was put into action, to December 2016, Callaghan Innovation received reports from BusinessDesk covering a total of 18 months. These reports captured 190 articles and broadcast items.

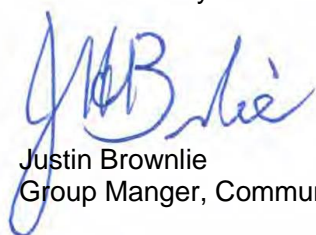
This information is broken down as follows:

Year	Months reported	Total items
2014	2	14
2015	9	120
2016	7	56

I trust this information answers your questions. If you would like further clarification, or have any other questions, please feel free to contact me if you would like to discuss them further.

You have the right to request a review of this response, by the Ombudsman at www.ombudsman.parliament.nz or by contacting 0800 802 602. Please contact ministerial.services@callaghaninnovation.govt.nz if you require any further information.

Yours sincerely



Justin Brownlie
Group Manger, Communications