

12 September 2023

[REDACTED]  
[REDACTED]

Tēnā koe [REDACTED]

Thank you for your request to the Department of Conservation (the Department), received on 1 August 2023, seeking the following:

- 1. Reason for cancelling this programme*
- 2. Total cost of running this programme per annum and breakdown of the costs.*
- 3. Contribution of DoC to this programme per annum.*
- 4. Any communications relating to the termination of this programme.*

We have considered your request under the Official Information Act 1982 (OIA).

On 29 August 2023, we extended the timeframe to respond to your request to 12 September 2023, due to necessary consultation.

Your questions and our responses are listed below:

### **1. Reason for cancelling this programme**

Inspiring tamariki to learn about nature is important and we know people are disappointed to see the Toyota Kiwi Guardians (TKG) programme end.

Wrapping up the TKG programme was a difficult decision made in consultation with Toyota.

As the programme grew in popularity, more medals were claimed, so the running costs increased.

To address the big conservation challenges we face as a country, we must target our effort and resources to where we can make the biggest difference, which is our priority biodiversity work. Given this context, it is now unaffordable for the Department to continue this programme.

### **2. Total cost of running this programme per annum and breakdown of the costs**

Pursuant to section 18(e) of the OIA, we are unable to provide you with total cost associated with running the programme each year that it has been running, as detailed staff time per year is not tracked.

We can advise that the annual costs to run the TKG programme are approximately \$500,000. This includes medal production and distribution, marketing of the programme and staff time. Costs fluctuate depending on the number of medal claims.

Please see below a breakdown of the costs.

- Medals and collateral – approximately \$110,000 - \$140,000

Medals and collateral costs include those associated with production and distribution, such as printing of medals, envelopes, lanyards, certificate printing fees and cost of packaging and postage. Costs fluctuate depending on the number of medal claims.

- Marketing, engagement, and programme design - approximately \$200,000

Marketing, engagement, and programme design costs includes the development of the TKG brand identity, aspects of programme design such as the design of 111 TKG adventure and 18 activity maps, and advertising and outreach of the programme.

- Staff time – approximately \$190,000

Staff time is time spent on programme administration and communications about the programme, for example, medal fulfilment, reporting, development and maintenance of the programme as well as social media, webpages, media outreach and communications to support the programme.

This is an estimated value as detailed staff time per year is not tracked. Please note that partner staff time is not included.

### **3. Contribution of DoC to this programme per annum**

The Department contributed approximately \$250,000 - \$300,000 per annum to the running of the TKG programme, including estimated staff time on programme administration and communications, development and maintenance of the programme and medal and collateral costs. The Department's contribution excludes advertising.

Costs fluctuate depending on the number of medal claims.

### **4. Any communications relating to the termination of this programme**

We have interpreted your request for communications relating to 'the termination of this programme' as communications that share the decision to end the TKG programme.

The decision to end the TKG programme was made after a series of discussions about possible future options that would ensure the programme was delivering the highest value and was financially viable. Due to financial constraints, and the need to prioritise the highest value conservation work, the Department was not in a position to commit to ongoing funding for TKG.

This was communicated verbally to Toyota New Zealand at a meeting at Toyota's facility in Palmerston North on the 9 December 2022. Following that meeting, a decision was made to terminate the programme.

Please find attached, and in *Table 1 – Schedule of Documents* below, all communications the Department holds on the decision to end the TKG programme. Although not included in the attached, or in *Table 1 – Schedule of Documents* below, is the publicly available media release, and Facebook page, by the Department and Toyota New Zealand on 30 June 2023: <https://www.doc.govt.nz/news/media-releases/2023-media-releases/toyota-kiwi-guardians-programme-draws-to-an-end/>.



Please note for Item 3 we have only provided information from the Weekly Status Report to the Minister of Conservation on the Toyota Kiwi Guardians wind down. The rest of the information in the Status Report is outside the scope of your request.

I have decided to release the relevant parts of the documents listed below, subject to some information being withheld under the following sections of OIA, as applicable:

- Personal contact details of officials, under section 9(2)(a) – *to protect the privacy of natural persons, including deceased people*
- Free and frank expression, under section 9(2)(g)(i) – *to maintain the effective conduct of public affairs through the free and frank expression of opinions by or between or to Ministers of the Crown or members of an organisation or officers and employees of any public service agency or organisation in the course of their duty*
- Commercially sensitive information, under section 9(2)(i) – *to enable a Minister of the Crown or any public service agency or organisation holding the information to carry out, without prejudice or disadvantage, commercial activities.*

Please note that this letter (with your personal details removed) and attached documents may be published on the Department's website.

Nāku noa, nā



Fiona Weightman  
Director Strategic Communications and Engagement  
Department of Conservation  
*Te Papa Atawhai*



**Table 1 - Schedule of Documents**

<b>Item</b>	<b>Date</b>	<b>Document description</b>	<b>Decision</b>
1	18 May 2023	Briefing to the Department's Director-General regarding the Toyota Kiwi Guardians programme wind down	Released in part
2	8 June 2023 – 5 August 2023	Communications (formal letter and email) from and to Toyota New Zealand regarding the decision to end the Toyota Kiwi Guardians programme	Released in part
3	14 June 2023	Weekly Status Report to the Minister of Conservation regarding the Toyota Kiwi Guardians wind down	Released in part
4	28 June 2023	Intranet article informing Departmental staff	Released in part