

OC241115

30 October 2024

Tēnā koe

I refer to your email dated 21 September 2024, requesting information under the Official Information Act 1982 (the Act) regarding the Ministry of Transport Te Manatū Waka's (the Ministry's) use of advertising services on various digital platforms.

On 16 October 2024, we advised you of an extension to the time period for responding to your request. The extension was due to a search through a large quantity of information and consultations necessary to make a decision on your request being such that a proper response could not reasonably be made within the original time limit. We have now completed the necessary search and consultations.

I have responded to each of your questions below:

- 2 Does Ministry of Transport pay for advertising services on the Facebook, Instagram, LinkedIn, Google, Tik Tok or other digital platform?**
- a. If so, how much money has been spent, by year, on advertising on each of these platforms?**

On 24 September 2024, we contacted you to clarify this part of your request. You confirmed that you were seeking information from the last five financial years. The table below outlines the Ministry's spend on digital advertising platforms as identified in your request in the last five financial years. Up to nine different digital platforms are included in the "other" category.

Platform used	2020	2021	2022	2023	2024
Facebook	\$ 2,580.86	\$ 21,526.39	\$ 11,556.16	\$ 2,060.77	\$ 7,884.10
Instagram	\$ -	\$ -	\$ -	\$ 7,450.00	\$ 691.96
LinkedIn	\$ -	\$ 12,582.48	\$ 19,804.25	\$ 18,452.69	\$ 27,783.68
Google	\$ -	\$ 8,777.09	\$ 18,684.32	\$ 20,837.66	\$ 36,677.24
TikTok	\$ -	\$ -	\$ -	\$ -	\$ -
Other	\$ 40,840.74	\$ 154,199.69	\$ 138,288.30	\$ 149,746.39	\$ 147,116.26

- b. Does Ministry of Transport use any agencies to place or manage that advertising, if so who?**
- c. If Ministry of Transport uses any agencies to place or manage that advertising, what is (or are) the names of each of those agencies?**

The Ministry has used following agencies for digital advertising:

- Tony Cutting Digital
- Hemisphere (formerly GSL Promotus)
- Verve Social Media

- d. If Ministry of Transport uses any agencies to place or manage that advertising, please provide copies of any and all legal agreements between that advertising agency and Ministry of Transport.**

The Ministry does not have any agreements with Tony Cutting Digital and they invoice us for each purchase or pre-paid purchase packs. The last purchase was 14 June 2023.

Four documents are in scope of this part of your request and these are released with some information withheld. The document schedule attached as Annex 1 details how the documents have been treated under the Act. The following sections of the Act have been used:

- 9(2)(a) to protect the privacy of natural persons
- 9(2)(b)(ii) to protect information where the making available of the information would be likely unreasonably to prejudice the commercial position of the person who supplied or who is the subject of the information

- 3 If Ministry of Transport uses advertising services on digital platforms as above, does (or has) the agency created "custom audience" lists as part of those campaigns?**
- a. If so, please provide a list of the custom lists that have been generated, including the number of people on that list and what market segmentation was being targeted by that campaign and the date for which each custom audience was generated, along with when these audience lists were uploaded and to which platform?**
  - b. If so, what privacy analysis was conducted prior to custom audience lists being generated?**
  - c. If so, was the Minister responsible ever made aware that Ministry of Transport was undertaking this activity? If so, which Minister was it, and when were they notified?**
  - d. If so, what advice was sought prior to this activity taking place?**
  - e. If so, what lawful basis does Ministry of Transport rely on for this disclosure?**
  - f. If so, what was the origin of the information that was included in these custom audience lists?**
  - g. If so, did Ministry of Transport receive any specific advice as to the efficacy of the security measures around these lists, if so, who provided this advice and when was it provided? Please provide copies of the advice provided.**
  - h. If so, what security measures are used to protect the privacy of individuals?**
  - i. If so, is Ministry of Transport still generating and uploading custom audiences, or is this practice "on hold". If it is on hold, when and why was it put on hold?**
  - j. If so, can people "opt-out" of being included in these custom audience lists, and if so, how many people have done so?**
  - k. If so, has Ministry of Transport received any complaints about this practice, if so, when was the complaint received? Please provide copies of the complaints and any responses.**
  - l. If so, did Ministry of Transport consult with the office of the Privacy Commissioner on this practice? If so, when?**

- m. If so, has Ministry of Transport received any reports about the effectiveness of custom audience lists? If so, please provide these.**
- n. If so, for each upload of the custom audience lists to each platform, what percentage of these were "matched" against the current users of each platform?**

The Ministry has not created and has not held a custom audience list for its digital advertising services. I am therefore refusing this part of your request under section 18(e) that the documents requested do not exist.

- 4 Has any person from Ministry of Transport had any meetings, whether in person, by videoconference or other method, with any representative from Meta, Google, LinkedIn, Tik Tok, or any other digital advertising platform in the last 12 months?**
- a. if so, who was present during these meetings?**

In the last 12 months, Ministry staff had meetings with a representative from LinkedIn and an informal catch-up with a representative from Seek.

- LinkedIn: Kitty McCool (Ministry Recruitment Adviser) Rebecca Bakker (Ministry Senior Recruitment Adviser) and Ryan Rutledge (LinkedIn Senior Account Director) via an online Teams meeting.
- SEEK: Rebecca Bakker (Ministry Senior Recruitment Adviser) and Rachel Wood (SEEK Senior Account Manager) in person.

- b. If so, please provide the agenda, notes, minutes and any communications associated with these meetings.**

Two emails are in scope of this part of your request and are released with some information withheld under section 9(2)(a) of the Act to protect the privacy of natural persons. The document schedule at Annex 1 outlines how these are treated under the Act.

- c. Does Ministry of Transport have a dedicated account manager with Meta, Google, LinkedIn, Tok Tok or any other digital advertising platform. If so, what is the name of this person or the names of these people?**

LinkedIn: Ryan Rutledge (Senior Account Director)  
SEEK: Rachel Wood (Senior Account Manager)

- 5 Please provide any correspondence, e-mail, document, or record held by Ministry of Transport on the subject of custom audience lists, advertising on Meta, Facebook, Instagram, Google, Tik Tok or any other platform for the period 1 September 2024 and today.**

The Ministry does not hold any documents on the subject of custom audience lists, I am therefore refusing this part of your request under section 18(e) that the documents requested do not exist.

You have the right to seek an investigation and review of this response by the Ombudsman, in accordance with section 28(3) of the Act. The relevant details can be found on the Ombudsman's website [www.ombudsman.parliament.nz](http://www.ombudsman.parliament.nz)

The Ministry publishes our Official Information Act responses and the information contained in our reply to you may be published on the Ministry website. Before publishing we will remove any personal or identifiable information.

Nāku noa, nā

A handwritten signature in black ink, appearing to read 'HARZ' followed by a horizontal line.

Hilary Penman  
**Manager, Accountability and Correspondence**



## Annex 1: Document Schedule

Doc #	Date	Title of Document	Decision on Request
1	28 September 2020	AoG Advertising Services – Advertising Services Order (GSL Promotus)	Released with some information withheld under section 9(2)(a).
2	17 January 2022	AoG Advertising Services – Services Order Variation (GSL Promotus)	Released with some information withheld under section 9(2)(a).
3	28 June 2022	AoG Advertising Services – Advertising Services Order (GSL Promotus)	Released with some information withheld under sections 9(2)(a) and 9(2)(b)(ii).
4	1 July 2023	Variation – Contract for Services (Verve Social Media)	Released in full
5	21 June 2024	Email from Rebecca Bakker to Ryan Rutledge Subject: RE: Important: LinkedIn Subscription Renewal	Released with some information withheld under section 9(2)(a).
6	21 June 2024	Email from Rebecca Bakker to Ryan Rutledge Subject: RE: LinkedIn: Opportunities in 2024/25	Released with some information withheld under section 9(2)(a).

# AoG Advertising Services – Advertising Services Order (ASO)

## Part A

Part A is to be completed by the Government Agency (the Client) to complete and send to Provider.

Date	28 September 2020	Service Reference or ASO Number	CT000174
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**Project or Campaign Name** Beacons Digital Marketing Campaign

**Government Agency Name** NZ Search & Rescue

**Contact Name – Contract Matters** Alannah Taylor  
 NZSAR Secretariat Office/Project Coordinator  
 Email: [a.taylor@nzsar.govt.nz](mailto:a.taylor@nzsar.govt.nz)  
 Phone: s 9(2)(a)

**Email invoices to:** [accounts@transport.govt.nz](mailto:accounts@transport.govt.nz) and cc Alannah Taylor [a.taylor@nzsar.govt.nz](mailto:a.taylor@nzsar.govt.nz)

**Contact Name – The Campaign - creative, workshops, coordination across the agencies, & reporting, etc.** Rachel Roberts  
 Project Manager  
 Email: [rachel@outlookmedia.co.nz](mailto:rachel@outlookmedia.co.nz)  
 Phone: s 9(2)(a)

**Authorisation Required by** Duncan Ferner, NZSAR Secretariat Manager

**Provider Name** GSL Promotus

**Provider Contact Name** s 9(2)(a)

**Provider Email**

## Schedule of Services

*Briefly outline the services you are requesting from Provider. For example, Strategy and advice; Creative concept development; Production and design; Media strategy, planning and buying; project management;*

The Digital Marketing Campaign as presented by GSL Promotus, on 28 Sep 2020, with the addition of a Facebook presence.

Measurement, reporting and analysis of campaign effectiveness etc.

## Basis of Engagement

Specify the basis of engagement for these services. For example:

- One off campaign or project
- Multi-stage campaign
- Partnership arrangement
- A sub group of providers for ongoing requirements

One-off campaign.

The target audiences and other details are set out in the NZSAR Creative Brief emailed to GSL Promotus for GSL Promotus to do the presentation to.

The details of the Digital Marketing Campaign will be finalised with NZSAR, DOC, MSC and Maritime NZ in a Workshop on 30 September 2020 at 9-11am, or other asap date.

## Timing/Timeframes

Indicate the timeframe of engagement or where appropriate commencement dates of campaign or projects.

Campaign to start on 12 October 2020 (earlier if possible)

## The Budget

Set out campaign or project budgets or annual budget [if known].

\$49,950 (GST excl)

This amount includes the Facebook presence which will be funded by reallocating some of the costs against other line items in GSL Promotus' presentation. The reallocation will be one of the decisions agreed at the Workshop on 30 September 2020, or other date asap.

## Additional Information

If alternative pricing required such as monthly retainer, fixed fee, Performance measures or special requirements outline here.

Note: Any completed briefs and cost estimates may be referenced as appendix to this ASO.

Not Used

## Health and Safety Considerations

Set out any health and safety considerations for this engagement.

Not Used





Part B

Acceptance.

Conflict of Interest Declaration

I, NAME OF AUTHORISED SIGNATORY OF PROVIDER have made diligent inquiry whether NAME OF PROVIDER has any actual, potential or perceived Conflict of Interest were it to provide the Services described in this Advertising Services Order and I have disclosed any actual, potential or perceived Conflict of Interest and how it will be managed below:

DETAIL CONFLICTS OR ENTER NIL NIL

Additional Information Required and/or Assumptions Made

DETAIL ADDITIONAL INFORMATION REQUIRED/ASSUMPTIONS MADE OR ENTER NIL NIL

Provider Acceptance

Provider agrees to deliver to the schedule of services under the basis of engagement as outlined in Part A of this ASO.

Name of Authorised Signatory s 9(2)(a)

Signature s 9(2)(a) Date 29th September 2020

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Part C

Government Agency Acceptance. Government Agency Acceptance

Client acknowledges any conflicts of interest in Part B and appoints the above named provider to undertake the services under the basis of engagement as outlined in Part A of this ASO and any appended documents signed and referenced to this ASO.

Name of Authorised Signatory Duncan Ferner, NZSAR Secretariat Manager

Signature Date 29/9/2020

the link below to your agency contacts to complete after each engagement. For long engagements, and sending this at key milestones to seek feedback throughout the engagement.

www.research.net/r/ClientSatisfactionSurvey-AoGcontracts-ASO

# AoG Advertising Services – Advertising Services Order Template

For use when varying an ASO only. Do not include in initial ASO.

## Part D

### Variations to Part A or Part B.

Should the requirements to the Schedule of Services, Basis of Engagement or Conflict of Interest change, a Variation to the original ASO is required. This variation is to be accepted and signed by the client and provider.

Variation Date	
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Variation Number	
to ASO Number/Reference	

Details of Variations to ASO

Additional Information Required and/or Assumptions Made
DETAIL ADDITIONAL INFORMATION REQUIRED/ASSUMPTIONS MADE OR ENTER NIL

Provider Acceptance
Provider agrees to deliver to the schedule of services under the basis of engagement as outlined in Part A of this ASO.

Name of Authorised Signatory			
Signature		Date	

Government Agency Acceptance
Client accepts and authorises these variations to the original ASO as outlined and agreed above.

Name of Authorised Signatory			
Signature		Date	

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## AoG Advertising Services

### Services Order Variation

#### Part D

##### Variations to Part A or Part B.

Should the requirements to the Schedule of Services, Basis of Engagement or Conflict of Interest change, a Variation to the original ASO is required. This variation is to be accepted and signed by the client and provider.

Variation Date	17 January 2022
Variation Number	1
to ASO Number/Reference	CT000381

#### Details of Variations to ASO

##### 1. Change to the Providers Contract Manager as outlined below

Provider Contact Name: Tim Antric

Phone: s 9(2)(a)

Email: [tim.antric@gslpromotus.co.nz](mailto:tim.antric@gslpromotus.co.nz)

##### 2. Change to Price

The maximum contract value is being increased by \$25,000 enable GSL Promotus to purchase additional media placement for the remainder of the campaign.

The total charges now due under the Contract are:

Term	Maximum value excluding GST
Original contract	\$49,950
Variation 1	\$25,000
Total contract value	\$74,950

#### Additional Information Required and/or Assumptions Made

Nil

**Provider Acceptance**

Provider agrees to deliver to the schedule of services under the basis of engagement as outlined in Part A of this ASO.

**Name of Authorised Signatory**

Signature 

Date

**Government Agency Acceptance**

Client accepts and authorises these variations to the original ASO as outlined and agreed above.

**Name of Authorised Signatory** Duncan Ferner, Director - New Zealand Search and Rescue Secretariat

Signature 

Date

14/1/2022

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## AoG Advertising Services – Advertising Services Order (ASO)

### Part A

For Participating Government Agency (the Client) to complete and send to Provider.

Date 28 June 2022 Service Reference or ASO Number CT000630

Project or Campaign Name Beacons Behaviour Change Campaign

Government Agency Name Ministry of Transport

Contact Name Rhett Emery

Contact Title Support Programme Coordinator, NZSAR Secretariat

Contact Email R.Emery@nzsar.govt.nz

Contact Phone s 9(2)(a)

Authorisation Required by Bryn Gandy, Acting Chief Executive - Ministry of Transport

Provider Name Graham Strategic Limited (GSL Promotus)

Provider Contact Name s 9(2)(a)

Provider Email

### Invoices

Attention: Accounts

Address: Ground Floor, 3 Queens Wharf, Wellington 6011

Email: [MOT-ap@digitize.power-business.co.nz](mailto:MOT-ap@digitize.power-business.co.nz)

CC: R.Emery@nzsar.govt.nz

Queries: [accounts@transport.govt.nz](mailto:accounts@transport.govt.nz)

Invoices should bear the Ministry's cost centre code and reference number:

- Cost Code 1020

- Activity Code 2151

- Contract Ref CT000630

The invoice must be addressed to New Zealand Search and Rescue care of the Ministry of Transport.



Government Agency to Complete

**Schedule of Services**

Briefly outline the services you are requesting from Provider. For example, Strategy and advice; Creative concept development; Production and design; Media strategy, planning and buying; project management; Measurement, reporting and analysis of campaign effectiveness etc.

A comprehensive behaviour change campaign to promote the use of emergency beacons when recreating in the outdoors – on land and in/on the water.

**Objectives**

- Increasing the number of beacons registered
- Preventing unnecessary search and rescue callouts
- Improving individual outcomes for rescued individuals
- Reducing search and rescue costs.

**Basis of Engagement**

Specify the basis of engagement for these services. For example:

Behaviour change campaign

- One off campaign or project
- Multi-stage campaign
- Partnership arrangement
- A sub group of providers for ongoing requirements

**Timing/Timeframes**

Indicate the timeframe of engagement or where appropriate commencement dates of campaign or projects.

ASO Start Date: 1 July 2022

ASO End Date: 30 June 2024

Campaign commencement anticipated 30 October 2022.

**Indicative Budgets**

Set out campaign or project budgets or annual budget [if known].

Task	2022/23	2023/24
Discover (research and initial meetings)	\$8000	
Dream (strategy development)	\$10,000	
Design (creative territories, stakeholder engagement, production)	\$22,000	\$20,000
Deliver (media and ongoing support)	\$60,000	\$80,000
<b>Total</b>	<b>\$100,000</b>	<b>\$100,000</b>

**Additional Information**

*If alternative pricing required such as monthly retainer, fixed fee, Performance measures or special requirements outline here.*

*Note: Any completed briefs and cost estimates may be referenced as appendix to this ASO.*

Refer to the proposal 'A behaviour change programme relating to personal locator beacon use in Aotearoa' V2 June 2022, for a full scope of approach to services.



Beacons behaviour change campaign p

Withheld under 9(2)(b)(ii)

**Health and Safety Considerations**

Set out any health and safety considerations for this engagement. NA

**Part B**

**Provider Acceptance.**

**Conflict of Interest Declaration**

I, NAME OF AUTHORISED SIGNATORY OF PROVIDER have made diligent inquiry whether NAME OF PROVIDER has any actual, potential or perceived Conflict of Interest were it to provide the Services described in this Advertising Services Order and I have disclosed any actual, potential or perceived Conflict of Interest and how it will be managed below:

DETAIL CONFLICTS OR ENTER NIL NIL

**Additional Information Required and/or Assumptions Made**

DETAIL ADDITIONAL INFORMATION REQUIRED/ASSUMPTIONS MADE OR ENTER NIL NIL.

**Provider Acceptance**

Provider agrees to deliver to the schedule of services under the basis of engagement as outlined in Part A of this ASO.

Name of Authorised Signatory s 9(2)(a)

Signature s 9(2)(a)

Date 29/6/2022

## Part C

### Government Agency Acceptance.

#### Government Agency Acceptance

Client acknowledges any conflicts of interest in Part B and appoints the above named provider to undertake the services under the basis of engagement as outlined in Part A of this ASO and any appended documents signed and referenced to this ASO.

Name of Authorised Signatory Bryn Gandy, Acting Chief Executive - Ministry of Transport

Signature

Date

Please send the link below to your agency contacts to complete after each engagement. For long engagements, we recommend sending this at key milestones to seek feedback throughout the engagement.

<https://www.research.net/r/ClientSatisfactionSurvey-AoGcontracts-ASO>

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VARIATION – Contract for Services

Contract Variation No. [1]

Buyer: Ministry of Transport
Supplier: Julia Martino (nee de Ruiter) trading as Verve Social Media
Contract: AdventureSmart Social Media
Contract Number: CT000908
Contract dated: 1 June 2023

Variation

The Buyer and the Supplier are Parties to the Contract.
The Parties agree to vary the Contract. The scope of the Variation is set out in the attached Schedule of Changes.
Subject to the changes made by this Variation the terms and conditions of the Contract remain in effect.
Words used but not defined in this Variation have the same meaning as they do in the Contract.

Conflict of Interest Declaration

If the Supplier has an actual, potential or perceived conflict of interest during the term of the contract, the Supplier will notify the conflict to the Buyer and must not continue performing the services without the Buyers prior written approval.

Acceptance

Signed for and on behalf of the Buyer:

Signature

Name: DUNIAN FERNER
Position: SECRETARIAT DIRECTOR
Date: 10/6/24

Signed for and on behalf of the Supplier:

Signature

Name: Julia Martino
Position: Director
Date: 10/6/24

## Schedule of Changes

Effective Date: 1 July 2024

### Change to End Date

1. The End Date as stated in Schedule 1 is amended to 30 June 2025.

### Change to Price

- 5.1 The Charges stated in Schedule 1 are amended as follows:

Increase in monthly fees from \$600 to \$800.

- 5.2 The total Charges now due under the Contract are:

Total Charges in original contract	\$17,200.00
Additional Charges – Variation No. 1	\$9,600.00
Total cumulative Charges	\$26,800.00

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**Neha Pawar**

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**From:** Rebecca Bakker  
**Sent:** Friday, 21 June 2024 2:00 pm  
**To:** Ryan Rutledge  
**Subject:** RE: Important: LinkedIn Subscription Renewal

Great. I'm available anytime Tuesday morning (NZSTD).

Ngā mihi  
Rebecca

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**From:** Ryan Rutledge <sup>s 9(2)(a)</sup>  
**Sent:** Friday, June 21, 2024 1:49 PM  
**To:** Rebecca Bakker <R.Bakker@transport.govt.nz>  
**Subject:** Re: Important: LinkedIn Subscription Renewal

Id welcome the opportunity to share examples with you Rebecca.

When are you available? Ill provide a booking.

kr.

Ryan Rutledge  
Senior Account Director: Education, Healthcare, Government  
Aotearoa NZ  
LinkedIn

 [Book time to meet with me](#)

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**From:** Rebecca Bakker <[R.Bakker@transport.govt.nz](mailto:R.Bakker@transport.govt.nz)>  
**Date:** Friday, 21 June 2024 at 11:34 AM  
**To:** Ryan Rutledge <sup>s 9(2)(a)</sup>  
**Subject:** RE: Important: LinkedIn Subscription Renewal

I'm very open to hearing about their change in focus and how they're utilising the tool accordingly.

Ngā mihi  
Rebecca

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**From:** Ryan Rutledge <sup>s 9(2)(a)</sup>  
**Sent:** Friday, June 21, 2024 1:28 PM  
**To:** Rebecca Bakker <[R.Bakker@transport.govt.nz](mailto:R.Bakker@transport.govt.nz)>  
**Subject:** Re: Important: LinkedIn Subscription Renewal

With full acknowledgement Rebecca; though for the majority of our Federal partners this has resulted in a change of focus with the service, not a discontinuation.

I appreciate the feedback, which I will amend to your account. Welcome the opportunity to revisit a partnership in the event future conditions permit.

kr.

Ryan Rutledge  
Senior Account Director: Education, Healthcare, Government  
Aotearoa NZ  
LinkedIn

 [Book time to meet with me](#)

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**From:** Rebecca Bakker <[R.Bakker@transport.govt.nz](mailto:R.Bakker@transport.govt.nz)>  
**Date:** Friday, 21 June 2024 at 11:22 AM  
**To:** Ryan Rutledge <sup>s 9(2)(a)</sup>  
**Subject:** RE: Important: LinkedIn Subscription Renewal

Hi Ryan

You may be familiar with the recent change in NZ Government and priorities, resulting in jobs cuts across the public sector? This has impacted the recruitment scene in Wellington. We don't anticipate the same level of turnover and recruitment needs in the upcoming financial year.

I hope this helpful.

Ngā mihi  
Rebecca

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**From:** Ryan Rutledge <sup>s 9(2)(a)</sup>  
**Sent:** Friday, June 21, 2024 1:15 PM  
**To:** Rebecca Bakker <[R.Bakker@transport.govt.nz](mailto:R.Bakker@transport.govt.nz)>  
**Subject:** Re: Important: LinkedIn Subscription Renewal

Hi Rebecca,

My thanks for the notice - and yes confirming the jobs service expires next year (March, 2025)

I'll admit I'm surprised - this is with acknowledgment of what I read in your activity and outcomes with the recruiter service.

Is this a reaction to changes in your hiring expectations this year? or something we could resolve with better understanding of value.

Appreciate your feedback.

kr.

Ryan Rutledge  
Senior Account Director: Education, Healthcare, Government  
Aotearoa NZ  
LinkedIn



 Book time to meet with me

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**From:** Rebecca Bakker <[R.Bakker@transport.govt.nz](mailto:R.Bakker@transport.govt.nz)>  
**Date:** Thursday, 20 June 2024 at 7:44 AM  
**To:** Ryan Rutledge <s 9(2)(a)>  
**Subject:** RE: Important: LinkedIn Subscription Renewal

Kia ora Ryan

Nice to e-meet you. Thank for your email and the reminder that our Recruiter subscription ends next month.

After some discussion, we have decided not to renew our Recruiter subscription for now. Please feel free to stay in touch as we may pick it again up some stage.

I believe our job slots expire in 2025?

Going forward, you're most welcome to contact in the first instance.

Ngā mihi,

**Rebecca Bakker**

Senior Recruitment Adviser

Te Rōpū Pūmanawa Tangata | Human Resources

**Te Manatū Waka Ministry of Transport**

M: s 9(2)(a) | E: [r.bakker@transport.govt.nz](mailto:r.bakker@transport.govt.nz) | [transport.govt.nz](http://transport.govt.nz)



**TE MANATŪ WAKA**  
MINISTRY OF TRANSPORT

Hāpaitia ana ngā tinoanga o Aotearoa kia eke  
Enabling New Zealanders to flourish

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**From:** Ryan Rutledge <s 9(2)(a)>  
**Sent:** Wednesday, June 19, 2024 12:17 PM  
**To:** Suzanne Williams <[S.Williams@transport.govt.nz](mailto:S.Williams@transport.govt.nz)>  
**Cc:** Rebecca Bakker <[R.Bakker@transport.govt.nz](mailto:R.Bakker@transport.govt.nz)>  
**Subject:** Important: LinkedIn Subscription Renewal

Hi Suzanne, Rebecca.

I've had some difficulty reaching you regarding your LinkedIn Subscription - and upcoming renewal.

The renewal documents have been prepared; the document for completion can be found at the link here: [Ministry of Transport: Recruiter Subscription renewal](#)

If you do not require any additional information, the document can be signed via the link

Alternatively, If you have questions, please advise when we can meet for a review.

Kr


Ryan Rutledge

Senior Account Director: Education, Healthcare, Government

Aotearoa NZ



LinkedIn

 [Book time to meet with me](#)

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**MINISTRY OF TRANSPORT**

**Wellington (Head Office)** | Ground Floor, 3 Queens Wharf | PO Box 3175 | Wellington 6011 | NEW ZEALAND | Tel: +64 4 439 9000 |

**Auckland** | NZ Government Auckland Policy Office | Level 7, 167B Victoria Street West | PO Box 106238 | Auckland City | Auckland 1143 | NEW ZEALAND | Tel: +64 4 439 9000 |

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**Neha Pawar**

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**From:** Rebecca Bakker  
**Sent:** Thursday, 27 June 2024 9:18 am  
**To:** Ryan Rutledge  
**Cc:** Kitty McCool  
**Subject:** RE: LinkedIn: Opportunities in 2024/25

Mōrena Ryan

Great to meet you also.

Thanks for the below insights.

Ngā mihi  
Rebecca

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**From:** Ryan Rutledge s 9(2)(a)  
**Sent:** Tuesday, June 25, 2024 5:27 PM  
**To:** Rebecca Bakker <R.Bakker@transport.govt.nz>; Kitty McCool <K.McCool@transport.govt.nz>  
**Subject:** LinkedIn: Opportunities in 2024/25

Hi Rebecca, Kitty.

Great to meet you both today, though with full acknowledgment that the use cases I shared didn't resonate with you as they have in other Ministries / Departments im partnering with in New Zealand - So I wont persist here.

Now, as promised - I investigated your last 11-12 months of usage data; and it tells me a story of missed opportunity. *However* I believe we can *easily* address this in an on-going partnership.

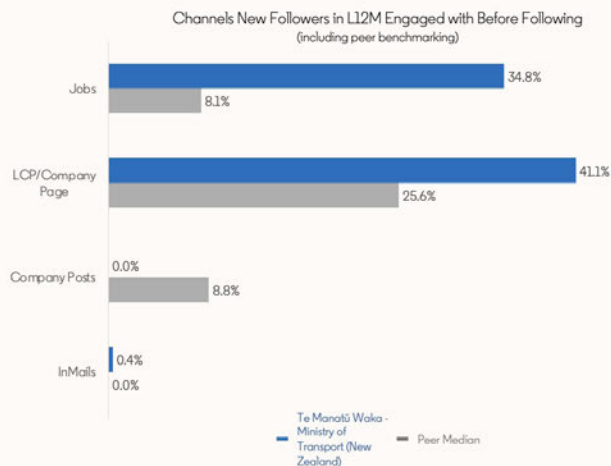
Ill let you be the judge of how convincing my argument is.

Why I think Recruiter is a *smart, and risk free* investment on-going:

1. Your successful use of the service in getting members to interview indicates there is value, *but* opportunities exist for our service to help you reach the *shortest pathway* to success:
  - a. Example; in the past year, only 14 of the Ministry's followers received an in-mail from you;
  - b. Creating saved searches for your followers, job viewers, members who are open to work - and directing your in-mails and jobs focus into these members, will significantly improve your likelihood of conversion
  - c. It's not a case of more work, it's creating *easier* work, backed by evidence (as per the below screenshot)

## Using your brand as a talent pipeline

Te Manatū Waka - Ministry of Transport (New Zealand) has gained 540 followers in the past 12 months



Total Number of Followers  
**4.8 K**

Your followers are  
**46.0%**  
more likely to accept an InMail

Followers who received an InMail L12M  
**14**



2. It's clear that LinkedIn jobs are a successful solution for you - in many cases over past 12 months, jobs have been viewed by the member before joining. This has occurred in **25 hires out of 51 hires total (49%) - and all of these have been senior IC or Manager level hires (\$\$\$ saving \$\$\$)**
3. However, your influenced hire rate is currently ~49%; which suggest that while you are effective at hiring people on LinkedIn, there is a larger group of our members that you hired (51%) who did not interact with your jobs - but many were engaged with you on LinkedIn.
  - a. We call these 'opportunity' hires - and judging by their behavior; they are not being influenced by your jobs.
  - b. The solution is to source them via recruiter - avoiding duplicate advertising costs (via other channels, or agency partners)
  - c. This is where we can make significant savings for the Ministry on-going; by replacing spend in alternatives - with more efficient options.

2.

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 [Book time to meet with me](#)

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