



An Roinn Gnóthaí Eachtracha agus Trádála
Department of Foreign Affairs and Trade

Mr. Martin Grant

23 October 2015

Our Ref: Fol/Req/15091

Dear Mr. Grant,

I refer to the request which you have made under the Freedom of Information Act 2014 for access to records held by this Department, as follows:

- A detailed breakdown on the amount of money the department has spent in 2011, 2012, 2013, 2014 and 2015 up until date of this request on 1. Advertising consultant fees, 2. Photography and video making fees, 3. PR consultant fees, 4. Advertising fees. Please state to whom monies were paid, the amount paid, and the source stream of the expenditure.

I refer also to the acknowledgement of your request which was sent to you on 8th October 2015.

From the financial management system of the Department I have identified one record that falls within the scope of your request which is listed in the schedule below and I have made a decision to grant it.

SCHEDULE OF RECORDS FROM 01/01/2011 to 01/10/2015		
Record no.	Description	Granted/Part-Granted/Refused
1	Breakdown of expenditure by DFAT on advertising consultant fees, photography and video making fees, PR consultant fees and advertising fees	Granted

For ease of reference the first part of the record shows relevant expenditure incurred in Ireland for Irish Aid and the second part lists expenditure for other Departmental divisions.

For the period referred to this Department has not incurred expenditure on external public relations services or public relations consultants.

In line with best practice in the procuring of public sector goods and services the placing of advertising in the print media by this Department is covered by a

contract administered by the Office of Government procurement. Advertising undertaken by this Department relates mainly to notification of changes to passport and consular fees, public office opening hours, and occasional notices concerning employment, grants, and other matters, including Irish Aid activities, which require communication to a national audience. The Department does not advertise using other media.

In 2011 this Department led a collaborative advertised tender process for the procurement of a multi-supplier competitive framework of photographic service providers. This is now available for use by all Government Departments. Details of the framework arrangements and the photographers used are posted on the National Procurement Service website: www.procurement.ie/suppliers/contracts/1298. The purpose of this framework is to ensure Departments' compliance with EU procurement rules and to ensure value for money by having a competitive process for photographic assignments.

Where possible the Department makes use of in-house resources for photography, including, for example, at the Irish-Africa Economic Forum in October 2014. Where it is warranted, in particular, for major events and State occasions the Department avails of the services of external photographic agencies. This is a service which the Department provides so that the media can easily and freely avail of photography where their own staff photographers cannot be fully accommodated. Many of the photographs are in the public domain as they were distributed through the news desks of various media companies and other photographs are publicly accessible on many of the Department's websites, through the Department's social media accounts and/or on other websites. Events over the period in question, such as the visit of Her Royal Majesty Queen Elizabeth II, the President of Mozambique, the visit of the Thai Royal Family and the Presidential Distinguished Service Awards resulted in positive coverage of Ireland.

Right of Appeal

Should you wish to appeal this decision, you may do so in writing to the Freedom of Information Unit, Department of Foreign Affairs and Trade, 76-78 Harcourt Street, Dublin 2 or by email to foi@dfat.ie. A fee applies for an appeal for access to non-personal information; the level of this fee has been set at €30. For methods of payment, please contact FOI Unit at foi@dfat.ie, or 01-4082857.

You should make your appeal within 4 weeks (20 working days) from the date of this notification. However, the making of a late appeal may be permitted in appropriate circumstances. The appeal will involve a complete reconsideration of the matter by a more senior member of the staff of this Department.

Yours sincerely



Frances Kiernan