

s9(2)(a)

[DPMC]

**From:** Andrew Campbell <s9(2)(a)>  
**Sent:** Monday, 20 August 2018 11:58 PM  
**To:** s9(2)(a) [Office of the Prime Minister]  
**Subject:** RE: information needed

Will brief you tomorrow

Sent with BlackBerry Work  
(www.blackberry.com)

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**From:** s9(2)(a) [Office of the Prime Minister]  
**Date:** Monday, 20 Aug 2018, 10:55 PM  
**To:** Andrew Campbell <s9(2)(a) [Office of the Prime Minister]>, Gay Cavill <s9(2)(a) [Office of the Hon  
s9(2)(a) [Office of the Prime Minister]  
**Subject:** RE: information needed

Thanks  
Andrew can you let us know the status of this? Ta

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**From:** Andrew Campbell s9(2)(a)  
**Date:** Monday, 20 Aug 2018, 10:36 PM  
**To:** Gay Cavill s9(2)(a) [Office of the Hon Clare], s9(2)(a) [Office of the Prime Minister]  
**Subject:** RE: information needed

Hi all

Can we please hold off on sending the media advisory on this until confirmed by me that it can go.

PR can go from Minister Curran

Andrew

**Andrew Campbell** | Chief Press Secretary  
Office of the Prime Minister of New Zealand  
s9(2)(a) | Email s9(2)(a)

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**From:** Gay Cavill  
**Sent:** Monday, 20 August 2018 1:16 PM  
**To:** s9(2)(a) [Office of the Prime Minister] Andrew  
Campbell s9(2)(a) [Office of the Prime Minister]  
**Subject:** RE: information needed

Ok so all good with the reworked runsheet – speeches are underway and bullet points will be available tomorrow.  
Also the Q&A, PR and bio.

s9(2)(a) [Office of the Prime Minister]

advice was to write the PR from Minister Curran but will that too now revert to the PM's name on the PR?

Also what do you want to do re the media advisory – will use put that out? And when?

Gay.

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**From:** Mike Jaspers

**Sent:** Monday, 20 August 2018 9:55 AM

**To:** Gay Cavill <s9(2)(a) [Office of the Hon >; s9(2)(a) [Office of the Prime Minister] Andrew Campbell  
s9(2)(a) [Office of the Prime Minister]

**Subject:** RE: information needed

My thoughts are:

s9(2)(g)(i)

CTO speaks

Then Clare should explain in more detail the digital strategy, and the CTO's role in this.

Then Q&A.

s9(2)(g)(i)

As for the advisory – I think the PMO team will put out a week ahead advisory today so maybe should reference it as a technology or digital announcement.

Thoughts others?

s9(2)(a)

s9(2)(a) | Chief Advisor, Strategic Communications

Office of the Prime Minister

M: s9(2)(a) | Email s9(2)(a)

Authorised by Jacinda Ardern MP, Parliament Buildings, Wellington

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**From:** Gay Cavill

**Sent:** Monday, 20 August 2018 8:20 AM

**To:** s9(2)(a) [Office of the Prime Minister] Andrew Campbell s9(2)(a) [Office of the Prime Minister]

**Subject:** information needed

Morning all,

Minister Curran wants to see a run sheet today (and so does the CTO designate) so I need some information from one or all of you asap please.

The current thinking is to have s9(2)(a) do a brief welcome, then the PM say a few words and then the Minister will talk and name and introduce the CTO who will be on the big screen behind them.

He will say a few words – 3 to 5 minutes – and then everyone will take questions from the media.

Tech Lab will record him and be able to supply the video to any media who want it.

We will also Facebook live.

Is this alright for you?

Also re the media advisory – do we both put on out? And what wording will be use. I don't want to give too much away but I do want media to be interested and turn up.

Can you let me know the answers please. s9(2)(g)(i)

Gay.

**Gay Cavill** s9(2)(a)

Press Secretary to Hon Clare Curran

Minister of Broadcasting, Communications and Digital Media

Minister for Government Digital Services

Associate Minister for ACC

Associate Minister of State Services (Open Government)

Proactively released by the Prime Minister