

20 FEB 2019

File Ref: OIA 38634

Tēnā koe

Official Information Act request

Thank you for your information request dated 30 Kohitātea 2019. You asked for the following information:

“Please provide the total amount of spending on advertising in the past five financial years, by year, including financial year 2018/19 to date.

For each year, please break this down into how much of each annual spend was used in each of the following categories:

- 1. Facebook and Facebook-owned properties (Instagram, WhatsApp)*
- 2. Social media influencers*
- 3. Other social media (e.g. Snapchat)*
- 4. Search engine marketing (broken down by which search engine was used e.g. Google, Bing, Yahoo! etc)*
- 5. Other online advertising*
- 6. Television*
- 7. Radio, including podcasts*
- 8. Outdoor (e.g. billboards, buses).”*

Your request has been considered in accordance with the Official Information Act 1982 (the Act).

Please see Appendix A (attached) for the total amount spent on advertising in the past five financial years. This information is broken down by year, including the 2018/19 financial year to date, by how much was spent on Facebook, radio and “other.” With the exception of Facebook, nothing was spent on any other form of social media advertising, search engine marketing, television, or outdoor advertisements.

The “other” category listed in Appendix A includes amounts spent on advertising that do not fit within categories that you have listed, such as posters, banners, videos and photography.

I trust my response satisfies your request.

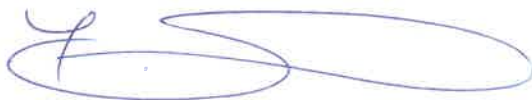


You have the right to seek an investigation and review by the Ombudsman of this response. Information about how to make a complaint is available at www.ombudsman.parliament.nz or freephone 0800 802 602.

Please note that Te Puni Kōkiri publishes some of its OIA responses on its website, after the response is sent to the requester. The responses published are those that are considered to have a high level of public interest. We will not publish your name, address or contact details.

If you wish to discuss any aspect of your request with us, including this decision, please feel free to contact Madeline Smith, Senior Ministerial Advisor, Ministerial and Business Support via smitm@tpk.govt.nz.

Ngā mihi

A handwritten signature in blue ink, appearing to be 'Fiona McBeath', written over a faint, light blue oval background.

Fiona McBeath
Manahautū Tuarua | Deputy Chief Executive – Organisational Support

Appendix A – OIA response to [REDACTED] dated 30 Kohitātea 2019

Total Advertising Costs	Financial Year 2014/15	Financial Year 2015/16	Financial Year 2016/17	Financial Year 2017/18	Financial YTD 2018/19
<i>Facebook</i>	\$0	\$0	\$60	\$1,426	\$426
<i>Radio</i>	\$54,376	\$13,276	\$56,055	\$13,460	\$9,472
<i>Other</i>	\$161,061	\$174,672	\$343,141	\$359,710	\$127,454
Total recorded spent on advertising	\$215,437	\$187,947	\$399,256	\$374,595	\$137,352

The table above only includes departmental expenditure on advertising over the past five financial years (including YTD 2018/19).

Please note that in the lead up to the 2017 general election and the 2018 Māori Electoral Roll option, Te Puni Kōkiri was involved in organising a campaign aimed at improving the rate of Māori involvement in the general election and their awareness of options around the Māori vs the general roll. These campaigns were funded via a non-departmental appropriation so are not included in the totals given above. However, the campaigns were overseen by Te Puni Kōkiri and involved the use of social media advertising and social media influencers. The total amounts spent, inclusive of social media advertising and influencers, was \$0.299 million in 2016/17, \$0.881 million in 2017/18, and \$0.191m in 2018/19.