

Reference: 20200184

9 July 2020

s9(2)(a)

Thank you for your Official Information Act request, received on 12 May 2020. You requested:

*Can you please provide monthly figures in a spreadsheet for the past financial years on:*

- 1. Your total advertising spend, including online advertising and media relations spend.*
- 2. Please include the proportion of your online advertising spend that goes on: Facebook, You Tube, Instagram, specific "influencers", SEO, online news sites, other sites.*
- 3. Please indicate the names of external consultants both nationally and internationally that were engaged including overall fees paid.*
- 4. Please indicate if this spend was general, or on specific campaigns.*
  
- 5. Please also indicate in writing, and attach relevant documents, if your agency implemented a policy change on online spending from 31 December, when the World Health Organisation (WHO) is told about the initial COVID cases.*
- 6. Please outline a separate COVID specific budget that was spent from 31 December 19 till 11 March 20, when the WHO declared an official pandemic. Please also provide a secondary overall budget of spending from 31 December till today 12 May 20, including the above requests regarding platforms used, external consultants engaged and department involved.*
- 7. For your most recent COVID campaign, where possible, please provide success measures or reports ie. click through or engagement data or briefings with this information contained.*

8. Please include the below departments in your figures:

*Ministry for Culture and Heritage*  
*Ministry of Defence*  
*Ministry for Pacific Peoples*  
*Ministry for Primary Industries\**  
*Ministry for the Environment*  
*Ministry of Foreign Affairs and Trade*  
*Ministry of Health\**  
*Ministry of Housing and Urban Development*  
*Ministry for Transport*  
*New Zealand Security Intelligence Service*  
*New Zealand Transport Agency*  
*Oranga Tamariki*  
*Serious Fraud Office*  
*Statistics New Zealand*  
*Tourism New Zealand*

Regarding your questions on online advertising spending, the Treasury does not run advertising campaigns, including on any online platforms, with the exception of recruitment advertising. Therefore the Treasury has not hired external consultants for this purpose.

Similarly, in regard to your questions on online spending as a result of COVID-19, the Treasury has run no campaigns on COVID-19 and has made no policy changes in regard to COVID-19 advertising.

Additionally, as stated in our reply on 8 June 2020, the Treasury does not hold information on the advertising and public relations expenditure of other government agencies. Therefore, I am refusing your request under 18(e) – the document alleged to contain the information requested does not exist or cannot be found

### **Information publicly available**

The following information is covered by your request and is publicly available on the Treasury website:

<b>Item</b>	<b>Date</b>	<b>Document Description</b>	<b>Website Address</b>
1.	14 March 2019	Total Amount of Spending on Advertising in the Past Five Financial Years	<a href="https://treasury.govt.nz/publications/oia-response/total-amount-spending-advertising-past-five-financial-years-oia-20190032">https://treasury.govt.nz/publications/oia-response/total-amount-spending-advertising-past-five-financial-years-oia-20190032</a>
2.	29 August 2019	Advertising Spend for Past Five Years	<a href="https://treasury.govt.nz/publications/oia-response/advertising-spend-past-five-years-oia-20190517">https://treasury.govt.nz/publications/oia-response/advertising-spend-past-five-years-oia-20190517</a>

Accordingly, I have refused your request for the documents listed in the above table under section 18(d) of the Official Information Act – the information requested is or will soon be publicly available.

This reply addresses the information you requested. You have the right to ask the Ombudsman to investigate and review my decision.

Please note that this letter (with your personal details removed) and enclosed documents may be published on the Treasury website.

Yours sincerely

Jacqui Bridges  
**Manager, Communications and Engagement**