

s 9(2)(a)

Journalist, Fairfax Media

s 9(2)(a)@fairfaxmedia.co.nz

Dear s 9(2)(a)

Thank you for your email of 30 January 2019 requesting the following under the Official Information Act 1982 (the Act):

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)

We have considered your request for the answers to your query to be provided by way of the questionnaire form you linked. However, we are providing the below table with the information requested as using the questionnaire would impair efficient administration under section 16(2)(a) of the Act.

Any empty cells in the below table have no recorded expenditure for that year and category.

	14/15	15/16	16/17	17/18	18/19
Facebook and Facebook-owned properties (Instagram, WhatsApp)			57.10	5232.83	\$22,581.48
Social media influencers					
Other social media (e.g. Snapchat)					\$64.52 – LinkedIn
Search engine marketing (broken down by which search engine was used e.g. Google, Bing, Yahoo! etc)					\$406.35 - Zero Carbon google ads



	14/15	15/16	16/17	17/18	18/19
Other online advertising			4,927.00 - Digital advertising costs for Green Ribbon Awards* 4,899.00 - Environment reporting digital adverts		\$180 – Zero Carbon
Television					
Radio, including podcasts					
Outdoor (e.g. billboards, buses)					

*Green Ribbon Awards are a combined effort between Ministry for the Environment and Department of Conservation. The amount shown is the Ministry for the Environment's contribution.

Our spending on Facebook and other digital advertising has been to:

- ensure widespread public awareness of and involvement in Government consultation processes such as the Zero Carbon Bill and the Bill to ban single use plastic shopping bags,
- support a Waste Free Summer campaign, designed to help New Zealanders reduce their waste
- provide New Zealanders with ongoing information on topics such as climate change, water quality and waste – all of which feature highly in the issues they care about.

Independent research shows that social media channels (and Facebook in particular) are the way New Zealanders want to receive this type of information.

You have the right to seek an investigation and review by the Ombudsman of my decision on this request, in accordance with section 28(3) of the Act. The relevant details can be found at: www.ombudsman.parliament.nz.

If you have any queries, please feel free to contact our Executive Relations team.

Sincerely

Vicki Connor
Director - Communications, Partnerships and Engagement