



03 April 2024



Ref: OIA-2021/22-0377

Dear 

**Official Information Act request relating to total spent on media for COVID-19 Response**

Thank you for your Official Information Act 1982 (the Act) request received on 4 October 2021. You requested:

*“the total media spent on the various Covid-19 campaigns from March 2020 through to September 2021. I would like it broken down by medium – digital, print, television, radio. And by platform – by the specific businesses that received that spend.”*

On 24 February 2022 we responded to your request and refused the part of your request where you asked for a breakdown by advertising medium and platform under section 18(g) of the Act, as the information you requested is not held by the Department of the Prime Minister and Cabinet (DPMC). This is because DPMC does not place requests with media outlets directly, therefore media costs are not broken down by individual media outlets in DPMC’s financial system.

You made a complaint about DPMC’s decision to refuse this part of your request under section 18(g) of the Act to the Office of the Ombudsman.

As previously explained, DPMC does not hold the information requested as it purchases media buying services from OMD, the company that was contracted to manage the media buying of DPMC’s Unite Against COVID-19 and Vaccine advertising campaigns.

DPMC has previously released information on the total amounts paid to OMD, by campaign and by year. For your convenience, this is provided below:

*DPMC expenditure for media placement services commissioned from OMD*

Year	UAC \$m	Vaccines \$m
1 July 2019 – 30 June 2020	16.728	0
1 July 2020 – 30 June 2021	12.975	6.058
1 July 2021 – 30 June 2022	28.364	34.075
1 July 2022 – 30 June 2023	4.588	0

We have now made the decision to request, collect, and release additional information after consultation with OMD. Thank you for your patience as we coordinated this information relating to a breakdown by advertising medium – digital, print, television, radio. OMD has not provided information by media platform, such as the specific businesses that received that spend.

The breakdown by advertising medium is provided in terms of percentage of total media expenditure by OMD. Due to commercial sensitivity, OMD has not provided this information in dollar terms, although it will assist in understanding the mix and relative weighting of medium over the course of each campaign.

### **Information being released**

The **attached** document is for COVID-19 all of government advertising campaigns managed by DPMC between 2019/20 and 2022/23. There are two views provided for each campaign; the first is the proportion of DPMC expenditure by medium, and the second is the proportion by placement which reflects the inclusion of digital media resulting from participation in the Google Global COVID-19 Global Support fund, not represented in DPMC expenditure.

Table 1 shows the Unite Against COVID-19 campaign proportion of advertising expenditure by medium for DPMC.

Table 2 shows the Unite Against COVID-19 campaign proportion of advertising placement by medium for DPMC.

Table 3 shows the Vaccine campaign proportion of advertising expenditure by medium for DPMC.

Table 4 shows the Vaccine campaign proportion of advertising placement by medium for DPMC.

You have the right to ask the Ombudsman to investigate and review my decision under section 28(3) of the Act.

This response will be published on DPMC's website during our regular publication cycle. Typically, information is released monthly, or as otherwise determined. Your personal information including name and contact details will be removed for publication.

Yours sincerely



Clare Ward  
**Executive Director**  
**Strategy, Governance and Engagement.**