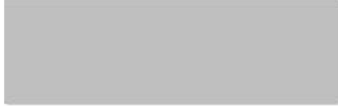




13 March 2019



Reference: OIA-2018/19-0402

Dear 

Official Information Act request relating to the amount spent per financial year on advertising by DPMC

Thank you for your Official Information Act 1982 (the Act) request received on 30 January 2019. You requested:

"...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) ..."*

Please see the below table which notes the total amount spent by the Department of the Prime Minister and Cabinet (DPMC) in the past five financial years on advertising, including the current financial year, up to the date of your request. The expenditure below excludes legally required public notices.

Financial Year	Cost
2018/19	\$0.425m
2017/18	\$1.751m
2016/17	\$2.266m
2015/16	\$1.057m
2014/15	\$999k



Please note that the increase in 2016/17 was due to the tsunami and earthquake preparedness public awareness campaigns developed by the Ministry of Civil Defence & Emergency Management immediately after the 14 November 2016 earthquake and tsunami event. The cost of these public awareness campaigns was \$1.24 million.

Please refer to **Attachment A** for a breakdown of advertising campaigns for each financial year requested. Further information relating to advertising can be found in the select committee publications on the Parliament website: <https://www.parliament.nz/en/pb/sc/>

With reference to your request "...for each year, please break this down into how much of each annual spend was used in each of the following categories...", that information is not held in a form that is readily available or extractable. It requires a manual review of receipts and transactions, and would involve assessment of each transaction to determine which of the eight categories the transaction best fits into. Accordingly, I have refused your request for the sought after information under section 18(f) of the Act, as it will require substantial research and collation.

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

Finally, for your information, this letter 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

Attachment A

2017/18

Campaign	Type of advertising	Cost
E-bulletin	Electronic newsletter to stakeholders	\$1,642
Emergency Media & Public Affairs (EMPA) Awards	Event sponsorship	\$1,843
What's the Plan, Stan	Public education / advertising	\$6,827
Emergency management webinar	Materials and webinar design	\$8,000
National Security Workforce expo	Exhibition promotional materials	\$14,863
Get Ready Week	Public education / advertising	\$21,933
Ministry of Foreign Affairs (MFAT) partnership programme for disaster risk management for pacific island countries	Campaign material and community information	\$22,583
Culturally And Linguistically Diverse communities	Public education	\$51,335
Get Ready Get Thru – Happens campaign	Public education / advertising	\$78,420
ShakeOut national earthquake drill	Public education / advertising	\$107,190
Tsunami and earthquake safety campaign	Public education / advertising	\$427,815
Emergency Mobile Alerting awareness and launch	Public education / advertising	\$1,008,646

2016/17

Campaign	Type of advertising	Cost
Tsunami and earthquake safety campaign	Public education / advertising	\$1,238,454
Get Ready Get Thru – Happens campaign	Public education / advertising	\$399,779
What's the Plan, Stan	Public education / advertising	\$89,704
Ministry of Civil Defence & Emergency Management (MCDEM) Community Information Systems	Strengthening civil defence public information management systems	\$28,330
MCDEM's Impact magazine	Publication design and production	\$6,031
MFAT partnership programme for disaster risk management for pacific island countries	Campaign material and community information	\$56,439
Connect Smart	Campaign material, event and website	\$271,146
National Exercise Programme	Public education / advertising	\$2,000
Future Christchurch Update	Public education / advertising	\$160,550
Waimakariri Residential Red Zone Recovery Plan	Public notice, design work, display advertisements, printing, Te Reo translation, Facebook	\$12,075
SCIRT – final project	Film clip	\$1,475

2015/16

Campaign	Type of advertising	Cost
Civil Defence National Campaign	Advertising - production	\$25,820
Connect Smart	Advertising (production), event and website	\$113,968
Cyber Security Strategy	Event	\$75,622
Cyber Security Summit 2016	Event	\$145,238
Future CHCH	Promotional document	\$71,918
Get Ready Get Thru	Advertising	\$123,340
Greater Christchurch Group	Advertising - Trademe	\$3,316
Low Income Community Comms	Advertising - production	\$40,000
MFAT Programme	advertising - product	\$54,009
MFAT Programme	Advertising - TV	\$5,000
National Exercise Programme	Brochure	\$3,315
Public Information Campaign	Website	\$64,973
Shakeout	Advertising	\$327,348
Shakeout	Website	\$110
Social Recovery Lessons & Legacy	Advertising - production	\$2,750

2014/15

Breakdown table not provided in 2014/2015 in the select committee publication, and is not able to be provided from our records.