



5 September 2022

[Redacted]  
[Redacted]

Reference: OIA-2022/23-0031

Dear [Redacted]

**Official Information Act request for social and traditional media budgets**

Thank you for your Official Information Act 1982 (the Act) request received on 15 August 2022. You requested:

*“As part of my doctoral research, I would like to request access to official data on social media and traditional media (TV, Radio, Billboards ..etc) budgets in 2021 for the following institutions: New Zealand Transport Authority (NZTA), Health Ministry, Police and Civil Defense.*

*I would like to get the budget breakdown that is connected to the use of social media in those public institutions: including the cost of tools, advertising, wages in 2021 alongside the breakdown of spending on traditional media (Radio, TV, Billboards ..etc) in the same year for the same organizations.*

*The data is going to be used to answer my research question about cost efficiency of using social media versus traditional media. This would contribute to the overall research question for my doctoral research on how to create and foster public value through social media in New Zealand.*

*The data will be used for my doctoral research, which is in the form of a monograph and will be published by the end of 2023.”*

Please note that the National Emergency Management Agency, (NEMA), the Government lead for emergency management, is a departmental agency of the Department of the Prime Minister and Cabinet (the Department).

On 19 August 2022, you clarified that the time period ‘2021’ referred to the financial year ‘2021/2022’.

On 19 August 2022, I further advised you that the Department does not hold *official data on social media and traditional media (TV, Radio, Billboards ..etc) budgets in 2021 for the following institutions: New Zealand Transport Authority (NZTA), Health Ministry and Police*, and subsequently transferred that part of your request to those respective agencies.

The expenditure for advertising in the 2021/22 financial year (1 July – 30 June 2022), broken down by campaign, is set out in the table below.

<b>New Zealand ShakeOut</b>	
Social media	\$28,627.75
Radio	\$30,168.46
Other	\$96,852.79
<b>Emergency Mobile Alert</b>	
Social Media	\$13,937.50
Radio	\$36,237.50
TV	\$73,545.40
Online video	\$10,500
Other	\$67,850.85
<b>Flooding</b>	
Social	\$13,500
Radio	\$55,750
Online video	\$12,000
Online banners	\$19,650
Other	\$3,725
<b>Tsunami – Own Your Zone</b>	
Social	\$16,875
Radio	\$100,350
Online banners	\$12,000
Other	35,359.21
<b>Tsunami – Long or Strong, Get Gone</b>	
Total (detail not available)	\$149,779.06
<b>Instagram Launch</b>	
Total (detail not available)	\$6,000
<b>Emergency preparedness Campaign</b>	
Social	\$0 (no media spend yet)
Other	\$310,546

<b>COVID19 - Vaccine Support</b>	
Social	\$9,000
Online Video	\$12,000
Online banners	\$7,200
Outdoor ads	\$31,220
Other	\$5,215
<b>COVID19 – Self Isolation</b>	
Social	\$57,375
Online video	\$20,400
Online banners	\$14,400
Other	\$5,215

The Department's financial information is located within the publicly available Annual Review. Although out of scope of your clarified requested, the 2020/2021 Annual Review is located on the Parliament website:

[https://www.parliament.nz/resource/en-NZ/53SCGA\\_EVI\\_116496\\_GA20956/c9f1b748eb0455204ffce5c31d948dbe6eeab76](https://www.parliament.nz/resource/en-NZ/53SCGA_EVI_116496_GA20956/c9f1b748eb0455204ffce5c31d948dbe6eeab76)

The 2021/2022 Annual Review will also be published, in due course, on the Parliament website: <https://www.parliament.nz/en/pb/sc/>

Information for the first nine months of the 2021/22 year is also available in the Examination of the Estimates for Vote Prime Minister and Cabinet on the Parliament website:

[https://www.parliament.nz/resource/en-NZ/53SCGA\\_EVI\\_123911\\_GA21397/4f0fddd91845eed84f3a2faad3029c700ed05188](https://www.parliament.nz/resource/en-NZ/53SCGA_EVI_123911_GA21397/4f0fddd91845eed84f3a2faad3029c700ed05188)

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

This response may be published on the Department of the Prime Minister and Cabinet'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



Dave Gawn  
**Chief Executive**  
**National Emergency Management Agency**