



29 September 2022



Ref: OIA-2022/23-0126

Dear 

**Official Information Act request relating to Government spending on radio TV campaigns and spending on the COVID-19 campaign**

Thank you for your Official Information Act 1982 (the Act) request, partially transferred from the Department of Internal Affairs to the Department of the Prime Minister and Cabinet (DPMC) and received on 8 September 2022. You requested:

- 8. How much has the NZ government spent on radio TV campaigns inclusive of all media web sites etc*
- 9. How much has been spent with the NZ Herald on covid campaigns and all form of advertising or paid for articles*

**Response to your request**

The extensive public information campaigns have supported New Zealanders throughout the pandemic response. They have driven support for public health measures. We have interpreted your request to be for the advertising component of the campaign.

In response to request 8, the advertising component of the total expenditure on the Unite Against COVID-19 (UAC) Campaign, and Vaccine Campaign from April 2020 to 31 August 2022 was \$116,603,499. This comprised the following:

- Unite Against COVID-19 advertising \$71,576,396 (from April 2020 to 31 August 2022)
- Vaccine advertising \$45,027,103 (from March 2021 to 30 June 2022) – DPMC no longer has responsibility for the vaccine campaign from 1 July 2022 and it is now administered by the Ministry of Health.

With regards to request 9, all DPMC's media placement is placed with a contracted media agency, instead of with media outlets directly, so media costs are not broken down by individual media outlets in the DPMC's financial system. We are therefore refusing this part of your request under section 18(g) of the Act, as the information is not held by DPMC, and we do not believe that it is held by another public sector agency.

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 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

Ruth Fairhall  
**Deputy Chief Executive  
COVID-19 Response**