

29 AUG 2019



Response to your request for official information

I refer to your email of 1 August 2019 requesting the following information under the Official Information Act 1982 (the Act):

"Can you please provide monthly figures in a spreadsheet each year for the past five years on:

- 1. your total advertising spend*
- 2. online advertising spend*
- 3. the proportion of your online advertising spend that goes on: Facebook, YouTube, Instagram, specific "influencers", SEO, online news sites, other sites.*
- 4. please indicate if this spend was general, or on specific campaigns*
- 5. for your most recent campaign, where possible, please provide success measures or reports ie. click through or engagement data or briefings with this information contained*
- 6. Please also indicate in writing, and attach relevant documents, if your agency implemented a policy change on online spending post the March mosque attacks and/or the Christchurch Call"*

Information in response to your part one of your request is outlined in the table below:

Table 1: Total advertising spend in the last five years

Year	2014/15	2015/16	2016/17	2017/18	2018/19
\$	373,922	316,050	491,594	380,650	352,988

The Ministry did not spend any amount on online advertising in the last five years. Parts two to five of your request is refused pursuant to section 18(g) of the Act as the information requested is not held by the Ministry.

Part six of your request is refused pursuant to section 18(e) of the Act, as the information requested does not exist. The Ministry did not implement any policy changes in advertising spending after the Christchurch mosques attack.

It should be noted that a number of the Ministry's published health advertisements are conducted by the Health Promotion Agency (HPA) who provide the Ministry with services under contract. You may wish to direct your query to the HPA.

I trust this information fulfils your request. You have the right to ask the Ombudsman to review any decisions made under this request.

Yours sincerely



Sue Gordon
Deputy Director-General
Corporate Service