



3 November 2022

[REDACTED]
[REDACTED]
[REDACTED]

Ref: OIA-2022/23-0213

Dear [REDACTED]

Official Information Act request about the spent on social media advertising, staff, and contractors/consultants

Thank you for your Official Information Act 1982 (the Act) request received on 6 October 2022.

You have requested:

“Under the Official Information Act 1982, I request the information in relation to the following questions for both the Department of Prime Minister and Cabinet, and for the National Emergency Management Agency, with each of the questions answered separately for each of the organisations:

- 1. How much did your organisation spend on social media advertising in total between 1 July 2021 and 30 June 2022, and how does this compare to the previous five years?*
- 2. How much did your organisation spend on staff in total between 1 July 2021 and 30 June 2022, and how does this compare to the previous five years?*
- 3. How much did your organisation spend on contractors/consultants in total between 1 July 2021 and 30 June 2022?*

Note: Questions regarding total spending on social media advertising and total spending on staff are not covered in annual reviews whatsoever. As for the question regarding total spending on consultants, the latest annual review process covers the financial year from July 2020 to June 2021. The information is therefore not currently publicly accessible.”

Media costs are not broken down by medium in the Department of the Prime Minister and Cabinet's (DPMC) financial system as DPMC does not place requests with media outlets directly.

Accordingly, I am refusing your request for social media advertising spend for DPMC under section 18(g) of the Act, as the information requested is not held and DPMC does not believe it is held by another agency.

The National Emergency Management Agency (NEMA) is a departmental agency hosted by DPMC. NEMA does hold information in respect to the social media advertising component of its advertising campaigns. NEMA's expenditure for social media advertising in the 2021/22 financial year (1 July 2021 to 30 June 2022), broken down by campaign, is set out in the table below:

New Zealand ShakeOut	
Social Media	\$28,627.75
Emergency Mobile Alert	
Social Media	\$13,937.50
Flooding	
Social Media	\$13,500
Tsunami – Own Your Zone	
Social Media	\$16,875
COVID19 - Vaccine Support	
Social Media	\$9,000
COVID19 – Self Isolation	
Social Media	\$57,375

Information about DPMC's advertising spend as a whole has been provided, broken down to the extent it is available, in our responses to the Annual Reviews, which are publicly available on Parliament's website.

DPMC's 2020/21 Annual Review contains the spend on advertising, public relations campaigns or publications in 2020/21, and the previous four financial years for DPMC and NEMA. A further breakdown is set out in Appendix 2. The Governance and Administration Committee Examination of the Estimates for 1 July 2021 to 31 March 2022 is also publicly available on Parliament's website.

For completeness, I am also providing you with DPMC's 2019/20 Annual Review, which contains the spend on advertising, public relations campaigns, or publications in 2019/20, and the previous four financial years for DPMC and NEMA.

I can also advise that the information you have requested in parts 2 and 3 of your official information request is publicly available on the DPMC and Public Service Commission (PSC) websites:

Item	Date	Document Title	Website Address
1.	16 Feb 2022	2020/21 Annual review of the Department of the Prime Minister and Cabinet – DPMC and NEMA (Responses to written questions 1 – 168)	https://www.parliament.nz/resource/en-NZ/53SCGA_EVI_116496_GA20956/c9f1b748eb0455204ffce5c31d948dbe6eeab76
2.	16 Feb 2022	Department of the Prime Minister and Cabinet and National Emergency Management Agency Annual Review 2020/21 – Responses to the pre-hearing questions - Appendices	https://www.parliament.nz/resource/en-NZ/53SCGA_EVI_116496_GA20955/51290689bb65a988b8c21f8dc7901696dae9f0c1
3.	24 Jun 2021	2021/22 Estimates for Vote Prime Minister and Cabinet – Vote Prime Minister and Cabinet (Responses to Estimates Questions 1 – 230)	https://www.parliament.nz/resource/en-NZ/53SCGA_EVI_111458_GA1031/d4266ca10f997a9e9ddf7301791d42acf0939e11
4.	16 Mar 2021	2019/20 Annual review of the Department of the Prime Minister and Cabinet – DPMC and NEMA (Responses to written questions 1 – 150)	https://www.parliament.nz/resource/en-NZ/53SCGA_EVI_104457_GA370/8520500f20fa3a9bf2d689a0c6789e530387363e
5.	17 Oct 2022	Annual Report 2022	www.dPMC.govt.nz/publications/annual-report-2022
6.	20 Oct 2022	Public Service Commission – Workforce Data – Workforce size	https://www.publicservice.govt.nz/research-and-data/workforce-data-public-sector-composition/workforce-data-workforce-size/#contractor-and-consultant-expenditure

As such, I am refusing parts 2 and 3 of your request under section 18(d) of the Act as the information you have requested is publicly available.

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 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