



16 December 2022



Ref: OIA-2022/23-0367

Dear 

Official Information Act request relating to spending on COVID-19 advertising and the vaccine roll out

Thank you for your Official Information Act 1982 (the Act) request received on 25 November 2022. You requested:

This is a request for Official Information under the Official Information Act 1982 in relation to recent covid costs

We request the following information:

- 1. How much money has been spent on COVID-19 advertising between 1 June – 23 November 2022?*
- 2. How much money has been spent on the vaccine roll out between 1 June – 23 November 2022? “*

We have interpreted your second question to be for the amount of money spent on the COVID-19 vaccine advertising campaign.

The Department of the Prime Minister and Cabinet's (DPMC) 1 June – 23 November 2022 monthly advertising spend for the Unite Against COVID-19 (UAC) campaign and COVID-19 vaccine campaign (which transferred to Te Whatu Ora on 1 July 2022), as at 9 December 2022, is as follows:

- June: \$ 4,594,363 (UAC and vaccine)
- July: \$ 1,412,271 (UAC only)
- August: \$ 2,428,789 (UAC only)
- September: \$ 195,597 (UAC only)
- October: \$ 853,852 (UAC only)
- November: \$ 555,239 (UAC only)

The responsibility for communication, advertising, and promotion relating to COVID-19 vaccination transitioned from DPMC to the National Immunisation Programme in Te Whatu Ora on 1 July 2022 and the remaining communication, advertising, and promotion relating to the Unite Against COVID-19 campaign transitioned from DPMC to Te Whatu Ora on 16 November 2022.

Te Whatu Ora advised that its 2022 COVID-19 monthly advertising spend for the National Immunisation Programme, which includes the COVID-19 Vaccine Campaign, as at 9 December 2022, is as follows:

- June: \$ 50,000
- July: \$ 303,591
- August: \$ 1,236,389

- September: \$ 1,624,502
- October: \$ 20,626
- November: \$ 48,654

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

This response 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



~~Katrina Casey~~
Deputy Chief Executive
Covid-19 Group