



2 February 2023

[REDACTED]  
[REDACTED]

Ref: OIA-2022/23-0434

Dear [REDACTED]

**Official Information Act request relating to advertising costs for the Covid-19 vaccine boosters and flu vaccinations for 2022**

Thank you for your Official Information Act 1982 (the Act) request of 15 December 2022.

You have requested:

- *“Please state costs for advertising Covid-19 ‘vaccine boosters’ for the year 2022.*
- *Please state costs for advertising the flu jab for the year 2022.”*

As you are aware, the second part of your request, for *costs for advertising the flu jab*, was transferred in full to Te Whatu Ora (TWO) for response on 22 December 2022.

The Department of the Prime Minister and Cabinet (DPMC) is only responding to the first part of your request, for *costs for advertising Covid-19 ‘vaccine boosters’*.

With regards to part one of your request, DPMC has taken it to refer to the 2022 calendar year advertising costs for the COVID-19 Vaccine Campaign, led by DPMC, and the National Immunisation Programme (NIP) led by the Ministry of Health (MOH). Please note that from 1 July 2022, the responsibility for the COVID-19 Vaccine Campaign and NIP transitioned from DPMC and MOH to TWO.

This interpretation is taken because DPMC is unable to separate out the specific costs associated with vaccine boosters. The inter-connected nature of the COVID-19 Vaccine Campaign means that DPMC does not record information in a format that would allow us to provide you with the information in the format you have requested. Your request as it currently stands would be refused in full under section 18(g)(i) of the OIA as the *costs for advertising COVID-19 ‘vaccine boosters’* is not held by DPMC, and there are no grounds for believing that the information is held by another department.

I can confirm, however, that the advertising spend for the COVID-19 Vaccine Campaign listed below includes the spend for “vaccine boosters” as per your request.

The total amount spent on advertising for the DPMC COVID-19 Vaccine Campaign, and the NIP COVID-19 Vaccine Campaign between 1 January and 30 November 2022 (inclusive) is set out in the table in the following page. Please note that the spend for December 2022 is yet to be finalised.

<b>Total amount spent on advertising for the COVID-19 Vaccine Campaigns between 1 January and 30 November 2022</b>			
<b>Month</b>	<b>DPMC Spend (\$)</b>	<b>MOH/TWO Spend (\$)</b>	<b>Total (\$)</b>
<b>January</b>	4,139,287	0	4,139,287
<b>February</b>	2,482,961	293,692	2,776,653
<b>March</b>	2,818,217	59,068	2,877,285
<b>April</b>	2,629,146	25,000	2,654,146
<b>May</b>	2,764,779	353,506	3,118,285
<b>June</b>	2,282,742	50,000	2,332,742
<b>July</b>	0	303,591	303,591
<b>August</b>	0	1,236,389	1,236,389
<b>September</b>	0	1,624,502	1,624,502
<b>October</b>	0	20,626	20,626
<b>November</b>	0	48,654	48,654
<b>Total</b>	<b>17,117,132</b>	<b>4,015,028</b>	<b>21,132,160</b>

The extensive public information campaign to support New Zealand's fight against COVID-19 – including the highly transmissible Omicron variant – has been a critical part of supporting and informing New Zealanders throughout the pandemic. The campaign is targeted to reach all people in New Zealand, communicating vital information as well as encouraging key public health behaviours regarding vaccinations for COVID-19.

This has included a comprehensive, multifaceted campaign to support the COVID-19 Vaccine rollout, ensuring communities across Aotearoa were well informed about the vaccine and motivated to protect themselves, their whānau, and community.

I trust the information provided is of assistance. 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



**Katrina Casey**  
**Deputy Chief Executive, COVID-19 Group**