



16 February 2023

[REDACTED]  
[REDACTED]  
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[REDACTED]

Ref: OIA-2022/23-0575

Dear [REDACTED]

**Official Information Act request for DPMC's Advertising Spend from 1 April 2020 to 30 November 2022**

Thank you for your Official Information Act 1982 (OIA) request of 13 February 2023.

You have requested:

*"Please provide me with the total amount of money the DPMC spent on advertising, publicity and other material in the newspaper, the Golden Bay Weekly (GB Weekly, trading as Mohua Media Ltd), between 1st April 2020 and 30th November 2022."*

The Department of the Prime Minister and Cabinet (DPMC) does not place advertising requests with media outlets directly, and advertising costs are not broken down by individual media outlets in the DPMC financial system. Therefore, DPMC is unable to provide you with the total amount of advertising spend for any particular media outlet.

Accordingly, I am refusing your request to have this information broken down by medium under section 18(g) of the OIA, as this information is not held by DPMC, and I do not believe that it is held by another public sector agency.

I can advise, however, that DPMC's advertising spend is reported in its Annual Review each financial year, and this is published on Parliament's website.

The information you have requested is publicly available, and can be accessed via the following links:

Item	Document Description	Website Address
1.	2019/20 Annual Review of DPMC	<a href="https://www.parliament.nz/en/pb/sc/submissions-and-advice/all?custom=FINS_104457">https://www.parliament.nz/en/pb/sc/submissions-and-advice/all?custom=FINS_104457</a>
2.	2020/21 Annual Review of DPMC	<a href="https://www.parliament.nz/en/pb/sc/submissions-and-advice/all?custom=FINS_116496">https://www.parliament.nz/en/pb/sc/submissions-and-advice/all?custom=FINS_116496</a>
3.	2021/22 Annual Review of DPMC	<a href="https://www.parliament.nz/en/pb/sc/submissions-and-advice/all?custom=FINS_130099">https://www.parliament.nz/en/pb/sc/submissions-and-advice/all?custom=FINS_130099</a>

I further advise that the documents relating to the 2021/22 Annual Review of DPMC will soon be publicly available.

I trust the information provided is of assistance. You have the right to ask the Office of the Ombudsman to investigate and review my decision under section 28(3) of the OIA.

This response may be published on the Department of the Prime Minister and Cabinet'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**