



2 December 2025

Ref: OIA-2025/26-0372

Tēnā koe [REDACTED],

Official Information Act request relating to Media agencies contracted to work on COVID-19 public information campaigns

Thank you for your Official Information Act 1982 (the Act) request, which was received by the Department of the Prime Minister and Cabinet (DPMC) on 29 November 2025. You requested:

"Within report, there is the reference

"Regarding the part of your request for a breakdown of advertising expenditure by medium, because all media placement is via a contracted media agency, and DPMC does not place requests with media outlets directly, media costs are not broken down by individual media outlets in the DPMC financial system."

Please produce which agencies were "the contracted agency" to deploy the capital referenced in the report and, what Capital values were issued to them, to deploy.

<https://www.dPMC.govt.nz/sites/default/files/2022-05/dPMC-roia-oia-2021-22-0735-costs-of-covid-19-public-information-campaigns.PDF>."

Information publicly available

We have interpreted your request to be for the names of the agencies contracted by DPMC for the Unite Against COVID-19 Campaign and the Vaccine Campaign, as well as for how much funding was paid to each of these agencies between 1 March 2020 and 31 December 2021. This information is publicly available on Parliament's website as part of the DPMC 2022/23 Annual Review (see pages 51-52):

- https://www3.parliament.nz/resource/en-NZ/54SCGOA_EVI_fd4648a6-8f33-47f5-4539-08dbfce8a371_GOA1052/259cbc95fd5596b1a1c274a8d277a2d5119d4d06

Accordingly, I have refused your request under section 18(d) of the Act as the information 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 will 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.

Nāku noa, nā

Jenna Hansen
Manager, Accountability and Ministerial Services