



10 December 2025

Ref: OIA-2025/26-0388

Tēnā koe [REDACTED],

### Official Information Act request relating to Google Advertising by political parties

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 8 December 2025. You requested:

*"I would like to know the following information for each of the ads for any of the three political parties in government (i.e. New Zealand National Party, Act New Zealand, New Zealand First) between 1 January 2025 and 31 December 2025. Looking at the thumbnails of the Ads that I can see, there are a number of Ads that are substantially similar in nature. To reduce the size of the output, I would like information on them grouped based on either the thumbnail (if available), or by a short description of the Ad:*

- 1. The political party that paid for the Ad.*
- 2. The Ad thumbnail. Where this is not available, the first frame of the video that contains any video footage (i.e. not composed entirely of illustrations). Where \*that\* is not available, a short description of the Ad that uniquely identifies it.*
- 3. A one-sentence summary of the Ad. Feel free to increase the length of this summary when one sentence is not sufficient to capture the nature of the Ad.*
- 4. The amount of money spent on the Ad across all platforms. If this is not available, then please provide the amount of money spent on the Ad for Google Ads.*
- 5. The number of times the Ad was shown across all platforms. If this is not available, then please provide the number of times the Ad was shown on Google Ads.*
- 6. The duration (start - end) when the Ad was shown across all platforms.*
- 7. The number of times the Ad was shown across all platforms. If this is not available, then please provide the number of times the Ad was shown on Google Ads.*
- 8. The general purpose of the Ad, as per the Government Advertising Guidelines (e.g. Policy, Product, Service, Activity, Rights, Entitlement, Responsibilities, Other - specified).*
- 9. Whether the Ad was removed from any platform for a policy violation."*

The information you have requested is not held by DPMC and political parties are not subject to the Act. Accordingly, I am unable to transfer your request to the New Zealand National Party, ACT New Zealand, or New Zealand First, and am refusing your request under section 18(g) of the Act.

You may however wish to contact the parties directly to see if they are able to assist with your enquiries. They can be reached at the following email addresses:

- The New Zealand National Party: [hq@national.org.nz](mailto:hq@national.org.nz)
- ACT New Zealand: [info@act.org.nz](mailto:info@act.org.nz)
- New Zealand First: [nzfirst@parliament.govt.nz](mailto:nzfirst@parliament.govt.nz).

For your awareness, all registered political parties are required to file financial statements with the Electoral Commission each year, the most recent of which are publicly available here: <https://elections.nz/democracy-in-nz/political-parties-in-new-zealand/annual-financial-statements/>.

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 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.

Nāku noa, nā



Jenna Hansen  
**Manager, Accountability and Ministerial Services**