



11 Māehe 2026

Ref: OIA-2025/26-0466



Tēnā koe,

Tono i raro i te Official Information Act e pā ana ki te utu o te whakamāori rauemi KOWHEORI-19

Tēnā koe i tō tono i raro i te Official Information Act 1982 (te Ture), i whakawhitia ai e te Manatū Ahu Matua ki te Tari o te Pirimia me te Komiti Matua (DPMC) i te 26 o Hānuere 2026. E pēnei ana tō tono, i whakawhitia ai mai i te reo Māori ki te reo Pākehā e Te Pūtahi Whakawhiti Reo i Te Tari Taiwhenua:

1. [...] e tono ana ahau kia tukuna mai ngā mōhiohio e pā ana ki: whakapaunga pānui COVID - wehewehea ki te reo
2. E hia te pūtea i pau ki ngā pānui COVID? E hia te ōrau i haere ki ngā pānui reo Māori?
3. Tēnā tukuna mai ngā tuhinga, ngā tatauranga, ngā pūrongo, ngā tohutohu katoa e pā ana ki tēnei kaupapa. Mehemea ka taea, tēnā wehewehea ki te momo tangata (Māori, Pākehā, Pasifika, Āhia, tauwiwi kē), ki te rohe, ki te tau

Ka āhei anake te DPMC te whakautu ki tō tono ina pā ana taua tono ki ngā mōhiohio e puritia nei e mātou. Kia mōhio koe, nā te DPMC i ārahi te urupare kāwanatanga katoa ki te KOWHEORI-19, i ōna huringa rerekē, mō ngā tau e toru – mai i te Māehe 2020 tae noa ki te Māehe 2023. Ka noho te COVID-19 Response Group (te Rōpū) hei wāhanga pakihī o roto i te DPMC mai i te Hūrae 2020. He pūtahi te mahi a te Rōpū, ā, ko āna haepapa ko te tiro tiro, ko te whakakotahi, ko te ruruku hoki puta noa i te katoa o te urupare KOWHEORI-19. I rurukutia e te Rōpū ngā whakawhiti kōrero tūmatatanui (tae atu ki te Unite Against COVID-19 Campaign), me te hononga ki te hunga whai pānga (tae atu ki ngā rāngai pakihī, rāngai haporī hoki). Nō te 16 o Nōema 2022, ka whakawhiti te mahi e pā ana ki te COVID-19 Communications me te Public Engagement ki te Manatū Hauora me Health New Zealand I Te Whatu Ora.

Wāhanga 1

Kua whakamāoritia e au te wāhanga tuatahi o tō tono kia hāngai atu ki te utu o te whakamāori i ngā rauemi pānui KOWHEORI-19 i rurukutia ai e te Rōpū. Ko te tapeke i whakapaua ai e te DPMC ki ngā whakamāoritanga mō te Unite Against COVID-19 Campaign me te Vaccine Campaign, ko te \$1,609,945 mai i te tau pūtea 2019/20 tae atu ki te 31 o Māehe 2023. Ka whai wāhi atu ētahi reo kōrero rerekē e 27 ki te paetukutuku Unite Against COVID-19. Engari, kāore e wātea ana he wāwāhitanga ā-reo o aua whakapaunga. E whakarato ai i aua mōhiohio me nui te kohikohi me te rangahau kia whakatauria ai mēnā e puritia ana aua mōhiohio, ā, ki te puritia, me whakaemi ake, ā, me arotake me te tātari ā-ringa e te DPMC ko te tino nui o ngā mauhanga puta noa i ngā huinga raraunga me ngā puna maha. Nō reira, e whakanau ana au i tēnei wāhanga o tō tono i raro i te wāhanga 18(f) o te Ture.

Wāhanga 2

Ko te tapeke i whakapaua ai e te DPMC mō ngā whakatairanga e pā ana ki te Unite Against COVID-19 Campaign me te Vaccine Campaign ko te \$118,162,635 mai i te tau pūtea 2019/20 ki te 31 o Māehe 2023. Pērā i te wāwāhitanga i tonoa ai e koe i te wāhanga tuatahi, kāore e tino wātea ana te ōrau o taua rahinga i whakapaua ai ki ngā whakatairanga reo Māori. E tātai ai i taua tatau me nui te rangahau me te kohikohi, tae atu ki te arotake me te tātari ā-ringa i ngā huinga raraunga maha, nō reira e whakanautia ana te toenga o tēnei wāhanga o tō tono i raro i te wāhanga 18(f) o te Ture.

Wāhanga 3

Kua whakamāoritia pēneitia e au te wāhanga tuatoru o tō tono, arā e hāngai ana te tono ki te katoa o ngā mōhiohio e puritia nei e te DPMC e pā ana ki ngā utu o te whakatairanga, inarā hoki ki te whakatairanga reo Māori, ki te whakamāori hoki i te whakatairanga ki ngā reo katoa. E whakarato ai i aua mōhiohio me nui hoki te kohikohi me te rangahau. Nō reira, e whakanau ana au i tēnei wāhanga o tō tono i raro i te wāhanga 18(f) o te Ture.

Te whakaaroaro ki te whai whakamahinetanga, ki te tuku nama rānei

Hei whakarāpopoto, kua whakanautia he wāhanga o ngā wāhanga tuatoru o tō tono i raro i te wāhanga 18(f) o te Ture nā te tino nui o te rangahau me te kohikohi e hiahia ana hei whakahiato i ngā mōhiohio tāu e rapu nei. Kia mōhio koe, e tautuhi ana au nā te urupare ki te urutā KOWHEORI-19 i tino nui ai te rahinga o ngā mahi, inarā hoki i ōna wāhanga tōmua, me te aha ka puritia e te DPMC ngā tuhinga e 5000 i te iti rawa, ā, he tino nui ake pea te tatau tūturu. I mua atu i te whakatau kia whakanautia ngā wāhanga e toru o tō tono i raro i te wāhanga 18(f), ka whakaaroaro au ki te whai whakamahinetanga, e ai ki te wāhanga 18A o te Ture. Heoi anō, i whakatau au karekau he whakamāramatanga e whakamauru ai i ngā pūtake mō te whakanautanga. Waihoki, i whakaaroaro au ki te whakaroa i te angawā, ki te tuku nama rānei, e ai ki te wāhanga 18A o te Ture, engari kāore au i whakaaro mā te pērā e āhei ai te whakaaetia o te tono.

He mōhiohio ka whai take pea ki a koe

Kei te kitea au e kimihia ana e koe he tuhinga, he tatauranga, he pūrongo, he tohutohu rānei e puritia nei e te DPMC e hāngai ai ki te utu o ngā pānui KOWHEORI-19. E noho haepapa ana te DPMC ki te Pāremata mō āna whakapaunga, ā, e wātea ana āna Pūrongo ā-Tau i te paetukutuku DPMC. Kei ngā tūemi 1 ki te 4 kei raro ko ngā hononga ki ngā Pūrongo ā-Tau e hāngai ana. He mea anō ka whai take pea ki a koe ko te urupare a te DPMC ki te pātai 143 o ngā pātai i te hui tōmua o te Governance and Administration Committee i te tau 2021/2, ko ngā mōhiohio hoki i te Āpitianga 2. Ka kitea ngā hononga ki aua mea i te tūtohi kei raro.

Waihoki, he āwhina pea ki a koe ko ngā pānui poto mō te whakahau rongoā āraimate KOWHEORI-19, kei roto rā ko ngā arotahi whāiti ki te whakawhiti kōrero ki te Māori (Tūemi 7) ko te wāwāhitanga ā-marama, ā-kāwai hoki o ngā whakapaunga o te COVID-19 Campaign me te Vaccine Campaign (Tūemi 8). Ka kitea aua mea i te tūtohi kei raro.

Tūemi	Rā	Te āhua o te tuhinga	Wāhitau tukutuku
1	21 o Tihema 2020	Pūrongo ā-Tau mō te tau i mutu i te 30 o Hune 2020	https://www.dPMC.govt.nz/publications/annual-report-2020
2	21 o Oketopa 2021	Pūrongo ā-Tau mō te tau i mutu i te 30 o Hune 2021	https://www.dPMC.govt.nz/publications/annual-report-2021
3	17 o Oketopa 2022	Pūrongo ā-Tau mō te tau i mutu i te 30 o Hune 2022	https://www.dPMC.govt.nz/publications/annual-report-2022
4	19 o Oketopa 2023	Pūrongo ā-Tau mō te tau i mutu i te 30 o Hune 2023	https://www.dPMC.govt.nz/publications/annual-report-2023
5	9 o Pēpuere 2023	Arotake ā-Tau a te DPMC 2021/22, Ngā urupare ki ngā pātai i te hui tōmua	https://www3.parliament.nz/resource/en-NZ/53SCGA_EVI_130100_GA

Tūemi	Rā	Te āhua o te tuhinga	Wāhitau tukutuku
			22140/e909be024494c6461962451c69994aae12965c9b
6	9 o Pēpuere 2023	Arotake ā-Tau a te DPMC 2021/22, Ngā urupare ki ngā pātai i te hui tōmua (Ngā āpitianga)	https://www3.parliament.nz/source/en-NZ/53SCGA_EVI_116496_GA_20955/51290689bb65a988b8c21f8dc7901696dae9f0c1
7	3 o Hūrae 2025	Tono i raro i te Official Information Act e pā ana ki ngā Pānui poto mō te whakahau rongoā āraimate KOWHEORI-19	https://www.dPMC.govt.nz/sites/default/files/2025-08/dPMC-roia-oia-2024-25-0976.pdf
8	11 o Mei 2023	Tono i raro i te Official Information Act e pā ana ki te utu ā-marama mō ngā whakatairanga mōhiohio tūmatanui.	https://www.dPMC.govt.nz/sites/default/files/2023-09/dPMC-roia-oia-2022-23-0815.pdf

Kei a koe te mōtika ki te tono i te Kaitiaki Mana Tangata kia tūhuratia, kia arotakengia hoki taku whakatau i raro i te wāhanga 28(3) o te Ture

Ka whakaputaina tēnei urupare i te paetukutuku a te Tari o te Pirimia me te Komiti Matua i tā mātou huringa whakaputa auau. I te nuinga o te wā, tukuna ai ngā mōhiohio i ia marama, e ai rānei ki whakataunga kē atu. I mua i te whakaputa ka tangohia ō taipitopito whaiaro tae atu ki tō ingoa me ngā taipitopito whakapā.

Nāku noa, nā



Alan Cassidy
Deputy Chief Executive, Corporate



11 March 2026

Ref: OIA-2025/26-0466

Tēnā koe,

Official Information Act request relating to COVID-19 translation expenses

Thank you for your Official Information Act 1982 (the Act) request, which was transferred to the Department of the Prime Minister and Cabinet (DPMC) by the Ministry for Primary Industries on 26 January 2026. Your request, which was translated from te reo Māori to English by the Department of Internal Affairs translation service prior to transfer, is for:

1. [...] information on: COVID reading expenses - broken down by language
2. How much money was spent on COVID ads? What percentage went to pānui reo Māori?
3. Please send me any articles, statistics, reports or advice related to this topic. If possible, please divide by type of person (Māori, European, Pacific, Asian, foreign), by region, by year.

DPMC can only respond to your request where it concerns information held by us. For your awareness, DPMC led the coordination of the all-of-government response to COVID-19 in its various phases for three years—from March 2020 till March 2023. The COVID-19 Response Group (the Group) was a business unit within DPMC from July 2020. It acted as a central function responsible for oversight, integration, and coordination across the COVID-19 response system as a whole. The Group coordinated public communications (including the Unite Against COVID-19 Campaign), as well as stakeholder engagement (including business and community sectors). On 16 November 2022, the COVID-19 Communications and Public Engagement work transitioned to the Ministry of Health and Health New Zealand.

Part 1

I have interpreted part one of your request to relate to the cost of translating advertising material used in COVID-19 advertising campaigns coordinated by the Group. DPMC spent a total of \$1,609,945 on translations on the combined Unite Against COVID-19 and Vaccine Campaigns from the 2019/20 financial year until 31 March 2023. The Unite Against COVID-19 website included resources in 27 different spoken languages. However, a breakdown of this spending by language is not available. Providing this information would require substantial collation and research to determine whether it is held, and if it is held, collate it, DPMC would need to manually review and analyse a significant volume of records across multiple datasets and sources. I am therefore refusing this part of your request under section 18(f) of the Act.

Part 2

DPMC spent a total of \$118,162,635 on advertising for the combined Unite Against COVID-19 and Vaccine Campaigns from the financial year 2019/2020 to 31 March 2023. As with the breakdown you requested in part one, the percentage of this amount spent on te reo Māori advertising is not readily available. Determining this figure would require substantial research and collation, including the manual review and analysis of multiple datasets, therefore, the remainder of this part of your request is also refused under section 18(f) of the Act.

Part 3

I have interpreted part three of your request to be for all information held by DPMC relating to the costs of advertising, advertising in te reo Māori specifically, and translating advertising into any language. Providing this information would also require substantial collation and research. I am, therefore, refusing part three of your request under section 18(f) of the Act.

Consideration of seeking refinement or charging

In summary, the three parts of the request have been partially refused under section 18(f) of the Act due to the substantial amount of research and collation required to compile the information you are seeking. For your awareness, I note that the response to the COVID-19 pandemic generated a significant volume of work, particularly in its early stages, with DPMC holding at least 5,000 documents related to COVID-19, and the actual number likely being much higher. Prior to reaching the decision to refuse the three parts of your request under section 18(f), I considered seeking refinement, per section 18B of the Act. I determined, however, that no clarification would alleviate the reasons for refusal. Likewise, I considered extending the timeframe or imposing a charge, per section 18A of the Act, but did not consider that doing so would enable the request to be granted.

Information that may be of interest to you

I note you seek articles, statistics, reports or advice held by DPMC that relate to translation costs of COVID-19 adverts. DPMC is accountable to Parliament for its expenditure, and its Annual Reports are available on the DPMC website. Items 1 – 4 of the table below contain links to the relevant Annual Reports. You may also be interested in DPMC's response to question 143 of the 2020/21 Governance and Administration Committee pre-hearing questions and the information in Appendix 2. Links to these can be found in the table below.

Additionally, you may find helpful the advertising briefs for COVID-19 vaccination campaign which included specific focuses on engagement with Māori (Item 7) and the breakdown of COVID-19 Campaign and Vaccine Campaign expenditure by month and by category (Item 8), in the table below.

Item	Date	Document description	Website address
1	21 December 2020	DPMC Annual Report the year ended 30 June 2020	https://www.dPMC.govt.nz/publications/annual-report-2020
2	21 October 2021	DPMC Annual Report the year ended 30 June 2021	https://www.dPMC.govt.nz/publications/annual-report-2021
3	17 October 2022	DPMC Annual Report the year ended 30 June 2022	https://www.dPMC.govt.nz/publications/annual-report-2022
4	19 October 2023	DPMC Annual Report the year ended 30 June 2023	https://www.dPMC.govt.nz/publications/annual-report-2023
5	9 February 2023	DPMC 2021/22 Annual Review, Responses to the pre-hearing questions	https://www3.parliament.nz/resource/en-NZ/53SCGA_EVI_130100_GA_22140/e909be024494c6461962451c69994aae12965c9b
6	9 February 2023	DPMC 2021/22 Annual Review, Responses to the pre-hearing questions (Appendices)	https://www3.parliament.nz/resource/en-NZ/53SCGA_EVI_116496_GA_20955/51290689bb65a988b8c21f8dc7901696dae9f0c1
7	3 July 2025	Official Information Act request relating to Advertising briefs for COVID-19 vaccination campaign	https://www.dPMC.govt.nz/sites/default/files/2025-08/dPMC-roia-oia-2024-25-0976.pdf
8	11 May 2023	Official Information Act request relating to monthly spend on COVID-19 public information campaigns.	https://www.dPMC.govt.nz/sites/default/files/2023-09/dPMC-roia-oia-2022-23-0815.pdf

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

A handwritten signature in blue ink, appearing to read "Alan Cassidy". The signature is fluid and cursive, with a long, sweeping tail on the final letter.

Alan Cassidy
Deputy Chief Executive, Corporate