

OC220655

25 August 2022

s 9(2)(a)

Tēnā koe s 9(2)  
( )

I refer to your email dated 28 July 2022, requesting information on spend on social media advertising, staff, and contractors and consultants under the Official Information Act 1982 (the Act).

The following information responds to your request:

1. "How much did your organisation spend on social media advertising in total between 1 July 2021 and 30 June 2022, and how does this compare to the previous five years?"

2021/22	2020/21	2019/20	2018/19	2017/18	2016/17
31,089.31	6,508.66	18,828.11	21,481.36	2,750.02	625.00

2. "How much did your organisation spend on staff in total between 1 July 2021 and 30 June 2022, and how does this compare to the previous five years?"

2021/22 (\$000s)	2020/21 (\$000s)	2019/20 (\$000s)	2018/19 (\$000s)	2017/18 (\$000s)	2016/17 (\$000s)
26,616	22,028	20,187	18,905	16,064	14,032

3. "How much did your organisation spend on contractors/consultants in total between 1 July 2021 and 30 June 2022?"

2021/22 (\$000s)
17,792

For additional context to the figures in the tables above:

- 2021/22 information has not yet been subject to external audit (for the purposes of the audit of the 2021/22 annual report).
- We have interpreted question 2 (spend on staff) to be staff salary costs.

You have the right to seek an investigation and review of this response by the Ombudsman, in accordance with section 28(3) of the Act. The relevant details can be found on the Ombudsman's website [www.ombudsman.parliament.nz](http://www.ombudsman.parliament.nz)

The Ministry publishes our Official Information Act responses and the information contained in our reply to you may be published on the Ministry website. Before publishing we will remove any personal or identifiable information.

Nāku noa, nā

A handwritten signature in black ink that reads "Bonar Robertson". The signature is written in a cursive style with a long horizontal stroke at the end.

Bonar Robertson

**Financial Controller**