



**MINISTRY OF SOCIAL  
DEVELOPMENT**  
TE MANATŪ WHAKAHIATO ORA

9 September 2022

Tēnā koe

On 9 August 2022, you emailed the Ministry of Youth Development (MYD) – Te Manatū Whakahiato Taiohi, which is administered by the Ministry of Social Development – Te Manatū Whakahiato Ora (the Ministry), requesting, under the Official Information Act 1982 (the Act), the following information:

*Please provide the cost to produce each of the videos that can be found on Youtube here:*

*<https://www.youtube.com/channel/UCNTIpCG9LUPI0C-d5-75vJA/videos>*

- 1. Please include all costs including script writing, design, production, marketing and an estimate of staff time spent on this. Please provide all other costs associated with this.*
- 2. Please provide the cost of designing the display seen in the attached photo of the ad on Molesworth Street.*
- 3. Please provide the cost of displaying that ad and how long it was on display for.*
- 4. Please provide details and costs of all other advertising done for this campaign.*
- 5. Please outline the purpose of this campaign and its key objectives.*

The information you have requested relates to a contract for service with digital storytelling agency, Big River Creative (BRC), for two key deliverables:

- costs associated with the development and delivery of an Anime Pilot series (incorporating three Anime episodes), including script writing through to marketing and promotions to raise awareness of the episodes
- provision of youth development opportunities for young people to develop skills in design, production, marketing, and promotions of the series, and mentoring support.

You can find the current list of MYD-funded providers, including the funding amount here: <https://www.myd.govt.nz/documents/funding/f22-funding/myd-funding.pdf>.

The Ministry does not hold an individual breakdown of the costs you have requested. I am refusing your requests 1 – 4 under section 18(g)(i) of the Act, as the information you have requested is not held by MYD or the Ministry, and I have no grounds to believe that the information is held by another department or Minister of the Crown or organisation.

### **Purpose and Key Objectives information**

In the spirit of being helpful, under section 16(e) of the Act, the following is a summary of MYD's contract for service with digital storytelling agency, BRC.

COVID-19 has had a significant, wide-ranging, and lasting impact on young people due to a range of factors, including young people navigating normal development stages during a pandemic, and a reliance on adults who may also be facing extraordinary challenges.

In 2021, MYD contracted BRC to deliver an Anime Pilot series (incorporating three episodes). BRC is a Māori-owned and operated specialist organisation delivering authentic Māori and Pasifika communications from an indigenous worldview, with specific strengths in developing culturally appropriate animation.

The Anime<sup>1</sup> Pilot focuses on a new way of engaging with young people through a series of Anime episodes that are focused on targeted messaging for young people that supports them to thrive.

The Anime series targets rangatahi Māori and Pacific young people specifically (priority cohorts for the Government's Child and Youth Wellbeing Strategy and Youth Plan 2020 – 2022: Turning Voice into Action – Rebuilding and Recovering) but is also applicable to all young people in general.

The Pilot is also in response to feedback MYD heard from the youth sector, and from young people, regarding heightened anxiety and stress, and lower levels of wellbeing and social connection. The targeted messaging in the Pilot is designed to support young people to thrive by creating and raising an awareness of wellbeing, and encouraging young people to take steps to nurture their wellbeing.

As a result of BRC's marketing and promotions plan, in the two weeks following the release of Anime Pilot – Episode 2, approximately 270,000 accounts were reached on Instagram, with over 60,600 views of the episode. On TikTok, total audience reached was counted as just over 70,000, with almost 71,000 views of the episode. This reach far exceeds what MYD can achieve through its social media or website channels.

---

<sup>1</sup> Anime is a style of Japanese film and television animation, and anecdotally, it is a very popular medium that young people are engaged with.

## **Official Information Act**

The principles and purposes of the Official Information Act 1982 under which you made your request are:

- to create greater openness and transparency about the plans, work and activities of the Government,
- to increase the ability of the public to participate in the making and administration of our laws and policies and
- to lead to greater accountability in the conduct of public affairs.

This Ministry fully supports those principles and purposes. The Ministry therefore intends to make the information contained in this letter and any attached documents available to the wider public. The Ministry will do this by publishing this letter on the Ministry's website. Your personal details will be deleted, and the Ministry will not publish any information that would identify you as the person who requested the information.

If you wish to discuss this response with us, please feel free to contact [OIA\\_Requests@msd.govt.nz](mailto:OIA_Requests@msd.govt.nz).

If you are not satisfied with this response, you have the right to seek an investigation and review by the Ombudsman. Information about how to make a complaint is available at [www.ombudsman.parliament.nz](http://www.ombudsman.parliament.nz) or 0800 802 602.

Ngā mihi nui



Debra Tuifao  
**General Manager, Youth**