



**MINISTRY OF SOCIAL
DEVELOPMENT**

TE MANATŪ WHAKAHIATO ORA

25 JAN 2017

Privacy of another: section 9(2)(a)

Dear Privacy of another: section 9(2)(a)

On 19 September 2016 you emailed the Ministry requesting, under the Official Information Act 1982, the following information:

- *The total costs of the advertising spend for the last financial year.*
- *How much of that was spent on the following platforms: YouTube, Google and Facebook.*

Firstly, I would like to apologise for the delay in providing you with the information you have requested. I understand that you have been advised of the reasons for the delay in responding to your request.

The Ministry of Social Development uses a range of platforms to educate different client groups' awareness about the Ministry's services and entitlements. Campaigns raise awareness amongst people who may otherwise not be in direct contact with the Ministry, while other campaigns assist the Ministry to effectively manage its services.

In designing these campaigns, the Ministry considers the range of mediums available to communicate with the intended audiences including television, radio and social media advertising. For example the 'It's Not OK' campaign includes television and radio advertising and is comprised of four components designed to best meet its communication objectives.

The Ministry of Social Development follows the guidelines that the Government has set for all agencies on public advertising. The guidelines state that Government departments may legitimately use public funds for advertising to explain and inform of their policies, and encourage the public to adopt certain kinds of social behaviour generally regarded as being in the public interest. In every instance it is necessary for cabinet to approve advertising expenditure. The guidelines for Government advertising are available at: www.cabinetmanual.cabinetoffice.govt.nz/

Government departments are accountable to Parliament for the use of all public funds. Government advertising is undertaken only when there is an identified and justifiable information need by the intended recipients. The Ministry regularly reports the types of advertising campaigns to the Social Services Select Committees as part of the Financial Review and Estimates Examination Process.

In the 2015/16 financial year, the Ministry spent \$2.175 million on public awareness campaigns including advertising. Of the \$2.175 million, the Ministry spent \$70,533.13 on the following platforms:

- Google: \$39,126
- YouTube: \$8,050
- Facebook: \$23,357.13

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

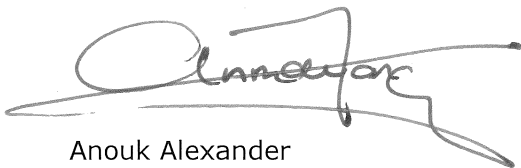
- to create greater openness and transparency about the plans, work and activities of the Government,
- to increase the ability of the public to participate in the making and administration of our laws and policies and
- to lead to greater accountability in the conduct of public affairs.

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 after ten working days. The Ministry will do this by publishing this letter on the Ministry of Social Development'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.

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 or 0800 802 602.

Yours sincerely



Anouk Alexander
Deputy Chief Executive, Organisational Governance