



Dear [REDACTED]

On 21 March 2019, following initial correspondence from you on 30 January 2019, you emailed the Ministry requesting information about the Ministry's advertising spend, under the Official Information Act 1982. As per your clarification on 4 February 2019, please find enclosed:

- *A breakdown of the advertising spend for the Office for Disability Issues and the Office for Seniors*

The Ministry follows guidelines that the Government has set for all agencies on public advertising. These guidelines state that government departments may legitimately use public funds for advertising to explain and inform their policies and to inform the public of services available to them and of their rights and responsibilities.

The Office for Disability Issues (ODI) have identified two contracts that include spending on advertising: *Attitude Live* funding and New Zealand Sign Language (NZSL) Week funding.

ODI have provided *Attitude Live* with \$105,000 (excl. GST) per year for the past four years to 31 March 2019. This is part of a cross agency funding partnership that provides \$300,000 per year to the agency to support the on-going costs of maintaining and developing the *Attitude Live* web platform, which produces documentaries, video content and campaigns across digital and traditional media: www.attitudelive.com.

ODI manages the NZSL Board which allocates funding for NZSL Week. The organisation that delivers NZSL Week is selected through a tender process each year. Because NZSL activities including advertising are delivered by an external organisation, I am unable to provide a further breakdown.

The table below shows the NZSL Week advertising spend from 1 July 2014 to 30 June 2018 (excl. GST). Please note 2015 was the first year of grants from the NZSL Fund for NZSL Week.

Activities	2014/15	2015/16	2016/17	2017/18
Advertising: Purchase of space/time etc: TV, On Demand, Radio, Magazines, Online	\$49,000	\$109,000	\$108,401	\$104,715
Media/Social Media: Press release schedule, Interpreting on TV	\$40,000	\$20,000	\$24,366	-
TV Commercial production	-	\$78,000	\$17,562	\$66,727
Total	\$89,000	\$207,000	\$150,329	\$171,442

Please note the contract for the provision of NZSL Week is configured slightly differently each year, therefore the 2018/19 figures are included below in a separate table.

2018/19		
Advertising	Production, screening and distribution	\$90,000
Media/Social Media	Leader's Challenge	\$30,000
	Call to action: 'My Language, My Place'	\$30,000
TV Commercial Production	See above	See above
Total		\$150,000

Note:

- The totals reported are what Deaf Aotearoa proposed as their spend. We have not yet received their report on actual spend.

A further breakdown of advertising spend is refused under section 18(g) of the Official Information Act as the information you have requested is not held by the Ministry and I have no grounds to believe that the information is held by another department or Minister of the Crown or organisation.

The table below shows the Office for Seniors' advertising spend from financial year 2014/15 through to 1 April 2019. Of the categories you've requested, Facebook is the only platform Seniors have provided funding for advertising.

	2014/15	2015/16	2016/17	2017/18	2018/19
Facebook and Facebook- owned properties	-	-	-	\$19,400.53	\$311.04
Total	-	-	-	\$19,400.53	\$311.04

The Office for Seniors' 2017/18 expenditure covered the promotion of new Elder Abuse Response Services (July and August 2017), International Day of Older Persons (October 2017), Super Seniors Newsletter (various) and World Elder Abuse Awareness (June 2018 - \$10,000 including expenditure on media partnerships).

The 2018/19 expenditure covered the Discussion Document for the development of a new strategy for our ageing population – July/Aug 2018, *SuperSeniors* newsletter (various), and promoting the new draft Strategy Better Later Life (from March 2019).

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 shortly. 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 regarding the breakdown of advertising spend for ODI and the Office for Seniors', 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



Stephen Crombie
Deputy Chief Executive