



28 July 2021

Donna McMillan  
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Reference: OIA-2020/21-0744

Dear Donna McMillan

**Official Information Act request relating to vaccination advertising**

Thank you for your Official Information Act 1982 (the Act) request received on 30 June 2021. You requested:

*"I noticed a full page advert in the NZ Herald Saturday 26 June advising the successful roll out of the NZ's Vaccination roll out.*

*Please advise the cost of this advertisement with a breakdown of costs.*

*What other platforms and media outlets are stories advertising the vaccination rollout over the past two months (May & June 2021)*

*What is the annual budget for the you and your Ministry?*

*Could I also have a breakdown of what is spent and where?"*

The total cost of the advertisement you refer to was \$117,205 (plus GST - this includes production and media costs). I am withholding the breakdown of this cost under section 9(2)(b)(ii) of the Act, to protect information where the making available of that information would be likely to unreasonably prejudice the commercial position of the person who supplied the information.

Regarding platforms and media outlets, we have used national and community press, television, radio, digital and social media channels for the Vaccine Campaign advertising over May and June 2021.

Lastly, please find attached the total budget and expenditure for DPMC's public relations and communications relating to the COVID-19 response for the 2019/20 and 2020/21 financial years (including the Vaccine Campaign). This table comprises the budget for all communications personnel and other associated costs within the Department of the Prime Minister and Cabinet's (DPMC) COVID-19 Group (in addition to communications and public engagement collateral and outputs).

In making my decision, I have taken the public interest considerations in section 9(1) of the Act into account.

You have the right to ask the Ombudsman to investigate and review my decision under section 28(3) of the Act.

We do not intend to publish this response on the DPMC's website.

Yours sincerely



Cheryl Barnes  
**Deputy Chief Executive, COVID-19 Group**



Appendix One

Account (public relations)	2019/20 Budget					
	Mar	Apr	May	Jun		
2348 - IT Connections, Servers & Subscriptions	-	-	-	288,961		
2400 - Professional Services	-	-	291,722	3,766,304		
2520 - Printing Documents	-	-	-	199,872		
2530 - Promotion/Publicity	-	-	-	-		
Total	-	-	291,722	4,255,137		
	2019/20 Expenditure					
Expenditure by Outlet	Mar	Apr	May	Jun		
Advertising (see note below)	-	4,920	11,907,015	6,088,065		
Advertising				68,967		
Video/Script Production	-	-	-	-		
Website	-	-	-	457,445		
Translations	-	-	-	297,699		
Printing	-	-	-	215,185		
Other	-	2,619	87,680	70,237		
Total	-	7,539	11,994,695	7,197,597		



2020/21 Budget												
Account (public relations)	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
2348 - IT Connections, Servers & Subscriptions	31,667	31,667	31,667	31,667	31,667	31,667	31,667	31,667	28,859	91,156	130,966	41,966
2400 - Professional Services	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	(18,398)	48,821	141,983	208,793
2520 - Printing Documents	-	-	-	-	200,000	-	-	-	40,000	31,024	83,052	208,793
2530 - Promotion/Publicity	612,000	460,000	460,000	460,000	460,000	460,000	1,460,000	1,460,000	6,744,000	392,035	5,636,709	4,343,421
<b>Total</b>	<b>653,667</b>	<b>501,667</b>	<b>501,667</b>	<b>501,667</b>	<b>701,667</b>	<b>501,667</b>	<b>1,501,667</b>	<b>1,501,667</b>	<b>6,794,461</b>	<b>563,036</b>	<b>5,992,710</b>	<b>4,861,290</b>
2020/21 Expenditure												
Expenditure by Outlet	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Advertising	360,077	3,279,096	466,059	2,479,874	1,222,123	1,353,402	554,667	1,424,928	2,466,622	2,737,251	3,291,494	4,343,421
Video/Script Production	-	-	-	65,687	3,478	6,450	70,000	-	-	-	-	-
Website	10,516	47,551	82,449	49,987	38,703	(11,448)	41,436	12,288	62,779	91,156	130,966	41,966
Translations	1,296	40,937	9,524	120,599	(44,726)	-74,550	39,393	131	45,082	53,727	36,830	82,485
Printing	-	-	-	-	-	-	14,027	201,766	37,579	31,024	83,052	267,110
Other	(2,600)	22,300	15,587	-	31,400	-4,905	6,652	6,961	106,050	-4,905	105,153	131,411
<b>Total</b>	<b>369,290</b>	<b>3,389,885</b>	<b>573,619</b>	<b>2,716,147</b>	<b>1,250,977</b>	<b>1,273,855</b>	<b>726,175</b>	<b>1,646,075</b>	<b>2,718,111</b>	<b>2,908,251</b>	<b>3,647,495</b>	<b>4,866,394</b>

**Note**

In March and April 2020 Cabinet approved funding for the COVID-19 publicity campaign. At the time of committing to the expenditure for this publicity campaign DPMC did not hold the appropriation authority to allow for this to happen. Some of the expenditure incurred by DPMC (\$18,000m) for the publicity campaign was intended to be recorded against the Vote Health Non-departmental output expense appropriation Public Health Service Purchasing for 2019/20. An authority was established for the expenditure (based on initial advice from the Treasury prepared under urgency). However, after the expenditure had been incurred, a review determined that the authority was invalid as section 7C of the Public Finance Act precludes departments being able to incur expenses against Non-departmental expenses administered by another department.