

29 June 2023

Mark Shelly
fyi-request-22477-43ddafe0@requests.fyi.org.nz

Tēnā koe Mark

Your request for Official information, reference: HNZ00017468

Thank you for your request of 1 May 2023, which has been considered under the Official Information Act 1982 (the Act), for the following information.

“Please advise a monthly spend from March 2020 to now on public information campaigns in support of New Zealand’s COVID-19 response. I ask that these include but not be limited to the costs for the Unite Against COVID-19 Campaign and the Vaccine Campaign. If spends are not available by month then provide in what ever temporal division you have them and in total. Please also provide a list of each and every individual public information campaign conducted in support of New Zealand’s COVID-19 response and the spend for each campaign in the most granulated form that you have (both in terms of what component of the campaign the spend was on and when the spend was made) as well as in total.”

The Department of the Prime Minister and Cabinet (DPMC) delivered the Unite Against COVID19 campaign up to 15 November 2022 and the Vaccine Campaign up to 30 June 2022. These campaigns then transferred to Te Whatu Ora to administer. I understand DPMC have provided a response to you regarding the advertising costs of these two campaigns during their administration.

Funding for public information campaigns in support of New Zealand's COVID-19 response fed into multiple streams of advertising but was all part of the overarching campaigns of Unite Against COVID-19 and the Vaccine Campaign.

Please find below a breakdown of Te Whatu Ora’s advertising spend for the Unite Against COVID-19 Campaign and the Vaccine Campaign. Please note these figures includes all campaign costs, such as advertising, website, printing, translations. These figures exclude GST, personnel, and operating costs.

Table one: Advertising costs for Unite Against COVID-19 Campaign

	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	TOTAL
CREATIVE	\$98,650.00	\$2,952.00	\$9,035.00	\$32,700.00	\$52,540.00	\$195,877.00
MEDIA	\$239,064.00	\$115,277.00	\$40,994.00			\$395,335.00
CAMPAIGN	Summer Campaign	Summer Campaign	Summer Campaign	Prep for Winter Campaign	Prep for Winter Campaign	\$591,212.00

Table two: Advertising costs for COVID-19 Vaccines Campaign

Public information Campaigns – COVID-19 vaccines	
	Covid Costs
Month	TOTAL
Feb-22	\$ 293,692
Mar-22	\$ 59,068
Apr-22	\$ 25,000
May-22	\$ 353,506
Jun-22	\$ 50,000
Jul-22	\$ 79,132
Aug-22	\$ 639,041
Sep-22	\$ 1,280,403
Oct-22	\$ 2,336,485
Nov-22	\$ 136,142
Dec-22	\$ 220,369
Jan-23*	-37,535
Feb-23	\$ 73,578
Mar-23	\$ 212,016
Apr-23	\$ 230,488
May-23	\$ 2,953,401
Total	\$ 8,904,785

Note: These figures include all advertising development production and media spend.

* There are credits related to unused media spending.

How to get in touch

If you have any questions, you can contact us at h.nzOIA@health.govt.nz.

If you are not happy with this response, you have the right to make a complaint to the Ombudsman. Information about how to do this is available at www.ombudsman.parliament.nz or by phoning 0800 802 602.

As this information may be of interest to other members of the public, Te Whatu Ora may proactively release a copy of this response on our website. All requester data, including your name and contact details, will be removed prior to release.

Nāku iti noa, nā



Astrid Koornneef
Director, Prevention
National Public Health Service
Te Whatu Ora – Health New Zealand

TeWhatuOra.govt.nz
Te Whatu Ora, PO Box 793,
Wellington 6140, New Zealand

Te Kāwanatanga o Aotearoa
New Zealand Government