



30 June 2023

By email: fyi-request-22767-992cf5b6@requests.fyi.org.nz

Official Information Act 1982 request – Funding received by Les Mills International Limited

Dear James

This letter responds to your Official Information Act 1982 (OIA) request received by Sport New Zealand (Sport NZ) on 11 May 2023 requesting the following information:

Under the OIA please provide details of any govt funding Les Mills has received.

Please provide the funding details for the “It’s My Move” program and campaign - detailing all/if any government funds Les Mills received, or any promotional/product opportunity benefits etc.

Les Mills International Limited (Les Mills) received \$140,000 as payment for the production and delivery of 20 pieces of on-demand video content to Sport NZ as part of the #itsmymove campaign. The videos were shared on a variety of channels, including YouTube. The campaign is aligned to the Government strategy to improve participation of women and girls in sport and active recreation.

The launch of the on-demand content was supported by a Sport NZ-run multimedia campaign, resulting in some promotional benefit to Les Mills, by way of their logo appearing on the assets that were produced, as well as the Les Mills logo on other cross-promotion materials such as media leveraging, social media, street posters, in-school, and mall signage to grow awareness of the campaign and promote active participation.

Please note that if you are not satisfied with this response, you have the right to make a complaint to the Ombudsman under section 28(3) of the OIA. Information about how to contact the Ombudsman is available at www.ombudsman.parliament.nz or you can phone 0800 802 602.

Yours sincerely



Nicki Ablitt
Group Policy Manager
Sport NZ Ihi Aotearoa

