



28 February 2024

T Murray

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Tēnā koe T Murray

**Official Information Act 1982 request – Push Play brand and sponsorship**

This letter responds to your Official Information Act 1982 (OIA) request received by Sport New Zealand on 30 January 2023 requesting the following information:

*“Can you please provide details of expenditure on the Push Play brand since 1 January 2022. Expenditure should include sponsorship, development of marketing materials, and advertising.”*

The following information sets out the expenditure for Push Play campaigns from 1 January 2022 – 31 January 2024. This includes sponsorship, development of marketing materials, and advertising.

<b>Campaign</b>	<b>Description</b>	<b>Total Spend</b>
Push Play Covid-19 Recovery Campaign	Creative/Production	1,084,247
	Advertising/Media	719,409
	Campaign costs – other (e.g. legal advice, design and translation services)	43,332
		<b>1,846,988</b>
Push Play Pasifika Activation	Sponsorship	10,000
	Production, marketing activation materials and advertising/media	32,010
		<b>42,010</b>
World Manu Champs; Push Play ‘have a go’ Activation (ongoing campaign)	Sponsorship	75,000
	Production, marketing activation materials and advertising/media	70,279
	Costs - other (e.g. legal advice, design and translation services)	5,729
		<b>151,008</b>
		<b>2,040,006</b>

You have the right to seek an investigation and review by the Ombudsman of this decision. Information about how to make a complaint is available at [www.ombudsman.parliament.nz](http://www.ombudsman.parliament.nz) or freephone 0800 802 602.

If you wish to discuss any aspect of your request with us, including this decision, please feel free to contact [policy@sportnz.org.nz](mailto:policy@sportnz.org.nz).

Ngā mihi

A handwritten signature in black ink, consisting of several overlapping loops and a long horizontal stroke extending to the right.

Julie Morrison  
General Manager, Strategy, Policy, and Investment  
Sport NZ Ihi Aotearoa

