



Dear 

On 28 March 2019, you emailed the Ministry requesting, under the Official Information Act 1982, the following information:

- 1. The amount the Ministry spent on advertising through Facebook, Google, YouTube or any other social media network or search engine, each year for 2016, 2017 and 2018. Please break this down by website and year.*
- 2. What was purchased, what the advertisements were and what they were for, including images of the advertisements and the price of each one, and all analytics regarding each advertisement.*
- 3. How much was spent, each year, advertising online through New Zealand companies and websites, broken down by website and year.*

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 Ministry uses paid advertising when appropriate to achieve business outcomes. Our experience is that social media provides a highly cost-effective and measurable channel for reaching targeted groups. Removing the ability to advertise or increase our reach through these channels would have a significant adverse impact on our ability to deliver on some of our business outcomes.

For example, in our yearly student campaign encouraging students to apply early for their student support through StudyLink, social media has been the most successful way of reaching students. As a result of this activity, students apply well ahead of time, allowing us to process applications in time for the start of the academic year.

Similarly, social media will be a key element in recruiting and supporting young people to take part in two training and employment programmes that are a high priority for the Government – Mana in Mahi and the Limited Service Volunteer programme.

Platforms such as Facebook and Twitter are vital modern communication channels, and for many of the groups we serve, a preferred communication channel.

You have requested the Ministry's advertising spend broken down by website and year and details of specific advertisements promoted by the Ministry. The Ministry does not record this information centrally as business units within the Ministry each manage their own advertising and social media channels to promote services and programmes that address the needs of communities across New Zealand. Some are managed through external agencies, contractors and brokers who deliver advertising on their behalf for example, where it is part of a contracted campaign.

In order to provide the detail you seek about advertising spend and specific advertisements across the Ministry's advertising and social media channels, we would need to divert personnel from their core duties and allocate extra time to complete this task. The diversion of these resources would impair the Ministry's ability to continue standard operations and would be an inefficient use of the Ministry's resources. As such, the information in the form in which you have requested is refused under section 18(f) of the Official Information Act, as it requires substantial collation. The greater public interest is in the effective and efficient administration of the public service.

Online advertising is used to support a broad range of public information campaigns. In 2016, 2017 and 2018 key campaigns included:

- encouraging students to apply on time for their allowances and loans
- promoting the Employer Advice Line that provides guidance on how to support disabled staff or staff with a health condition
- connecting people to the SuperSeniors newsletter
- raising awareness of Fees Free and how to access it
- letting people know when StudyLink will have a presence at a local careers' expo
- encouraging people to participate in the Mana in Mahi programme
- promoting seasonal work opportunities.

The table below shows a breakdown of the amount spent on advertising for Service Delivery programmes through social media or search engines, each year for 2016, 2017 and 2018. Please note the advertising and social media spend for some Service Delivery Teams that manage their own social media and advertising channels are not included in this table due to not being centrally recorded.

Social Media Networks	2016	2017	2018
Facebook	\$ 2,338.54	\$ 13,352.46	\$ 27,432.35
YouTube	\$ 6,055.79	\$ 3,107.27	\$ 605.56
Google	\$ 35,157.44	\$ 40,400.08	\$ 54,941.60
Instagram	-	-	\$ 1,643.34
LinkedIn	-	-	-
Total	\$43,551.77	\$56,859.81	\$84,622.85

The table below shows a breakdown of the amount spent on advertising for Service Delivery programmes with NZ companies and websites, each year for 2016, 2017 and 2018: Please note as for the first table, the advertising and social media spend for some Service Delivery Teams that manage their own social media and advertising channels are not included in this table due to not being centrally recorded.

NZ company or website	2016	2017	2018
Stuff.co.nz	\$ 6,400.00	-	-
TVNZ	\$ 12,642.90	\$ 12,624.84	\$ 43,899.70
MediaWorks	\$ 27,852.96	\$ 25,001.92	\$ 16,204.01
NZME	\$ 7,461.60	\$ 1,822.40	-
Kintal Apps	\$ 5,000.00	-	-
Snakk Media	\$ 9,600.00	-	-
Big Mobile	-	\$ 5,499.85	\$ 4,920.09
Vice	-	\$ 15,696.00	-
Planet Media	-	\$ 796.00	-
Total	\$68,957.46	\$61,441.01	\$65,023.80

Notes:

- Stuff.co.nz, Mediaworks, NZME, Big Mobile and Vice are NZ entities, but have international ownership.
- The total spend for MediaWorks and NZME include some offline placements for example, radio, print advertising etc.



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 Social Services Committee (SSC) Annual Review of the Ministry of Social Development 2015/2016 contains a table that provides detail on public relations campaign or publications carried out in 2015/16: www.parliament.nz/resource/en-NZ/51SCSS_EVI_00DBSCH_ANR_71778_1_A542337/2c251d89da49fd38264eabee9821e004de7b98e7.

The SSC Annual Review 2017/18 provides information regarding expenditure on major public awareness campaigns, including related costs for advertising, public relations and/or publications, for the last five years. It also contains a breakdown of how many websites the Ministry ran in 2017/2018 broken down by website name, it's URL, when it was established, it's purpose and the annual cost of operating it: www.parliament.nz/resource/en-NZ/52SCSS_EVI_80907_2293/f121c8fa69e41afcb14acf20a3d77322aa0163b9

I have extracted the relevant documents from the SSC Annual Reviews for 2015/16 and 2017/18 and enclosed this information for your reference.

The principles and purposes of the Official Information Act 1982 under which you made your request are:

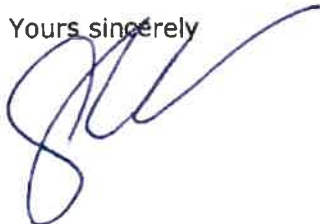
- to create greater openness and transparency about the plans, work and activities of the Government,
- to increase the ability of the public to participate in the making and administration of our laws and policies and
- to lead to greater accountability in the conduct of public affairs.

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, 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, Corporate Solutions

45. How much was spent on advertising, public relations campaigns or publications in the last financial year? How does this compare to the cost of this in the previous four financial years?

Response

The following table shows expenditure on public awareness campaigns, which includes advertising, public relations campaigns or publications, in the last five years:

Year to Date	Amount (\$m)
June 2016	2.175
June 2015	2.286 ⁴
June 2014	2.546 ⁵
June 2013	1.911 ⁶
June 2012	1.006

The Ministry distributes a number of publications each year which includes the Ministry's accountability documents. The costs associated with all these publications are allocated across the Ministry and are not collated centrally.

46. For each advertising or public relations campaign or publication conducted or commissioned in the 2015/16 financial year, please provide the following:

- Details of the project including a copy of all communication plans or proposals, any reports prepared for Ministers in relation to the campaign and a breakdown of costs
- Who conducted the project
- Type of product or service generally provided by the above
- Date the work commenced
- Estimated completion date
- Total cost
- Whether the campaign was shown to the Controller and Auditor-General
- Whether tenders were or are to be invited; if so, how many were or will be received.

⁴ This figure has been adjusted from that reported previously, to exclude an evaluation component of the Be.Accessible programme.

⁵ This figure has been adjusted from that reported previously, to exclude: Be.Welcome, an accessibility assessment programme; Be.Leadership, a programme to build leadership within the disabled community; an evaluation component of the Be.Accessible programme; funding of community projects supporting It's Not OK; and expenditure on the Think Differently campaign, for which there was no advertising or public relations component.

⁶ This figure has been adjusted from that reported previously, to exclude: Be.Welcome, an accessibility assessment programme; Be.Leadership, a programme to build leadership within the disabled community; an evaluation component of the Be.Accessible programme; and expenditure on the Think Differently campaign, for which there was no advertising or public relations component.

Response

The table below provides the detail requested on public relations campaign or publications carried out in 2015/16. The Ministry has not been asked to show these to the Controller and Auditor-General.

Campaign name	Provider	Product or service provided	Dates (start and finish)	Cost	Tendered
StudyLink: Annual Awareness	Ocean Design; Media Edge; Bluestar Group	Online advertising, display material	October 2015 – February 2016	\$335,000	No - using providers from AoG contracts and collaborative government contracts
Go On: Get Online	Ocean Design; Bluestar Group; Sauce	Print and display material promoting online services; two short video clips explaining how to sign-up to and use MyMSD	August – November 2015 April – June 2016	\$109,000	No - using providers from AoG contracts and collaborative government contracts
Campaign for Action on Family Violence (It's not OK)	Draft FCB and Senate Communications (joint)	TV advertising	1 July 2015 to 30 June 2016	\$500,000	No - continuation of service
Pasefika Proud Campaign (aka the Pasifika Campaign in original Cabinet Paper)	The Ministry has contracted out delivery of any promotional items and events to a range of different Pacific providers and organisations.	Campaign on increasing awareness of violence in Pacific families and communities. In particular mobilising Pacific individuals, families and communities to take responsibility for the issues they are facing, find solutions and take leadership in implementing them.	1 July 2015 to 30 June 2016	\$500,000	No not required – a number of Pacific providers and organisations were used

Campaign name	Provider	Product or service provided	Dates (start and finish)	Cost	Tendered
E Tu Whānau	Maori Media Network	Dissemination of E Tu Whānau messages across 22 iwi radio stations.	1 July 2015 to 30 June 2016	\$350,000	No - The Maori Media Network is the only provider
Be Accessible Campaign	Be Institute	1) Be Welcome (an accessibility assessment programme); 2) Be Leadership (a programme to build leadership within the disabled community) and; 3) the Be social campaign (to shift attitudes and behaviours towards disabled people)	1 July 2015 to 30 June 2016	Be. Leadership Programme : \$320,000 Be Welcome: \$330,000 Social Campaign: \$340,000 Research and Evaluation: \$10,000	No - the Budget appropriation was specifically to the Be Accessible Campaign

47. How many public relations and/or communications staff and contractors/consultants were employed in the last financial year; what was the total salary budget for these staff and how much were these staff paid broken down by salary band? How does that compare with each of the previous four financial years?

Response

As at 30 June 2016, the Ministry employed 22⁷ communications staff, five of whom respond to national media enquiries. The remaining 17 staff work within the Ministry, including Service Delivery, and Child, Youth and Family, providing strategic communications advice on major programmes and projects and ensuring New Zealanders understand their entitlements and how the Government can provide support.

The table below provides a summary of the salary budget for communication staff for the last four financial years:

Year to Date	Staff	Amount (\$m)
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⁷ This figure uses the State Services Commission's definition of communication staff.

INVOICES AND PROCUREMENT

47. How many penalties for late payment of an invoice were incurred in the 2017/2018 year and what was the total cost of that. How does this compare to each of the previous four financial years?

MSD did not incur any penalties for late payments in 2017/2018 nor in the previous four financial years.

48. How many and what proportion of invoices and bills received in the 2017/2018 financial year were not paid on time, and how does this compare to each of the previous four financial years?

MSD's standard payment terms are on the 20th of the month following the receipt of the invoice. Payment times may also be subject to negotiation. Based on the information available, 11 percent of the invoices processed by MSD in 2017/2018 were not paid by the due date.

Year	Total invoices	Not paid by due date	
2017/2018	107,966 ¹⁰	11,750	11.00%
2016/2017	600,290	86,761	14.45%
2015/2016	586,832	98,463	16.78%
2014/2015	565,625	85,106	15.04%
2013/2014	457,062	78,069	17.08%

¹⁰ The reduction is due to the separation of Ministry for Children, Oranga Tamariki from MSD on 1 April 2017. Oranga Tamariki invoices are primarily payments to caregivers (over 490,000).

ADVERTISING, POLLING, AND PUBLIC RELATIONS

49. What polls, surveys or market research did your department, agency or organisation undertake in the last financial year and what were the total estimated costs of this work? Please provide a copy of the polling report(s) and the following details:

- Who conducted the work
- When the work commenced
- When it was completed (or due to be completed)
- Estimated total cost
- Whether tenders were invited; if so, how many were received.

The following table shows polls or surveys undertaken in 2017/2018. Copies of the polling reports are available on request.

Poll/survey/market research	Who conducted the work	Dates	Cost (excl. GST)	Tenders invited (Y/N)	Tenders received
Work and Income Service Quality Monitor (SQM)	Colmar Brunton	1 July 2017 to 30 June 2018 (2 nd right of renewal of contract)	\$304,831 (Jul-17 to Jun-18)	Yes	8
- Additional services: Trust and confidence Module July – Dec 2017 (SQM)			\$11,800		
Student Satisfaction Monitor (SSM)	Ipsos Limited	1 July 2017 – 30 June 2018	\$58,973	No – alignment of contract end dates and under \$100,000	
Work and Income Employer Loyalty Monitor (ELM)	Ipsos Limited	1 July 2017 to 30 June 2018	\$55,580	Yes – RFP to current 3 providers for 1 year contract	3

50. How much was spent on advertising, public relations campaigns or publications in the last financial year? How does this compare to the cost of this in the previous four financial years?

The following table shows expenditure on major public awareness campaigns, including related costs for advertising, public relations and/or publications, for the last five years:

Year	Amount (\$m)
2017/2018	2.446
2016/2017	2.060
2015/2016	2.134 ¹¹
2014/2015	2.286
2013/2014	2.546

MSD also distributes a number of publications each year including accountability documents, such as our Annual Report and Statement of Intent, and electronic newsletters. Work is also completed to support regional and programme awareness activity. The associated costs are not reported above.

51. For each advertising or public relations campaign or publication conducted or commissioned in the 2017/2018 financial year, please provide the following:

- a) Details of the project including a copy of all communication plans or proposals, any reports prepared for Ministers in relation to the campaign and a breakdown of costs
- b) Who conducted the project
- c) Type of product or service generally provided by the above
- d) Date the work commenced
- e) Estimated completion date
- f) Total cost
- g) Whether the campaign was shown to the Controller and Auditor-General
- h) Whether tenders were or are to be invited; if so, how many were or will be received.

The following table provides the detail requested on advertising and public relations campaigns or publications carried out in 2017/2018. MSD has not been asked to show these to the Controller and Auditor-General:

Project name	Conducted by / provider	Product or service provided	Dates (start and finish)	Cost (\$)	Tendered
Campaign for Action on Family Violence (It's not OK)	FCB New Zealand	TV advertising and digital media.	1 July 2017 to 30 June 2018	\$550,000	No – continuation of service

¹¹ This figure was incorrectly reported in the 2015/2016 Annual Review as \$2.175m.