



1 May 2024

Tēnā koe

Official Information Act Request

Thank you for your email of 8 April 2024, requesting information about spending on Public Relations and Communications. I have considered your request under the Official Information Act 1982 (the Act). Please find my decision on your request set out below.

Budgeted expenditure

The Ministry does not have a dedicated budget for Public Relations and Communications services. Communications services are provided inhouse. The Ministry does have a Publicity, Advertising and Marketing budget. The following table provides the total budgeted spend, over the last three years for external Advertising and Marketing services for the promotion of the Ministry's services, programmes and campaigns:

Financial Year	Budgeted spend (\$)
2021/22	2,313,714
2022/23	2,144,021
2023/24	2,238,719

Actual expenditure, procurement process and service providers

Information relating to advertising and public relations campaigns or publications, by financial year, can be found in the Ministry's responses to standard Annual Review questions. These tables detail the project name, provider name, product or service provided, dates, cost and whether these contracts were tendered.

The full evidence texts can be found at the following links. Please refer to questions 50 and 51 for the information you are looking for:

- 2021/22 - www.parliament.nz/resource/en-NZ/53SCSS_EVI_127528_SS5240/5bb09bc1a83e5bd3396f8d0b9f92fb86e85e984d
- 2022/23 - www.parliament.nz/resource/en-NZ/54SCSSC_EVI_b9ae0553-7cfa-4166-4a99-08dbfb701e36_SSC555/73b1dabf5be7391633b0cebc1ca4e31eef4b1efb.


Information relating to the 2023/24 financial year is refused under section 18(d) of the Act, as this information is due to be made publicly available soon as part of the scrutiny activity for the 2024/25 Estimates Examination of Vote Social Development. Please contact us again later this year, and we can provide you a link to this.

I will be publishing this decision letter, with your personal details removed, on the Ministry's website in due course.

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 my decision on your request, 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.

Ngā mihi nui

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Magnus O'Neill
General Manager
Ministerial and Executive Services