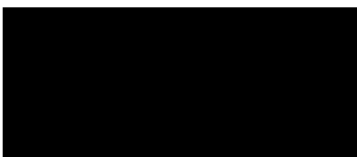




28 FEB 2019



Dear 

Thank you for your email of 30 January 2019 to the Ministry of Education requesting the following information:

Please provide the total amount of spending on advertising in the past five financial years, by year, including financial year 2018/19 to date.

For each year, please break this down into how much of each annual spend was used in each of the following categories:

- 1. Facebook and Facebook-owned properties (Instagram, WhatsApp)*
- 2. Social media influencers*
- 3. Other social media (e.g. Snapchat)*
- 4. Search engine marketing (broken down by which search engine was used e.g. Google, Bing, Yahoo! etc)*
- 5. Other online advertising*
- 6. Television*
- 7. Radio, including podcasts*
- 8. Outdoor (e.g. billboards, buses)*

Your request has been considered under the Official Information Act 1982 (the Act).

The Ministry reports on its expenditure each year in its annual Financial Review. This review contains, amongst other things, the total cost for advertising, public relations or publications conducted or commissioned by the Ministry. You can find a copy of the Ministry's 2017/18 Annual Review on Parliament's website at the following link:

<https://www.parliament.nz/mwg-internal/de5fs23hu73ds/progress?id=otRk8oZBxL6WUD4Mbjw0CXJDH2RfDDiGmv9jlttevaM,&dl>

A breakdown on advertising costs is not captured and recorded in a way that would allow us to extract answers to your specific questions. As such your request for a breakdown of the advertising costs for the last five financial years has been refused under section 18(f) of Act, as the information requested cannot be available without substantial collation or research.

OIA: 1176099

National Office, Mātauranga House, 33 Bowen Street, Wellington 6011
PO Box 1666, Wellington 6140. Phone: +64 4 463 8000 Fax: +64 4 463 8001

Please note, the Ministry now proactively publishes OIA responses on our website. As such, we may publish this response on our website after five working days. Your name and contact details will be removed.

Thank you again for your email. You have the right to ask an Ombudsman to review this decision. You can do this by writing to info@ombudsman.parliament.nz or Office of the Ombudsman, PO Box 10152, Wellington 6143.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'Emily Fabling', with a horizontal line underneath.

Emily Fabling
Deputy Secretary
Strategy Planning and Governance