



11 May 2023

[REDACTED]  
[REDACTED]

Ref: OIA-2022/23-0815

Dear [REDACTED]

**Official Information Act request relating to monthly spend on COVID-19 public information campaigns**

Thank you for your Official Information Act 1982 (the Act) request received on 16 April 2023. You requested:

*“Please advise a monthly spend from March 2020 to now on public information campaigns in support of New Zealand's COVID-19 response. I ask that these include but not be limited to the costs for the Unite Against COVID-19 Campaign and the Vaccine Campaign.*

*If spends are not available by month then provide in what ever temporal division you have them and in total.*

*Please also provide a list of each and every individual public information campaign conducted in support of New Zealand's COVID-19 response and the spend for each campaign in the most granulated form that you have (both in terms of what component of the campaign the spend was on and when the spend was made) as well as in total.”*

On 1 May 2023 the Department of the Prime Minister and Cabinet partially transferred your request to Te Whatu Ora. I understand that you also submitted the same request to Te Whatu Ora. For the avoidance of doubt, I can advise that DPMC delivered the Unite Against COVID-19 campaign up to 15 November 2022 and the Vaccine Campaign up to 30 June 2022. These campaigns then transferred to Te Whatu Ora to administer.

Please find attached a breakdown of advertising spend for the Unite Against COVID-19 Campaign and the Vaccine Campaign. Please note these figures includes all campaign costs, such as advertising, website, printing, translations. These figures exclude GST, personnel or operating costs. Please also note that payments / credits listed after 15 November 2022 relate to delayed invoicing and are associated to the period that DPMC held responsibility for the COVID-19 advertising campaigns.

You have the right to ask the Ombudsman to investigate and review my decision under section 28(3) of the Act.

Yours sincerely

[REDACTED]

**Chris Gianos**  
**Head of Risk and Assurance**  
**Strategy, Governance and Engagement**

Unite Against COVID-19 Campaign and Vaccine Campaign, Total Monthly expenditure by category

Service	2019/20 Expenditure						2020/21 Expenditure												2021/22 Expenditure												2022/23 Expenditure					
	April to June	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar		
Advertising	19,454,089	380,077	3,279,096	466,059	2,479,874	1,222,123	1,353,402	554,867	1,424,928	2,486,822	2,737,251	3,291,404	4,343,421	3,750,925	7,573,469	6,511,276	4,746,498	8,302,065	6,162,746	4,827,357	5,647,009	7,064,106	3,873,979.46	4,129,928	4,504,363	141,227.23	2,287,888.84	195,596.56	853,852	555,239.06	-45,552.59					
Advertising - Video/Script Production					65,667	3,476	6,450	70,000																												
Website	468,845	31,067	47,551	82,449	49,987	38,703	-11,448	41,436	12,288	62,779	91,156	130,906	41,966	-24,028	40,893	9,995	72,279	56,360	120,116	0	88,189	42,246	7,804	13,306	7,921	12,221	80,764	49,203	-11,735	72,077		-18,657				
Translations	290,479	1,296	40,937	9,524	120,590	-44,726	-74,550	39,393	131	45,082	53,727	36,830	82,485	9,315	124,827	100,762	21,906	59,881	21,870	4,060	2,893	346,743	124,977	2,770	2,740	2,508	46,126	39,633	8,350	21,916						
Printing	215,067							14,027	201,766	37,579	31,024	83,052	267,110		156,168	3,718	80,205	49,991	87,077	115,076	6,153	49,059	14,549	293	1,077	0	1,489	0	746	3,498						
Other	175,823	-2,600	22,300	15,587		31,400		6,852	6,961	99,406	-4,905	105,153	131,411	37,470	119,093	199,740	104,007	313,413	141,361	19,010	3,850	234,364	81,692	4,974	9,176	141,734	75,647	48,669	39,676	48,960	5,000	284	7,500			
<b>Total</b>	<b>20,604,303</b>	<b>390,440</b>	<b>3,389,884</b>	<b>573,619</b>	<b>2,716,147</b>	<b>1,250,978</b>	<b>1,273,855</b>	<b>726,175</b>	<b>1,646,074</b>	<b>2,711,468</b>	<b>2,908,253</b>	<b>3,647,495</b>	<b>4,866,393</b>	<b>3,773,683</b>	<b>8,014,150</b>	<b>8,825,491</b>	<b>5,024,896</b>	<b>8,781,720</b>	<b>6,532,969</b>	<b>4,966,103</b>	<b>5,747,854</b>	<b>7,735,517</b>	<b>4,083,034</b>	<b>4,136,047</b>	<b>4,75,297</b>	<b>1,618,734</b>	<b>263,814</b>	<b>331,694</b>	<b>890,890</b>	<b>701,689</b>			<b>0</b>	<b>7,500</b>		

Expenditure on combined Unite Against COVID-19 and Vaccine Campaigns by year or category or total

	2019/20	2020/21 (includes vaccines)	2021/22 (includes vaccines)	2022/23 to 31 March 2023	ALL COSTS TO DATE
Advertising	19,454,089	23,979,014	69,183,721	5,400,196	118,017,020
Advertising - Video/Script Production	0	145,615	0	0	145,615
<b>Total Advertising</b>	<b>19,454,089</b>	<b>24,124,629</b>	<b>69,183,721</b>	<b>5,400,196</b>	<b>118,162,635</b>
Website	468,845	619,500	504,181	183,871	1,776,396
Translations	290,479	310,728	840,205	168,533	1,609,945
Printing	215,067	634,558	563,987	5,734	1,419,345
Other	175,823	411,365	1,334,951	367,471	2,289,609
<b>Total Other Publicity</b>	<b>1,150,214</b>	<b>1,976,151</b>	<b>3,243,323</b>	<b>725,608</b>	<b>7,095,296</b>
<b>TOTAL CAMPAIGN COSTS (excluding personnel)</b>	<b>20,604,303</b>	<b>26,100,780</b>	<b>72,427,044</b>	<b>6,125,804</b>	<b>125,257,931</b>

Expenditure on Unite Against COVID-19 Campaign by year or category or total - ended 16 November 2022

	2019/20	2020/21	2021/22	2022/23 to 31 March 2023	ALL UNITE CAMPAIGN COSTS TO DATE
Advertising	19,454,089	16,471,020	31,664,611	5,400,196	72,989,916
Advertising - Video/Script Production	0	145,615	0	0	145,615
<b>Total Advertising</b>	<b>19,454,089</b>	<b>16,616,635</b>	<b>31,664,611</b>	<b>5,400,196</b>	<b>73,135,531</b>
Website	468,845	577,036	504,181	183,871	1,733,932
Translations	290,479	211,105	568,383	168,533	1,238,500
Printing	215,067	632,868	563,987	5,734	1,417,655
Other	175,823	351,815	1,251,190	367,471	2,146,299
<b>Total Other Publicity</b>	<b>1,150,214</b>	<b>1,772,824</b>	<b>2,887,741</b>	<b>725,608</b>	<b>6,536,387</b>
<b>TOTAL CAMPAIGN COSTS (excluding personnel)</b>	<b>20,604,303</b>	<b>18,389,459</b>	<b>34,552,352</b>	<b>6,125,804</b>	<b>79,671,918</b>

Expenditure on Vaccination Campaign by year or category or total - ended 30 June 2022

	2019/20	2020/21	2021/22	2022/23	ALL VACCINE CAMPAIGN COSTS TO DATE
Advertising	0	7,507,993	37,519,110	0	45,027,103
Advertising - Video/Script Production	0	0	0	0	0
<b>Total Advertising</b>	<b>0</b>	<b>7,507,993</b>	<b>37,519,110</b>	<b>0</b>	<b>45,027,103</b>
Website	0	42,464	0	0	42,464
Translations	0	99,625	271,822	0	371,447
Printing	0	1,690	0	0	1,690
Other	0	59,550	83,760	0	143,310
<b>Total Other Publicity</b>	<b>0</b>	<b>203,329</b>	<b>355,582</b>	<b>0</b>	<b>558,911</b>
<b>TOTAL CAMPAIGN COSTS (excluding personnel)</b>	<b>0</b>	<b>7,711,322</b>	<b>37,874,692</b>	<b>0</b>	<b>45,586,014</b>

Expenditure on Vaccine campaign by month 2020/21					
Mar	Apr	May	June	Total	
\$	644,569.44	\$ 1,773,391	\$ 2,409,199	\$ 2,884,162	\$ 7,711,322

Expenditure on Vaccine campaign by month 2021/22													
Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Total	
\$	2,074,739.45	\$ 2,606,784	\$ 3,020,335	\$ 5,019,834	\$ 4,715,599	\$ 3,176,454	\$ 4,141,113	\$ 2,484,431	\$ 2,946,499	\$ 2,630,583	\$ 2,765,645	\$ 2,292,673	\$ 37,874,692

Released Under the Official Information Act