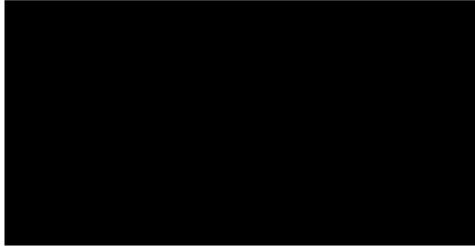


27 AUG 2019



Thank you for your email of 1 August 2019 requesting the following information under the Official Information Act 1982 (the OIA):

Can you please provide monthly figures in a spreadsheet each year for the past five years on

-your total advertising spend

-online advertising spend

-the proportion of your online advertising spend that goes on: Facebook, You Tube, Instagram, specific "influencers", SEO, online news sites, other sites.

-please indicate if this spend was general, or on specific campaigns

-for your most recent campaign, where possible, please provide success measures or reports ie. click through or engagement data or briefings with this information contained

Please also indicate in writing, and attach relevant documents, if your agency implemented a policy change on online spending post the March mosque attacks and/or the Christchurch Call.

On 6 August 2019, we advised you that in order to provide the monthly figures for the advertising spend for the past five years Housing New Zealand would need to approach each Agency engaged for this work for them to prepare reports for each campaign over this time period. Housing New Zealand would incur costs associated with obtaining this information.

We asked you to consider amending or refining your request to the amount spent in the past five financial years rather than by monthly figures over the same time period. We asked that you advise us of your preferred option. To date we have had no communication from you on this matter.

We also advised you that Housing New Zealand had recently undertaken a report for the last five financial years so could provide the information you seek updated to include the end of the financial 2018/19 year.

We are refusing your OIA request in part, under section 18(f) *namely that the information requested cannot be made available without substantial collation or research*, and providing you with the following:

- Appendix 1 attached shows the amount spent by Housing New Zealand on advertising for the last five financial years by year, excluding GST.
- Appendix 2 attached shows the amount spent by Housing New Zealand on recruitment advertising for the last five financial years by month and includes GST.

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 or Freephone 0800 802 602.

There has been no change in policy for online spending as a result of the 15 March 2019 mosque attacks and/or the Christchurch Call.

Yours sincerely

A handwritten signature in blue ink that reads "Rachel Kelly". The signature is written in a cursive, flowing style.

Rachel Kelly
Manager Government Relations