

6 December 2021

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RESPONSE TO AN OFFICIAL INFORMATION ACT REQUEST

On 4 October 2021, you contacted the Ministry of Health requesting, under the Official Information Act 1982 (OIA), information regarding the marketing budget for the Unite Against COVID-19 campaign.

On 7 October 2021, your request was transferred to the Department of Prime Minister and Cabinet (DPMC). On 5 November 2021, DPMC then partially transferred your request to the Ministry for Pacific Peoples (the Ministry) for response. I am responding to your request as it relates to the Ministry's spending. I have outlined your specific questions and our responses to each below.

1) what the marketing spend to date has been

To date, the Ministry has spent \$553,487.12 to target Pacific communities in the development of the COVID-19 vaccination. This has covered strategy, planning, creative, production of educational and language resources, and content to date.

2) a breakdown of marketing expenditure by channel or medium (eg. TV, radio, print ads, social media)

To date, the Ministry has directly spent \$15,180 on radio advertising targeted at our Pacific communities. The Ministry has not spent anything on television, print advertisements, social media or any other channels or mediums of advertising.

3) If social media influencers have been employed as part of the COVID 19 vaccination campaign and, if possible, a list of those employed for this purpose.

The Ministry has not employed any social media influencers as part of the COVID-19 vaccination campaign.

In support of the principles and purposes of the OIA, the Ministry proactively publishes its responses to OIA requests. As such, this letter will be published on the Ministry's website. Your personal details will be removed, and the Ministry will not publish any information that would identify you as the person who requested the information.

Should you wish to discuss this response with us, please feel free to contact the Ministry at: uia_requests@mpp.govt.nz.

If you are dissatisfied with this response, you have the right, under section 28(3) of the OIA, to seek an investigation and review by the Ombudsman. Information about how to make a complaint is available at www.ombudsman.parliament.nz or freephone 0800 802 602.

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A handwritten signature in blue ink, appearing to read 'Agnes Sefo', with a stylized flourish at the end.

Agnes Sefo
Deputy Secretary,
Office of the Secretary for Pacific Peoples
Ministry for Pacific Peoples