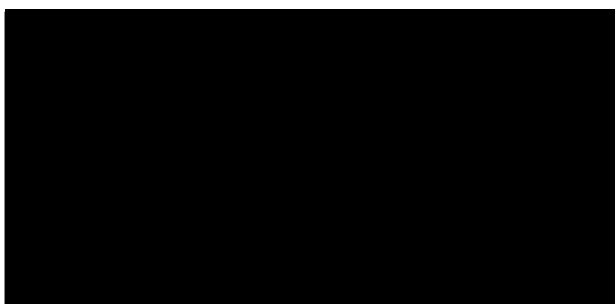




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19 February 2019



Information Request – Advertising expenditure

I refer to your official information request dated 30 January 2019 asking for the following information:

The total amount of spending on advertising in the past five financial years broken down by the following categories:

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

Fire and Emergency records its expenditure by campaign, rather than the specific channel used. To provide you the information requested would require a manual search of all invoices over the past five years. Extending the timeframes to respond to your request would not assist us in providing a response to your request.

Fire and Emergency has considered other options to assist with the provision of information to you and we would be happy to discuss the option to affix a charge to this request under section 18A of the Official Information Act 1982 and in line with the Ministry of Justice Charging Guidelines. Alternatively, we would be happy to discuss with you what advertising information can be provided without a manual search of invoices.

To discuss either of these options please get in touch with Amelia Dalley, Senior Advisor on 04 474 4810 or amelia.dalley@fireandemergency.nz.

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.

Note also that this response (with your personal details removed) may be published on the Fire and Emergency website.

Yours sincerely



Bella Sutherland
Director, Office of the Chief Executive