

2 April 2014

Ben Fahy  
Editor/Associate Publisher  
NZ Marketing and StopPress

Email: [fyi-request-1535-20400cb1@requests.fyi.org.nz](mailto:fyi-request-1535-20400cb1@requests.fyi.org.nz)

Dear Ben,

I refer to your email of Friday 14 March requesting the following information under the Official Information Act 1982:

*“Can you please provide details of the amount of money paid to advertising, PR, marketing, design and events agencies in the years 2010, 2011, 2012 and 2013.”*

In a phone conversation with Nick Swallow, Director Marketing and Brand, on Monday 24 March you were advised that most of the information is available on the Parliamentary website as part of NZTE's annual report to the Commerce Select Committee.

The information for spend on advertising, public relations, marketing, publications and rebranding for 2010, 2011 and 2012 is available at this URL.

<http://www.parliament.nz/resource/0000258781>

The relevant sections are 13, 23 and 37.

Information for the 2012/ 2013 financial year will be available on the website in the coming weeks as NZTE is due to report to the Select Committee on 10 April.

You clarified with Nick that you were interested in the amount NZTE spends with its lead agency for events stand design and construction.

The information you requested is released under the Official Information Act 1982 and is attached to this response

Yours sincerely,



Suzanne Stew  
**GENERAL MANAGER, INTERNAL PARTNERS**

### **New Zealand Trade and Enterprise – Events Stand Design**

The amounts NZTE spends with its lead agency for events stand design and construction for the last three full financial years are below, along with the amount year-to-date for 2013/2014.

Stand design and production for events

2010/2011	\$66,205
2011/2012	\$48,781
2012/2013	\$18,506
YTD as at 25/03/14	\$11,717

NZTE's financial year is 1 July through to 30 June.

RELEASED UNDER THE  
OFFICIAL INFORMATION ACT