



10 December 2021

Beinn Chapple-Law
fyi-request-17110-2079cc1d@requests.fyi.org.nz

Ref: OIA-2021/22-0432

Dear Beinn Chapple-Law

Official Information Act request relating to social media influencers

Thank you for your request made under the Official Information Act 1982 (the Act), received by the Department of the Prime Minister and Cabinet (DPMC) as a transfer from the Ministry of Health on 14 October 2021. You requested:

"...I would like to request a list of all "influencers", any persons, companies or organisations that were either paid to promote the vaccine, offered other rewards, or even did it for free.

I would like to know how much was paid out to each persons or company, and what the brief was for each post..."

I note the time limits for deciding on your request were extended by 20 working days to allow for further consultation to be undertaken. Following this, I am now in a position to respond.

Please find a list of content creators and high-profile New Zealanders' used by DPMC for the COVID-19 response below:

1. Jackie Cheng
2. Tyla Nathan-Wong
3. Kirstie Stanway
4. Mikey Ferguson
5. Daniel Rhodes
6. Win Velasco
7. Jared Jackson
8. Aya (theslinkyaya)
9. Nicole Goldsworthy
10. Nicole Whippy
11. Emma Espiner
12. Ladi6
13. Jennifer Lealand-Ward
14. Tyla Nathan-Wong
15. Wayne Shelford
16. Ash Dixon
17. Jazz Thornton
18. John Kirwan
19. Noeline Taurua
20. Nigel Latta
21. Josh Thomson

I have decided to withhold the specific amounts each individual was paid under section 9(2)(i), "to enable a Minister of the Crown or any public service agency or organisation holding the information to carry out, without prejudice or disadvantage, commercial activities." However, I can advise, to date the total amount paid to these content creators and high-profile New Zealanders was \$65,280. This includes the time involved in content creation and/or interview preparation as well as their actual appearance in the promotions.

The brief for content creators was to address issues the public were commonly raising (identified through research and social commentary).

Regarding the more recent Tik Tok posts from content creators, this was simply a broad reach out to content creators to ask them to support vaccination in their own way.

There were no specific briefs for each post.

Please find information regarding COVID-19 vaccination on the Unite Against COVID-19 website at:

<https://covid19.govt.nz/covid-19-vaccines/get-the-facts-about-covid-19-vaccination/>.

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

This response will be published on DPMC's website during our regular publication cycle. Typically, information is released monthly, or as otherwise determined. Your personal information including name and contact details will be removed for publication.

Yours sincerely



Cheryl Barnes
**Deputy Chief Executive,
COVID-19 Response**