

3 November 2022

Tony Hitch
fyi-request-20550-dd97396d@requests.fyi.org.nz

Dear Tony

I refer to your Official Information Act 1982 (OIA) request of 14 September 2022 for information on yearly spends relating to social media, radio or TV.

My response to each of your questions can be found below.

How much was the police spend, yearly, on marketing in the categories Social media, Print media, Radio or TV.

Over the following time periods

1) *Average yearly over 2010 until 2019*

Total communications operating expenditure is publicly available on the Police website in the New Zealand Police Annual Reports for years 2010 – 2019, please refer to the “Notes to the Financial Statements” section. I have included a link to the reports here: <https://www.police.govt.nz/about-us/publications/corporate/annual-report>

A more comprehensive breakdown cannot be made available without substantial collation or research and this part of your request has therefore been refused pursuant to s18(f) of the OIA.

2) *Average yearly over 2020 until large anti mandate protest at Wellington was known to be going ahead*

Until the large anti mandate protest at Wellington was known to be going ahead the following is the marketing spend for the financial years that your requested timeframe includes. This was for constabulary recruitment, police communicator recruitment, and road policing.

It includes paid advertising for social media, print media, and radio. There is no television advertising spend.

Financial Year	Advertising budget
2021/22 (1 July 2021-30 June 2022)	\$1,800,000

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2020/21 (1 July 2020-30 June 2021)	\$1,750,000
2019/20 (1 July 2019-30 June 2020)	\$1,800,000

3) *Current spend up to today after protest at Wellington was known to be going ahead*

This is current up until the date of your request which was made on 14 September 2022. There was no paid advertising from Police over the period of protest in Wellington, as well as the immediate time after the protest.

All advertising following the protests was part of the 2021/22 financial year.

Financial Year	Advertising budget
2021/22 (1 July 2021-30 June 2022)	\$1,800,000

4) *Projected year of Social media since the protest at Wellington was known to be happening*

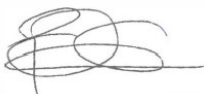
Due to the need for flexibility of the content posted on social media, Police does not have a projected year of social media content for what is posted. For this reason, this part of your request has been refused pursuant to s18(e) of the OIA, as the document alleged to contain the information you have requested does not exist.

Please include all sworn and non-sworn staff time or remuneration\$, including (if possible) the time taken by sworn officers stopping normal duties to hug a puppy and such for purpose of marketing.

Social media is an important communications and engagement channel for the organisation. It relays important safety and reassurance messaging and also shows the many things our constabulary staff are doing everyday out in our communities to help people feel safe and be safe. While staff are encouraged to send in content that reflects that, constabulary staff are never asked to stop their normal duties to hug puppies for the purpose of marketing. Therefore, this part of your request is refused pursuant to s18(e) of the OIA, as the information you have requested does not exist.

You have the right, under section 28(3) of the OIA, to ask the Ombudsman to review my decision if you are not satisfied with the way I have responded to your request.

Yours sincerely



Paul Comer
Acting Executive Director: Media & Communications
 Police National Headquarters