



13 January 2023

Joe McPhee
fyi-request-21405-df8e9a9a@requests.fyi.org.nz

Ref: OIA-2022/23-0443

Dear Joe McPhee

Official Information Act request for a list of public figures paid to promote the Covid-19 vaccine

Thank you for your Official Information Act 1982 (the Act) partially transferred to the Department of the Prime Minister and Cabinet (DPMC) on 20 December 2022. You requested:

“Please can I have a list of all celebrities, politicians, media personalities, social media influencers, that were paid to promote/advertise the covid-19 vaccine, and how much they were paid.”

Please note that the responsibility for advertising related to COVID-19 vaccination was transferred to Te Whatu Ora on 1 July 2022. DPMC’s response includes relevant information from the time period when DPMC was responsible for delivering the vaccine campaign.

Regarding the part of the request for the names of the social media influencers used to support the COVID-19 Vaccine campaign, I can advise that there were 11 content creators who were used to promote the vaccination message as part of the Super Saturday vaccination campaign. These individuals were Louis Davis, Jackie Cheng, Tyla Nathan-Wong, Kirstie Stanway, Nicole Whippy, Aya Al-chalabi, Nicole Goldsworthy, Jared Jackson, Win Velasco, Michael Fergus and Daniel Rhodes. These content creators were engaged to make and share their own authentic vaccine-related content that was relevant to them and their followers. There were no other celebrities, politicians or media personalities engaged.

Regarding the part of your request for information concerning payments, this was managed via a contracted media agency, and the information is not held within the DPMC financial system. I am therefore refusing this part of your request under section 18(g) of the Act, as the information is not held by the department and I do not believe that it is held by another public sector agency.

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

This response may be published on the Department of the Prime Minister and Cabinet’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

Julie Knauf
**Acting Deputy Chief Executive,
COVID-19 Group**