



Mark Shelly
fyi-request-22477-43ddafe0@requests.fyi.org.nz

Ref: OIA-2022/23-0815

Dear Mark Shelly

Official Information Act request relating to Monthly spend on on COVID-19 public information campaigns

Thank you for your request made under the Official Information Act (the Act), received on 16 April 2023. You requested:

“ Please advise a monthly spend from March 2020 to now on public information campaigns in support of New Zealand's COVID-19 response. I ask that these include but not be limited to the costs for the Unite Against COVID-19 Campaign and the Vaccine Campaign.

If spends are not available by month then provide in what ever temporal division you have them and in total.

Please also provide a list of each and every individual public information campaign conducted in support of New Zealand's COVID-19 response and the spend for each campaign in the most granulated form that you have (both in terms of what component of the campaign the spend was on and when the spend was made) as well as in total. ”

I believe the part of your request for information about monthly spend on COVID-19 public information campaigns is more closely connected to the functions of the Te Whatu Ora - Health New Zealand.

The Department of the Prime Minister and Cabinet delivered the Unite Against COVID-19 campaign up to 15 November 2022 and the Vaccine Campaign up to 30 June 2022. These campaigns then transferred to Te Whatu Ora to administer.

Accordingly, I have decided to transfer this part of your request to the Te Whatu Ora - Health New Zealand under section 14(b)(ii) of the Act. The other parts of the request will remain with the Department of the Prime Minister and Cabinet.

The Te Whatu Ora - Health New Zealand has the usual timeframes under the Act from receipt of this transfer to make a decision on your request.

Yours sincerely

Amy Teague
Manager, Ministerial Services