

25 May 2023

James

[fyi-request-22485-b9cbcadd@requests.fyi.org.nz](mailto:fyi-request-22485-b9cbcadd@requests.fyi.org.nz)

Tēnā koe James

**Your request for official information, reference: HNZ00016986**

Thank you for your email on 28 April 2023, asking for the following which has been considered under the Official Information Act 1982 (the Act):

*“Please provide the total media spend for anything related or concerning Covid from Jan 1st 2023 to April 17th 2023.*

*Please provide the amounts spent with NZME, Stuff, Spinoff, Radio NZ, TVNZ, Three, Newshub and Newsroom if applicable”*

The total amount spent on media between 1 January and 17 April 2023 for the Unite Against COVID-19 campaign was \$156,271.

Te Whatu Ora can confirm that there was media spend with both Stuff and NZME between 1 January and 17 April 2023. There was no media spend with Spinoff, Radio NZ, TVNZ, Three, Newshub and Newsroom during this period requested.

Te Whatu Ora is unable to provide a full breakdown of the amount spent with Stuff and NZME between 1 January and 17 April 2023. This information is not held because all media placement is via a contracted media agency, and as Te Whatu Ora does not place requests with media outlets directly, media costs are not broken down in the manner you have requested in the Te Whatu Ora financial system. As such, your request is refused under section 18(g) of the Act as the information you have requested is not held by Te Whatu Ora and we have no grounds to believe that the information is held by another department or Minister of the Crown or organisation.

**How to get in touch**

If you have any questions, you can contact us at [hnzOIA@health.govt.nz](mailto:hnzOIA@health.govt.nz).

If you are not happy with this response, you have the right to make a complaint to the Ombudsman. Information about how to do this is available at [www.ombudsman.parliament.nz](http://www.ombudsman.parliament.nz) or by phoning 0800 802 602.

As this information may be of interest to other members of the public, Te Whatu Ora may proactively release a copy of this response on our website. All requester data, including your name and contact details, will be removed prior to release.

Nāku iti noa, nā



Matt Hannant  
**Interim Director of Outbreak Response**  
**National Public Health Service**

[TeWhatuOra.govt.nz](http://TeWhatuOra.govt.nz)

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**Te Kāwanatanga o Aotearoa**  
New Zealand Government