

26 May 2023

James

fyi-request-22620-6c3c0a05@requests.fyi.org.nz

Tēnā koe James

Official Information Act (OIA) request: One NZ Warriors promotion

On 29 April 2023, you contacted Stats NZ requesting, under the Official Information Act 1982 (the Act), the following information:

Stats NZ is involved in the following promotion:

One NZ Warriors promotion;

Come to an event in the lead up to this Sunday's Warriors game at Mt Smart Stadium, fill in your census and get a ticket to the match and \$25 food and beverage voucher to spend at the game.

Do your census at the match and get a \$25 food and beverage voucher, plus go in the draw to win a trip for 4 people to Australia!

Under the OIA please provide the following:

Total cost of the promotion.

Agency or department responsible for the creation/ concept and execution of the promotion.

Any declared conflicts of interests involved in the creation or execution of the promotion.

All correspondence including but not limited to texts and emails concerning the request/brief for a/the promotion.

Total budget for all promotional and incentive activity to drive census returns and completion.

Allocation of the promotional and incentive budget - list of agencies and money allocated to them for promotional activity.

Answers to each of your questions are addressed below.

info@stats.govt.nz
toll-free 0508 525 525
stats.govt.nz

Total cost of the promotion

To date, the approximate cost of the One New Zealand Warriors partnership is \$126,694.

Agency or department responsible for the creation/concept and execution of the promotion

Stats NZ.

Any declared conflicts of interests involved in the creation or execution of the promotion

No conflicts of interest were declared in the creation or execution of the partnership.

All correspondence including but not limited to texts and emails concerning the request/brief for a/the promotion

Please see attached the correspondence determined to be in scope of the request. In terms of the correspondence, please note:

- the contact details of some individuals are withheld under section 9(2)(a) of the Act in order to protect the privacy of natural persons. The need to protect the privacy of these individuals outweighs the public interest in this information
- some information is withheld under section 9(2)(h) of the Act in order to maintain legal professional privilege. The greater public interest is in ensuring that government agencies can continue to obtain confidential legal advice.

Total budget for all promotional and incentive activity to drive census returns and completion.

For the 2023 Census, the communications and marketing budget (i.e., the publicity budget) was initially \$10.5 million, with an additional \$3.3 million approved to help respond to the impact of Cyclone Gabrielle – bringing the total budget to \$13.8 million. The One New Zealand Warriors partnership was funded from this budget.

When Cabinet approved additional funding to help respond to the impact of Cyclone Gabrielle on the 2023 Census, a further \$1 million was approved to support the participation of households and communities. Stats NZ has utilised this funding to aid collection efforts through the use of incentives, such as supermarket vouchers and food and beverage vouchers. These incentives are a form of manaakitanga, to reflect reciprocity to respondents.

Additionally, Stats NZ has partnered with the Whānau Ora Commissioning Agency to further support the completion of census forms from households in Auckland. The partnership includes funding for supermarket vouchers to the value of \$1 million.

Allocation of the promotional and incentive budget - list of agencies and money allocated to them for promotional activity.

To date, the communications and marketing budget of \$13.8 million has been allocated as follows:

Agency/organisation	\$ Amount (excluding GST)
Te Takare	9,943,996
Silverstripe	334,129
Dioscuri	470,000
Vain	200,850
Coconut TV/Fresh	8,500
Morning Shift	12,500
The Sports Club	36,000
Moana Pasifika	20,000
Bluestar	486,061
Boost merchandise	25,340
One NZ Warriors partnership (inclusive of tickets and food and beverage vouchers)	126,694
Total	11,664,070

In terms of incentive activity, the current spend on vouchers is listed below:

Date of Event	Event name/location	Value of vouchers issued at event (\$)
5/04/2023	Tūrangi Ngawaka Place	320.00
16/04/2023	MSD offices Mt Albert and Mt Eden	70.00
16/4/2023	Albany Night Market	50.00
23/04/2023	Marfell community house	1,640.00
24/04/2023	Gore Aquatic Centre	360.00
26/04/2023	Gore Aquatic Centre	140.00
26/4/2023	Castlecliff day	2,560.00
27/04/2023	Mataura Senior Citizens	290.00
27/04/2023	Mangere East Hawk	2,000.00
27/04/2023 - 28/04/2023	WINZ event	1,080.00

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29/04/2023	Tūrangi Market	800.00
29/4/2023	Gonville/Castlecliff	1,880.00
29/04/2023	Gore Multisport Complex	30.00
29/04/2023	A&P Showground Gore	190.00
29/04/2023	PIACT Market Day	270.00
30/04/2023	Gore Aquatic Centre	390.00
30/04/2023	Waitara East and West	4,240.00
30/04/2023	Taupō East/West-Paetiki Community House	600.00
1/05/2023	MSD Glenfield	120.00
1/05/2023	MSD Albany	80.00
1/5/2023 - 2/05/2023	Taumarunui,MSD Office	640.00
1/5/2023 - 2/05/2023	Taumarunui Central	360.00
2/05/2023	Raetihi/Ohakune	240.00
2/05/2023	Koha Shed Pop Up	1,000.00
2/05/2023	Fulton Hogan	400.00
2/05/2023	MSD Glenfield	120.00
2/05/2023	MSD Albany	80.00
3/05/2023	MSD Glenfield	120.00
3/05/2023	MSD Albany	80.00
3/05/2023 - 13/05/2023	Auckland Night Markets - 7 ACEs	20,000.00
3/05/2023 - 5/05/2023	Eastside ECE (44 Early Childhood Centres)	15,840.00
5/05/2023	Elei Community	12,000.00
12/05/2023	North Drill	1,600.00
As at 14/05/2023 (ongoing)	Whānau Ora Commissioning Agency	90,500.00*
15/05/2023 - 16/05/2023	NBA 2K23 Tournament	4,000.00
17/05/2023	Hatea Loop	4,000.00
19/05/2023	Moana Pasefika Rugby Game	8,000.00
	Total	176,090.00

* As noted above, Stats NZ's partnership with the Whānau Ora Commissioning Agency includes funding for supermarket vouchers to the value of \$1 million. As at 14 May, \$90,500 worth of vouchers have been given to responding households.

Should you wish to discuss this response with us, please feel free to contact Stats NZ at: OfficeoftheGSCE@stats.govt.nz.

If you are not satisfied with this response, you can contact us at the email above and/or you have the right to seek an investigation and review by the Ombudsman. Information about how to make a complaint is available at www.ombudsman.parliament.nz or 0800 802 602.

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It is Stats NZ's policy to proactively release its responses to official information requests where possible. This letter, with your personal details removed, will be published on the Stats NZ website. Publishing responses creates greater openness and transparency of government decision-making and helps better inform public understanding of the reasons for decisions.

Ngā mihi nui, nā

A handwritten signature in black ink, consisting of a stylized initial 'K' followed by a long horizontal line.

Kate Satterthwaite
General Manager, External and Government Relations
Office of the Chief Executive, Stats NZ