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01 September 2023

Greg West

**Email:** [fyi-request-23704-bb563d61@requests.fyi.org.nz](mailto:fyi-request-23704-bb563d61@requests.fyi.org.nz)

Tēnā koe Mr West

**OFFICIAL INFORMATION ACT 1982 (OIA) – REQUESTS FOR INFORMATION -  
CHRISTCHURCH INTERNATIONAL AIRPORT LIMITED (CIAL)**

1. We write further to our email of 08 August 2023, acknowledging receipt of your OIA request of 04 August 2023 seeking information (if held by CIAL) regarding social media advertising re Central Otago Airport Project.

We have answered your request in this letter and for completeness, we set out your request below.

**Request: Received 04 August 2023 – Social media advertising re Central Otago Airport Project**

*Please could you provide the social media advertising budget, channels used and paid or unpaid sponsored queries in place related to the Central Otago Airport project from July 2020 to date.*

*Include any targeted key words, demographics and related criteria for these paid or unpaid sponsored queries or social media advertising.*

*Where queries may disclose identifiable information which could be withheld under OIA please provide a summary including:*

- 1. Number of established criteria related to a person or people*
  - 2. Number of established criteria related to organisations including Government*
  - 3. Number of criteria related to a person or people who have property or normally resides in the Tarras area as defined by CIAL on page 4 of this [document](#).*
2. From the outset, CIAL has set out below the requested information where it is able. It is pertinent to note that CIAL is under no legal obligation to consult in relation to Central Otago Airport Project ('the Project'). To assist public understanding of the context of the Project and CIAL's decisions, CIAL has committed to, and does,

proactively publish information as it completes pieces of work which is likely to be in the public interest to receive on its dedicated Project website at <https://www.centralotagoairport.co.nz/>. Until work is completed, it is not capable of being released. Over time, this will see more information voluntarily released.

3. In respect to your request, we respond in three parts as follows:

*(a) Please could you provide the social media advertising budget, channels used and paid or unpaid sponsored queries in place related to the Central Otago Airport project from July 2020 to date.*

The disclosure of CIAL's 'social media advertising budget' cannot be provided, given there is no such budget line item allocated specifically for that purpose.

In relation to the channels used, whenever CIAL has an update, the communication and marketing teams post these on CIAL's LinkedIn (and sometimes Facebook) pages to ensure they are communicating with the community. There is no cost associated with doing this, as CIAL does not boost these posts nor do they run any paid social media advertisements in relation to the Project. For completeness, we note CIAL has placed paid advertisements with local media outlets for community drop-in days.

In addition to the social media forums outlined above, CIAL sends out electronic direct mail ('EDM') to a database of signed-up subscribers when CIAL has updates and information about drop-in sessions. To date, CIAL has sent out 18 EDMs and there is a cost associated to send out each EDM which is based on the number of subscribers we send it to.

*(b) Include any targeted key words, demographics and related criteria for these paid or unpaid sponsored queries or social media advertising.*

Please see the above response. Advertisements placed are not targeted other than by the choice of media outlet or platform.

*(c) Where queries may disclose identifiable information which could be withheld under OIA please provide a summary including:*

- 1. Number of established criteria related to a person or people*
- 2. Number of established criteria related to organisations including Government*
- 3. Number of criteria related to a person or people who have property or normally resides in the Tarras area as defined by CIAL on page 4 of this [document](#).*

CIAL has addressed this under (a) above.

4. We trust we have answered your request for information. If you require any further information or if we have in some way misinterpreted your requests, please let us know.
5. Please note you have the right to seek an investigation and review by the Ombudsman of the decisions contained in this letter. Information about how to contact the Ombudsman or make a complaint is available at [www.ombudsman.parliament.nz](http://www.ombudsman.parliament.nz) or freephone 0800 802 602.

Yours sincerely

**CIAL LEGAL TEAM**

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