



18 June 2024

Bryan Kyle

By email: fyi-request-26883-516f0ddc@requests.fyi.org.nz

Tēnā koe Bryan

Official information request regarding advertising and marketing spend

I refer to your request for information under the Official Information Act 1982 (the Act) dated 20 May 2024:

“I request under OIA, details concerning how much money has been spent by VUW on marketing, promotions, advertising and such items, in the financial year 2023-2024?”

The University financial year runs from 1 January to 31 December. The University has identified a total of \$4,283,000 of spending recorded against general ledger (GL) codes associated with marketing, promotion or advertising activities in the financial year to 31 December 2023. This figure can be broken down as:

Advertising	\$2,921,000
Sponsorship	\$410,000
Printing	\$952,000

However, these GL codes also record costs such as departmental printing that is not undertaken for promotional or marketing purposes. An initial review of this expenditure has identified \$3,311,668 as being spent specifically on external advertising and marketing related expenses. This analysis was only applied to cost centres that incurred more than \$10,000 in costs against these GL codes and does not include internal costs such as staff salaries, building costs, depreciation etc. We have also not included costs for technology subscriptions, advertising of vacant roles at the University or for advertising or marketing of specific events such as conferences, art exhibitions, book publications, theatre performances etc.

A further \$170,000 (approx.) of spend has been identified through GL codes associated with marketing, sponsorship or printing activities from cost centres that incurred less than \$10,000 in costs against these GL codes. However analysing this data (or other GL codes that may have associated costs) to confirm whether these costs are associated with marketing, advertising or promoting the University would require a substantial amount of research that would interfere with the University's ability to carry out its other functions. Therefore this aspect of your request is refused in accordance with s18(f) of the Act.

You have the right to seek an investigation and review by the Ombudsman of the decisions made regarding this request. Information about how to make a complaint is available at www.ombudsman.parliament.nz or freephone 0800 802 602.

If you wish to discuss this decision with us, please feel free to contact me at oiarequests@vuw.ac.nz.

Ngā mihi nui

Blair Doherty
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Legal Services
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