

**From:** Lucinda Longcroft <longcroft@google.com>  
**Sent:** Friday, 24 May 2024 11:15 pm  
**To:** Francesca Bradley  
**Cc:** s9(2)(a) Caroline Rainsford  
**Subject:** Re: CORPG0899 - Google NZ Financial Results (year ending 2023)

Kia ora Francesca,

Thanks for your message - the Financial Accounts for Google New Zealand should be available on the New Zealand Companies Office [website](#) from today.

warm regards,

Lucinda



**Lucinda Longcroft**

Director, Government Affairs & Public Policy, Australia and New Zealand

[longcroft@google.com](mailto:longcroft@google.com)

+61 s9(2)(a)

On Fri, May 24, 2024 at 10:49 AM Francesca Bradley <[Francesca.Bradley@parliament.govt.nz](mailto:Francesca.Bradley@parliament.govt.nz)> wrote:

Kia ora Lucinda,

I would like to get the Financial Results to the Minister to consider over the weekend. I can only access the FY ending 2022 via the New Zealand Companies Office website.

Are you able to provide a copy, or is there some delay in publishing it online?



**Francesca Bradley**

**Private Secretary (Media and Communications) | Office of Hon Paul Goldsmith**

Minister for Arts Culture and Heritage | Minister of Justice

Minister for State Owned Enterprises | Minister for Treaty of Waitangi Negotiations | Minister for Media and Communication

Email: [francesca.bradley@parliament.govt.nz](mailto:francesca.bradley@parliament.govt.nz) | [www.beehive.govt.nz](http://www.beehive.govt.nz)

Private Bag 18041, Parliament Buildings, Wellington 6160, New Zealand

Authorised by Hon Paul Goldsmith, Parliament Buildings, Wellington

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Please note information about meetings related to the Ministers' portfolios will be proactively released (this does not include personal or constituency matters). For each meeting in scope, the summary would list: date, time (start and finish), brief description, location, who the meeting was with, and the portfolio. If you attend a meeting with the Minister on behalf of an organisation, the name of the organisation will be released. If you are a senior staff member at an organisation, or meet with the Minister in your personal capacity, your name may also be released. The location of the meeting will be released, unless it is a private residence. The proactive release will be consistent with the provisions in the Official Information Act, including privacy considerations. Under the Privacy Act 1993 you have the right to ask for a copy of any personal information we hold about you, and to ask for it to be corrected if you think it is wrong. If you'd like to ask for a copy of your information, or to have it corrected, or are concerned about the release of your information in the meeting disclosure, please contact the sender. You can read more about the proactive release policy at <https://www.dia.govt.nz/Proactive-Releases#MS>

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**From:** Lucinda Longcroft <[longcroft@google.com](mailto:longcroft@google.com)>  
**Sent:** Thursday, May 23, 2024 5:09 PM  
**To:** Paul Goldsmith (MIN) <[P.Goldsmith@ministers.govt.nz](mailto:P.Goldsmith@ministers.govt.nz)>  
**Cc:** §9(2)(a) <§9(2)(a)> <[§9\(2\)\(a\)@parliament.govt.nz](mailto:§9(2)(a)@parliament.govt.nz)>; Caroline Rainsford <[crainsford@google.com](mailto:crainsford@google.com)>  
**Subject:** CORPG0899 - Google NZ Financial Results (year ending 2023)

Tēnā koe Minister Goldsmith,

I hope this finds you well.

We wanted to let you know that Google New Zealand has lodged its accounts for the year ending 31 December 2023 and that they are available to download from the New Zealand Companies Office [website](#).

This email shares a summary of Google New Zealand's accounts and its support for communities.

In the 2023 calendar year, Google New Zealand made a pre-tax profit of NZ\$23.4 million resulting in a current income tax expense of NZ\$7.1 million. We continue to work constructively with Inland Revenue to ensure that we comply with New Zealand's legislative requirements. At Google we are proud to be an integral partner to New Zealand's vibrant technology ecosystem, supporting businesses of all sizes and households across the motu. Our latest [Economic Impact Report](#) shows Google's free and paid search advertising and productivity platforms generated NZ\$16.5 billion of economic benefits to businesses across New Zealand in 2022.

Please note, Google New Zealand has been booking its revenue onshore in NZ since 2018. New Zealand accounting standards align with International Financial Reporting Standards (IFRS) and require us to recognise revenue net of the reseller cost (i.e. the cost to GNZ to acquire Google advertising product to resell in New Zealand). In respect of that reseller cost, Google NZ aligns with the [OECD's Transfer Pricing Guidelines](#) and has worked closely with Inland Revenue to ensure that we comply with the spirit and the letter of the law.

At an international level Google [supports](#) efforts by governments and the OECD to coordinate and ensure consistency and predictability across taxing jurisdictions.

### Google's support for NZ Communities

The Google New Zealand team is now over 70 people based across Auckland and Wellington, and last year we continued to invest in partnerships, industry programmes and community initiatives across Aotearoa to ensure **all Kiwis succeed in the digital future**. In 2023 we furthered this work by providing grants, sponsorship and Awards for Kiwis in the following ways:

- **Commitment to News:** We continued and deepened our [commitment to a sustainable news ecosystem](#) with our Google News Initiative projects focused on advancing quality journalism, strengthening publisher business models and empowering newsrooms through technological innovation. We also continued to sign commercial agreements with local news businesses for [Google News Showcase](#).
- **Supporting the General Election:** To support the democratic process, Google focused on bringing more openness to election advertising online - for the second time during our local General Election a publicly accessible [Transparency Report](#) - and making [Electoral Commission](#) information easily discoverable on Search and YouTube. We also partnered with CrossCheck at RMIT FactLab to launch [RMIT Fact Lab Workshops](#), immersive and interactive training to help newsrooms and community media learn skills to analyse online information during the Election period.
- **Support for Education:** We awarded [Computer Science Professional Development Grants](#), to promote diversity in STEM Education, to [Waitangi Treaty Grounds](#) and [SheSharp](#).
- **Supporting Crisis Response:** In response to the catastrophic natural disasters at the start of 2023, Google.org and Googlers collectively donated over NZ\$200k to the Center for Disaster Philanthropy to support those affected by the flooding and cyclone. We also continued to roll out innovations such as the launch of [Flood Hub](#) which uses Google's AI to predict riverine flooding to aid Government, aid organisations and civil society.
- **Digital Skills:** Through [Google.org](#), Google's philanthropic arm, we provided a [grant to TupuToa](#) in support of a programme aimed at increasing representation of Māori and Pacific professionals in technology across Aotearoa to improve technological outcomes for all.
- **Digitisation of SMBs:** Our latest Economic Impact Report shows Google's free and paid search advertising and productivity platforms generated NZ\$10.9 billion of economic benefits to thousands of small and medium-sized businesses in 2022. We've been a supporter of the [Digital Boost Alliance \(MBIE\)](#) since 2021 and continue to support the amplification of their Checkable tool, built on Google Cloud.
- **Online Safety:** We partnered with [ThroughLine](#) New Zealand, the largest verified network of mental health and crisis helplines around the world, to add relevant local helpline information to Google Search to increase the number of crisis helplines that appear at the top of search results in additional languages and countries for searches related to suicide, domestic violence and other personal crisis topics.
  - As a signatory to the NZTech run Aotearoa New Zealand Code of Practice for Online Safety and Harms, an initiative that commits to reducing the risk of online content that may cause harm to New Zealanders, we released our first local YouTube Transparency Report in September last year.
- **Platforming Kiwi Culture:** For the first time, we partnered with a local Māori artist, Hori-Te-Ariki Mataka of Ariki Creative, to design the artwork for our [national Waitangi Day Doodle](#).

If you have any questions or feedback, feel free to contact me.

Nga mihi nui

Lucinda



**Lucinda Longcroft**

Director, Government Affairs & Public Policy, Australia and New Zealand

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The Hon. Melissa Lee  
Minister for Media and Communications  
Parliament Buildings  
Private Bag 18041  
Wellington 6160  
New Zealand

20 February 2024

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Kia ora Minister Lee,

On 14 February 2024, we received from the Ministry of Culture and Heritage an Aide Memoire prepared by Ministry officials ahead of our meeting with you on 12 December 2023, for the purposes of seeking our views on whether any parts of it should not be released in response to an FOI request.

In our response to the Ministry we have flagged some paragraphs for redaction as commercial in confidence.

We are also concerned that the Aide Memoire contains a number of inaccuracies whose publication could spread misinformation, and we would like to provide you with the following corrections for your information. In particular:

- Para 5: “Google monetises audience engagement using online advertisements or on-selling personal data to third parties to generate revenue.”
  - Google never sells personal data to third parties.
- Para 5: “...Google uses content to drive audiences to its platforms and keep them using its services. News content is a popular driver of engagement because most people are interested in current events or updates on their favourite subject matters (e.g., sport, politics, health, science, the environment, etc.).”
  - This is factually incorrect. As a general search service, and unlike a social media service, we do not use content to drive audiences to our platform.

- On the contrary, Google Search drives traffic away from its own platform and to news publishers' own webpages. In 2020, Google Search sent more than 628 million clicks and visits to NZ news publishers, allowing those publishers to make money by showing their own ads, showing other articles or converting people into new paying subscribers. This represents an estimated NZ\$44 million worth of value to news publishers.
- Our data shows that consumers entering news-seeking queries in Google Search represent around 2% of all queries performed using Google Search in New Zealand. Most queries are not news queries, and instead are searching for other content or consumables for example.
- Google Search's New Zealand revenue (not profit) in 2020 from clicks on ads displayed in response to possible news-seeking queries was only around NZ\$1.6 million.
- Para 6: "... If users do not click, and many do not, Google keeps all the advertising revenue that comes from that engagement."
  - This is false.
  - Google does not generate revenue by showing a user a search results page. Google generates revenue if a user clicks on an ad to navigate to the advertiser's webpage. Any search results page that leads to a user not clicking on an ad yields no revenue to Google.

We also note the following beliefs and assumptions in the Aide Memoire are unfounded:

- Para 6: "...Over time, because users come to rely on Google for their news content, users become less likely to navigate to a news media entity's webpage organically."
  - This statement is not based on evidence. Evidence shows that most people obtain their news outside Google. Our analysis (which we have shared with the NZCC) shows that the top 40 New Zealand news websites receive more than 85% of their traffic from sources other than Google. This is separate from traditional forms of media, such as print or broadcast formats, which still remain significant channels for users to access news.
  - Further, news businesses can choose whether their content is linked to or quoted by search engines (and the length of any snippet). We offer both an opt-out protocol and a variety of tools to help publishers manage what appears on our platforms.
- Para 11: "Despite these news media entities having deals with Google, they are still facing significant difficulties in the online news marketplace. It is crucial for the long-term financial sustainability of the news media industry that the investment from digital platforms is consistent and ongoing."



- The issues impacting the financial sustainability of the online news marketplace are complex and multifaceted. We note, for instance, data from the Reuters Institute for Journalism Digital News Report, that finds a global trend towards lower active participation and rising disengagement with news content, declining trust in media, and rapidly shifting consumption habits among younger generations of consumers. These trends should not be attributed to a single company, or class of businesses, nor assumed to be solely an issue of monetisation.
- Para 12: “There are still 17 NPA members that do not have a deal, including the Greymouth Evening Star, Westport News, the Whakatane Beacon, and the Wairoa Star. As well, Google has not made a deal with any Māori news media entities.”
  - Google News Showcase is a particular product feature and paid content licensing program, underpinned by commercial agreements with each participating publisher. It’s accessible to users of Google Discover and Google News and provides links to news publishers’ content online.
  - As conveyed to the Government and to the NPA, Google News Showcase has product requirements in regard to the availability and volume of digital news being created by a news outlet (approximately 6 news articles published on the web per day). These NPA members did not meet this criteria and were thus not included, as acknowledged and accepted by the NPA negotiators during the process given that a collective deal was still reached.
  - We have a longstanding agreement with leading Pasifika publisher, Pacific Media Network (and subsequent to the meeting to which the Aide Memoire pertains, also signed an agreement with Whakaata Māori). Most other Māori and culturally and linguistically diverse publications do not meet the above product requirements for Google News Showcase.
- Para 15: “...The Bill does not pre-empt any outcomes of the negotiations between news media entities and digital platforms. If a digital platform can prove that it does not make any money from news content, then it will not be required to provide any compensation.”
  - The Bill would blatantly tilt the arbitration process in favour of news media entities. Section 49(2) requires the arbitration panel to select a final offer that “fairly compensates the news media entity party for that party’s news content being made available by the operator’s digital platform”, which arguably presumes compensation is required. Worse, section 49(5) states that the panel, if it “considers that both offers fairly compensate the news media entity party[,] must select the offer that, in its opinion, better supports sustainable production

of New Zealand news content.” That will always be the higher offer and will never be zero.

- Para 19: “A Swiss behavioural economics consultancy firm estimates that Google generates approximately \$718 million (NZD) annually from Swiss news content.”
  - As the Aide Memoire notes, this report was prepared on behalf of news publishers. Its quantification of the added value of news content to Google Search is nonsensical, and the spurious methodology has been roundly rejected by [independent third parties](#).
  - As noted above, Google Search’s New Zealand revenue (not profit) in 2020 from clicks on ads that surface on the Search result page in response to possible news-seeking queries was only around NZ\$1.6 million.
  
- Para 20: “Colombia University recently undertook an assessment of what the US news media industry is owed by Google and Meta for the use of their news content...”
  - The Colombia University working paper is based on inaccurate assumptions, debunked data, and basic errors, as referenced above.
  - We note conclusions from the MCH-funded Sapere report “The implications of competition and market trends for media plurality in New Zealand” - A report for the Ministry for Culture and Heritage by Jeff Loan, Kieran Murray, Reinhard Pauls, Kelvin Woock November 2021
    - *We explore the Australian model in more detail in Appendix E and outline our reasoning for why we do not consider there to be a compelling case for New Zealand to adopt a similar approach. Our reasons include that **news firms derive significant benefit from the current arrangements that drive traffic to their sites, that any imbalance in bargaining power between New Zealand media firms and global digital platforms does not undermine the ability of news firms to make money from their content, and that such an intervention may not necessarily lead to additional public-interest journalism.** (p.43)*
    - *This Appendix examines the Australian News Media Bargaining Code and whether there is a case for implementing a similar mechanism in New Zealand. **We ultimately conclude there is not a compelling case for adopting a similar approach from the perspective of maintaining or enhancing plurality.** (Appendix E, p.75)*
  
- Paras 22-24: “You may want to ask Google why it considers some forms of news content should be supported and other forms of news content should not.”
  - The Aide Memoire inaccurately suggests that Google seeks to “diminish non-mainstream news content”. On the contrary, it seems to us obvious that the Bill’s objective should be to encourage the production of *public interest* news,



regardless of the publisher, ahead of other content that can only loosely be described as “news” (such as entertainment news). Please see our submissions for more detail on this point.

- Paras 25-27: “You may want to discuss with Google its experience with Canada’s digital platform exemption and what New Zealand could learn from this process.”
  - We would caution New Zealand against following the path taken by the Canadian Government. In our view this solution benefits large publishers at the expense of smaller publishers. We would welcome an opportunity to discuss our insights from that process with you in more detail and we would suggest the New Zealand Government should discuss this issue with Meta in particular.
  - While the Aide Memoire notes “Google’s current investment in New Zealand’s news media industry through News Showcase would likely make it eligible”, this decision would not be within the Ministry’s power and Google is not assured that this outcome will be reached. Our submissions detail our concerns in this regard.
  
- Para 28: “Despite Google’s opposition to legislative intervention, it has continued its investment in countries that have passed online news bargaining legislation. It appears willing to work within the Bill’s frameworks and continue its investment in news content if it can obtain assurances to limit its financial risk.”
  - Google is not opposed to legislative intervention and has consistently engaged with Governments around the world towards evidence-based news-focused legislation that leads to fair and workable outcomes.
  - However, as we said in our submissions, when regulation conflicts with the core principles of the open web and creates unworkable operational or financial risk to our products, we have regretfully been left with no other choice but to adjust how we operate in those jurisdictions. That has included on some occasions needing to reassess the viability of continuing to offer our existing news products and services for news content covered by unworkable legislation
  - In accordance with the accompanying final regulations to Canada’s Online News Act, published in December, we will be seeking an exemption, and are working through that process. While this process is underway, and once we secure an exemption, we expect to continue making links to news content available to Canadian users.
  - In order to secure the exemption, we expect to allocate USD\$73m per year to a single collective representing eligible Canadian publishers. This contribution to a single collective is expected to replace our existing news partnerships and limit our capacity to deliver news programs in the market.

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- Meta has withdrawn news content from its services in Canada at substantial cost to publishers, which have reported a [20](#) to [60%](#) decrease in traffic, and which is particularly impactful for [small and medium publishers](#).
  - In 2022, Czechia's transposition of Article 15 of EUCD went far beyond the provisions of the European Directive, creating disproportionate financial and operational risks for us. We were left with no choice but to remove previews from news publisher content, though we were able to retain links and headlines, which were unaffected by the law. We also regrettably shut down News Showcase and terminated the content licences and commercial partnerships we had reached with Czech publishers to provide content for that product. If the law changes, we hope to make our services fully available again.
- Para 29: "Google News Showcase operates in both Australia and Canada."
    - As noted above, our contribution to a single collective in Canada is expected to replace our existing news partnerships and limit our capacity to deliver news programs (such as the Google News Initiative). Google News Showcase operates amongst 28 countries globally.

We appreciate the recognition in the Aide Memoire of Google's significant investment in news content in New Zealand. We are open to discussing this further with you in the next few weeks.

Ngā mihi,

Lucinda



**Lucinda Longcroft**

Director, Government Affairs & Public Policy, Australia and New Zealand

[longcroft@google.com](mailto:longcroft@google.com)

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Cc: Ministry for Culture and Heritage

**From:** Ben Thomas <ben@capitalnz.com>  
**Sent:** Monday, 11 March 2024 12:20 pm  
**To:** Francesca Bradley  
**Cc:** s9(2)(a) Melissa Lee (MIN); s9(2)(a)  
**Subject:** Re: Meeting request - Google

**Follow Up Flag:** Follow up  
**Flag Status:** Completed

That's fantastic, thank you - please lock it in.

Thanks again

Ben

On Mon, 11 Mar 2024 at 10:46 AM, Francesca Bradley <[Francesca.Bradley@parliament.govt.nz](mailto:Francesca.Bradley@parliament.govt.nz)> wrote:

Dear Ben

The Minister can meet Google representatives on Monday 25 March 1-1:30pm.

Please advise if this time works and her office will send through a calendar invitation.

Regards,



**Francesca Bradley**

**Private Secretary (Media and Communications)** | Office of Hon Melissa Lee

Minister for Economic Development | Ethnic Communities | Media and Communications

Associate Minister for ACC

Email: [francesca.bradley@parliament.govt.nz](mailto:francesca.bradley@parliament.govt.nz) | Website: [www.Beehive.govt.nz](http://www.Beehive.govt.nz)

Private Bag 18041, Parliament Buildings, Wellington 6160, New Zealand

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**From:** Ben Thomas <[ben@capitalnz.com](mailto:ben@capitalnz.com)>  
**Sent:** Friday, March 8, 2024 2:16 PM  
**To:** Nina Sudiono-Price <s9(2)(a)@parliament.govt.nz>

Cc: s9(2)(a) <s9(2)(a)>@parliament.govt.nz>

Subject: Meeting request - Google

Dear s9(2)

I am writing on behalf of our client, Google, hoping to arrange a meeting with the Minister.

Caroline Rainsford, Google's New Zealand Country Director, and Lucinda Longcroft, Google's Director of Government Relations for Australia/New Zealand, will be in **Wellington on Monday March 25 and Thursday March 28**, and would appreciate the opportunity to meet with Hon. Melissa Lee.

Please advise if this is possible, and do not hesitate to get in touch if I can provide any more information.

Regards

Ben

Ben Thomas  
Director  
Capital

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[capitalnz.com](http://capitalnz.com)



Hon. Paul Goldsmith  
Minister for Media and Communications  
Parliament Buildings  
Private Bag 18041  
Wellington 6160  
New Zealand

Email: paul.goldsmith@parliament.govt.nz

26 April 2024

Dear Minister Goldsmith,

We convey our warmest congratulations upon your recent appointment as Minister for Media and Communications and look forward to supporting your work in this portfolio, which is of such importance for New Zealand's information ecosystem.

Google has engaged on issues of news media regulation with successive governments and ministers, and we will continue to offer to share our data and insights to support you and your Government's endeavours in this field. We note in particular that the legislative process involving news media policy is currently undergoing consideration by the Select Committee for Economic Development, Science and Innovation, which is due to report by the end of May 2024.

We would welcome an opportunity to meet with you at your earliest convenience to discuss Google's concerns with the proposed legislation and approaches to ensuring New Zealanders are served by a sustainable news media policy. We would be grateful to explore the possibility of a meeting with you between 1 and 3 May, or in the week of 20 May.

Google's investment in New Zealand is longstanding - we first established our office in 2007 and now number a team of over 70 with offices in Auckland and Wellington. In 2021, we opened our first purpose built office in Tāmaki Makaurau Auckland along with the establishment of our first local Engineering presence. We welcome your Government's efforts to create an enabling environment for innovation, including AI, and Google New Zealand is committed to partnering with the Government to invest in the country's innovation economy and to develop its unique strengths.

We look forward to an opportunity to meet with you, and to our continued constructive engagement with the Ministry for Culture and Heritage under your leadership.

Your sincerely,



Caroline Rainsford  
Country Director, New Zealand



Lucinda Longcroft  
Director, Government Affairs & Public Policy, New Zealand

Cc: s9(2)(a) [redacted] parliament.govt.nz  
Ministry for Culture and Heritage

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**From:** s9(2)(a) on behalf of Hon Paul Goldsmith  
**Sent:** Monday, 29 April 2024 11:10 am  
**To:** Francesca Bradley; Sam Lord  
**Subject:** FW: INV-PG0512 - Letter from Google New Zealand  
**Attachments:** Letter to Minister Goldsmith - Apr 2024 (1).pdf; INV-PG0512 - Hon Paul Goldsmith - Invitation cover sheet.docx

**Follow Up Flag:** Follow up  
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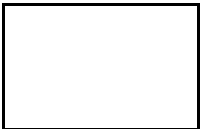
**From:** Lucinda Longcroft <longcroft@google.com>  
**Sent:** Friday, April 26, 2024 7:04 PM  
**To:** s9(2)(a)@parliament.govt.nz  
**Cc:** Carl Olive <Carl.Olive@mch.govt.nz>; Caroline Rainsford <crainsford@google.com>; Hon Paul Goldsmith <Paul.Goldsmith@parliament.govt.nz>  
**Subject:** INV-PG0512 - Letter from Google New Zealand

Kia ora Mr s9(2)(a)

We would be most grateful to convey the attached letter to Minister Goldsmith, with Google's congratulations and a request to meet.

warm regards,

Lucinda



**Lucinda Longcroft**  
Director, Government Affairs & Public Policy, Australia and New Zealand  
[longcroft@google.com](mailto:longcroft@google.com)  
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Hon. Paul Goldsmith  
Minister for Media and Communications  
Parliament Buildings  
Private Bag 18041  
Wellington 6160  
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Email: paul.goldsmith@parliament.govt.nz

13 May 2024

Dear Minister Goldsmith,

We look forward to meeting with you on 14 May 2024.

We would like to take this opportunity to share some background information to provide context to our discussions:

- Submission to the Parliamentary Select Committee on the Fair Digital News Bargaining Bill
- Letter to Minister Melissa Lee, 20 February 2024
- 'When journalism is turned off: Preliminary findings on the effects of Meta's news ban in Canada', The Media Ecosystem Observatory

### **Google's engagement with the New Zealand news media**

Google has had a longstanding commitment to partnering with the New Zealand media ecosystem. Google News Showcase is our most recent effort to support publishers of all sizes across the New Zealand news industry. We have concluded commercial Showcase deals with over 95% of eligible publishers across a diverse range of the New Zealand news ecosystem as follows:

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## List of signed Commercial Partnerships

Showcase Partner	Mastheads	Type
Allied Press	Otago Daily Times	Regional
	Otago Daily Times - Dunedin	Regional
	The Star - Dunedin	Local
	The Star - Christchurch	Regional
	Southland Express	Regional
Ashburton Guardian	Ashburton Guardian	Local
Crux Publishing	Crux	Digital (Local - Queenstown)
Discovery NZ	Newshub	National
Local Matters	Mahurangi Matters Hibiscus Matters	Local
Nelson/Marlborough Weekly	Nelson App Online	Local (Nelson)
	Marlborough App Online	Local (Marlborough)
Newsroom	Newsroom	Digital (National)
NZME	NZ Herald	National
	Northern Advocate	Regional
	Northland Age	Regional
	Kāhu	Māori News
	Waikato News	Regional
	Bay of Plenty Times	Regional
	Hawkes Bay Today	Regional
	Rotorua Daily Post	Regional
	Whanganui Chronicle	Regional
	Stratford Press	Regional
	Manawatu Guardian	Regional

	Kapiti News	Regional
	Horowhenua Chronicle	Regional
	Te Awamutu Courier	Regional
	Gisborne Herald	Regional
	SunLive	Regional (Tauranga)
	BusinessDesk	Digital Native
National Media Ltd	Wairarapa Times-Age	Regional
National Pacific Radio Trust	Pacific Media Network	Digital (Pasifika News)
RNZ	RNZ	National
Scoop Media	Scoop.co.nz	National
The Spinoff	The Spinoff	National
Stuff	Stuff	National
	Stuff Auckland	Regional
	Waikato Times	Regional
	Taranaki Daily News	Local
	Manawatū Standard	Local
	The Post	Regional
	Nelson Mail	Local
	Marlborough Express	Local
	The Press	Regional
	Timaru Herald	Local
	Southland Times	Regional
Times Newspaper Group	Times Online	Local (Howick)
TVNZ	1News	National
Wanaka App	Wanaka App	Regional
Whakaata Māori	Te Ao Māori News	National

## Google News Initiative programs in New Zealand

Through the Google News Initiative (GNI) we have been partnering with news publishers around the world to build a sustainable, diverse and innovative news ecosystem. The team offers training, products and funding to journalists and newsrooms to help strengthen their work in the digital age, and has reached more than 800 journalists and journalism students in New Zealand.

### 2022 Programs

- Digital news business fundamentals for news organisations: The [GNI Digital Growth Program](#) offered a six-part free business training, consulting and support workshop to help New Zealand news organisations succeed online.
- Journalist Training Camp: At Ngā Kete Wānanga Marae marae, 25 journalism cadets representing multiple ethnicities, languages, and the rainbow and disability communities participated in the Te Rito Training Camp, a digital journalism training course with the Google News Teaching Fellow and heard from some of New Zealand's leading journalists.
- Digital skills training for journalists: In partnership with Telum Media, sessions around the country are free for journalists to learn the latest tools and processes to support digital reporting. This includes training on tools like Google's research tool, Pinpoint, which journalists can use to support their reporting and creative data visualisation techniques.
- Election policy and misinformation tracking: Building on years of support from the GNI for Policy New Zealand, the team's latest iteration provided a digital tool for journalists to understand and report on ahead of local elections. This creates a database for candidates' key election policies, supporting journalists' ability to track misinformation.
- Media literacy for primary school students: In partnership with Squiz Kids, media literacy module, "Newshounds," is a plug-and-play resource for teachers, children and their parents, aimed to empower young people to think critically about the media they consume and give teachers the confidence to teach media literacy in the classroom.

### 2023/4 Programs

- **News Lab**
- **Journalist Training Camp:** At Ngā Kete Wānanga Marae marae, 12 Te Rito journalism cadets from diverse backgrounds participated in the Te Rito Training Camp, a digital journalism training camp, which used the GNI curriculum. They heard from some of New Zealand's and Australia's leading journalists on investigative techniques, cultural history, digital skills and resilience training. For the first time, 8 Australian Indigenous cadets and 3 from the Pacific joined the New Zealand based Pasifika and Maori cadets at the camp
- **Digital skills training for journalists:** GNI partnered with Telum Media to plan 8 open

sessions around the country, free for journalists to learn the latest tools and processes to support digital reporting. Training in 2023/24 will be run by local experts and will have a cluster focused on coverage of the election. This includes training on tools like Google's research tool, Pinpoint, which journalists can use to support their reporting and creative data visualisation techniques. 100 NZ journalists were trained in 2023. Sessions are being held in Auckland and Wellington in May 2024, covering verification and fact checking, data journalism and digital fundamentals.

- **Squiz Kids** continued their media literacy module and focused their efforts on engaging New Zealand classrooms in the 8 part media literacy module, Newshounds. The module was aligned with the New Zealand curriculum and 72 kiwi classrooms used it in 2023.
- **Misinformation partnership with RMIT Fact Lab:** 200 NZ journalists took part in 12 sessions, which took journalists and community members through misinformation scenarios and trained them to respond, in line with best practice. One of these sessions was in Mandarin and two in Maori.

### Google News Initiative

- **[Advertising Lab AUNZ 2023/4:](#)** The Google News Initiative's major training program for 2023/4 is the 9-month long Advertising Lab - facilitated by Google, and delivered by Google Certified Publishing Partner and Google Ad Manager 360 Platform Partner A&A.
  - The Lab's primary focus is to equip small and mid-sized news organisations with the latest information and support to improve their understanding, strategy, and infrastructure as it relates to digital advertising with a view to maximise their site performance and advertising revenue.
  - Over 25 participants from 10 NZ news organisations attended the workshop series and are receiving individual implementation support in 2024 to assist in their digital advertising performance.
- **[News Consumer Insights SHIFT/Fundamentals Lab:](#)** The Fundamentals Lab is a rebranded version of the NCI Shift program created in 2018. The Fundamentals Lab is a collaborative 3 month lab divided in 3 pillars - Audience Development, Reader Revenue and Advertising Revenue. The lab is composed of 3 learning sessions and 3 working group sessions of 90 minutes each.
  - In the last 12 months NCI Shift & Fundamentals Lab have had a total of 13 participants from 10 NZ news organisations.
- In July Google hosted the inaugural **Tagata Moana Media Fono** at our offices, organised by Pacific Media Network, bringing together all parts of the Pasifika media community
- NZ news publishers participated strongly in our Google News Initiative programmes facilitated by **FT Strategies** including:
  - **[Exec North Star Workshop Series](#)**, a two-month intensive programme aimed



at publishers with a strong online presence with participation from senior executives aiming to define and accelerate progress towards a single ambitious organisation goal, using the FT's proprietary North Star methodology to accelerate digital growth and strengthen commercial sustainability

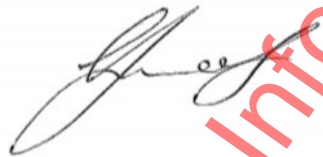
- [Digital Business Models Workshop Series](#), a two-month program designed to help publishers at the beginning of their digital reader revenue journey to understand and identify reader revenue models in evolving their digital businesses.

We would be pleased to answer any questions, and provide further information as required.

Your sincerely,



Caroline Rainsford  
Country Director, New Zealand



Lucinda Longcroft  
Director, Government Affairs & Public Policy, New Zealand

Cc: s9(2)(a) [redacted] parliament.govt.nz  
Ministry for Culture and Heritage

Released under the Official Information Act (1982)

**From:** Lucinda Longcroft <longcroft@google.com>  
**Sent:** Monday, 13 May 2024 12:55 pm  
**To:** Caroline Rainsford  
**Cc:** Francesca Bradley; s9(2)(a) s9(2)(a)  
**Subject:** Background for meeting, 14 May 2024  
**Attachments:** Whenjournalism.pdf; Letter re news to Minister Melissa Lee - 20 Feb 2024.pdf; Fair News Bargaining Bill - Google submission to Select Committee (1).pdf; Letter to Minister Goldsmith - 13 May 2024.pdf

**Follow Up Flag:** Follow up  
**Flag Status:** Completed

**Categories:** Meeting

Kia ora s9(2)(a) and Francesca,

In advance of our meeting with Minister Goldsmith on 14 May, we take this opportunity to share some background information that may provide useful context to our discussions.

Please let me know if there are any questions, or if we can provide any further information.

Ngā mihi,

Lucinda



**Lucinda Longcroft**

Director, Government Affairs & Public Policy, Australia and New Zealand

[longcroft@google.com](mailto:longcroft@google.com)

+61 s9(2)(a)

On Fri, May 10, 2024 at 10:16 AM Lucinda Longcroft <[longcroft@google.com](mailto:longcroft@google.com)> wrote:

Kia ora Francesca,

Thanks for your message - I understand Caroline has been in touch also, and we're grateful for the hybrid meeting on Tuesday, 14 May at 9.45-10.15am.

(14 May is Federal Budget day in Australia, or I would have also been delighted to also attend in person to meet with Minister Goldsmith).

We will shortly send across some background materials, to provide for the Minister's information.

warm regards,

Lucinda



**Lucinda Longcroft**

Director, Government Affairs & Public Policy, Australia and New Zealand

[longcroft@google.com](mailto:longcroft@google.com)

+61 s9(2)(a)

On Fri, May 10, 2024 at 6:30 AM Caroline Rainsford <[crainsford@google.com](mailto:crainsford@google.com)> wrote:  
Hi Francesca,

I am based in Auckland but would very much like to meet the Minister in person.

Will he be in Wellington on Tuesday?

If so could we move the meeting to 11am (or later) and I'll fly down.

Lucinda will join online from Sydney.

Caroline

On Thu, May 9, 2024, 7:12 PM Francesca Bradley <[Francesca.Bradley@parliament.govt.nz](mailto:Francesca.Bradley@parliament.govt.nz)> wrote:

Hi Lucinda,

The new Minister for Media and Communications is available to meet with Google on Tuesday 14 May 9:45-10:15am. We will arrange for this meeting to be online.

Please confirm if Google representatives are available at this time.

Kind regards,



**Francesca Bradley**

**Private Secretary (Media and Communications) | Office of Hon Paul Goldsmith**

Minister for Arts Culture and Heritage | Minister of Justice

Minister for State Owned Enterprises | Minister for Treaty of Waitangi Negotiations | Minister for Media and Communications

Email: [francesca.bradley@parliament.govt.nz](mailto:francesca.bradley@parliament.govt.nz) | [www.beehive.govt.nz](http://www.beehive.govt.nz)

Private Bag 18041, Parliament Buildings, Wellington 6160, New Zealand

*Authorised by Hon Paul Goldsmith, Parliament Buildings, Wellington*

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Please note information about meetings related to the Ministers' portfolios will be proactively released (this does not include personal or constituency matters). For each meeting in scope, the summary would list: date, time (start and finish), brief description, location, who the meeting was with, and the portfolio. If you attend a meeting with the Minister on behalf of an organisation, the name of the organisation will be released. If you are a senior staff member at an organisation, or meet with the Minister in your personal capacity, your name may also be released. The location of the meeting will be released, unless it is a private residence. The proactive release will be consistent with the provisions in the Official Information Act, including privacy considerations. Under the Privacy Act 1993 you have the

right to ask for a copy of any personal information we hold about you, and to ask for it to be corrected if you think it is wrong. If you'd like to ask for a copy of your information, or to have it corrected, or are concerned about the release of your information in the meeting disclosure, please contact the sender. You can read more about the proactive release policy at <https://www.dia.govt.nz/Proactive-Releases#MS>

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**From:** Francesca Bradley  
**Sent:** Thursday, May 9, 2024 11:05 AM  
**To:** Lucinda Longcroft <[longcroft@google.com](mailto:longcroft@google.com)>  
**Cc:** Caroline Rainsford <[crainsford@google.com](mailto:crainsford@google.com)>; s9(2)(a) [REDACTED]  
s9(2)(a) [REDACTED] <[\[REDACTED\]@parliament.govt.nz](mailto:[REDACTED]@parliament.govt.nz)>  
**Subject:** RE: INV-PG0512 - Letter from Google New Zealand

Kia ora Lucinda,

The Minister would like to meet with Google sometime between next week Monday 13<sup>th</sup> to Wednesday 15 May.

Can you please advise of your availability and whether this meeting can be in person or online.



**Francesca Bradley**

**Private Secretary (Media and Communications) | Office of Hon Paul Goldsmith**

Minister for Arts Culture and Heritage | Minister of Justice

Minister for State Owned Enterprises | Minister for Treaty of Waitangi Negotiations | Minister for Media and Communication

Email: [francesca.bradley@parliament.govt.nz](mailto:francesca.bradley@parliament.govt.nz) | [www.beehive.govt.nz](http://www.beehive.govt.nz)

Private Bag 18041, Parliament Buildings, Wellington 6160, New Zealand

*Authorised by Hon Paul Goldsmith, Parliament Buildings, Wellington*

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Please note information about meetings related to the Ministers' portfolios will be proactively released (this does not include personal or constituency matters). For each meeting in scope, the summary would list: date, time (start and finish), brief description, location, who the meeting was with, and the portfolio. If you attend a meeting with the Minister on behalf of an organisation, the name of the organisation will be released. If you are a senior staff member at an organisation, or meet with the Minister in your personal capacity, your name may also be released. The location of the meeting will be released, unless it is a private residence. The proactive release will be consistent with the provisions in the Official Information Act, including privacy considerations. Under the Privacy Act 1993 you have the right to ask for a copy of any personal information we hold about you, and to ask for it to be corrected if you think it is wrong. If you'd like to ask for a copy of your information, or to have it corrected, or are concerned about the release of your information in the meeting disclosure, please contact the sender. You can read more about the proactive release policy at <https://www.dia.govt.nz/Proactive-Releases#MS>

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**From:** Lucinda Longcroft <[longcroft@google.com](mailto:longcroft@google.com)>

**Sent:** Friday, April 26, 2024 7:04 PM

**To:** s9(2)(a) <[s9\(2\)\(a\)](mailto:span style=)@parliament.govt.nz>

**Cc:** Carl Olive <[Carl.Olive@mch.govt.nz](mailto:Carl.Olive@mch.govt.nz)>; Caroline Rainsford <[crainsford@google.com](mailto:crainsford@google.com)>; Hon Paul Goldsmith <[Paul.Goldsmith@parliament.govt.nz](mailto:Paul.Goldsmith@parliament.govt.nz)>

**Subject:** INV-PG0512 - Letter from Google New Zealand

Kia ora Mr s9(2)(a)

We would be most grateful to convey the attached letter to Minister Goldsmith, with Google's congratulations and a request to meet.

warm regards,

Lucinda



**Lucinda Longcroft**

Director, Government Affairs & Public Policy, Australia and New Zealand

[longcroft@google.com](mailto:longcroft@google.com)

+61 s9(2)(a)

**From:** Lucinda Longcroft <longcroft@google.com>  
**Sent:** Wednesday, 22 May 2024 11:40 am  
**To:** Caroline Rainsford  
**Cc:** Francesca Bradley; s9(2)(a) s9(2)(a)  
**Subject:** Follow up to meeting - Google New Zealand  
**Attachments:** CCIA\_Link-Tax-Failures-Explainer.pdf;  
How\_Google\_Works\_with\_the\_News\_Ecosystem\_July\_2021 (2).pdf; Whenjournalism (2).pdf; Fair News Bargaining Bill - Google submission to Select Committee (3).pdf

**Follow Up Flag:** Follow up  
**Flag Status:** Completed

**Categories:** Weekend bag

Kia ora s9(2)(a)

In our discussion with Minister Goldsmith on 14 May, he had raised some questions and we had promised to share some further information for the Minister's consideration. I'd be grateful if you could convey the attached letter and attachments to the Minister - we'd be pleased to answer any questions.

Given the imminent release of the Select Committee's report, we would request a meeting with Minister Goldsmith at his earliest convenience to discuss the concerns raised herein, and to prepare for next steps. Thank you in advance.

Ngā mihi,

Lucinda



**Lucinda Longcroft**

Director, Government Affairs & Public Policy, Australia and New Zealand

[longcroft@google.com](mailto:longcroft@google.com)

+61 s9(2)(a)