

30 July 2024

Erika Whittome
fyi-request-27326-14cf050a@requests.fyi.org.nz

Tēnā koe Erika,

Your request for official information, reference: HNZ00053873

Thank you for your email on 24 June 2024, asking Health New Zealand | Te Whatu Ora for the following under the Official Information Act 1982 (the Act):

I see the Highlanders Rugby Team feature in an advert posted on Youtube here https://aus01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DJA135A0xMVg&data=05%7C02%7Csm_HNZOIA%40tewhaturora.govt.nz%7Cc32b0b037cdb42ee24b908dc9239ae7b%7Cbed4da513cdb4d0dbaf8fb80d53268e3%7C0%7C0%7C638546024546252446%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzliLjBjTil6lk1haWwiLCJXVCi6Mn0%3D%7C40000%7C%7C%7C&sdata=9S2CMWN1AZDQGefr%2FcTz%2BXv3M7R2QU7%2BAOGMwV8kbxk%3D&reserved=0 that promotes covid-19 vaccination

The film references southernhealth.nz/COVID-19 which is the Southern District Health Board. Please provide the following information:

How much was paid to the Highlanders Super Rugby Team for this advert ?

How much was paid for any Covid-19 vaccination program at New Zealand Super Rugby Teams?

Please include payments to all and any actors/players .

Please include payments for leasing space to administer vaccines and for the filming of this commercial.

Please include the minutes from any DHB budget/strategy meetings, memos, correspondence etc from when the decision to produce covid-19 vaccine adverts with Super Rugby or any sports for that matter was decided.

Response

The information you are seeking regarding promotion of COVID-19 vaccination is not held by the (former) Southern District Health Board but would need to be created in order to respond to your request. I am therefore refusing your request under section 18(g) of the Act, because Health NZ Southern does not hold any official information. I am, however, able to advise that Health NZ has not paid influencers or sports figures to promote COVID-19 vaccination since July 2022.

How to get in touch

If you have any questions, you can contact us at hnzOIA@tewhaturora.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 or by phoning 0800 802 602.

As this information may be of interest to other members of the public, Health NZ 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

A handwritten signature in black ink that reads "Danielle Coe". The signature is written in a cursive style with a large, sweeping initial 'D'.

Danielle Coe
Manager (OIA) Government Services
Health New Zealand | Te Whatu Ora