

13 July 2012

Mr Alex Harris
c/o fyi-request-367-b04eea5a@requests.fyi.org.nz

Dear Alex

Local Government Official Information and Meetings Act 1987 (LGOIMA) – Online Advertising Campaign for Mt Smart Stadium

I refer to your email dated 27 June 2012, requesting the following information under the Official Information Act 1982, in regards to an online advertising campaign for Mt Smart Stadium.

1. *which company or companies have been hired to advertise Mt Smart Stadium online*
2. *how much are they being paid*
3. *what instructions were they given, and what advertising methods were they told to use*
4. *all documents, advice and communications regarding this advertising contract*

Mt Smart Stadium has an in-house sales and marketing team employed by Regional Facilities Auckland (RFA), a Council Controlled Organisation. Any marketing promotions in relation to Mt Smart Stadium since its integration with RFA have been managed in-house. To date there has not been a requirement to hire an external company to launch an online advertising campaign for Mt Smart Stadium. I wish to clarify that the in-house marketing team does promote Mt Smart Stadium through a dedicated Facebook and Twitter page, and also makes use of the online venue search directories 'Convention Incentives NZ (CINZ)' and the 'Corporate Events Guide'.

Your email refers to 'forum spam' in at least one NZ-based discussion forum. For the purposes of responding to your query, we assume the expression 'forum spam' to be defined as "the creating of messages that are advertisements, abusive, or otherwise unwanted on Internet forums. It is generally done by automated spambots, or manually with unscrupulous intentions."

I wish to assure you that Mt Smart Stadium does not make use of spambots, nor set out to manually advertise with unscrupulous intentions on internet forums. Not with-standing, it would be appreciated if you could help us identify where you encountered the spam relating to Mt Smart Stadium so that any unwanted posts may be remedied as necessary.

If you have any further queries please do not hesitate to contact me.

Yours sincerely



Robert Domm
Chief Executive