



20 February 2019



Dear [REDACTED]

Official Information Request
Our Ref: SSCOIA 2019-0018

I refer to your official information request received on 30 January 2019 for:

“the total amount of spending on advertising in the past five financial years, by year, including financial year 2018/19 to date. For each year, please break this down into how much of each annual spend was used in each of the following categories:

- *Facebook and Facebook-owned properties (Instagram, WhatsApp)*
- *Social media influencers*
- *Other social media (e.g. Snapchat)*
- *Search engine marketing (broken down by which search engine was used e.g. Google, Bing, Yahoo! etc)*
- *Other online advertising*
- *Television*
- *Radio, including podcasts*
- *Outdoor (e.g. billboards, buses)”*

Information being released

Please find below a table that lists the total amount spent by the State Services Commission (SSC) on advertising for the past five financial years, listed by the advertising category you have specified in your request.

SSC advertising costs are primarily related to recruitment advertising for Chief Executive roles. As you have not specified a category for this, we have included these costs under “other on-line advertising”.

The Leadership Development Centre (LDC) is a business unit within SSC that delivers programmes and workshops for managers in the State sector. Their information has also been included in this response.

Categories	2013/2014	2014/2015	2015/2016	2016/2017	2017/2018	2018/2019 to date
Facebook and Facebook-owned properties	Nil	Nil	\$48.64	\$3,153.12	\$698.00	\$105.76
Social media influencers	Nil	Nil	Nil	Nil	Nil	Nil
Other social media (e.g. Snapchat)	Nil	Nil	Nil	\$48.91	Nil	Nil
Search engine marketing	Nil	Nil	Nil	\$989.81	Nil	Nil
Other online advertising	\$12,854.95	\$27,051.04	\$12,648.12	\$14,668.34	\$5,820.00	\$30,737.52
Television	Nil	Nil	Nil	Nil	Nil	Nil
Radio, including podcasts	Nil	Nil	Nil	Nil	Nil	Nil
Outdoor (e.g. billboards, buses)	Nil	Nil	Nil	Nil	Nil	Nil

If you wish to discuss this decision with us, please feel free to contact Ministerial.Services@ssc.govt.nz.

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

Please note that we intend to publish this letter (with your personal details removed) on the State Services Commission's website

Yours sincerely



Rachel Bruce
Deputy Commissioner
State Services Commission