

25 August 2022

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I refer to your email of 28 July 2022 in which you request the following under the Official Information Act 1982 (OIA):

1. *How much did your organisation spend on social media advertising in total between 1 July 2021 and 30 June 2022, and how does this compare to the previous five years?*
2. *How much did your organisation spend on staff in total between 1 July 2021 and 30 June 2022, and how does this compare to the previous five years?*
3. *How much did your organisation spend on contractors/consultants in total between 1 July 2021 and 30 June 2022?*

Note: Questions regarding total spending on social media advertising and total spending on staff are not covered in annual reviews whatsoever. As for the question regarding total spending on consultants, the latest annual review process covers the financial year from July 2020 to June 2021. The information is therefore not currently publicly accessible.

Question One

The Ministry's total spend on social media advertising through paid advertising accounts centrally managed by the Ministry is outlined below.

Social Media Advertising through Paid Advertising Accounts	
Financial Year (1 July to 30 June)	Sum of Spend (NZD excl GST)
2016/2017	*\$2,142.63
2017/2018	\$2,925.83
2018/2019	\$16,179.46
2019/2020	\$67,593.84
2020/2021	\$22,081.48
2021/2022	\$86,928.72
* changes to financial processes mean that the information for the 2016/17 financial year may not exactly match the criteria used in the following years.	

Advertising spends by our overseas posts are not included given we do not currently have a designated code for this type of spending.

Question Two

Information about the Ministry's spending on staff is reported as part of the Ministry's Annual Report. This document will be tabled in Parliament on or before 17 October 2022. With this in mind, we refuse this part of your request under section 18(d) of the OIA as the information requested will soon be publicly available.

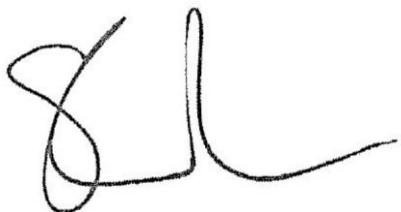
Question Three

Information about the Ministry's organisational spending on contractors and consultants is currently being collated by Te Kawa Mataaho Public Service Commission (PSC) as part of their regular reporting cycle, in advance of a proactive release scheduled for late September 2022. Therefore, we refuse this part of your request under section 18(d) of the OIA as the information requested will soon be publicly available.

Please note that we may publish this letter (with your personal details redacted) on the Ministry's website.

If you have any questions about this decision, you can contact us by email at: DM-ESD@mfat.govt.nz. You have the right to seek an investigation and review by the Ombudsman of this decision by contacting www.ombudsman.parliament.nz or freephone 0800 802 602.

Nāku noa, nā

A handwritten signature in black ink, appearing to be 'SC', written over a light blue horizontal line.

Sarah Corbett
for Secretary of Foreign Affairs and Trade