

# Hon Chris Hipkins

MP for Remutaka

Minister for COVID-19 Response

Minister of Education

Minister for the Public Service

Leader of the House



**10 June 2021**

Deborah Drew  
fyi-request-15224-231f435b@requests.fyi.org.nz

Ref. OIA21-065

Dear Deborah Drew

Official Information Act request relating to amount spent on advertising information associated with COVID-19

Thank you for your Official Information Act 1982 request, received on 22 April 2021. You requested:

*"Please provide amount spent by the NZ government on advertising with all radio stations, all publications, all television channels, any and all advertising outlets in any form that used government funding to provide any type of information associated with Covid19 from January 2020 to date."*

Government funding for COVID-19 advertising was provided through the Department of the Prime Minister and Cabinet. Total budget and expenditure from January 2020 to date is attached as Appendix One.

Yours sincerely

A handwritten signature in blue ink, appearing to be 'CH', with a long horizontal flourish extending to the right.

**Chris Hipkins**  
**Minister for COVID-19 Response**

**Appendix One**

	2019/20 Budget						2020/21 Budget						
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
2348 - IT Connections, Servers & Subscriptions	-	-	-	288,961	31,667	31,667	31,667	31,667	31,667	31,667	31,667	31,667	28,859
2400 - Professional Services	-	-	291,722	3,766,304	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	(18,398)
2520 - Printing Documents	-	-	-	199,872	-	-	-	-	200,000	-	-	-	40,000
2530 - Promotion/Publicity	-	-	-	-	612,000	460,000	460,000	460,000	460,000	460,000	1,460,000	1,460,000	6,744,000
<b>Total</b>	-	-	<b>291,722</b>	<b>4,255,137</b>	<b>653,667</b>	<b>501,667</b>	<b>501,667</b>	<b>501,667</b>	<b>701,667</b>	<b>501,667</b>	<b>1,501,667</b>	<b>1,501,667</b>	<b>6,794,461</b>
	<b>2019/20 Expenditure</b>						<b>2020/21 Expenditure</b>						
Advertising (see note below)	-	4,920	11,907,015	6,088,065	-	-	-	-	-	-	-	-	-
Advertising	-	-	-	68,967	360,077	3,279,096	466,059	2,479,874	1,222,123	1,353,402	554,667	1,424,928	2,466,622
Video/Script Production	-	-	-	-	-	-	-	65,687	3,478	6,450	70,000	-	-
Website	-	-	-	457,445	10,516	47,551	82,449	49,987	38,703	(11,448)	41,436	12,288	62,779
Translations	-	-	-	297,699	1,296	40,937	9,524	120,599	(44,726)	(74,550)	39,393	131	45,082
Printing	-	-	-	215,185	-	-	-	-	-	-	14,027	201,766	37,579
Other	-	2,619	87,680	70,237	(2,600)	22,300	15,587	-	31,400	-	6,652	6,961	106,050
<b>Total</b>	-	<b>7,539</b>	<b>11,994,695</b>	<b>7,197,597</b>	<b>369,290</b>	<b>3,389,885</b>	<b>573,619</b>	<b>2,716,147</b>	<b>1,250,977</b>	<b>1,273,855</b>	<b>726,175</b>	<b>1,646,075</b>	<b>2,718,111</b>

Note: In March and April 2020 Cabinet approved funding for the COVID-19 publicity campaign. At the time of committing to the expenditure for this publicity campaign DPMC did not hold the appropriation authority to allow for this to happen. Some of the expenditure incurred by DPMC (\$18.000m) for the publicity campaign was intended to be recorded against the Vote Health Non-departmental output expense appropriation Public Health Service Purchasing for 2019/20. An authority was established for the expenditure (based on initial advice from the Treasury prepared under urgency). However, after the expenditure had been incurred, a review determined that the authority was invalid as section 7C of the Public Finance Act precludes departments being able to incur expenses against Non-departmental expenses appropriations administered by another department.