



24 November 2021

Erika Whittome
fyi-request-16933-8d67a218@requests.fyi.org.nz

Ref: OIA-2021/22-0491

Dear Erika Whittome

Official Information Act request relating to the cost of COVID-19 advertising

Thank you for your Official Information Act 1982 (the Act) request received on 27 October 2021. You requested:

“How much of this Covid-19 strategy spending is allocated to :

- *vaccine marketing and advertising, paid adverts to Youtube (Alphabet) and Facebook -other vaccine public relations,*
- *contributions of cultural competence to the NZ Herald, Mediaworks, The Universities of Auckland and Otago, and Radio NZ,*
- *number vaccine disinformation analysts, including salaries or contractor positions*
- *number of PR staff”*

I have decided under section 15A of the Act to extend the time limits for deciding on your request by an additional 20 working days. Consequently, the extended due date for your response will be 22 December 2021.

The extension is required because of the consultations needed to make a decision on your request. Despite the extension, a response will be sent to you as soon as possible.

You have the right to ask the Ombudsman to investigate and review my decision under section 28(3) of the Act.

Yours sincerely

Sarah Corbett
Manager, Ministerial and Business Services