

8 August 2022

Michael Ellis

By email: fyi-request-19966-344d5094@requests.fyi.org.nz

Dear Mr Ellis

Official Information request and response

Thank you for your request under the Official Information Act ("OIA") dated 19 July 2022.

You have inquired about the public advocacy advertising we were undertaking and the rationale and aims behind our decision to advertise. You have requested:

- *Authorisation document or documents, and any comments by the approver, for the advertising campaign. If these documents do not include the type, quantity of advertising and costs, please also provide this.*
- *The documentation of the rationale and aims for the spend on public advertising.*
- *Any reports on the effectiveness of the advertising with members of the public. (If this has not been completed as the campaign is underway, please advise an end date for the campaign so I can request this at that time.)*

I have attached the requested information that we are able to release this includes:

- **The RRIP 2022 Project Plan** providing an overview of the project, key timings, objectives and activity to be undertaken.
The 2022 RRIP Marketing brief used to brief the agencies to develop the creative concepts and paid media approach relating to the public advocacy activity relating to NZ Super.
- **The paid media schedule** outlining the total spend and activity undertaken.
- **The Design Services Agreement** with creative agency Augusto.
- **Summary campaign results** available to date.

It may be useful to provide some context to this activity.

Under the New Zealand Superannuation and Retirement Income Act 2001, the Retirement Commissioner is required to carry out a Review of Retirement Income Policies (RRIP) every three years.



The Government has set the Terms of Reference (TOR) for the 2022 RRIP, outlining the areas of focus for the review which relate to three broad areas comprising New Zealand Superannuation, housing, and private savings including KiwiSaver. Particular focus will be given to the impact current policies have on the retirement savings outcomes and experiences of Māori as Treaty partners, and of Pacific Peoples and women.

As part of the RRIP we undertake an element of public engagement or advocacy. The focus for the 2022 review was around lifting New Zealanders' understanding of the important role NZ Super plays for not only those who receive it, but also for whanau and communities.

A small marketing communications campaign was developed, running from 20 June through to 31 July and comprised of a 2-week radio promo, social media ads, outdoor media and earned media activity.

Total spend

- Creative design and production \$37,125.85
- Advertising and paid media \$42,500

You have the right to refer this response to the Ombudsman if you are dissatisfied with it. More information on how to do this is [here](#). Te Ara Ahunga Ora proactively releases information in accordance with the Government's commitment to the Open Government Partnership National Action Plan. This includes publishing responses to requests for information under the OIA. Please note that this response (with your name removed) will be published on the Te Ara Ahunga Ora website shortly and will remain on our website for 12 months.

Thank you for your interest in our work.

Yours sincerely

A handwritten signature in blue ink, appearing to read "Jane Wrightson".

Jane Wrightson

RETIREMENT COMMISSIONER / MANA AHUNGARUA

