



31 July 2023

James

By email: fyi-request-23354-784bf8a1@requests.fyi.org.nz

Official Information Act 1982 request – total marketing and promotional costs for the #itsmymove campaign

Dear James

This letter responds to your Official Information Act 1982 (OIA) request received by Sport New Zealand (Sport NZ) on 2 July 2023 requesting the following information:

Under the OIA please provide the total marketing and promotional spend/costs for the #itsmymove campaign.

Please provide the number of schools the campaign was promoted in.

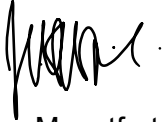
To date, the total marketing and promotional spend for the #ItsMyMove campaign is \$3,068,565.

The #ItsMyMove campaign and its assets have been promoted and shared with our partners, the Regional Secondary School Sport Associations (RSSSAs) and Regional Sports Trusts (RSTs). It is RSSSA and RSTs that have direct contact with schools, rather than Sport NZ. Accordingly, your request for the number of schools the campaign was promoted in is refused under section 18(g) of the OIA, as the information requested is not held by Sport NZ, and there are no reasonable grounds to believe it is held by, or more closely connected with the functions of, another Minister or agency subject to the OIA.

The campaign has been advertised extensively across general media channels, including in 28 schools via digital advertising screens. A campaign toolkit was produced which contains promotional assets for use by any relevant organisation, so far 27 schools have requested this toolkit. Sport NZ has also promoted the campaign kaupapa and its key messages at several events relevant to the school sector, such as the Physical Education NZ and Secondary School Sport conferences. We also send a bi-monthly newsletter to an engaged group of activators, of which approximately 32 identify as a teacher.

Please note that if you are not satisfied with this response, you have the right to make a complaint to the Ombudsman under section 28(3) of the OIA. Information about how to contact the Ombudsman is available at www.ombudsman.parliament.nz or you can phone 0800 802 602.

Kind regards,



Jane Mountfort
Principal Policy and Legal Advisor
Sport NZ Ihi Aotearoa

