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28 November 2023

Jason Brown
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Tēnā koe Jason,

Official Information Act request

Thank you for your Official Information Act 1982 (OIA) request of 31 October 2023 to the Government Communications Security Bureau (GCSB) seeking information about CERT NZ's Exposed photo exhibition. You requested:

- 1. Cost of making this exhibition and all costs relevant to its commission, completion, advertising and publication.*
- 2. How long this project took to complete from concept to completion*
- 3. Cost of any engagements that were required with third parties for professional services such as marketing houses or similar (name of not required)*

By way of background, CERT NZ runs a Cyber Smart Week campaign every year, and to date it has been our main annual public education campaign. This year Cyber Smart Week had the theme of Exposed, and aimed to get people to consider their level of exposure to cyber security risks.

To achieve this, we used the stories and images of real New Zealanders for an exhibition that was available for people to see in person in Auckland. This was also used as the basis for the images used in a campaign to reach as many New Zealanders as possible, through outdoor billboards, social media posts and digital advertising.

Response to your request

In response to questions 1 and 3, the cost of making the Exposed photo exhibition, hosted in Auckland between 31 October and 2 November, was \$41,887.31 (excluding GST). This amount covered the following costs.

- Printing, mounting, installation and removal of the exhibition artwork = \$13,240
- Advertising the exhibition = \$11,232.31
- Venue hire (4 days) = \$3,500
- Venue staffing & security = \$4,500
- Exhibition planning (e.g. scoping locations, contracting, set-up etc.) = \$9,415.



This amount does not include photography costs, as the photographer captured imagery, audio visual and radio assets which will be used across a variety of campaigns, including the Exposed photo exhibition, the 2023 Cyber Smart Week, and our Own Your Online campaign.

In response to question 2, work on this campaign started in June 2023.

Please note that images and video captured during the photography sessions will be also used in a further campaign running mid- November to early December, and again in mid- January to the end of February.

If you have any further questions about this response, please contact information@gcsb.govt.nz.

Kind regards,

A handwritten signature in black ink, appearing to read "Rob Pope".

Rob Pope
Director, CERT NZ