



19 July 2024

Matthew Woodfield
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Ref: OIA-2024/25-0030

Tēnā koe Matthew

Official Information Act request relating to cost of promotional/marketing material

Thank you for your request made under the Official Information Act (the Act), received on 10 July 2024. You requested:

[1.] I am requesting information regarding both budgeted and the actual spend in NZD of the Department of the Prime Minister and Cabinet for promotional and marketing material for years 2022, 2023 and 2024 (to 10/06/2024). This includes the cost of photographers, editors, social media teams, public relations (PR) staff, press secretaries etc and anyone else who works toward the goal of promoting Prime Minister and Cabinet public relations. I am requesting that this information be split into quarter yearly reports with itemised accounts of what each general job title has cost (photographer, social media manager, editor etc).

[2.] I am requesting that it also be included how much has been spent to have these staff with the PM on each trip abroad for the time periods requested with itemised accounts of travel expenses including flights, accommodation and any other cost incurred as a result of these teams travelling with the PM.

For clarity I have numbered your request.

I believe the part of your request for information about press secretaries as it relates to part [2] is more closely connected to the functions of the Department of Internal Affairs. Accordingly, I have decided to transfer this part of your request to the Department of Internal Affairs under section 14(b)(ii) of the Act. The other parts of the request will remain with the Department of the Prime Minister and Cabinet.

The Department of Internal Affairs has the usual timeframes under the Act from receipt of this transfer to make a decision on your request.

Nāku noa, nā

Amy Teague
Manager, Ministerial Services