



National Headquarters
Fire and Emergency New Zealand
National Headquarters
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11 February 2026

Ref: 20554

Mark Grayson
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Tēnā koe Mark

We refer to your request of 15 January 2026 to Fire and Emergency New Zealand requesting the following information under the Official Information Act 1982 (OIA):

- 1. Total expenditure by Fire and Emergency New Zealand (FENZ) of advertisement across social media platforms, radio networks, television, billboards and any other broadcasting means;*
- 2. Expenditure of advertisements identified by category (Social Media, Radio, Television etc)*
- 3. Copies of all internal communications between the FENZ Social Media Team, and the FENZ Executive Leadership Team relating to the advertisements, across all digital platforms (emails, teams messages and calls); 3a. A comprehensive list of all platforms and media outlets that FENZ contacted relating to the advertisements; 3b. The name(s) of the person(s) who authorised, or signed off for this advertising to proceed;*
- 4. What budget or cost group did the money for this advertising come from?*
- 5. Were there any other means that FENZ considered as part of the advertising, that did not get authorised or proceed?*
- 6. If yes, can FENZ provide the expenditures for this?*

This letter is to advise that Fire and Emergency needs to extend the timeframe of our response to your request by 10 working days, under section 15A(1)(b) of the OIA, as consultations necessary to make a decision on the request are such that a proper response to the request cannot reasonably be made within the original time limit.

For this reason, you can expect to receive our response no later than 27 February 2026. We will endeavour to respond sooner than this date if possible. If you no longer require this information, please let us know.

You have the right to request an investigation and review of Fire and Emergency's decision to extend the timeframe by the Ombudsman. Information about how to make a complaint is available at www.ombudsman.parliament.nz or freephone 0800 802 602.

Nāku noa, nā



Aidan Saunders
Manager, Information Requests

