

20 March 2026

Matt Jennings
fyi-request-33848-52f668af@requests.fyi.org.nz

RE: Official Information Act Request 1982

Tēnā koe Matt,

On the 24th of February 2026 you requested, under the Official Information Act 1982 (the Act):

- *please tell me money spent on public campaigns for 2025/26 financial year. Including costs for (but not limited to) collateral, marketing, consulting, advertising, social media.*

Our total spend to date on public campaigns during the 2025/26 financial year is \$121,635.10. This expenditure was for the launch of our Dear Children campaign and is broken down as follows;

#	Description	Amount
1	Campaign framework	7,500.00
2	Creative development	12,500.00
3	Campaign production	40,000.00
4	Campaign website	10,000.00
5	Campaign launch	6,000.00
6	Paid social media	15,063.61
7	Billboards	29,821.49
8	Te reo Māori translation	750.00
	Total	121,635.10

The table above shows that our organisation invests very little into paid media for our wide range of advocacy campaign work we fulfil under our legislative mandate. We rely on many other organisations and people to amplify our advocacy and join our calls to action in the interests of upholding the rights of all children and young people across Aotearoa New Zealand. Our Dear Children campaign is an example of this, with our intended outcome being to reach as many adults in Aotearoa New Zealand as possible to raise awareness about harm to children and to start national and local conversations

about the role we all have to play to prevent harm to children and help mokopuna grow, thrive and be safe, as is their right. You can find out more about this campaign and access our resources here: [Dear Children - Mana Mokopuna](#).

You have the right to seek an investigation and review by the Ombudsman of this decision. Information about how to make a complaint is available at www.ombudsman.parliament.nz or freephone 0800 802 602.

Nga mihi,



Patrick Labotsky

Corporate Services Manager

Mana Mokopuna | Children's Commissioner

manamokopuna.org.nz



Te moemoea: kia kuru pounamu te rongo

All mokopuna live their best lives