



21 May 2026

Ref: OIA-2025/26-0685

Joshua Riley
fyi-request-34547-acc89a38@requests.fyi.org.nz

Tēnā koe Joshua,

Official Information Act request relating to the New Zealand–India Free Trade Agreement

Thank you for your Official Information Act 1982 (the Act) request, which was received by the Department of the Prime Minister and Cabinet (DPMC) on 26 April 2026. You requested:

"I request the following information held by the Department of the Prime Minister and Cabinet, covering the period 1 January 2025 to the date of this request:

1. All communications (including emails, text messages, WhatsApp / Signal / other messaging app correspondence, letters, briefings, file notes, meeting minutes, and diary entries) between staff of the Department of the Prime Minister and Cabinet and any of the following parties, where the subject matter relates to the New Zealand–India Free Trade Agreement or to the promotion, amplification, or social media coverage of statements by the Prime Minister or the Minister for Trade and Investment regarding India or the FTA:

a. Social media influencers, content creators, or operators of social media accounts (including but not limited to accounts on X/Twitter, Facebook, Instagram, LinkedIn, YouTube, and WhatsApp);

b. Public relations, communications, marketing, or digital strategy firms or consultants;

c. Media organisations, journalists, or media-buying agencies based in India or primarily serving Indian audiences;

d. Diaspora organisations, community groups, or business councils with a focus on India–New Zealand relations;

e. Officials, agencies, or representatives of the Government of India (including the Indian High Commission to New Zealand, the Ministry of External Affairs, and the Ministry of Commerce and Industry) where those communications relate to social media activity, content sharing, or coordinated promotion;

f. Any third party engaged or paid (whether by [agency], by another government agency, or by a contracted intermediary) to promote, amplify, share, retweet, like, or otherwise increase the reach of social media content concerning the India FTA.

2. Any contracts, statements of work, purchase orders, invoices, or financial records relating to the engagement of any party for the purpose of social media amplification, influencer marketing, audience targeting, or coordinated promotion of messaging concerning the India FTA, including any spend on paid amplification on X/Twitter or other platforms.

3. Any internal strategy documents, communications plans, media plans, or briefings

concerning the digital or social media communications strategy for the India FTA, including any analysis, monitoring, or reporting on social media engagement (e.g. retweets, likes, follower analytics) of posts by the Prime Minister or the Minister for Trade and Investment relating to India or the FTA.

4. Any correspondence with platforms (including X Corp / Twitter, Meta, Google) regarding the promotion, boosting, or analytics of posts relating to the India FTA.”

I have identified some information in scope of part one of your request that is more closely connected to the functions of the Prime Minister, Rt Hon Christopher Luxon. Ordinarily, under section 14 of the Act, I would transfer part one of your request to the Prime Minister. However, I am aware that you sent the same request to the Prime Minister, and so I refer you to the Prime Minister’s forthcoming response to your request.

I can advise that DPMC has carried out a search of its electronic databases for information in scope of parts two, three, and four of your request. No information has been identified as within scope of parts two, three, and four of your request. Accordingly, these parts of your request are refused under section 18(e) of the Act as the information requested do not exist.

You have the right to ask the Ombudsman to investigate and review my decision under section 28(3) of the Act.

We do not intend to publish this response on the DPMC website.

Nāku noa, nā

A handwritten signature in blue ink, appearing to read 'Alan Cassidy', is positioned above the typed name and title.

Alan Cassidy
Deputy Chief Executive, Corporate