

25 May 2026

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OIA 30899

Joshua Riley

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Tēnā koe Joshua Riley

Thank you for your email of 26 April 2026 in which you request the following under the Official Information Act 1982 (OIA):

"I request the following information held by the Ministry of Foreign Affairs and Trade, 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 Ministry of Foreign Affairs and Trade 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. For the avoidance of doubt, this request includes communications conducted on personal devices or non-government accounts where they relate to official business, in line with the Ombudsman's guidance on the OIA."

Response to your request

The Ministry of Foreign Affairs and Trade intends to begin proactively releasing information on the India-New Zealand Free Trade Agreement by mid July 2026. Accordingly, your request is refused under section 18(d) of the OIA: www.mfat.govt.nz/en/trade/free-trade-agreements/free-trade-agreements-concluded-but-not-in-force/new-zealand-india-free-trade-agreement/resources

Your request is therefore refused under section 18(d) of the OIA, as the information will be publicly available.

Please note that it is our policy to proactively release our responses to official information requests where possible. Therefore, our response to your request (with your personal information removed) may be published on the Ministry website: www.mfat.govt.nz/en/about-us/contact-us/official-information-act-responses/

If you have any questions about this decision, you can contact us by email at: DM-ESD@mfat.govt.nz. You have the right to seek an investigation and review by the Ombudsman of this decision by contacting www.ombudsman.parliament.nz or freephone 0800 802 602.

Nāku noa, nā

Sarah Corbett
for Secretary of Foreign Affairs and Trade