



19 May 2026

Joshua Riley
fyi-request-34550-f01ec749@requests.fyi.org.nz

Ref: PMO OIA 786-2025-26

Dear Joshua,

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

Thank you for your Official Information Act 1982 (the Act) request, received on 26 April 2026. You requested:

“I request the following information held by Office of the Prime Minister, 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 Office of the Prime Minister 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.”

Information being released

Please find enclosed copies of the following documents:

Item	Date(s)	Document description	Decision
1	26 April and 24 April 2026	Emails between staff from the Prime Minister's Office (PMO) and staff from the Department of the Prime Minister and Cabinet (DPMC)	Release, some information withheld under section 9(2)(a).
2	23 April 2026	Emails between PMO staff and DPMC staff Attached document: <i>NZ-India FTA signature: PM's pre-recorded remarks</i>	Release, some information withheld under section 9(2)(a). Refused under section 18(d).
3	21-23 April 2026	Emails between PMO staff, and emails between PMO staff and staff from Hon Todd McClay's office	Release, some information withheld under section 9(2)(a).
4	22 April 2026	Emails between PMO staff	Release, some information withheld under section 9(2)(a).
5	20 April 2026	Emails between PMO staff Attached documents: <ul style="list-style-type: none"> • <i>New Zealand secures landmark Free Trade Agreement with India</i> (press release) • <i>Prime Minister celebrates historic India FTA</i> (press release) • <i>Backpocket: New Zealand-India FTA Lines</i> • <i>New Zealand-India Free Trade Agreement benefits</i> • <i>New Zealand-India Free Trade Agreement media explainer</i> • <i>New Zealand-India Free Trade Agreement summary</i> 	Release, some information withheld under section 9(2)(a) and section 9(2)(k). Refused under section 18(d).

Item	Date(s)	Document description	Decision
		<ul style="list-style-type: none"> <i>New Zealand-India Free Trade Agreement key tariff outcomes</i> 	
6	22 December 2025	Remarks for New Zealand-India Free Trade Agreement stand-up	Release.
7	10 March, and 5-7 March 2025	Emails between DPMC staff and PMO staff Attached document: <i>Public communications package</i>	Release, some information withheld under section 9(2)(a). Refused under section 18(d).

I have decided to release the documents listed in the table above, subject to some information being withheld under the following sections of the Act:

- section 9(2)(a), to protect the privacy of individuals
- section 9(2)(k), to prevent disclosure or use for improper gain or advantage.

A small amount of information is not in scope of your request and is marked accordingly.

In making my decision, I have considered the public interest considerations in section 9(1) of the Act. No public interest has been identified that would be sufficient to outweigh the reasons for withholding that information.

Information publicly available

The following information is also in scope of your request (see item five) and is publicly available at the following links:

Date	Document description	Website address
22 December 2025	Press release: New Zealand secures landmark Free Trade Agreement with India	https://www.beehive.govt.nz/release/new-zealand-secures-landmark-free-trade-agreement-india
22 December 2025	Press release: Prime Minister celebrates historic India FTA	https://www.beehive.govt.nz/release/prime-minister-celebrates-historic-india-fta
N/A	New Zealand-India Free Trade Agreement summary	https://www.mfat.govt.nz/assets/Trade-agreements/NZ-India-FTA/New-Zealand-India-Free-Trade-Agreement-Summary.pdf
N/A	New Zealand-India Free Trade Agreement benefits	https://www.mfat.govt.nz/assets/Trade-agreements/NZ-India-FTA/NZ-India-FTA-Benefits.pdf
N/A	New Zealand-India Free Trade Agreement key tariff outcomes	https://www.mfat.govt.nz/assets/Trade-agreements/NZ-India-FTA/NZ-India-FTA-Key-Tariff-Outcomes.pdf

Accordingly, I have refused the part of your request for the documents listed in the above table under section 18(d) of the Act – the information requested is or will soon be publicly available.

Parts two, three, and four

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

Additional information

As identified in the table above there are four additional documents in scope of your request (see items two, five, and seven) which I understand are being assessed for proactive release by the Ministry of Foreign Affairs and Trade (MFAT) on their website. Accordingly, I have refused the part of your request for these documents under section 18(d) of the Act – the information requested is or will soon be publicly available.

I understand that you sent similar requests to MFAT and Hon Todd McClay, and you can expect responses from MFAT and Hon Todd McClay's office regarding information they hold in due course.

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

Yours sincerely,



Cameron Burrows
Chief of Staff