

7 July 2026

Erika Whittome

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Tēnā koe Erika

Your request for official information, reference: HNZ00205005

Thank you for your email on 23 June 2026, asking Health New Zealand | Te Whatu Ora for the following under the Official Information Act 1982 (the OIA):

Would you please share the 2021 and 2022 budget allocated to each DHB for any such covid-19 giveaways and prizes such as food vouchers, Paknsave vouchers, iphone draws etc etc

Response

Incentives for getting vaccinated, such as food vouchers and giveaways, were not directly funded by Health NZ, or the Ministry of Health (prior to Health NZ's inception). For more information on this, we refer you to this OIA published on FYI, from 2021: <https://fyi.org.nz/request/17900-covid-19-vaccine-administration-programme-funding-of-entertainment-giveaways-and-prizes>.

COVID-19 vaccination budgets were allocated by the Ministry of Health to the district health boards (DHBs), who then in turn funded vaccination providers. There were two primary vaccination funding mechanisms nationally:

- The Pay Per Dose (PPD) contract with GPs and pharmacies, where providers were paid an administration fee for delivering vaccinations, consistent with other vaccination services.
- Bulk-funded contracts held by the Equity team with Māori providers. Some providers may have used a portion of this funding to support whānau to attend vaccination clinics

Health NZ does not hold information showing the amounts spent on any giveaways or vouchers as decisions on this expenditure were made at a provider level. This information is therefore refused under section 18(g) of the OIA, as it is not held by Health NZ, and we do not believe it is held by another agency subject to the OIA.

Please note that the government also distributed vaccination funding to other agencies, such as the Ministry for Ethnic Communities and Te Puni Kōkiri, to drive uptake. Details about how Te Puni Kōkiri used the Māori Communities COVID-19 Fund, including any incentives offered, can be found on their website, here: www.tpk.govt.nz/en/nga-putea-me-nga-ratonga/covid-19-information-for-maori/maori-communities-covid19-fund.

How to get in touch

If you have any questions, you can contact us at hnzOIA@tewhatauora.govt.nz.

If you are not happy with this response, you have the right to make a complaint to the Ombudsman. Information about how to do this is available at www.ombudsman.parliament.nz or by phoning 0800 802 602.

As this information may be of interest to other members of the public, Health NZ may proactively release a copy of this response on our website. All requester data, including your name and contact details, will be removed prior to release.

Nāku iti noa, nā



Sara Freitag

Manager, Government Services