

30 January 2018

Dear Dr Schofield

Official Information Act request

Thank you for your Official Information Act (the Act) request of 12 December 2017 requesting the costings (i.e. budget, estimate, proposal documents and/or actual costs) of the "give nothing to racism" campaign, and what this campaign means.

The primary objective of New Zealand's first nationwide anti-racism campaign is to support a culture in which racist attitudes, statements, and actions are considered unacceptable by a majority of Kiwis.

Costs directly attributable to the campaign up to 31 December 2017 were \$360,000. These were:

- Campaign video, memes, branding and media \$217,000
- Campaign website \$72,000
- Campaign evaluation \$40,000
- Business pack \$21,000
- Emoji pin badge \$6,000
- Other costs \$4,000

The cost of staff and in-house contractors are not included above because staff and in-house contractors are engaged in various campaigns and activities across the Commission and it is uneconomic to measure and record the specific time allocated to each. For the same reason, Facebook advertising relating to the campaign is not included above but totaled less than \$10,000 across several campaigns.

Most of the campaign costs were funded by third party contributors rather than the Human Rights Commission. Every celebrity involved in this campaign donated their time and their involvement for free.

If you are unhappy with this response you are entitled to complain to the Ombudsman's office. Information about how to make a complaint is available at www.ombudsman.parliament.nz or freephone 0800 802 602.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Anneliese Boston', with a stylized flourish at the end.

Anneliese Boston
Legal Officer