



Department of  
Conservation  
*Te Papa Atawhai*

19-E-0002/DOC-5689141

29 January 2019

Joss Nicholls

[fyi-request-9305-f8bc45a2@requests.fyi.org.nz](mailto:fyi-request-9305-f8bc45a2@requests.fyi.org.nz)

Dear Joss Nicholls

Thank you for your Official Information Act request to the Department of Conservation, dated 23 December 2018. You requested the following:

*I would like to know how much you spend on advertising with media works and any other media outlet each year, regarding the use of 1080 and predator free nz.*

DOC publicly notifies every aerial 1080 operation it delivers in local newspapers. This is to ensure the public is informed of every toxin application before it occurs. I am only able to provide an estimate of the cost of this advertising, as we do not routinely collate specific cost elements for every individual operation delivered to this level of detail. Precise costs could be collated by searching historic transaction records across the country, but this would require significant new work, so would incur costs. Please let me know if you require a higher level of detail than what is provided below.

DOC spends approximately \$2000-\$5000 to publicly notify each aerial 1080 operation it delivers in local newspapers. The total spend varies from year to year depending on how many operations are scheduled. In 2018, 12 operations were delivered for an approximate spend of \$40,000 to \$50,000 on public advertising. This was spread across local newspapers in the Northland, Taranaki, West Coast, Auckland, Waikato, Canterbury, Southland and Manawatu-Whanganui Regions.

Costs were roughly twice as high in 2017, as DOC delivered 24 aerial 1080 operations in response to the beech mast event that occurred that year for an approximate advertising spend of \$80,000 to \$100,000. In 2016, which was also a mast year, DOC completed 23 aerial 1080 operations for an approximate advertising spend of \$80,000 to \$95,000. In 2015, a non-mast year, only seven aerial 1080 operations were delivered for an approximate advertising spend of \$24,000 to \$29,000.

In addition to this, the Department has spent a total of \$2,706 on promoting the Predator Free 2050 discussion guide and communicating the Department's use of 1080 on social media. Exact figures are available for this expenditure, which has only occurred since May 2018.

Please note that this letter (with your personal details removed) and enclosed documents may be published on the Department's website.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'Hilary Aikman'.

Hilary Aikman  
Director National Operations