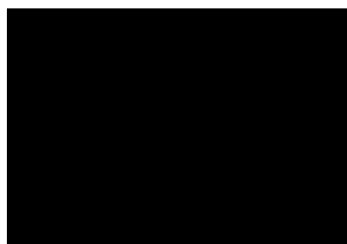


14 February 2019



## REQUEST UNDER THE OFFICIAL INFORMATION ACT 1982

Thank you for your request dated **30 January 2019** made pursuant to the Official Information Act 1982 ("OIA").

As our Head of Communications explained in her email to you of 30 January 2019, the Guardians' IT system prevents us from accessing Google Docs for security reasons, so we have been unable to provide our answers via your preferred questionnaire mechanism.

### Your Request

You requested:

- The total amount of spending on advertising in the past five financial years, by year, including financial year 2018/19 to date.
- For each year, how much of each annual spend was used in each of the following categories:
  1. Facebook and Facebook-owned properties (Instagram, WhatsApp)
  2. Social media influencers
  3. Other social media (e.g. Snapchat)
  4. Search engine marketing (broken down by which search engine was used e.g. Google, Bing, Yahoo! etc)
  5. Other online advertising
  6. Television
  7. Radio, including podcasts
  8. Outdoor (e.g. billboards, buses).

### Our Response

Totals for each financial year, and for expenditure in category 5 (other online advertising), is set out below. (To the best of our knowledge, over the 2014-2019 period, the Guardians did not purchase any advertising in categories 1, 2, 3, 4, 6, 7 and 8.)

Financial Year	Spend	Category 5 (other online advertising)
2018/19 to date	Nil	Nil
2017/18	\$35,319	\$3,092
2016/17	\$1,947	\$1,947
2015/16	Nil	Nil
2014/15	Nil	Nil

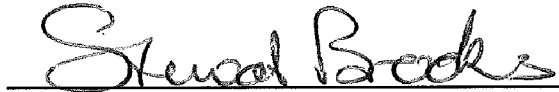
Note: these totals do not include advertising undertaken by recruitment agencies on our behalf, where the advertising fee has been paid by the recruitment agency, not the Guardians.

**General**

If you have any further questions or require clarification please contact Isabelle Brunton on [ibrunton@nzsuperfund.co.nz](mailto:ibrunton@nzsuperfund.co.nz).

If you are dissatisfied with our response you also have the right to seek a review by the Ombudsmen's Office. Contact details for the Ombudsmen's Office can be found at: <http://www.ombudsmen.parliament.nz/>.

Yours sincerely

A handwritten signature in black ink that reads "Stewart Brooks". The signature is written in a cursive style and is positioned above a solid horizontal line.

**Stewart Brooks**  
**GM Finance and Risk**