

Rebecca Watson

From: official information
Sent: Thursday, 28 March 2019 14:46
To: [REDACTED]
Cc: official information
Subject: RE: LGOIMA 19015: MEDIA INQUIRY | Official Information Request

Kia ora,

Further to your information request of 30 January 2019 in respect of total spent on advertising in the past five financial years, I am now able to provide Hamilton City Council's response.

You requested:

Please provide 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, please break this down into 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:

Further to our email of 28 February 2019 notifying you of an extension of time for advising you of our decision in respect of your request, I can now advise that we are able to release the 2017/2018 financial year advertising spend. In the 2017/18 financial year, Hamilton City Council spent a total of \$427,556.70 on advertising.

Please note:

- This figure includes corporate and facility advertising.
- Our figure above is the costs for the placement of adverts across all of our channels – including digital, print, radio and television.
- It doesn't include some items within our advertising and marketing budgets such as licencing costs, recruitment, membership fees and design work (with the exception outlined in the next bullet point)
- The figure includes advertising booked through third party agencies. Where advertising has been booked through an agency, costs will include design work as we can not break down the costs any further than that.
- This figure excludes recruitment adverts and design work (apart from those adverts booked through agencies as above).

Currently our financial report structures capture advertising spend and channels across the organisation too broadly to provide the information at the level of granularity sought without substantial manual collation by staff. The information provided for the most recent complete financial year (2017/18) was prepared by staff by manually extracting, collating and reviewing data by vendor and cost categories. We have therefore determined not to release the annual spend for the other financial years or spending within the categories you have requested under Section 17(f) – the information requested cannot be made available without substantial collation or research.

I can advise that your request has prompted us to review the way in which we capture financial data in respect of advertising-related spending to enable us to provide system-generated reports with more detail regarding channels, types of advertising and advertising design/art work in future.

You have the right to request an investigation and review by the Ombudsman under section 27(3) of the Local Government Official Information and Meetings Act 1987.

For your information, the Ombudsman's contact details are:

Email: info@ombudsman.parliament.nz

Post: PO Box 10152, Wellington 6143

Telephone: 0800 802 602

Kind regards,

Amy Viggers

On behalf of the Privacy Officer

DDI: 07 8386727 | Email: amy.viggers@hcc.govt.nz



Hamilton City Council | Private Bag 3010 | Hamilton 3240 | www.hamilton.govt.nz

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From: official information

Sent: Thursday, 28 February 2019 3:40 PM

To: [REDACTED]

Cc: official information <officialinformation@hcc.govt.nz>

Subject: HPE CM: RE: LGOIMA 19015: MEDIA INQUIRY | Official Information Request

Good afternoon,

I refer to your information request of 30 January 2019 in respect of total spent on advertising in the past five financial years.

You requested:

Please provide 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, please break this down into 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)

The Local Government Official Information and Meetings Act 1987 requires that we advise you of our decision on your request no later than 20 working days after the day we received your request. Unfortunately, it will not be possible to meet that time limit and we are therefore writing to notify you of an extension of the time to make our decision, to 31 March 2019.

This extension is necessary given the broad scope requires researching and collating a large quantity of information. We wrote to you on 7 February 2019 to invite you to review the scope of your request, however you declined to refine it. Consequently, it will take us some time to collate, review and prepare the information necessary in order to make a decision on your request.

You have the right to request an investigation and review by the Ombudsman under section 27(3) of the Local Government Official Information and Meetings Act 1987.

For your information, the Ombudsman's contact details are:

Email: info@ombudsman.parliament.nz

Post: PO Box 10152, Wellington 6143

Telephone: 0800 802 602

Kind regards,

Amy Viggers

On behalf of the Privacy Officer

DDI: 07 8386727 | Email: amy.viggers@hcc.govt.nz



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From: official information

Sent: Thursday, 31 January 2019 8:07 AM

To: [REDACTED]

Cc: official information <officialinformation@hcc.govt.nz>

Subject: HPE CM: RE: LGOIMA 19015: MEDIA INQUIRY | Official Information Request

Good Morning,

I write to acknowledge your information request of 30 January 2019 in respect of total spent on advertising in the past five financial years.

Please be advised that your request has been passed on to the relevant team within Council and you will be informed of the outcome.

The Local Government Official Information and Meetings Act 1987 requires that we advise you of our decision on whether the Council will provide the requested information or not "as soon as reasonably practicable", no later than 20 working days after the day we received your request. We will respond to you no later than 28 February 2019.

Kind regards

Amy Viggers

On behalf of the Privacy Officer

DDI: 07 8386727 | Email: amy.viggers@hcc.govt.nz

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-----Original Message-----

From: [REDACTED] > on behalf of "Advertising OIA"

Sent: Wednesday, 30 January 2019 2:35 PM

To: "undisclosed-recipients:"

Subject: MEDIA INQUIRY | Official Information Request

To Whom It May Concern,

I'm a journalist with *Stuff* and I would like to request information pursuant to the Official Information Act.

Please use this [questionnaire form](#) to provide a response to the following request.

Please provide 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, please break this down into 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)

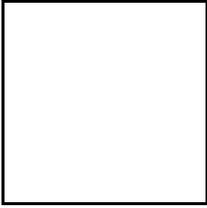
I anticipate receiving this information within 20 working days. **Please ensure answers are provided using only the [questionnaire form](#).**

If there are any questions, please let us know.

Ngā mihi

[REDACTED]
Journalist

[REDACTED]
Stuff, Level 7, [4 Williamson Avenue, Ponsonby](#), Auckland, 1021, New Zealand
PO Box 6341 Wellesley St, Auckland 1141



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