

Te Waihanga,
New Zealand Infrastructure Commission
Level 7, The Todd Building
95 Customhouse Quay
Wellington 6011



17 January 2023

Dear

Thank you for your Official Information Act request, received on 29 November 2022. You requested:

1. How many staff are employed whose roles include social media management, monitoring, content creation, etc.?
2. How much has your department spent on social media advertising and Google advertising in the past year?
3. What was the largest amount spent on one campaign for social media advertising in the past five years? How much was spent? What was the campaign?

There is one staff member who manages social media accounts at Te Waihanga, the New Zealand Infrastructure Commission. Social media is not their only responsibility.

Te Waihanga has spent \$6,493.03 excluding GST on social media advertising in the past year (1 January 2022 to 31 December 2022). There was no money spent on Google advertising in the past year.

As part of research for Rautaki Hanganga o Aotearoa - the New Zealand Infrastructure Strategy, Te Waihanga conducted a public survey called Aotearoa 2050. This was supported by a social media campaign. Total spent on social media advertising for this campaign was \$107,904.99 excluding GST.

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

This reply addresses the information you requested. You have the right to ask the Ombudsman to investigate and review my decision.

Yours sincerely

A handwritten signature in blue ink, appearing to be 'Tracey Kai'.

Tracey Kai
General Manager - Operations