



**MINISTRY OF SOCIAL  
DEVELOPMENT**

TE MANATŪ WHAKAHIATO ORA

15 MAR 2018



Dear 

On 8 January 2018, you wrote to the Ministry requesting, under the Official Information Act 1982, the following information:

- *[...] In regards to the five main free to air TV Channels, (namely TV1, TV2, TV3, Prime TV and the Maori Channel), I wish to be provided with the exposure statistics for the five years between 2012-2016 each year for the Family Violence advertisements. My project concerns all forms of media, including radio, newspapers, magazines, letterbox maildrops and even suburban newspapers and freebie papers available city wide and in the latter few examples available free of charge. No financial areas – simply coverage of the media exposures for each of the five years on an annual basis between 2012-2016 for each media type.*
- *Whilst I'm mainly concerned with Wellington City, clearly TV can't be broken down so nationwide is perfectly fine. Likewise if other media statistics are only available nationwide that will be perfectly fine. [...]*

The Ministry funds three prevention initiatives focused on preventing family violence. These initiatives include the 'It's Not OK' Campaign, E Tū Whānau and the Pasefika Proud Campaign.

The Ministry does not promote these initiatives through newspapers, magazines, letterbox maildrops or suburban newspapers. As such, your request for this information is refused under section 18(e) of the Official Information Act as this information does not exist.

E Tū Whānau is a movement for positive change developed by Māori for Māori individuals. It is about communities taking responsibility and action and supporting whānau to thrive. E Tū Whānau focuses on the values and behaviours that support strong, resilient whānau, free from violence.

Between 2012 and 2016, the Ministry has funded the Māori Media Network to run advertising across 23 Iwi radio stations that promotes the broad E Tū Whānau messages which includes family violence prevention.

Māori radio station signals that air Family Violence Campaigns can be accessed from Kaitaia to Wellington, from Kaikoura to Christchurch, and in Dunedin and Invercargill. While there are some areas that have no access to Māori radio, the vast majority of Māori people can receive at least one Māori radio station signal. Stations can also be accessed online via [www.irirangi.net](http://www.irirangi.net). The following Māori radio stations are aired in the associated regions:

- Awa FM - Whanganui and Rangitikei districts
- Kia Ora FM - Palmerston North
- Moana AM - Tauranga
- Tahi FM [Rangatahi] - Tauranga
- Ngā Iwi FM - Paeroa
- Ngāti Hine FM - Whangarei
- Pumanawa FM - Rotorua
- Radio Kahungunu – Napier/Hastings
- Radio Maniapoto - Te Kuiti
- Radio Ngāti Porou – Ruatoria and East Coast
- Radio Tainui - Ngaruawahia
- Radio Waatea – Auckland
- Raukawa FM - Tokoroa
- Sun FM - Whakatane
- Tahu FM – Christchurch, Dunedin, Invercargill, Kaikoura, Timaru and Hokitika,
- Tautoko FM - Mangamuka Bridge
- Te Hiku o Te Ika - Kaitaia
- Tai FM [Rangatahi] - Kaitaia
- Te Korimako o Taranaki - New Plymouth
- Te Upoko o Te Ika - Wellington
- Turanga FM [Te Reo Irirangi o Turanganui-a-Kiwa] - Gisborne
- Tūwharetoa FM - Turangi

The Pasefika Proud Campaign addresses violence in Pacific families and communities by using clear, consistent messaging around building strong families, preventing and addressing violence. These messages are designed, delivered and led by Pacific people. Between 2012 and 2016, the Pasefika Proud Campaign advertised primarily through the Pacific Media Network on Niu FM and 531PI.

The Ministry is unable to provide you with exposure statistics for radio advertising of E Tū Whānau and the Pasefika Proud Campaign as the information you have requested is not held by the Ministry and there are no grounds to believe that the information is held by another department or Minister of the Crown or organisation. As such, your request is refused under section 18(g) of the Official Information Act.

The 'It's Not OK' campaign is the Ministry's only family violence prevention initiative which advertises on TV. 'It's Not OK' is a social change campaign to end family violence in New Zealand. The campaign aims to change attitudes and behaviours that tolerate any kind of violence, by delivering the message that family violence is not OK, it is OK to ask for help and it is OK to help.

To target the intended television audience, the Ministry currently purchases airtime against the 18-49 age demographic. Please find enclosed two tables. Table One shows the performance summary for the televised 'It's Not OK' Campaign, among the 18-49 age demographic, aired between 2012 and 2017 nationwide, broken down by year.

Table Two shows the television schedule for the 'It's Not OK' Campaign among the 18-49 age demographic, aired between 2012 and 2017 nationwide, broken down by Channel Share and year. Please note, the tables provide estimated figures.

The principles and purposes of the Official Information Act 1982 under which you made your request are:

- to create greater openness and transparency about the plans, work and activities of the Government,
- to increase the ability of the public to participate in the making and administration of our laws and policies and
- to lead to greater accountability in the conduct of public affairs.

This Ministry fully supports those principles and purposes. The Ministry therefore intends to make the information contained in this letter and any attached documents available to the wider public shortly. The Ministry will do this by publishing this letter on the Ministry of Social Development's website. Your personal details will be deleted and the Ministry will not publish any information that would identify you as the person who requested the information.

If you wish to discuss this response with us, please feel free to write to:

Official and Parliamentary team  
Ministry of Social Development  
The Aurora Centre  
56-66 The Terrace  
Wellington 6011

If you are not satisfied with this response regarding media exposure for the Ministry's Family Violence Campaign between 2012 and 2016, you have the right to seek an investigation and review by the Ombudsman. Information about how to make a complaint is available on 0800 802 602.

Yours sincerely



Marama Edwards  
**General Manager Safe Strong Families and Communities**

**Table One: : Performance summary for the televised 'It's Not OK' Campaign among the 18-49 age demographic, aired between 2012 and 2017 nationwide, broken down by year.**

Year	Television Commercial	Weeks on air	Audience Potential	All People 18-49 (Age)				
				Total TARPs (GRPs)	1+ Reach (Actual number)	1+ Reach (%)	3+ Reach (%)	Average Exposure
<b>2012</b>	FAM_45_0011 (Man talking)	1		0.1	1,929	0.1	0	1
	FAM_45_0010 (Man talking)	1		0.1	1,929	0.1	0	1
	FAM_45_019 (Man with cut out people)	6		293.6	1,386,631	71.9	42	4.1
	FAM_45_017 (Woman, cut out people)	4		296.6	1,448,345	75.1	42.4	4
	<b>Annual Summary 2012</b>		<b>8</b>	<b>1,928,555</b>	<b>590.7</b>	<b>1,581,415</b>	<b>82</b>	<b>65.5</b>
<b>2013</b>	FAM_45_019 (Man with cut out people)	9		328.9	1,392,549	72.6	40.6	4.5
	FAM_45_017 (Woman, cut out people)	10		331.4	1,377,204	71.8	42.8	4.6
	<b>Annual Summary 2013</b>	<b>10</b>	<b>1,918,111</b>	<b>660.3</b>	<b>1,557,506</b>	<b>81.2</b>	<b>60.5</b>	<b>8.1</b>
	FAM_45_019 (Man with cut out people)	5		282	1,301,281	68	38.3	4.2
<b>2014</b>	FAM_45_017 (Woman, cut out people)	5		362	1,408,445	73.6	48.5	4.9
	<b>Annual Summary 2014</b>	<b>5</b>	<b>1,913,648</b>	<b>644</b>	<b>1,532,832</b>	<b>80.1</b>	<b>59.6</b>	<b>8</b>
	FAM_45_019 (Man with cut out people)	2		150.3	1,052,377	55.4	20.5	2.7
<b>2015</b>	FAM_45_017 (Woman, cut out people)	2		147.9	993,490	52.3	22.7	2.8
	<b>Annual Summary 2015</b>	<b>2</b>	<b>1,899,598</b>	<b>298.2</b>	<b>1,208,144</b>	<b>63.6</b>	<b>38.5</b>	<b>4.7</b>
	FAM0087_30_CON ('It's Not OK')	7		475.4	1,322,107	68.1	47.3	7
<b>2016</b>	FAM0087_30_AFI ('It's Not OK')	7		479.4	1,320,166	68	50.2	7.1
	<b>Annual Summary 2016</b>	<b>7</b>	<b>1,941,420</b>	<b>954.8</b>	<b>1,467,714</b>	<b>75.6</b>	<b>60.3</b>	<b>12.6</b>
	FAM0087_30_CON ('It's Not OK')	5		283.8	1,205,484	60.7	37.8	4.7
<b>2017</b>	FAM0087_30_AFI ('It's Not OK')	5		251.1	1,165,765	58.7	33.8	4.3
	<b>Annual Summary 2017</b>	<b>5</b>	<b>1,985,971</b>	<b>534.8</b>	<b>1,324,643</b>	<b>66.7</b>	<b>51.2</b>	<b>8</b>

**Notes:**

- Audience Potential: Total number of people within the target audience.
- Total TARPs: Total number of target audience rating points.
  - 1 TARP = 1% of the Audience.
  - GRPs: Gross Rating Points = Sum of achieved TARPs.
- 1+ Reach (Actual number): Number of people within the target exposed to the ad one or more times.
- 1+ Reach (%): Percentage of total audience potential exposed to the ad 1 or more times.
- 3+ Reach (%): Percentage of total audience potential exposed to the ad three or more times.
- Average Exposure: Average number of times that the audience exposed to the ad had the opportunity to see the ad.

**Table Two: Television schedule for the 'It's Not OK' Campaign among the 18-49 age demographic, aired between 2012 and 2017 nationwide, broken down by Channel Share and year.**

Year	All People 18-49 (Age) - Channel Share					
	TVNZ 1 (including +1)	TVNZ 2 (including +1)	Three (including +1)	PRIME	FOUR / BRAVO (including +1)	Maori TV
2012	21%	22%	41%	7%	8%	1%
2013	14%	22%	28%	7%	27%	2%
2014	16%	36%	23%	7%	15%	3%
2015	15%	41%	21%	3%	15%	4%
2016	25%	36%	22%	3%	7%	7%
2017	20%	34%	28%	4%	9%	6%

**Notes:**

- The table above shows the percentage of audience reached, broken down by year between 2012 and 2017 and Channel Share for individuals aged among the 18-49 age demographic.
- Channel Share: Percentage of total number of target audience rating points appearing on each network.
- Total TARPs: Total number of target audience rating points.
  - o 1 TARP = 1% of the Audience.