

16 April 2026

Tēnā koe

Official Information Act request

Thank you for your email of 16 February 2026, requesting the Ministry of Social Development (the Ministry)'s, including the Ministry of Youth Development and any other entities within it, spend on media services in the 2025 calendar year.

I have considered your request under the Official Information Act 1982 (the Act). Please find my decision on each part of your request set out separately below.

Please note that Ministry expenditure on advertising is consistent with the Guidelines for Government Advertising, which you can find here; www.dpmc.govt.nz/sites/default/files/2017-03/guidelines-govt-advertising-20nov1989.pdf

Key points from the guidelines state:

"Government advertising should deal with matters in which the government has direct responsibility. The objective of the advertising may be to:

- a. inform the public of proposed/new/revised/existing government policies;*
- b. inform the public of government services available to them;*
- c. advise the public of new/revised/existing entitlements or responsibilities;*
- d. encourage the public to adopt certain kinds of social behaviour generally regarded as being in the public interest (eg road safety advertising)"*

With the information provided below, please note that expenditure figures are provided from different Ministry business units, including:

- the Ministry's Media and Social Media team (use of social media channels to engage with clients, potential clients, and the public, to raise awareness of our services and key updates; also media subscriptions for staff use).
 - the Service Delivery Communications team (specific campaigns such as StudyLink, SuperGold, Work and Income – Job Connect, and Work and Income general brand to do with employment)
 - the Māori, Communities and Partnerships Group (This includes specific media aimed at reaching primarily Māori and Pasefika audiences, E Tū Whānau and Pasefika Proud, and population-wide social action campaigns including Change is Possible, Love Better and Are You Ok.). Please note, our Heartlands Services team sits within our Māori, Communities and Partnerships Group.
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- and the Information, Privacy and Security Group (media subscriptions for staff use).

I am providing you with the advice provided by each team. The Act does not require the Ministry to consolidate or aggregate this information.

1. *In the 2025 calendar year, how much did the Ministry spend in total at Google/Alphabet, Meta, and TikTok*

The Ministry's Media team advises that its total Ministry spend for 2025 calendar year for the Ministry's Facebook page was \$5705.64. The Ministry's Media team does not use Google/Alphabet or TikTok for its primary Ministry channel, including for any paid content.

The Māori, Communities and Partnerships Group advises that in the 2025 calendar year, \$568,401.17 in total was spent at Google/Alphabet, Meta and TikTok.

The Ministry's Service Delivery Communications team advises that in the 2025 calendar year, \$267,618.80 was spent at Google/Alphabet, Meta and TikTok, see **Appendix 2** - Media spend by SD Communications campaign in 2025.

2. *A break down of that spending at each of those companies (e.g for Meta, how much was spent on Instagram, Facebook, Whatsapp etc) and what the spending was for.*

The Ministry's Media and Social Media Team's advertising spend on the MSD Facebook page is used to boost Facebook posts on employment and client information on Meta platforms. This also includes promoting client successes to encourage people who are looking to take their next steps towards work.

The Ministry's expenditure for the Ministry's Facebook page between 1 January 2025 – 31 December 2025 is in the attached **Appendix 1** - Media spend by platform in 2025 calendar year.

The Ministry's Service Delivery Communications team advise their media spend breakdown in **Appendix 2** - Media spend by SD Communications campaign in 2025.

The Māori, Communities and Partnerships Group advises that the spend at Google/Alphabet, Meta and Tiktok was for social marketing campaigns and to boost posts on Meta. A breakdown of spend can be found in **Appendix 3** - Media spend by Māori, Communities and Partnerships campaign in 2025, from the Group.

3. *In the 2025 calendar year, how much did the Ministry (and any organisations/entities/divisions within it) spend in total with New Zealand-based media companies including Stuff Ltd, NZME, TVNZ, Sky, Warner Brothers Discovery, MediaWorks, Are Media, Whakaata Maori, ODT, Go Media, JCDecaux, Newsroom, The Spinoff, Ooh Media, Lumo, 1XX, Whakatane Beacon, Reality Check Radio, The Platform, and any other New Zealand-based media company that fits the spirit of this request*
4. *A break down of that spending at each of those companies and what the spending was for*

Please find as **Appendix 2** - Media spend by Service Delivery Communications campaign in 2025.

The Māori, Communities and Partnerships Group advises that in the 2025 calendar year a total of \$1,865,960.41 was spent at New Zealand-based media companies. This spend was to promote social action campaigns and deliver messaging and community engagement for Māori and Pasefika audiences. A breakdown of spend can be found in **Appendix 3** - Media spend by Māori, Communities and Partnerships campaign in 2025, from the Group.

The Ministry's Media team's spend for the 2025 calendar year covers a range of media subscriptions. These are outlined in **Table 1** attached to this letter.

In addition, the Ministry's spending on New Zealand based media subscriptions for staff is provided in **Table 2**, also attached to this letter.

5. *In the 2025 calendar year, how much did Heartland Services (and any organisations/entities/divisions within it) spend in total at 1) Google/Alphabet, 2) Meta, and 3) Tiktok.*
6. *A breakdown of that spending at each of those companies (e.g for Meta, how much was spent on Instagram, Facebook, Whatsapp etc) and what the spending was for.*
7. *In the 2025 calendar year, how much did Heartland Services (and any organisations/entities/divisions within it) spend in total with New Zealand-based media companies including Stuff Ltd, NZME, TVNZ, Sky, Warner Brothers Discovery, MediaWorks, Are Media, Whakaata Maori, ODT, Go Media, JCDecaux, Newsroom, The Spinoff, Ooh Media, Lumo, 1XX, Whakatane Beacon, Reality Check Radio, The Platform, and any other New Zealand-based media company that fits the spirit of this request. A breakdown of that spending at each of those companies and what the spending was for.*

The Māori, Communities and Partnerships Group advises that there was no spend by Heartlands Services at Google/Alphabet, Meta, Tiktok or any New Zealand-based media companies in the 2025 calendar year.

I will be publishing this decision letter, with your personal details deleted, on the Ministry's website in due course.

If you wish to discuss this response with us, please feel free to contact OIA_Requests@msd.govt.nz.

If you are not satisfied with my decision on your request, you have the right to seek an investigation and review by the Ombudsman. Information about how to make a complaint is available at www.ombudsman.parliament.nz or 0800 802 602.

Ngā mihi nui

pp. 

Anna Graham
General Manager
Ministerial and Executive Services

Table 1 - Media Team total spend by company in 2025.

Media company	Amount spent (NZD)
Politik	139
Stuff	390
Otago Daily Times	199.87
NZ Herald/ NZ Listener	219
Total spend media companies	947.87

Table 2 New Zealand based media subscriptions

Title	Description	User limit	Licence type	Per user cost	Annual cost excl. GST
Business Desk	Provides users to access Business desk delivering a stream of original business news.	10	Group license purchase	\$200.00 pa per license	\$2,000
Capital Letter	Provides users access to court judgment summaries from New Zealand's High Court, Court of Appeal, Supreme Court and Environment Court	Unlimited	Unlimited licenses		\$3,595
National Business Review	Access to business news and analysis.	35	Group license purchase	\$396.00 pa per license	\$13,860

Newsroom Pro	Access to business news and analysis.	20	Small Business license purchase	\$100.00 pa per license	\$2,000
NZ Doctor	Provides users access to NZ Doctor online content (and hardcopy)	40	Group license purchase	\$109.75 pa per license	\$4,390
NZ Herald Premium	Provides users access to NZ Herald premium content.	100	Premium license purchase	\$53.90 pa per license	\$5,390
The Post (Stuff News)	Provides users access to The Post online content.	20	Group license purchase	\$53.90 pa per license	\$2,600
NZIER	Provides access to exclusive NZIER reports and data, and email alerting of new resources.	Unlimited	Unlimited licenses		\$3,200
Pānui	Provides access to Māori Policy commentary via a mailing list.	Unlimited	Unlimited licenses		\$11,900
Politik	Provides access to the New Zealand political news site.	10	Single license purchase	\$80.00 pa per license	\$683
Safeguard Magazine	Access to all matters regarding health, safety, and wellbeing in the workplace	4	Small Business license purchase	\$61.13 pa per license	\$245
The Kaka	Public interest journalism about NZ's housing, climate, and poverty crises.	8	Single license purchase	\$76.00 pa per license	\$608
Trans-Tasman	Provides users with access to a weekly political event	3	Single license purchase	\$260.00 per license	\$607