

18 February 2019



Email: [Redacted]

Dear [Redacted]

Official Information Act Request

Thank you for your request of 30 January 2019, under the Official Information Act 1982, for the following information:

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)

We have provided the information requested in the table below.

	2018/19 Dec YTD	2017/18 Jun YTD	2016/17 Jun YTD	2015/16 Jun YTD	2014/15 Jun YTD	2013/14 Jun YTD
Facebook & FB owned properties (Instagram, WhatsApp)	-	-	-	-	-	-
Social media influencers	-	-	-	-	-	-
Other social media (e.g. Snapchat)	-	-	-	-	-	-
Search engine marketing (broken down by which search engine was used e.g. Google, Bing, Yahoo etc)	-	-	4,000.00	-	-	-
Other online advertising	-	973.50	1,446.50	1,410.00	1,170.00	990.00
Television	-	-	-	-	-	-
Radio, including podcasts	-	-	-	-	-	-
Outdoor (e.g. billboards, buses)	-	-	-	-	-	-
Other (mainly recruitment ads)	1,140.50	7,246.00	6,786.51	20,299.49	5,207.20	13,055.70
Total	\$1,140.50	\$ 8,219.50	\$12,233.01	\$ 21,709.49	\$ 6,377.20	\$14,045.70

As part of the commitment to open and transparent government, NZQA is proactively releasing responses to Official Information Act requests which are of public interest. NZQA will be publishing its response to your request on its website in March 2019. Your name and contact details will be removed before publication.

If you require further assistance or believe we have misinterpreted your request, please contact [REDACTED] in the Office of the Chief Executive, email [REDACTED]@nzqa.govt.nz or telephone (04) 463 [REDACTED].

If you are dissatisfied with our response, you have the right, under section 28(3) of the Official Information Act 1982, to lodge a complaint with the Office of the Ombudsman at www.ombudsman.parliament.nz. You can also telephone 0800 802 502 or write to the Ombudsman at PO Box 10152, Wellington, 6143.

Yours sincerely

A handwritten signature in black ink, appearing to read 'R Wood', with a large, sweeping flourish extending from the end of the signature.

Russell Wood
Acting Chief Executive