

26 FEB 2019



Official information request for Housing New Zealand's spend on advertising

I refer to your official information request dated 30 January 2019 for *'the total amount of spending on advertising in the past five financial years, by year, including financial year 2018/19 to date.'*

The information you have requested is enclosed.

You asked for the information to be released to you via an online form, however, some of Housing New Zealand's advertising spend is on print for which there is no field in the online form. There also does not appear to be any way of adding *'other'* information. For accuracy, we have therefore decided to release the information to you in a letter.

You have the right to seek an investigation and review by the Ombudsman of this decision. Information about how to make a complaint is available at www.ombudsman.parliament.nz or freephone 0800 802 602.

Yours sincerely

A handwritten signature in blue ink that reads "Rachel Kelly".

Rachel Kelly
Manager Government Relations

Housing New Zealand Advertising Spend - last 5 years	2014/15	2015/16	2016/17	2017/18	2018/19 YTD
Facebook and Facebook owned properties				\$29,929	\$21,004
Social media influencers					
Other social media				\$26,095	\$56,826
Search engine marketing:					
-Google	\$9,601	\$16,111	\$96,130	\$23,211	
-Bing					
-Yahoo		\$1,852	\$18,573	\$38,670	
Other online advertising	\$39,845	\$4,533	\$72,587	\$77,636	
Television					
Radio, including podcasts	\$59,121	\$225,404	\$75,978	\$55,773	
Outdoor				\$79,889	
Print		\$248,517	\$184,914	\$126,830	

Note: costs exclude GST

Housing New Zealand Recruitment Advertising Spend - last 5 years	2014/15	2015/16	2016/17	2017/18	2018/19 YTD
Online advertising through SEEK and Trademe Jobs	\$31,045.71	\$184,959.35	\$108,939.46	\$29,929	\$21,004
Online advertising through LinkedIn			\$2,804.40		

Note: costs include GST