



25 August 2022



Dear [REDACTED]

Thank you for your request made under the Official Information Act 1982 (OIA), received on 28 July 2022. You requested the following data (numbered for ease of answering):

1. *How much did your organisation spend on social media advertising in total between 1 July 2021 and 30 June 2022, and how does this compare to the previous five years?*
2. *How much did your organisation spend on staff in total between 1 July 2021 and 30 June 2022, and how does this compare to the previous five years?*
3. *How much did your organisation spend on contractors/consultants in total between 1 July 2021 and 30 June 2022?*

On 29 July 2022, you clarified question 2 regarding spend on staff to *data on total salary/wages information*.

### **Question 1: Social Media Advertising**

As a portion of Inland Revenue's marketing spend is through advertising agencies, I am unable to break down the spend by channel to social media advertising specifically. However, the key channels used are digital advertising and radio. This part of your request is therefore refused under section 18(g) of the OIA, as the information requested is not held by Inland Revenue.

Inland Revenue's total advertising costs for the 2017–2021 financial years are publicly available through the following links. I have therefore decided to refuse this part of your request for these years under section 18(d) of the OIA, as the information requested is publicly available.

The total costs for advertising and marketing for the 2017–2018 financial years is available in the response to question 50 of the 2017/18 Annual Review and can be found here: [https://www.parliament.nz/resource/en-NZ/52SCFE\\_EVI\\_80723\\_FE2652/1f6becac8baaf65aad976540917d61b599fe3fd9](https://www.parliament.nz/resource/en-NZ/52SCFE_EVI_80723_FE2652/1f6becac8baaf65aad976540917d61b599fe3fd9)

The total costs for advertising and marketing for the 2019–2021 financial years is available in the response to question 50 of the 2020/2021 Annual Review and can be found here: [https://www.parliament.nz/resource/mi-NZ/53SCFE\\_EVI\\_116342\\_FE2642/b459ae96342110bc86e88ef76f913e9b4bcb2cfd](https://www.parliament.nz/resource/mi-NZ/53SCFE_EVI_116342_FE2642/b459ae96342110bc86e88ef76f913e9b4bcb2cfd)

For the 2022 financial year, the total cost for advertising and marketing was \$1,229,283.84.

### **Question 2: Salary/Wages**

The table on the following page sets out Inland Revenue's expenditure on salaries and wages for the 2017-2021 financial years as defined in our Annual Report under Note 3 – Personnel.

Inland Revenue's Annual Reports can be found here: <https://www.ird.govt.nz/about-us/publications/annual-corporate-reports/annual-report>.

Your request for Inland Revenue's expenditure on salaries and wages for the 2022 financial years is refused under section 18(d) of the OIA, as the information will be publicly available soon. This will be published within Inland Revenue's Annual Report and on Te Kawa Mataaho Public Service Commission's website in October.

Financial Year	Salaries and Wages (\$ million)
2020/21	373.048
2019/20	384.922
2018/19	389.877
2017/18	391.030
2016/17	399.073

### Question 3: Contractors/Consultants

Your request for Inland Revenue's expenditure on contractors and consultants for the 2022 financial year is refused under section 18(d) of the OIA, as the information will be publicly available soon. This will be published on Te Kawa Mataaho Public Service Commission's website late September.

This will also be finalised and published in Inland Revenue's 2022 Annual Report available on Inland Revenue's website in October.

### Right of review

If you disagree with my decisions on your OIA request, you can ask an Inland Revenue review officer to review my decisions. To ask for an internal review, please email the Commissioner of Inland Revenue at: [CommissionersCorrespondence@ird.govt.nz](mailto:CommissionersCorrespondence@ird.govt.nz).

Alternatively, under section 28(3) of the OIA, you have the right to ask the Ombudsman to investigate and review my decision. You can contact the office of the Ombudsman by email at: [info@ombudsman.parliament.nz](mailto:info@ombudsman.parliament.nz).

If you choose to have an internal review, you can still ask the Ombudsman for a review.

### Publishing of OIA response

Please note that Inland Revenue regularly publishes responses to requests that may be of interest to the wider public on its website. We consider this response is of public interest so will publish this response in due course. Your personal details or any information that would identify you will be removed prior to it being published.

Thank you again for your request.

Yours sincerely



Nick Bradley  
**Enterprise Leader, Finance Services**