



04 October 2024

[Redacted]
[Redacted]

Dear [Redacted]

Thank you for your request made under the Official Information Act 1982 (OIA), received on 10 September 2024. You requested the following:

... for the amount of expenditure spent on advertising across all social media platforms for each of the years ended 30th June 2020, 30th June 2021, 30th June 2022 and 30th June 2023.

Information requested

Inland Revenue's total spend on advertising, including social media, for the previous four financial years is publicly available in the response to Question 50 in the FEC Annual Review, which is on Parliament's website here:

https://www.parliament.nz/resource/en-NZ/54SCFIN_EVI_8b3a05e9-8212-4f15-7e00-08dbf9ba8c02_FIN325/1da30e5dee7792e113fba4789cf09b81f5ac837c.

As a portion of Inland Revenue's marketing spend on social media platforms is managed through advertising agencies, I am unable to break down the spend on advertising across social media platforms specifically. 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, and there are no reasonable grounds to believe it is held by, or more closely connected with the functions of, another agency.

Right of review

If you disagree with my decision on your OIA request, you can ask an Inland Revenue review officer to review my decision. To ask for an internal review, please email the Commissioner of Inland Revenue at: 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.

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

Publishing of OIA response

We intend to publish our response to your request on Inland Revenue's website (ird.govt.nz) as this information may be of interest to other members of the public. This letter, with your personal

details removed, may be published in its entirety. Publishing responses increases the availability of information to the public and is consistent with the OIA's purpose of enabling more effective participation in the making and administration of laws and policies and promoting the accountability of officials.

Thank you again for your request.

Yours sincerely



Pip Knight
Service Leader, Marketing & Communications