

20 February 2019

Thank you for your request dated 30 January 2019 requesting information under the Official Information Act 1982 regarding the total amount of spending on advertising in the past five financial years, by year, including financial year 2018/19 to date. You requested:

*“Please provide the total amount of spending on advertising in the past five financial years, by year, including financial year 2018/19 to date.*

*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)”*

The information pertaining to your request is below. Note: That information prior to 2015-16 is not readily available to answer your enquiry.

**Question 1:**

*Facebook and Facebook-owned properties (Instagram, WhatsApp)?*

**Answer:**

	2015-16	2016-17	2017-18	2018-19 7 mths to Jan19
	\$	\$	\$	\$
Facebook and Face Book Owned properties	-	1,425	904	138

**Question 2:**

*Social media influencers?*

**Answer:**

Nil.

**Question 3:**

*Other social media (e.g. Snapchat)?*

**Answer:**

	2015-16	2016-17	2017-18	2018-19 7 mths to Jan19
	\$	\$	\$	\$
Other Social Media (E.g. LinkedIn)	82	-	-	-

**Question 4:**

*Search engine marketing (broken down by which search engine was used e.g. Google, Bing, Yahoo! etc)?*

**Answer:**

Nil.

**Question 5:**

*Other online advertising?*

**Answer:**

	2015-16	2016-17	2017-18	2018-19 7 mths to Jan19
	\$	\$	\$	\$
Other Online Advertising	-	-	22,103	5,234

**Question 6:**

*Television?*

**Answer:**

Nil.

**Question 7:**

*Radio, including podcasts?*

**Answer:**

	2015-16	2016-17	2017-18	2018-19 7 mths to Jan19
	\$	\$	\$	\$
Radio	550	-	-	-

**Question 8:**

*Outdoor (e.g. billboards, buses)?*

**Answer:**

	2015-16	2016-17	2017-18	2018-19 7 mths to Jan19
	\$	\$	\$	\$
Outdoor (E.g. Billboards)	550	-	-	-

