

7 March 2024

By email to: [REDACTED]

Dear [REDACTED]

OFFICIAL INFORMATION ACT REQUEST 2024/10

On Thursday 08 February you made a request under the Official Information Act 1982 (the OIA) for the following information:

Could you please provide information about how much was spent:

1) to communicate the election inside NZ

2) to reach overseas New Zealanders, breaking out general communication and any budget to communicate the extension of eligibility in 2023.

Final actual advertising costs for the 2023 General Election are still being finalised, however the advertising for the 2023 General Election was \$7,850,000. The Electoral Commission spent approximately \$23,000 on specific advertising targeted at New Zealanders overseas, including messages about enrolment eligibility and voting from overseas. Costs were for a package of work and costs for overseas voting content cannot be accurately broken down between overseas voting and eligibility.

As well as specific advertising activity, messages about overseas voting and the change in eligibility were included in all Electoral Commission enrolment and voting collateral and channels including our websites, the enrolment update mailout, EasyVote, stakeholder, and community engagement. The costs associated with these activities cannot be broken down between overseas voting and eligibility and other content.

In the interests of transparency, we release responses to Official Information Act requests every 3 months. We will publish this response with your personal details redacted.

You have the right under section 28(3) of the Act to make a complaint to the Ombudsman if you are not satisfied with the response to your request. Information about how to do this is available at www.ombudsman.parliament.nz or by phoning 0800 802 602.

Yours sincerely



Suzanne Knight-Tinirau
Manager Communications and Education