

16 March 2026

[REDACTED]
[REDACTED]
[REDACTED]

By email to: [REDACTED]

Kia ora [REDACTED]

OFFICIAL INFORMATION ACT REQUEST 2026/11

On 16 February 2026 you made a request under the Official Information Act 1982 (the OIA) for the following information:

I am requesting the following information under the Official Information Act:

- In the 2025 calendar year, how much did the Electoral Commission (and any organisations/entities/divisions within it) spend in total at 1) Google/Alphabet, 2) Meta, and 3) Tiktok.*
- A break down of that spending at each of those companies (e.g for Meta, how much was spent on Instagram, Facebook, Whatsapp etc) and what the spending was for.*
- In the 2025 calendar year, how much did the Electoral Commission (and any organisations/entities/divisions within it) spend in total with New Zealand-based media companies including Stuff Ltd, NZME, TVNZ, Sky, Warner Brothers Discovery, MediaWorks, Are Media, Whakaata Maori, ODT, Go Media, JCDecaux, Newsroom, The Spinoff, Ooh Media, Lumo, 1XX, Whakatane Beacon, Reality Check Radio, The Platform, and any other New Zealand-based media company that fits the spirit of this request.*
- A break down of that spending at each of those companies and what the spending was for.*

We have compiled a spreadsheet showing the media spend in 2025 for New Zealand-based companies (sheet 1) and overseas-based companies (sheet 2) with a breakdown of each campaign.

The spreadsheet is attached to this response.

\$1,727,145 was spent through New Zealand-based companies, and \$362,681 through overseas-based companies (\$280,931.06 on Google and Meta, and the remainder on Amazon Twitch, Spotify, the UK Trade Desk and Vistar Media).

The 2025 campaigns were:

1. Always On – continuous enrolment advertising for people turning 18, moving house, and making their roll choice (Māori or general)
2. Local elections – advertising to support enrolment for the local elections
3. Māori Electoral Option – raising awareness of the deadline for enrolled Māori to change rolls before the local elections
4. Tāmaki Makaurau by-election – information on enrolling and when and where to vote
5. Boundary Review – advertising undertaken on behalf of the Representation Commission for the 2025 Boundary Review

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