

07 March 2019



**Re Official Information Request for spending on advertising**

I refer to your Official Information Act request of 8 February 2019 for the following information:

1. ***Please provide the total amount of spending on advertising in the past five financial years, by year, including financial year 2018/19 to date.***
  
2. ***For each year, please break this down into how much of each annual spend was used in each of the following categories:***
  - (a) Facebook and Facebook-owned properties (Instagram, WhatsApp)***
  - (b) Social media influencers***
  - (c) Other social media (e.g. Snapchat)***
  - (d) Search engine marketing (broken down by which search engine was used e.g. Google, Bing, Yahoo! etc)***
  - (d) Other online advertising***
  - (e) Television***
  - (f) Radio, including podcasts***
  - (g) Outdoor (e.g. billboards, buses)***

We have provided the information under each of your questions below.

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

Auckland DHB's expenditure on advertising is almost entirely spent on listings in the Yellow Pages directories in the Auckland region and on recruitment advertising, including seeking clinical staff from overseas. Auckland DHB has approx. 11,000 staff and last year advertised nearly all vacant positions externally and internally, resulting in over 3,000 hires from a mix of external and internal candidates.

The DHB also provides funding support for health promotion activity, including public education and awareness raising campaigns. Recent examples include rheumatic fever and syphilis.

<b>Financial year</b>	<b>Advertising spend</b>
2018/19 YTD*	\$137,445
2017/18	\$222,180
2016/17	\$231,078
2015/16	\$333,992
2014/15	\$510,798

\*1 July 2018 – 31 January 2019

2. For each year, please break this down into how much of each annual spend was used in each of the following categories:

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

Auckland DHB's expenditure on Facebook and Facebook-owned properties is almost entirely recruitment advertising.

<b>Financial year</b>	<b>Facebook and owned properties costs</b>
2018/19 YTD*	\$3,092
2017/18	\$5,167
2016/17	\$5,635
2015/16	\$7,597
2014/15	\$4,657

In addition, in 2017/18 the DHB spent \$11,863 in Facebook and owned properties costs to support health promotion and public education including campaigns on syphilis, rheumatic fever, and immunisation.

**(b) Social media influencers**

Auckland DHB hosts Safekids Aotearoa, the national child injury prevention agency.

In the past five years, Safekids Aotearoa has spent \$10,937.00 to engage a family to be the faces of a home safety campaign. The campaign includes social media activity on the Safekids social media channels as well as activity on social media accounts belonging to members of this family.

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

Our recruitment advertising includes the following LinkedIn advertising costs.

<b>Financial year</b>	<b>LinkedIn advertising costs</b>
2018/19 YTD*	\$10,281
2017/18	\$3,213
2016/17	\$8,392
2015/16	\$18,528
2014/15	\$32,117

\*1 July 2018 – 28 Feb 2019

In addition, in 2016/17 \$26,570 was spent on a multilingual social media campaign 'Healthcare – where should I go?' aimed at Asian new migrants.

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

Our recruitment advertising includes the following Google Adwords/Display costs.

<b>Financial year</b>	<b>Search engine marketing costs</b>
2018/19 YTD*	\$6,322
2017/18	\$6,467
2016/17	\$13,387
2015/16	\$23,198
2014/15	\$18,942

\*1 July 2018 – 28 Feb 2019

In addition, in 2016/17 the DHB spent \$5,625 to support a health promotion campaign on syphilis.

**(e) Other online advertising**

Our recruitment advertising includes the following costs for other online advertising.

<b>Financial year</b>	<b>Other online advertising costs</b>
2018/19 YTD*	\$137,836
2017/18	\$139,458
2016/17	\$120,329
2015/16	\$189,113
2014/15	\$136,806

\*1 July 2018 – 28 Feb 2019

In addition, in 2016/17 the DHB spent \$21,210 in other online advertising to support a health promotion campaign on syphilis. Additional online advertising costs may exist within individual service budgets but these are not recorded as standalone items.

**(f) Television**

Auckland DHB has not spent any funds on television advertising.

**(g) Radio, including podcasts**

Auckland DHB's radio advertising in the past five years has been used for public health messaging on Typhoid (2016/17), Rheumatic Fever prevention (2017/18) and Pertussis immunisation (2018/19).

<b>Financial year</b>	<b>Radio advertising costs</b>
2018/19 YTD*	\$7,776
2017/18	\$20,000
2016/17	\$1,520
2015/16	\$0
2014/15	\$0

\*1 July 2018 – 28 Feb 2019

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

Auckland DHB has not spent any funds on outdoor advertising.

I trust this information answers your questions.

You are entitled to seek a review of the response by the Ombudsman under section 28(3) of the Official Information Act. Information about how to make a complaint is available at [www.ombudsman.parliament.nz](http://www.ombudsman.parliament.nz) or freephone 0800 802 602.

Please note that this response, or an edited version of this response, may be published on the Auckland DHB website.

Yours faithfully



Ailsa Claire, OBE  
Chief Executive