



12 March 2026

s9(2)(a)

Tālofa lava **s9(2)(a)**

RESPONSE TO AN OFFICIAL INFORMATION ACT REQUEST (REF: DOIA027-2025/26)

On 16 February 2026, you contacted the Ministry for Pacific Peoples (the Ministry) requesting under the Official Information Act 1982 (OIA), information in relation to media spend. I have outlined your specific request and my response below.

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

- In the 2025 calendar year, how much did the Ministry for Pacific Peoples (and any organisations/entities/divisions within it) spend in total at 1) Google/Alphabet, 2) Meta, and 3) Tiktok.*

In 2025, the Ministry spent \$3,183.85 (GST inclusive) on media, all with Meta, with no spend on Google/Alphabet or 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.*

A breakdown of the Ministry's spending and description is provided in **Table 1** below.

Table 1: Spend on Media in 2025 Calendar Year

DESCRIPTION – CAMPAIGNS	DATE	SPEND
Tokelau Language Week	15/11/2025	\$167.06
Niue and Tokelau Language Weeks	31/10/2025	\$331.00
Tuvalu Language Week	15/10/2025	\$321.83
Papua New Guinea Pidgin Language Week	15/09/2025	\$157.60
Papua New Guinea Pidgin Language Week	12/09/2025	\$314.00
Tonga and Papua New Guinea Pidgin Language Weeks	9/09/2025	\$297.00
Tonga Language Week	22/08/2025	\$270.00

Auckland

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PO Box 97005,
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P: 09 265 3200

Wellington National Office

Level 7, 1 Bowen House
Wellington, 6011
PO Box 833, Wellington 6143
P: 04 473 4493

Christchurch

Level 1, BNZ Centre
120 Hereford St
Private Bag 4741,
Christchurch 8011

DESCRIPTION – CAMPAIGNS	DATE	SPEND
Cook Islands Māori and Vanuatu Language Weeks	15/08/2025	\$231.47
Vanuatu Language Week	3/08/2025	\$245.00
Kiribati Language Week	15/07/2025	\$58.66
Kiribati Language Week	13/07/2025	\$245.00
Kiribati Language Week	11/07/2025	\$245.00
Samoa Language Week	15/06/2025	\$41.28
Rotuma and Samoa Language Weeks	7/06/2025	\$245.00
Rotuma and Solomon Islands Pidgin Language Weeks	15/05/2025	\$13.95
Total (GST inclusive)		\$3,183.85

- In the 2025 calendar year, how much did the Ministry for Pacific Peoples (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.*

The Ministry did not incur any expenditure with the New Zealand-based media companies listed in your request during 2025. Therefore, the information you requested does not exist, and this part of your request is refused under section 18(e) of the OIA.

In line with standard OIA practice, the Ministry proactively publishes some of its responses to OIA requests. As such, this letter may be published on the Ministry for Pacific Peoples' website. Your personal details will be removed, and the Ministry will not publish any information that would identify you or your organisation. Should you wish to discuss this response with us, please feel free to contact the Ministry at: oia_requests@mpp.govt.nz.

If you are dissatisfied with this response, you have the right, under section 28(3) of the OIA, to seek an investigation and review by the Ombudsman. Information about how to make a complaint is available at www.ombudsman.parliament.nz or freephone 0800 802 602.

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Mauailegalu Mathew So'otaga
Acting Deputy Secretary,
Corporate & Support Services