

Laura Bowman

From: official information
Sent: Monday, 27 June 2022 11:44 am
To: [REDACTED]
Cc: official information
Subject: Part 2 of 2 - LGOIMA 258832 - [REDACTED] - Total expenditure on all external media and Waikato times advertising, for 2020-21 and 2021-22 Financial Year

Kia Ora,

I refer to your **information request below**, Hamilton City Council is able to provide the following response.

You requested:

Please provide Hamilton City Council expenditure for the 2020-21 Financial Year, and the 2021-22 Financial Year, to date on:

- **All external media advertising**
- Waikato Times advertising

Our Reponse:

We have previously responded to part two of your request in our final response email sent to you sent 28 April 2022. Please find below response to part one of your request regarding all external media advertising which you clarified to mean only advertising through external publishing companies on 23 May 2022.

As requested, below are our advertising costs through external agencies. These costs reflect all of Council's communication and engagement campaigns, for example encouraging people to have their say on the Representation Review, our Long-Term Plan, road safety messaging and many bylaw / policy changes. It also includes costs for statutory required public notices.

Please note these figures will not include advertising spend by third-party organisations on behalf of the Council, for example recruitment companies.

Please note this does not include the previously supplied figures for Stuff Ltd (Previously Fairfax NZ Ltd / Fairfax Media).

Because Council operates almost 30 business units outside the communication and engagement team there may be one-off or minor additional expenses in these periods relating to unplanned or targeted project-based advertisements or through small independent publishers which have not been captured in the collation of this information.

- King St Advertising Ltd (public notices)
- Kiwi Media Publishing Ltd (Indian Weekender newspaper)
- Mediaworks (radio, bus backs)
- Sky Digital Creations limited (Waikato Weekly Chinese newspaper)
- NZME (includes radio, online advertising and print newspaper)
- Western Community Centre (Western Community Newspaper)
- Nexus (student magazine, campus digital advertising)
- Good Local Media (Cambridge News)

Supplier	20/21 – incl GST
King St Advertising Ltd	26,443.87
Kiwi Media Publishing Limited	2,300.00
Mediaworks Radio Limited	87,824.31
Sky Digital Creations Limited	2,645.00
NZME	47,632.84
Western Community Centre	1,523.75
Waikato Business News	1,495.00
Free FM	4,504.55
Good Local Media Ltd	1,393.80
Nexus	920.00

Supplier	21/22 (July – May)– incl GST
King St Advertising Ltd	23,881.85
Kiwi Media Publishing Limited	575.00
Mediaworks Radio Limited	89,442.50
Sky Digital Creations Limited	2,300.00
NZME	34,098.80
Free FM	17,498.78
Good Local Media Ltd	2,047.00
Nexus	1,035.00

You have the right to seek an investigation and review by the Ombudsman of this decision. Information about how to make a complaint is available at www.ombudsman.parliament.nz or freephone 0800 802 602.

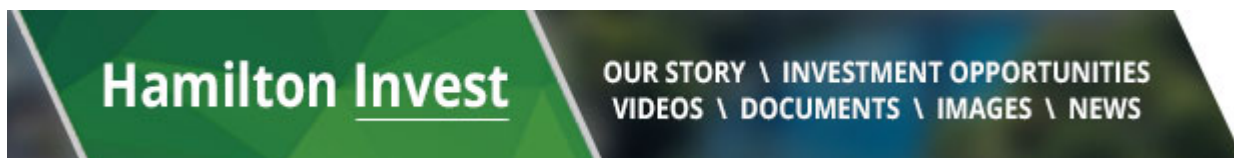
Kind Regards,

Laura | Official Information Coordinator
 Legal Services & Risk | People and Organisational Performance
 Email: officialinformation@hcc.govt.nz



Hamilton City Council | Private Bag 3010 | Hamilton 3240 | www.hamilton.govt.nz

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From: official information <officialinformation@hcc.govt.nz>

Sent: Thursday, 28 April 2022 2:09 pm

To: [REDACTED]

Cc: official information <officialinformation@hcc.govt.nz>

Subject: Part 1 of 2 - LGOIMA 258832 - [REDACTED] - Total expenditure on all external media and waikato times advertising, for 2020-21 and 2021-22 Financial Year

Kia Ora,

I refer to your official information request below.

The LGOIMA requires that we advise you of our decision on your request no later than 20 working days after the day we received your request. Unfortunately, it will not be possible to meet that time limit and we are therefore writing to notify you of an extension of the time to make our decision, to 9 May 2022.

This extension is necessary because your request is for a large quantity of information and necessitates a search through a large quantity of information and meeting the original time limit would unreasonably interfere with our operations.

That being said, we are able to provide a response to part of your request and are asking for further clarification / extension on the second part (see below).

Hamilton City Council is able to provide the following response.

REQUEST.

Please provide Hamilton City Council expenditure for the 2020-21 Financial Year, and the 2021-22 Financial Year, to date on:

1. All external media advertising
2. Waikato Times advertising

RESPONSE.

One.

Having done a review of the information required for this request, we are after further refining on this aspect your request as this will be a significant undertaking. External media could include, newspaper, magazine, radio, billboards, poster campaigns, letter drops, online advertising, social media etc.

Can you please refine your request to a particular form of external media?

Two.

In the case of the Waikato Times, our payment system records payments made to Stuff Ltd (Previously Fairfax NZ Ltd / Fairfax Media). Identifying these payments to specify only those made for Waikato Times print media in this period would require significant collation time by staff and a manual review of invoices.

Accordingly, the figures supplied show total spend to the vendor (Stuff). This will include advertising or marketing on various platforms owned by Stuff, such as Neighbourly, Hamilton Press, and national or regional digital online news platforms, over and above Waikato Times only. It also includes subscriptions to Waikato Times print edition.

Please note these figures will not include advertising spend with Waikato Times or Stuff undertaken by third-party organisations on behalf of the Council, for example recruitment companies.

The higher spend in 2020/21 is reflective of the engagement with the community on our Long-Term Plan, which is one of our biggest consultation campaigns.

In response to all external media advertising can you please clarify what you would like included in this request? Council inform and engage with the community through many mediums and platforms and collating this will take considerable time.

YEAR (July - June)	TOTAL
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2020/21	\$120,864.35
2021/22 (July – February)	\$57,423.43

Figures include GST

You have the right to seek an investigation and review by the Ombudsman of this decision. Information about how to make a complaint is available at www.ombudsman.parliament.nz or freephone 0800 802 602.

If you wish to discuss any aspect of your request with us, including this decision, please feel free to contact us.

Kind Regards,

Official Information Team

Legal Services & Risk | People and Organisational Performance

Email: officialinformation@hcc.govt.nz

In light of the new COVID-19 environment we now live in, the safety of our employees is paramount. We've made necessary changes to our working environment and operations that may result in limited availability of some of our staff members. We appreciate your patience during this time. Please allow some extra time for a response to your request as we are all doing our best to accommodate the new circumstances.



From: [REDACTED]
Sent: Tuesday, 12 April 2022 1:12 pm
To: official information <officialinformation@hcc.govt.nz>
Subject: Re: Clarification Request - LGOIMA 258832 - [REDACTED] - Total expenditure on all external media and waikato times advertising, for 2020-21 and 2021-22 Financial Year

Hello,

Please provide Councils spend with the Waikato Times for both the; print and digital editions, having them broken into two separate totals.

Kind regards
[REDACTED]

On Tuesday, 12 April 2022, 12:06:08 pm NZST, official information <officialinformation@hcc.govt.nz> wrote:

Kia Ora,

As per our right under LGOIMA – we are requesting clarification around your request.

- Does Council's spend with the Waikato Times only include its print edition?

You have the right to seek an investigation and review by the Ombudsman of this decision. Information about how to make a complaint is available at www.ombudsman.parliament.nz or freephone 0800 802 602.

Kind Regards,

Official Information Team

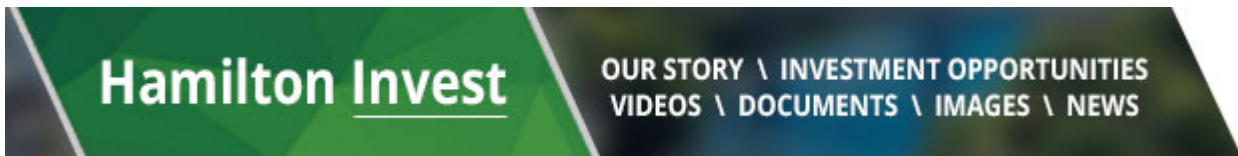
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Email: officialinformation@hcc.govt.nz



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From: [REDACTED]
Sent: Sunday, 27 March 2022 10:01 pm
To: official information <officialinformation@hcc.govt.nz>
Subject: Official Information Request - HCC Media Expenditure

To whom it might concern,

Under an Official Information Request.

Please provide Hamilton City Council expenditure for the 2020-21 Financial Year, and the 2021-22 Financial Year, to date on:

- All external media advertising

- Waikato Times advertising

Kind regards

