

## Michelle van Straalen

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**From:** Michelle van Straalen  
**Sent:** Friday, 14 August 2020 16:18  
**To:** [REDACTED]  
**Cc:** official information  
**Subject:** LGOIMA 20181 - Advertising expenditure

Kia ora

Further to your information request of 9 July 2020 in respect of Hamilton City Council's advertising expenditure, I am now able to provide Council's response.

### You requested:

*Would you be so kind as to provide the following information for a market research report I am undertaking:*

- *How much did HCC spend on advertising and paid content with media organisations outside council in 2019?*
- *How much did HCC spend on advertising and paid content with media organisations outside council in 2018?*
- *How much did HCC spend on advertising and paid content with media organisations outside council in 2017?*
- *How much did HCC spend on advertising and paid content with the Waikato Times in 2019?*
- *How much did HCC spend on advertising and paid content with the Waikato Times in 2018?*
- *How much did HCC spend on advertising and paid content with the Waikato Times in 2017?*
- *How much did HCC spend on advertising and paid content with the Hamilton Press in 2019?*
- *How much did HCC spend on advertising and paid content with the Hamilton Press in 2018?*
- *How much did HCC spend on advertising and paid content with the Hamilton Press in 2017?*

### Our response:

Hamilton City Council's direct spend with media organisations for advertising and paid content in the calendar years 2017, 2018 and 2019 was:

Year	2017	2018	2019
Amount (all media)	196,737.08	94,981.81	231,933.73

Hamilton City Council's direct spend with Waikato Times and Hamilton Press for advertising and paid content in the calendar years 2017, 2018 and 2019 was:

Year	2017	2018	2019
Hamilton Press	318	3763	10,008
Waikato Times	3304	7598	10,950

The breakdowns for Hamilton Press and Waikato Times do not include digital advertising spend, which was minimal per the above-named publications, (less than \$500 annually with each publication) but comprised \$11,019 across the Stuff stable in 2019.

These figures include direct spend with media organisations Stuff, NZME, Mediaworks, Waikato Business Publications and Free FM.

The above figures are for advertising spend booked and invoiced directly to Hamilton City Council. They do not include media spend as part of campaigns developed or booked via third parties such as advertising agencies or recruitment companies. Collating and breaking down this information would take significant time as it would require either a manual invoice search or detailed reports from these third-party organisations.

We trust this information is of assistance to you.

If you have any concerns about Council's response, you have the right to seek a review by the Ombudsman. Details on how to make a complaint can be found at [www.ombudsman.parliament.nz](http://www.ombudsman.parliament.nz).

Kind regards,

**Michelle van Straalen**

Official Information Advisor | Legal Services | Governance Unit

DDI: 07 974 0589 | [Michelle.vanStraalen@hcc.govt.nz](mailto:Michelle.vanStraalen@hcc.govt.nz)



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**From:** [REDACTED]

**Sent:** Thursday, 6 August 2020 4:39 PM

**To:** official information <[officialinformation@hcc.govt.nz](mailto:officialinformation@hcc.govt.nz)>

**Subject:** Re: LGOIMA 20181 - Advertising expenditure

Hello,

The extension of time is fine, I totally understand.

Kind regards

On Thursday, 6 August 2020, 04:08:53 pm NZST, official information <[officialinformation@hcc.govt.nz](mailto:officialinformation@hcc.govt.nz)> wrote:

Dear [REDACTED]

**Official information request for Hamilton City Council's advertising expenditure**

I refer to your official information request dated 9 July 2020 for information relating to Council's advertising expenditure.

The Local Government Official Information and Meetings Act 1987 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 14 August 2020.

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

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](http://www.ombudsman.parliament.nz) or freephone 0800 802 602.

If you wish to discuss any aspect of your request, including this decision, please feel free to contact me on the details below.

Kind regards,

**Michelle van Straalen**

Official Information Advisor | Legal Services | Governance Unit

DDI: 07 974 0589 | [Michelle.vanStraalen@hcc.govt.nz](mailto:Michelle.vanStraalen@hcc.govt.nz)



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**From:** official information  
**Sent:** Wednesday, 15 July 2020 12:16 PM  
**To:** [REDACTED]  
**Cc:** official information <[officialinformation@hcc.govt.nz](mailto:officialinformation@hcc.govt.nz)>  
**Subject:** HPE CM: LGOIMA 20181 - Advertising expenditure

Kia ora

I write to acknowledge your information request of 9 July 2020 in respect of advertising expenditure.

Please be advised that your request has been passed on to the relevant team within Council and you will be informed of the outcome.

The Local Government Official Information and Meetings Act 1987 requires that we advise you of our decision on whether the Council will provide the requested information or not "as soon as reasonably practicable", no later than 20 working days after the day we received your request. We will respond to you no later than 6 August 2020.

Kind regards,

**Michelle van Straalen**

Official Information Advisor | Legal Services

DDI: 07 974 0589 | [Michelle.vanStraalen@hcc.govt.nz](mailto:Michelle.vanStraalen@hcc.govt.nz)



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**From:** [REDACTED]  
**Sent:** Thursday, 9 July 2020 3:12 PM  
**To:** "Hcc Govt Info" <[info@hcc.govt.nz](mailto:info@hcc.govt.nz)>  
**Subject:** Official Information Request

Dear HCC Official Information Officer

Would you be so kind as to provide the following information for a market research report I am undertaking:

<!--[if !supportLists]-->• <!--[endif]-->How much did HCC spend on advertising and paid content with media organisations outside council in 2019?

<!--[if !supportLists]-->• <!--[endif]-->How much did HCC spend on advertising and paid content with media organisations outside council in 2018?

<!--[if !supportLists]-->• <!--[endif]-->How much did HCC spend on advertising and paid content with media organisations outside council in 2017?

<!--[if !supportLists]-->•<!--[endif]-->How much did HCC spend on advertising and paid content with the Waikato Times in 2019?

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<!--[if !supportLists]-->•<!--[endif]-->How much did HCC spend on advertising and paid content with the Hamilton Press in 2019?

<!--[if !supportLists]-->•<!--[endif]-->How much did HCC spend on advertising and paid content with the Hamilton Press in 2018?

<!--[if !supportLists]-->•<!--[endif]-->How much did HCC spend on advertising and paid content with the Hamilton Press in 2017?

Kind regards

[REDACTED]