
From: official information
Sent: Tuesday, 20 April 2021 09:43
To: [REDACTED]
Cc: official information
Subject: RESPONSE: LGOIMA 21090 - [REDACTED] - Waikato Times Advertising Expenditure 2011 to 2021

Kia Ora,

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

Your Request – Would you be so kind as to provide the spending on Waikato Times advertising for each financial year since 2011-2012, including latest available figures for 2020-2021.

Our Response – Due to a change in our financial system in 2014, we are only able to extract data from 1 July 2014 onwards. Council's financial systems record by vendor, not by individual publication.

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 historic 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.

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 via promotional campaigns by advertising agencies or staff recruitment companies.

The data below shows a reduction in spend by Council between 2016 and 2018. This is largely due to the Council using a third-party media buyer to design and place a large portion of its advertising in this period. These invoices are not broken down by publication in our systems so no costs for these are included.

Council's advertising in 2019-2021 included several large campaigns. These included the Electoral System Review, the rollout of our new city-wide rubbish and recycling campaign, consultation on Founders Theatre, Hamilton Gardens Management Plan, Eastern Pathways and a significant print advertising campaign to inform residents about the Annual Plan. In the early part of 2021 Council has been engaging with the community on its 10-Year Plan, which is one of our biggest consultation campaigns.

YEAR (July - June)	TOTAL
2014/15	\$ 97,255
2015/16	\$ 31,367
2016/17	\$ 18,870
2017/18	\$ 19,339
2018/19	\$ 41,947
2019/20	\$ 91,360

2020/21 (July - February) \$ 115,419

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.

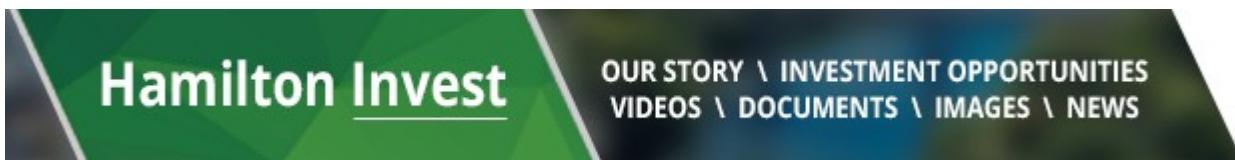
Kind Regards,

Tatiyana | Official Information Team
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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-----Original Message-----

From: [REDACTED]
Sent: Thursday, 18 March 2021 4:14 PM
To: "Hcc Govt Info" <info@hcc.govt.nz>
Subject: Official Information Request

To whom it might concern,

Would you be so kind as to provide the spending on Waikato Times advertising for each financial year since 2011-2012, including latest available figures for 2020-2021.

Kind regards

