

**From:** [Charlotte Mitchell](#)  
**To:** [Official Information](#)  
**Cc:** LICOMHA 444123 - Water Promotion Campaign  
**Subject:** Wednesday, 18 December 2024 9:28:01 am  
**Date:** [image001.jpg](#)  
[image004.png](#)  
[image003.png](#)

Kia ora,

We refer to your information request below. Hamilton City Council provides the following response:

**Your request:**

Could i request the cost breakdown of the water promotion using Te Radar.  
Could this include all the costs related to the proposal, the filming the production costs both internal and external?  
And if there any ongoing costs with regard to councillors doing videos to match the Te Radar videos.  
Also what are the internal staff costs of this undertaking.

**Our response:**

The total campaign budget is \$60,000 and paid for by Government Better Off Funding, allocated to Council from central government to support councils through water reform.

This campaign costs less than \$1 per household and supports our community to be informed, aware and engaged as we approach consultation on how water services will be delivered in the future and ask the community to give their feedback on Council's proposal.

Below are the costs of the campaign to date. Videographer and photographer costs include all associated production and editing costs. Personnel costs are not included - this work was completed using existing resources and budgets. There are no costs related to Elected Member videos, these were developed in-house.

**Photo and video production** - \$20,510  
Including talent, 6 x videos, 283 still photos

**Newspaper advertising** - \$8,655.80

**Washroom advertising** - \$6780  
Printing of posters and display in mall toilets  
Display in public toilets and council facilities no charge

**Digital advertising** - \$5724.05

**Graphic design** - \$4520

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.

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