

**From:** [Official Information](#)  
**To:** [REDACTED]  
**Cc:** [Official Information](#)  
**Subject:** Final response - LGOIMA 425658 - [REDACTED] - 2024 by-elections  
**Date:** Thursday, 10 October 2024 4:18:29 pm  
**Attachments:** [image001.png](#)  
[image002.jpg](#)  
[image003.jpg](#)

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Kia ora,

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

**Your request:**

*Regarding the responses, can the following be clarified for the radio spend in both by-elections?*

*For the total spending by Hamilton City Council on the 2024 Hamilton East Ward by-election, can each of the entities receiving radio funding be identified with the corresponding amounts spent on each entity?*

*For the total spending by Hamilton City Council on the 2024 Kirikiriroa Maaori Ward by-election, can each of the entities receiving radio funding be identified with the corresponding amounts spent on each entity?*

*Regarding the 2024 Hamilton East Ward by-election, What was the spend to 22 Design LTD?*

*(Checking if the missing value is a copying error?)*

**Our response:**

1. **For the total spending by Hamilton City Council on the 2024 Hamilton East Ward by-election, can each of the entities receiving radio funding be identified with the corresponding amounts spent on each entity?**

We spent \$3195.90 with NZME (The Hits, ZM, Newstalk ZB and Coast).

2. **For the total spending by Hamilton City Council on the 2024 Kirikiriroa Maaori Ward by-election, can each of the entities receiving radio funding be identified with the corresponding amounts spent on each entity?**

We spent \$1996.34 with Mediaworks (Mai FM).

3. **Regarding the 2024 Hamilton East Ward by-election, what was the spend to 22 Design LTD?**

We spent \$2910 with our graphic designer, 22 Design LTD.

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.

**Ngaa mihi**  
**Keeley Faulkner**  
**Official Information Coordinator**

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Email: [officialinformation@hcc.govt.nz](mailto:officialinformation@hcc.govt.nz)



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**From:** Editor <[fyi-request-28358-4e476fc4@requests.fyi.org.nz](mailto:fyi-request-28358-4e476fc4@requests.fyi.org.nz)>

**Sent:** Monday, October 7, 2024 5:17 PM

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

**Subject:** Re: Final response - LGOIMA 425658 - [REDACTED] - 2024 by-elections

To Hamilton City Council,

Regarding the responses, can the following be clarified for the radio spend in both by-elections?

For the total spending by Hamilton City Council on the 2024 Hamilton East Ward by-election, can each of the entities receiving radio funding be identified with the corresponding amounts spent on each entity?

For the total spending by Hamilton City Council on the 2024 Kirikiriroa Maaori Ward by-election, can each of the entities receiving radio funding be identified with the corresponding amounts spent on each entity?

Regarding the 2024 Hamilton East Ward by-election, What was the spend to 22 Design LTD?  
(Checking if the missing value is a copying error?)

Sincerely,

[REDACTED]

-----Original Message-----

Kia ora,

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

Your request:

1. What was the total spending by Hamilton City Council on advertising and promotional material for the 2024 by-election for the Hamilton East Ward?
2. What was the total spending by Hamilton City Council on advertising and promotional material for the 2024 by-election for the Kirikiriroa Maaori Ward?
3. For the total spending by Hamilton City Council on the 2024 Hamilton East Ward by-election, can a list be provided of all the non-Council entities that received that funding?
4. For the total spending by Hamilton City Council on the 2024 Kirikiriroa Maaori Ward by-election, can a list be provided of all the non-Council entities that received that funding?
5. For the total spending by Hamilton City Council on the 2024 Hamilton East Ward by-election, can the dollar amounts paid to each non-Council entities be provided?
6. For the total spending by Hamilton City Council on the 2024 Kirikiriroa Maaori Ward by-election, can the dollar amounts paid to each non-Council entities be provided?
7. For the total spending by Hamilton City Council on the 2024 Hamilton East Ward by-election, can subtotals be provided for advertising spending in the following categories: television, radio, social media, newspapers, printed material, search engines, billboards and signage?
8. For the total spending by Hamilton City Council on the 2024 Kirikiriroa Maaori Ward by-election, can subtotals be provided for advertising spending in the following categories: television, radio, social media, newspapers, printed material, search engines, billboards and signage?

Our response:

1. What was the total spending by Hamilton City Council on advertising and promotional material for the 2024 by-election for the Hamilton East Ward?

2. What was the total spending by Hamilton City Council on advertising and promotional material for the 2024 by-election for the Kirikiriroa Maaori Ward?
3. For the total spending by Hamilton City Council on the 2024 Hamilton East Ward by-election, can a list be provided of all the non-Council entities that received that funding?
4. For the total spending by Hamilton City Council on the 2024 Kirikiriroa Maaori Ward by-election, can a list be provided of all the non-Council entities that received that funding?
5. For the total spending by Hamilton City Council on the 2024 Hamilton East Ward by-election, can the dollar amounts paid to each non-Council entities be provided?
6. For the total spending by Hamilton City Council on the 2024 Kirikiriroa Maaori Ward by-election, can the dollar amounts paid to each non-Council entities be provided?

Total spending by Hamilton City Council on advertising and promotional material for the 2024 by-election, can a list be provided of all the non-Council entities that received that funding

Hamilton East By-Election

Total budget: \$25000 NZME: \$4732.67

Budget Spent: \$24768 Stuff: \$3424.95

22 Design LTD: \$22000

CMYK Print: \$165.60

oOh! Media: \$12481.88

Virtual print: \$399

Lumo Digital: \$14415.57

Hamilton Multicultural Services Trust: \$460.00

Kirikiriroa Maaori Ward By-Election

Total budget: \$10,000 REIA Creative: \$3450.00

Budget Spent: \$9675.88 22Design LTD: \$3346.50

Mediaworks: \$2295.79

Virtual: Virtual: \$300.19

Sub60: Sub60: \$148.40

7. For the total spending by Hamilton City Council on the 2024 Hamilton East Ward by-election, can subtotals be provided for advertising spending in the following categories: television, radio, social media, newspapers, printed material, search engines, billboards and signage?

- o television: nil
- o radio: \$3195.90
- o social media: \$1730 (Facebook \$1330 + translations \$400)
- o newspapers: \$3186
- o printed material: \$366.36
- o search engines: nil
- o billboards: \$6750
- o signage: \$8490 (graphic design \$2910 + bus shelter signage \$5580)

8. For the total spending by Hamilton City Council on the 2024 Kirikiriroa Maaori Ward by-election, can subtotals be provided for advertising spending in the following categories: television, radio, social media, newspapers, printed material, search engines, billboards and signage?

- o television: nil
- o radio: \$1,996.34
- o social media: \$7,210 (Facebook \$850 + video \$3450 + design \$2910)
- o newspapers: nil
- o printed material: \$396
- o search engines: Google Ads \$572.71
- o billboards: nil
- o signage: nil

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

Ngaa mihi

Keeley Faulkner

Official Information Coordinator

Legal services

Governance & Assurance Team | Partnerships, communication & Maaori

Email: [2][Hamilton City Council request email]

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From: Official Information <[8][Hamilton City Council request email]>

Sent: Thursday, September 12, 2024 10:24 AM

To: Editor <[9][FOI #28358 email]>

Cc: Official Information <[10][Hamilton City Council request email]>

Subject: Acknowledgement - LGOIMA 425658 - 2024 by-elections

Kia ora,

We write to acknowledge receipt of your information request about cost spent on the 2024 By-Election. Your information request has been processed on 12 September 2024 and passed on to the relevant team within Council for a response. The Local Government Official Information and Meetings Act 1987 (LGOIMA) requires that we advise you on whether Council will provide the requested information as soon as reasonably practicable, and no later than 20 working days after the day we receive your request.

We will respond to you no later than 9 October 2024.

#### Urgent requests

If you have asked for your request to be processed urgently, the team will try to meet the date you have specified. However it may not always be possible to meet your timeframe due to staff resourcing, and the size and complexity of your request.

#### Fees & Charges

There is typically no charge, however the decision to charge will be made at Hamilton City Council's discretion and in alignment with our [11]LGOIMA Charging Policy. If there is a charge to be applied, Hamilton City Council will notify you prior to incurring the charge. Our management policy regarding charging is supported by the Ministry of Justice Charging Guidelines for OIA requests.

You are entitled to three hours free and 20 pages of photocopying free of charge. After that, charges of \$38 per 30 minutes, and 20 cents per page of photocopying applies. We may also recover any other actual costs, such as special consultancy fees or other materials. This is set out in our Fees & Charges Schedule [12]here.

#### Pro-active release of information

One of the key purposes of LGOIMA is to make information more freely available, which promotes good government and trust and confidence in public services. Proactively releasing completed OIA requests that may be of interest to the wider public can help reduce the need for individuals to make requests for information and it can reduce the work for Council in responding to requests. Before publishing information personal and other

identifying details are redacted. Generally, where a request relates to a narrow topic, these requests won't be published. You can search previous published OIA responses [13]here.

## COVID-19

There may be delays to OIA responses due to COVID-19 and other seasonal illness impacting staff capacity both in the OIA team and across our business. While we will aim to meet out statutory timeframes, a response to your request may take longer than expected, or the timeframe for responding to your request may be extended under LGOIMA.

## Ombudsman

If you are unhappy with our response or our management of your information request, you have the right to complain to the Office of the Ombudsman. The Chief Ombudsman recommends contacting us in the first instance to see if we can resolve the issue before a complaint is made. You can read more about what help the Ombudsman can provide [14]here.

## Contact us

If you have any concerns or further questions about your request, please email us on this email address.

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

Ngaa mihi

Keeley Faulkner

Official Information Coordinator

Legal services

Governance & Assurance Team | Partnerships, communication & Maaori



Email: [16][Hamilton City Council request email]

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From: Editor <[22][FOI #28358 email]>

Sent: Wednesday, September 11, 2024 5:28 PM

To: Official Information <[23][Hamilton City Council request email]>

Subject: Official Information request - Spending on advertising and promotional material for the 2024 by-elections

To whom it may concern at Hamilton City Council,

This is a request for information and documentation as covered by the Local Government Official Information and Meetings Act 1987 and/or the Official Information Act 1982.

1. What was the total spending by Hamilton City Council on advertising and promotional material for the 2024 by-election for the Hamilton East Ward?
2. What was the total spending by Hamilton City Council on advertising and promotional material for the 2024 by-election for the Kirikiriroa Maaori Ward?

3. For the total spending by Hamilton City Council on the 2024 Hamilton East Ward by-election, can a list be provided of all the non-Council entities that received that funding?
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Sincerely,

[REDACTED]  
[24][email address]

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Please use this email address for all replies to this request:  
[25][FOI #28358 email]

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[27][https://fyi.org.nz/change\\_request/new?body=hamilton\\_city\\_council](https://fyi.org.nz/change_request/new?body=hamilton_city_council)

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ask your web manager to link to us from your organisation's OIA or LGOIMA page.

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## References

### Visible links

1. <http://www.ombudsman.parliament.nz/>
2. [mailto:\[Hamilton City Council request email\]](mailto:[Hamilton City Council request email])
3. <http://www.hamilton.govt.nz/>
4. <http://www.facebook.com/HamiltonCityCouncil>
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9. [mailto:\[FOI #28358 email\]](mailto:[FOI #28358 email])
10. [mailto:\[Hamilton City Council request email\]](mailto:[Hamilton City Council request email])
11. <https://storage.googleapis.com/hccproduction-web-assets/public/Uploads/Documents/Content-Documents/Your-Council/Final-Management-Policy-Local-Government-Official-Information-Act-1987-Charging-for-Services-Aug-2022.PDF>
12. <https://hamilton.govt.nz/your-council/fees-and-charges/governance>
13. [https://hamilton.govt.nz/search?Search=&filter\\_type%5BOIA%20Response%5D=OIA%20Response](https://hamilton.govt.nz/search?Search=&filter_type%5BOIA%20Response%5D=OIA%20Response)
14. <https://www.ombudsman.parliament.nz/what-ombudsman-can-help/complaints-about-government-agencies/how-make-complaint>
15. <http://www.ombudsman.parliament.nz/>
16. [mailto:\[Hamilton City Council request email\]](mailto:[Hamilton City Council request email])
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28. <https://fyi.org.nz/help/officers>

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