

11 August 2026

[REDACTED]
 [REDACTED]
 [REDACTED]

Dear [REDACTED]

Thank you for your request made under the Official Information Act 1982 (OIA), received on 21 July 2026. You requested the following:

... the amount of expenditure spent on advertising across all social media platforms for each of the years ended 30th June 2024, 30th June 2025, and 30th June 2026.

Information Requested

Inland Revenue's total spend on advertising, including social media, for the 2023/24 financial year is publicly available in the response to Question 50 in the 2023/24 Finance and Expenditure Committee (FEC) Annual Review, which is on Parliament's website here. Accordingly, your request for this information is refused under section 18(d) of the OIA, as the information is publicly available here: https://www3.parliament.nz/en/pb/sc/submissions-and-advice/document/54SCFIN_EVI_8f080cae-f383-4d74-21bf-08dcee21bb3d_FIN3254/inland-revenue-department-written-response-to-questions

Inland Revenue's total spend on advertising, including social media, for the 2024/25 and 2025/26 financial years ending 30 June is in the table below. Please note that this data does not include expenditure on publications, as is included in the 2023/24 FEC Annual Review.

Financial year	Total spend (\$m)
2024/25	1.162
2025/26	1.193

As a portion of Inland Revenue's advertising expenditure on social media platforms is managed through advertising agencies, Inland Revenue is unable to separately identify spend on social media platforms specifically. This part of your request is therefore refused under section 18(g) of the OIA, as the information requested is not held by Inland Revenue.

Right of review

If you disagree with my decision on your OIA request, you have the right to ask the Ombudsman to investigate and review my decision under section 28(3) of the OIA. You can contact the office of the Ombudsman by email at: info@ombudsman.parliament.nz.

Publishing of OIA response

We intend to publish our response to your request on Inland Revenue's website (ird.govt.nz) as this information may be of interest to other members of the public. This letter, with your personal details removed, may be published in its entirety. Publishing responses increases the availability of information to the public and is consistent with the OIA's purpose of enabling more effective participation in the making and administration of laws and policies and promoting the accountability of officials.

Thank you again for your request.

Yours sincerely



Kieran Burlace

Domain Lead, Marketing