



21 January 2021

Dear

Thank you for your request made under the Official Information Act 1982 (OIA), received on 30 November 2021. You requested the following:

- 1. Has Inland Revenue paid for content to appear in any New Zealand newspapers in the last 24 months?*
- 2. If so, please provide a copy of each item of sponsored material, its price and the outlet in which it was published.*
- 3. If so, please provide all related correspondence for each item of sponsored material.*

On 7 December 2021, you clarified the third point of your request, and the nature of the sponsored material correspondence you are requesting. You confirmed this to be both internal correspondence within Inland Revenue, in addition to correspondence between Inland Revenue and the newspaper.

Channels for targeted advertising

Inland Revenue uses a range of different channels for targeted advertising. We begin with identifying the audience we want to reach and then select the best channels to reach and engage with these people. Advertising channels used by Inland Revenue over the last two years includes, but not limited to, newspaper, radio, digital advertising, TV and social media.

The information you have requested is detailed below. Please note that only one piece of sponsored material meets the criteria outlined in your request.

I have attached a copy of the advertisement that has been run in the following outlets:

- NZ Herald
- Dominion Post
- The Press
- Otago Daily Times
- Waikato Times
- Bay of Plenty Times

I've also attached a copy of an email chain which includes internal and external correspondence between Inland Revenue and FCB Media, with some information withheld under section 9(2)(a) of the OIA – to protect the privacy of natural persons.

The total price for this advertising campaign was \$1,923.16.

Right of Review

If you disagree with my decisions on your OIA request, you can ask an Inland Revenue review officer to review my decisions. To ask for an internal review, please email the Commissioner of Inland Revenue at: CommissionersCorrespondence@ird.govt.nz.

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

Publishing of OIA response

Please note that Inland Revenue regularly publishes responses to requests that may be of interest to the wider public on its website. We consider this response is of public interest so will publish this response in due course. Your personal details or any information that would identify you will be removed prior to it being published.

Thank you for your request. I trust that the information provided is of assistance to you.

Yours sincerely

Pip Knight
Domain Lead, Marketing and Communications