



16 March 2026

[Redacted]

Dear [Redacted]

Thank you for your request made under the Official Information Act 1982 (OIA), received on 16 February 2026. You requested the following:

- 1. In the 2025 calendar year, how much did Inland Revenue (and any organisations/entities/divisions within it) spend in total at 1) Google/Alphabet, 2) Meta, and 3) Tiktok.*
- 2. A break down of that spending at each of those companies (e.g for Meta, how much was spent on Instagram, Facebook, Whatsapp etc) and what the spending was for.*
- 3. In the 2025 calendar year, how much did Inland Revenue (and any organisations/entities/divisions within it) spend in total with New Zealand-based media companies including Stuff Ltd, NZME, TVNZ, Sky, Warner Brothers Discovery, MediaWorks, Are Media, Whakaata Maori, ODT, Go Media, JCDecaux, Newsroom, The Spinoff, Ooh Media, Lumo, 1XX, Whakatane Beacon, Reality Check Radio, The Platform, and any other New Zealand-based media company that fits the spirit of this request.*
- 4. A break down of that spending at each of those companies and what the spending was for.*

**Items 1 and 2**

Inland Revenue uses advertising agencies to generate some marketing and advertising campaigns, which may include advertising on a range of different platforms. I am unable to break down these costs to a level where I could provide Inland Revenue's total spend at Google/Alphabet, Meta and Tik Tok. Therefore, this part of your request is refused under section 18(g) of the OIA, as the information requested is not held by Inland Revenue.

I can however provide you with Inland Revenue's direct spend at Meta/Facebook which was \$35,941 for the 2025 calendar year. As mentioned above, this does not include any advertising or other services that have been completed on behalf of Inland Revenue via advertising agencies.

The total advertising and social media spend for the 2025 calendar across all platforms (including campaigns managed by advertising agencies) was \$1,284,661.

Your request for a further breakdown of what this spending was for is withheld under section 9(2)(b)(ii) of the OIA, to protect the commercial position of the person who supplied the information or who is the subject of the information.

### Items 3 and 4

For the 2025 calendar year, Inland Revenue spent a total amount of \$512,372 directly with New Zealand media companies.

The table below breaks down Inland Revenue's total spend with New Zealand media companies. These costs include services such as advertising, liquidation/bankruptcy notices and subscriptions to access media content.

Please note that the some of the figures below may overlap with the total advertising expenditure mentioned earlier.

<b>NZ media company</b>	<b>Total Spend (\$)</b>
Allied Press LTD	553
Allied Press TA	883
Stuff NZ	103,779
NBR	217
NZME	406,940
<b>Total</b>	<b>512,372</b>

Your request for a further breakdown of services that these media companies provided is withheld under section 9(2)(b)(ii) – to protect the commercial position of the person who supplied the information or who is the subject of the information.

### 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](mailto: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](http://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  
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