



31 October 2025



Dear 

Thank you for your request made under the Official Information Act 1982 (OIA), received on 8 October 2025. You requested the following (numbered for ease of response):

1. *How many households have registered for FamilyBoost in each month since it was introduced,*
2. *How many households have claimed FamilyBoost in each since it was introduced,*
3. *The amount paid out in each month, and*
4. *How many households have received the full entitlement of \$975 in each month since it was introduced.*
5. *Please advise what campaigns are proposed to encourage eligible households to apply for FamilyBoost, and what research, if any, has been done to explain why claiming is less than originally expected.*

Questions one to four

The data you have requested is attached in **Appendix A**. The data is provided as at 15 October 2025 (inclusive). The table below sets out the definitions we have used in compiling the data:

No.	Definitions
1.	"Registered" has been defined as a registration being approved. "Each month" has been defined as the month in which the registration was received.
2.	"Claimed" has been defined as approved and a payment was made. There will be instances of a household making claims on the same day for multiple quarters, in these instances, this will be counted once.
3.	"Amount paid" is the sum of all claims approved and paid for the household in that month.
4.	"Full Entitlement of \$975" has been defined as either \$975 or \$1,560. From the 30 September 2025 quarter (and onwards) the full entitlement value increased to \$1,560.

Question five

FamilyBoost campaign activity

Inland Revenue has a comprehensive marketing and communications campaign in place to encourage eligible households to apply for FamilyBoost.

We have been advertising the scheme since June 2024. Advertising includes social and digital media advertising and other supporting activity, such as radio advertising, outdoor (billboard) advertising and editorial articles. These activities are boosted at certain times, for example at the start of a quarter.

Direct emails and letters have also been a key channel to reach both families and early childhood education (ECE) providers. We use a multi-channel approach to reach households, including:

- Meta (Facebook and Instagram) advertising
- Google display (online banner) advertising
- Google search advertising
- TikTok advertising
- Radio advertising – mainstream and ethnic channels
- Out-of-home advertising – placements on digital boards in key touchpoints across New Zealand
- Stuff – sponsored editorial article
- Kidspot – sponsored editorial article and banner advertising
- Direct emails and letters
- 0800 messaging on our phone lines

Front of House information at all customer-facing Inland Revenue offices Our Marketing team works alongside our External Relationships, Community Compliance and Kaitakawaenga Māori teams to support the ECE sector, industry bodies, tax agents and community organisations, providing them with the content and collateral they need to support families.

All campaign activity directs customers to our website (www.ird.govt.nz/FamilyBoost).

We measure our activity through several digital and social media metrics (impressions, reach, engagements), email open rates and website stats. We use these insights to pivot activity and improve content when required.

Changes to FamilyBoost

In September 2025, changes to the FamilyBoost legislation were confirmed. These became effective from 1 October 2025. Documents relating to the changes and the Cabinet paper is published on our website (<https://www.taxpolicy.ird.govt.nz/publications/2025/ir-cab-25-sub-0217>). These documents include comments on the original forecasts and why numbers to date had been less than expected. As such, this part of your request is refused under section 18(d) of the OIA, as the information requested is publicly available.

Our campaign activity from 1 October was updated to reflect the changes. We sent emails to ECE providers to make them aware of changes, we have also sent emails and letters to customers who had registered and either not yet submitted a claim or previously submitted a claim that was declined due to exceeding the quarterly income threshold. The communication encouraged customers to review the updated eligibility criteria and to use the FamilyBoost calculator to estimate their potential entitlement.

Looking back: March 2024 to June 2025 campaign activity

Our deep-dive analysis for March 2024 to June 2025 campaign activity showed positive results.

We reached over 500,000 people with our digital and social media advertising alone.

Direct marketing emails were sent to ECE providers at key points across the campaign and 66.44% of those emails were opened.

Our combined activity during that period resulted in 675,831 sessions on our FamilyBoost pages (www.ird.govt.nz/familyboost).

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



Sue Gillies

Customer Segment Leader, Families Customer Segment

Appendix A**Table 1 – Number of registrations**

FamilyBoost Registrations Received (Year-Month)	Registrations Count
2024-09	22,998
2024-10	29,807
2024-11	4,368
2024-12	2,222
2025-01	5,449
2025-02	2,187
2025-03	1,962
2025-04	5,383
2025-05	1,725
2025-06	1,421
2025-07	6,926
2025-08	1,790
2025-09	2,290
2025-10*	5,130
Total	93,658

*Partial month includes registrations approved up to and including 15 October 2025.

Table 2 – Number of claims and amount paid per household

FamilyBoost Claim Received	Household Count	Total Paid
2024-10	36,912	\$14,141,340
2024-11	4,196	\$1,486,907
2024-12	1,662	\$574,815
2025-01	37,852	\$13,993,829
2025-02	4,040	\$1,405,871
2025-03	1,829	\$668,287
2025-04	43,070	\$16,433,106
2025-05	3,640	\$1,412,654
2025-06	1,894	\$674,554
2025-07	44,340	\$17,322,247
2025-08	2,792	\$1,138,282
2025-09	1,691	\$703,428
2025-10*	41,076	\$26,870,605
Total	224,994	\$96,825,926

*Partial month includes registrations approved up to and including 15 October 2025.

Table 3 – Number of households receiving the full entitlement

FamilyBoost Claim Received	\$975 Max - Household Count	\$1,560 Max - Household Count	Total Households
2024-10	1,363		1,363
2024-11	127		127
2024-12	62		62
2025-01	1,065		1,065
2025-02	109		109
2025-03	39		39
2025-04	1,351		1,351
2025-05	87		87
2025-06	42		42
2025-07	1,607		1,607
2025-08	75		75
2025-09	49		49
2025-10*	22	1,259	1,281
Total	5,998	1,259	7,257

*Partial month includes registrations approved up to and including 15 October 2025.

Table 4 – Number of households receiving \$975 or more

FamilyBoost Claim Received	Household Count
2024-10	1,363
2024-11	127
2024-12	62
2025-01	1,065
2025-02	109
2025-03	39
2025-04	1,351
2025-05	87
2025-06	42
2025-07	1,607
2025-08	75
2025-09	49
2025-10**	9,168
Total	15,144

**Partial month includes registrations approved up to and including 15 October 2025. The substantial increase in October 2025 month compared to previous months is a result of the new FamilyBoost settings changes (increase threshold and entitlement % increase).