

Our ref: 19-43

8 August 2019



Email: 

Dear 

OFFICIAL INFORMATION ACT REQUEST – ONLINE ADVERTISING SPEND

I refer to your email of 1 August 2019 to the Education Review Office requesting the following under the Official Information Act 1982.

1. *Can you please provide monthly figures in a spreadsheet each year for the past five years on:*
 - a. *Your total advertising spend*
 - b. *Online advertising spend*
 - c. *The proportion of your online advertising spend that goes on: Facebook, You Tube, Instagram, specific “influencers”, SEO, online news sites, other sites.*
 - d. *Please indicate if this spend was general, or on specific campaigns*
 - e. *For your most recent campaign, where possible, please provide success measures or reports ie. click through or engagement data or briefings with this information contained*
2. *Please also indicate in writing, and attach relevant documents, if your agency implemented a policy change on online spending post the March mosque attacks and/or the Christchurch Call.*

ERO did not spend any money in relation to your request under 1(a) to (e). In relation to your request under 2, ERO does not have a policy on online spending post the March mosque and/or the Christchurch Call.

I am therefore refusing your request under section 18(g) of the OIA because the information is not held. You have a right to seek an investigation and review by the Ombudsman of this decision.

Yours sincerely



Jeremy France
Deputy Chief Executive Corporate Services
Education Review Office | Te Tari Arotake Mātauranga
National Office | Tari Matua
