

Human Resources: Recruitment
Proactive Release : 13 December 2018

20 November 2018

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

Dear [REDACTED]

Official Information Act (1982) Request

I write in response to your Official Information Act request, dated 30 October 2018. You requested the following information:

- **The most recent, up-to-date figures available for the DHB's advertising spend on online advertising last year, including advertising for public health campaigns etc.**
 - *Please specify which online platform/ social media platform used.*
- **The most recent, up-to-date figures available for the DHB's advertising spend on other media, including traditional media like TV, radio and print.**

Regarding online advertising, please see the information provided from our Communications Team, who manage the majority of services related to use of online/ digital services for Counties Manukau District Health Board (CMDHB).

Suppliers used in FY 2017/18	Primary Purpose	Costs
• Facebook	Recruitment – direct advertising	\$1,009.68
• Google Adwords	Search Engine optimisation	\$3,302.66
• Various Promotions (cross-DHB) (via Twitter, LinkedIn etc)	Highlighting key events (Jun-Nov 2017)	\$2,418.84

Please note these costs may not be exhaustive, and do not include the DHB personnel costs and 'in-house' work to support use of these platforms.

Other Business Units in the DHB may also use online services directly, and allocate any costs incurred against other funding streams or budget lines. We believe that most of this associated Social Media activity is at no additional cost, via DHB managed pages etc., particularly for further employment and recruitment efforts, as well as directly promoting health and screening services and community campaign work.

Our current accounting systems incorporate a variety of costs in the advertising spend 'code', including printing, billboards, campaign production costs, license fees and professional services, such as photography and monitoring services.

We have completed a brief manual review of the system coding of invoices for 2017/18 year, which indicates this advertising and related activity totals approximately \$250,000 per year. Of this, we can identify \$32,500 paid directly to traditional media outlets, like TV, radio and newspapers/ magazines.

I trust this information satisfactorily answers your query. If you are not satisfied with this response you are entitled to seek a review of the response by the Ombudsman under section 28(3) of the Official Information Act.

Please note that this response or an edited version of this may be published on the Counties Manukau DHB website.

Yours sincerely,

A handwritten signature in blue ink, appearing to read 'F. Apa', is enclosed in a light blue rectangular box.

Fepulea'i Margie Apa
Chief Executive