

26 August 2021

Mark Quinlivan
Digital News Producer
Newshub Digital Discover NZ
mark_quinlivan@discovery.com

REF: OIA-8597

Dear Mark

Request made under the Official Information Act 1982

Thank you for your email of 4 August 2021 requesting information under the Official Information Act 1982 (the Act) regarding advertising of the Clean Car Discount Programme. Your specific questions and Waka Kotahi NZ Transport Agency's responses are outlined below.

1. How much money has the NZ Transport Agency allocated for advertising the Government's electric vehicles rebates scheme?

The below table details the allocated budget for the rebate phase of the Clean Car Discount Programme advertising:

Reference	Allocated budget
Advertising	\$150,000
Production	\$30,000
Resources	\$144,000

The actual spend on the Clean Car Discount Programme advertising is \$183,751.07, which is detailed further in Appendix 1.

- 2. How many electric vehicles rebate scheme advertisements have been made? And could I please have a breakdown of what each individual ad cost?**
- 3. Could those ads also be broken down by which platforms they are being advertised on? (e.g radio, TV)**

This response addresses questions 2 and 3.

I have enclosed three appendices which detail the requested information:

- Appendix 1: Advertisement cost breakdown
- Appendix 2: Print advertising
- Appendix 3: Radio station / network advertising.

4. If there are still more advertisements in the pipeline, could I also please have details of what those ads are, what platforms they will be on, and how much each individual ad will cost?

Waka Kotahi has no further plans for promotion of the Clean Car Discount Programme. As the information you have sought is not held and I have no grounds for believing that the information is held by another department or Minister of the Crown or organisation or by a local authority. I am refusing this part of your request under section 18(g)(i) of the Act.

Under section 28 of the Act, you have the right to ask the Ombudsman to review my decision to partially refuse this request. The contact details for the Ombudsman can be located at www.ombudsman.parliament.nz.

Please note, this response will also be published on the Waka Kotahi website:

<https://www.nzta.govt.nz/about-us/official-information-act/media-official-information-act-oia-responses/>.

If you would like to discuss this reply with Waka Kotahi, please contact Andrew Knackstedt, Senior Media Manager, by email at andrew.knackstedt@nzta.govt.nz.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'P. Fantham', is written over a light blue circular stamp.

Paul Fantham

Senior Manager Commercial Licensing and Revenue

Appendix 1: Advertisement cost breakdown

Reference	Company	Cost
Campaign development and production	Clemenger BBDO	\$28,686.00
Print advertising	please refer to the list on the next page	\$34,157.02
Radio advertising from 1 to 21 July 2021	please refer to the list on the next page	\$50,000.00
Posters	Bluestar	\$2,208.06
Flyers	Bluestar	\$2,857.01
Content partnerships	Stuff, NZME	\$34,857.90
Google Ad Words until 31 December 2021	Google	\$27,285.08
Search Specialist	Google	\$3,700
Total		\$183,751.07

Appendix 2: Print advertising

Prints	Half page/ Full Page	Date
Sunday Star Times	Half page	Sunday 4th July
Waikato Times	Half page	Monday 5th July
Dominion Post	Half page	Monday 5th July
Christchurch Press	Half page	Monday 5th July
Sunday Star Times	Half page	Sunday 11th July
Waikato Times	Half page	Thursday 15th July
Dominion Post	Half page	Thursday 15th July
Christchurch Press	Half page	Saturday 17th July
Nelson Mail	Full page	Wednesday 7th July
Dominion Post	Full page	Wednesday 7th July
The Press	Full page	Wednesday 7th July
Waikato Times	Full page	Wednesday 7th July
The NZ Herald	Full page	Wednesday 7th July
Otago Daily Times	Half page	Wednesday 7th July
Nelson Mail	Half page	Wednesday 14th July
Dominion Post	Half page	Wednesday 14th July
The Press	Half page	Wednesday 14th July
Waikato Times	Half page	Wednesday 14th July
The NZ Herald	Half page	Wednesday 14th July
Otago Daily Times	Half page	Wednesday 14th July
Kia Ora Sunday	Half page	Sunday 1st August

Appendix 3: Radio station / network advertising

Radio station / network advertising
Gold AM
Gold FM (Old Mix)
Hits-Coast
Network Breeze
Network Coast
Network Edge
Network Flava
Network George
Network Hauraki
Network Hits
Network Hokonui
Network Life FM
Network Magic
Network Mai FM
Network Maori Radio
Network More FM
Network Newstalk ZB
Network Radio Tarana
Network Rhema
Network Rock
Network Star
Network The Sound
Network ZM
Network ZMR