

05 February 2019

Email \_\_\_\_\_

**Re: Official Information Act**

Dear

I am responding on behalf of Hauora Tairāwhiti (Tairāwhiti DHB) to your OIA Request of 30 January 2019 regarding advertising spend for the last five financial years including the year to date.

Hauora Tairāwhiti response:

***Financial year | July 1, 2013 - June 30, 2014***

**Facebook and Facebook-owned properties (Instagram, WhatsApp)**

0

**Social media influencers**

0

**Other social media (e.g. Snapchat)**

0

**Search engine marketing (broken down by which search engine was used e.g. Google, Bing, Baidu, Yahoo! etc)**

0

**Other online advertising**

0

**Television**

0

**Radio, including podcasts**

0

**Outdoor (e.g. billboards, buses)**

0

*Financial year | July 1, 2014 - June 30, 2015*

**Facebook and Facebook-owned properties (Instagram, WhatsApp)**

0

**Social media influencers**

0

**Other social media (e.g. Snapchat)**

0

**Search engine marketing (broken down by which search engine was used e.g. Google, Bing, Baidu, Yahoo! etc)**

0

**Other online advertising**

0

**Television**

0

**Radio, including podcasts**

0

**Outdoor (e.g. billboards, buses)**

0

*Financial year | July 1, 2015 - June 30, 2016*

**Facebook and Facebook-owned properties (Instagram, WhatsApp)**

\$295.51

**Social media influencers**

0

**Other social media (e.g. Snapchat)**

0

**Search engine marketing (broken down by which search engine was used e.g. Google, Bing, Baidu, Yahoo! etc)**

0

**Other online advertising**

0

**Television**

0

**Radio, including podcasts**

0

**Outdoor (e.g. billboards, buses)**

0

*Financial year | July 1, 2016 - June 30, 2017*

**Facebook and Facebook-owned properties (Instagram, WhatsApp)**

\$2.94

**Social media influencers**

0

**Other social media (e.g. Snapchat)**

0

**Search engine marketing (broken down by which search engine was used e.g. Google, Bing, Baidu, Yahoo! etc)**

0

**Other online advertising**

0

**Television**

0

**Radio, including podcasts**

0

**Outdoor (e.g. billboards, buses)**

0

*Financial year | July 1, 2017 - June 30, 2018*

**Facebook and Facebook-owned properties (Instagram, WhatsApp)**

0

**Social media influencers**

0

**Other social media (e.g. Snapchat)**

0

**Search engine marketing (broken down by which search engine was used e.g. Google, Bing, Baidu, Yahoo! etc)**

0

**Other online advertising**

0

**Television**

0

**Radio, including podcasts**

\$10,691.00

**Outdoor (e.g. billboards, buses)**

0

*Financial year | July 1, 2018 - to date*

**Facebook and Facebook-owned properties (Instagram, WhatsApp)**

\$450.00

**Social media influencers**

0

**Other social media (e.g. Snapchat)**

0

**Search engine marketing (broken down by which search engine was used e.g. Google, Bing, Baidu, Yahoo! etc)**

0

**Other online advertising**

0

**Television**

0

**Radio, including podcasts**

\$8910.07

**Outdoor (e.g. billboards, buses)**

0

If you are not satisfied with this response you may contact the Office of the Ombudsmen, phone 0800 802 602.

Please note this response, or an edited version of this response, may be published on the Hauora Tairāwhiti DHB website. Your personal/identifying information will be redacted from any responses published.

If you feel that there are good reasons why your response should not be made publicly available, we will be happy to consider this.

Yours sincerely

Briar Hunter  
Communications Advisor  
Hauora Tairāwhiti