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9 October 2024

██████████
information_requests@queenstownadvocate.co.nz

Tēnā koe ██████████,

Response to your official information request

Thank you for your official information request received on 24 September 2024 requesting information relating to Land Information New Zealand paying for advertising services on Facebook, Instagram, LinkedIn, Google, Tik Tok and other digital platforms.

Please find below the answer to your questions.

1. Does Land Information New Zealand pay for advertising services on the Facebook, Instagram, LinkedIn, Google, Tik Tok or other digital platforms?

Toitū Te Whenua Land Information New Zealand (LINZ) does pay for advertising on Facebook, LinkedIn, and Google

- a) If so, how much money has been spent, by year on advertising on each of these platforms?

See below for spend by financial year. LINZ paid for advertising on Google through Aro Digital New Zealand Limited and as a result cannot provide a detailed break-down of costs.

	2020	2021	2022	2023*	2024*
Facebook	\$431.89	\$597.01	\$830.92	\$3358.99	\$8502.56
LinkedIn	\$1400	Nil	\$641.09	\$7996.67	\$15978.67

*The increase in spend in 2023 and 2024 is a result of targeted recruitment campaigns.

- b) Does Land Information New Zealand use any agencies to place or manage that advertising, if so who?

Aro Digital New Zealand Limited.

- c) If Land Information New Zealand uses any agencies to place or manage that advertising, what is (or are) the names of each of those agencies?

Aro Digital New Zealand Limited.

- d) If Land Information New Zealand uses any agencies to place or manage that advertising, please provide copies of any and all legal agreements between that advertising agency and Land Information New Zealand.

Please find attached contracts (and contract variations) as follows between LINZ and Aro Digital New Zealand Limited for three separate campaigns that took place between 2022-2023.

We have withheld some staff details under Section 9(2)(a) and Section 9(2)(g)(ii) of the Official Information Act to "protect the privacy of natural persons, including that of deceased natural persons", and for the protection of employees "from improper pressure or harassment."

Redactions have also been made under Section 9(2)(b)(ii) for the protection of information that would "be likely to unreasonably prejudice the commercial position" of Aro Digital New Zealand Limited.

- **Attachment A**
- **Attachment B**
- **Attachment C**
- **Attachment D**
- **Attachment E**

2. If Land Information New Zealand uses advertising services on digital platforms as above, does (or has) the agency created "custom audience" lists as part of those campaigns?

LINZ has never used custom audience lists.

3. Has any person from Land Information New Zealand had any meetings, whether in person, by video conference or other method, with any representative from Meta, Google, LinkedIn, Tik Tok, or any other digital advertising platform in the last 12 months?

LINZ has had no meetings with any representatives from digital advertising platforms in the last 12 months.

4. Does Land Information New Zealand have a dedicated account manager with Meta, Google, LinkedIn, Tik Tok or any other digital advertising platform. If so, what is the name of this person or the names of these people?

LINZ does not have a dedicated account manager for any platform.

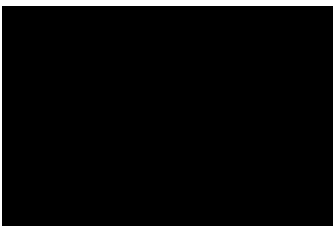
5. Please provide any correspondence, e-mail, document, or record held by Land Information New Zealand on the subject of custom audience lists, advertising on Meta, Facebook, Instagram, Google, Tik Tok or any other platform for the period 1 September 2024 and today.

Please see **Attachment F** which shows a screenshot of a conversation in Microsoft Teams.

You have the right to seek an investigation and review by the Ombudsman of this decision. Information about how to make a complaint is available at www.ombudsman.parliament.nz or freephone 0800 802 602.

Please note, this response letter outlining our decision on your request, **with your personal details withheld** and any attached documentation will be published on the Toitū Te Whenua Land Information New Zealand website. This is likely to be published by 30 November 2024

Nāku noa, nā



Jonny McKenzie
Acting Kaihautū Organisational Effectiveness