

6 March 2019

Brad Flahive
Brad.flahive@stuff.co.nz

Dear Brad

Local Government Official Information and Meetings Act (LGOIMA) requesting total amount of spending on advertising

I am writing in response to your LGOIMA request of 4 February 2019 requesting details of total amount of spending on advertising in the past five financial years, by year and including this financial year. I advise that the information is not held by the Dunedin City Council in the format that was requested. As such we are unable to complete the online questionnaire. We can, however, provide you with the following information regarding our advertising spend:

Advertising Spend	2018-19 (to 30 Jan19)	2017-18	2016-17	2015-16	2014-15
Promotional Material	\$ 1,610	\$ 1,188	\$ 30	\$ 1,000	\$ -
Video Production costs	\$ 44,587	\$ 30,152	\$ 73,987	\$ 45,613	\$ 86,150
Media Advertising	\$311,630	\$ 561,841	\$ 638,744	\$ 517,029	\$ 522,799
Display Fees	\$ 83	\$ -	\$ 22	\$ -	\$ -
Brochure Production costs	\$ 23,301	\$ 26,353	\$ 45,497	\$ 32,374	\$ 47,401
Advertising/Promotions	\$382,947	\$ 820,566	\$ 830,909	\$ 585,498	\$ 593,624
Marketing costs	\$ 24,939	\$ 58,625	\$ 37,837	\$ 11,245	\$ 9,855
	\$789,097	\$1,498,725	\$1,627,026	\$1,192,759	\$1,259,829

Please note that the total spend includes meeting our statutory requirements; public notices for resource consents and other hearings; Council and Committee meetings.

It also covers advertising for our facilities such as the Dunedin Botanic Garden, the Dunedin Public Art Gallery, Toitu Otago Settlers Museum and aquatic facilities, and destination advertising to promote the city which is undertaken by our in-house Economic Development and City Marketing Unit, Enterprise Dunedin.

I advise that as we have not provided the information requested, you have the right to complain to the Office of the Ombudsman (0800 802 602) or e-mail: info@ombudsman.parliament.nz.

Yours faithfully



Wendy Collard
Governance Support Officer