

04-Aug-2016

Taxpayers Union
By email: requests@taxpayers.org.nz

Dear Taxpayers Union,

Official information request for ADVERTISING SPENDING FACEBOOK LINKEDIN

I refer to your official information request dated 30-June-2016 for the total expenditure on Facebook advertising for the last financial year; and the total expenditure on Linked In advertising for the last financial year.

Facebook advertising costs are split into two components:

Communications Department Facebook advertising in 2015/16: \$9,599.90. This amount includes the advertising of DCC public consultations, city events/festivals, the Botanic Garden, Toitu Early Settlers Museum, Chinese Garden, Moana Pool, Dunedin Public Libraries and City of Literature events.

Enterprise Dunedin Facebook Advertising in 2015/16: \$55,693.00. Enterprise Dunedin is the economic development and tourism promotion arm of the council and this advertising is carried out on behalf of industry partners (e.g. tourism operators). These partners contribute financially to the costs of advertising so **a large portion of this money is recovered by Council.**

Council did not pay for Linked In advertising in the last financial year.

If you wish to discuss this further with us, please feel free to contact me and I will put you in touch with the appropriate staff member to assist you.

Yours sincerely
Arlene Goss
Governance Support Officer