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**From:** Sharon Bodeker  
**Sent:** Friday, 22 November 2024 01:21 p.m.  
**To:** [REDACTED]  
**Subject:** FW: Newstalk ZB LGOIMA -- DunedinNZ

Kia ora [REDACTED]

I refer to your LGOIMA request below requesting information about the DunedinNZ use of social media influencers.

I advise that we do not use social media influencers in our campaigning, and so your request for information is refused under section 17 (e), that your requested information does not exist.

Kind regards

Sharon Bodeker  
Special Projects Lead

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**From:** [REDACTED]

**Sent:** Thursday, November 21, 2024 8:56 AM

**To:** [info@dcc.govt.nz](mailto:info@dcc.govt.nz)

**Subject:** Newstalk ZB LGOIMA -- DunedinNZ

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Good morning,

It's [REDACTED] from Newstalk ZB here.

Hope you're well!

Just sending through the below LGOIMA 😊

To DunedinNZ,

The following request for information is made under the terms of the Local Government Official Information and Meetings Act 1987.

An individual yearly breakdown of all payments made to social media influencers related to marketing spend, for the last five years.

The names of each social media influencer who has received payment from DunedinNZ, the figure each person received, and the city/country of which they are based in. If this information needs to be anonymised due to privacy, please instead categorise the influencer e.g. what country they're from, their following etc. to ensure we can capture the value of the spend.

A breakdown of the services each social media influencer was paid for -- including the amount of social media posts/stories, the platforms the content appeared on, and engagement this generated.

A copy of any reports into the cost/benefit analysis of using social media influencers in DunedinNZ's marketing campaigns.

The information sought in this request is to be used as part of a report by NZME into the use of social media influencer campaigns in New Zealand tourism marketing. As the information will be used to ensure a greater understanding this, I ask that any fee is waived.

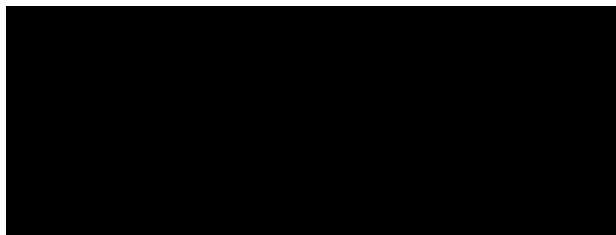
It is understood elements of the requested information might not be considered public information. If this is the case, I would ask each element is considered separately, described as best it can be and reasons for any information being declined being set against the information sought.

There may be aspects of the information sought which require names to be redacted to meet section 9(2)(a) of the Act. In situations such as this, I would ask you indicate the employer and position of the person whose name is redacted for the purposes of clarity.

I anticipate receiving the information under the terms of the act, which stipulates a maximum period of 20 business days. Written confirmation of receipt of this request would be appreciated.

If I can be of any assistance, please email me. I would like to receive the information electronically.

Kind regards,



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**NewstalkZB**  
**NZME.** NEW ZEALAND  
MEDIA AND  
ENTERTAINMENT

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