

4 March 2026

Withheld 9(2)(a)

[Redacted]

## OFFICIAL INFORMATION ACT REQUEST

I refer to your official information request of 16 February 2026 for:

- *In the 2025 calendar year, how much did the Ministry for Women (and any organisations/entities/divisions within it) spend in total at 1) Google/Alphabet, 2) Meta, and 3) Tiktok.*
- *A break down of that spending at each of those companies (e.g for Meta, how much was spent on Instagram, Facebook, Whatsapp etc) and what the spending was for.*
- *In the 2025 calendar year, how much did the Ministry for Women (and any organisations/entities/divisions within it) spend in total with New Zealand-based media companies including Stuff Ltd, NZME, TVNZ, Sky, Warner Brothers Discovery, MediaWorks, Are Media, Whakaata Maori, ODT, Go Media, JCDecaux, Newsroom, The Spinoff, Ooh Media, Lumo, 1XX, Whakatane Beacon, Reality Check Radio, The Platform, and any other New Zealand-based media company that fits the spirit of this request.*
- *A break down of that spending at each of those companies and what the spending was for.*

In response to the first and second part of your request, please see below, Ministry for Women media spend with Meta for the year 2025:

Date	Social platform	Total spend	Reason for spend
16 Oct – 23 Oct 2025	Instagram	\$48.85	Launch of the menopause guide
16 Oct – 23 Oct 2025	Facebook	\$48.46	Launch of the menopause guide
29 Oct – 5 Nov 2025	Instagram	\$48.88	Promoting the menopause guide – roundtable of women talking about menopause experience
<b>Total spend with Meta for 2025</b>			<b>\$146.19</b>

*Note: Subscriptions to access news content have been excluded from the table above.*

For the last part of your request, the Ministry has no media spend with the organisations listed.

**Official Information Act responses**

Please note that this response, with your personal details redacted, may be published on the Ministry's website. If you have any concerns or comments related to this, please let us know by emailing [ministerialservicing@women.govt.nz](mailto:ministerialservicing@women.govt.nz), within two weeks of the date of this letter.

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](http://www.ombudsman.parliament.nz) or freephone 0800 802 602.

Nāku noa, nā



Anna Chalmers  
**Deputy Secretary – Engagement, Policy and Delivery**