

9 March 2026

Ref: OIA-2526-043

9(2)(a)

Tēnā koe 9(2)
(a)

Thank you for your email of 16 February 2026 to the Social Investment Agency (SIA) requesting information regarding media spend at SIA under the Official Information Act 1982 (the Act). I have responded to each of your requests in turn below:

In the 2025 calendar year, how much did the Social Investment Agency (and any organisations/entities/divisions within it) spend in total at 1) Google/Alphabet, 2) Meta, and 3) Tiktok.

A breakdown 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.

I can confirm that in the 2025 calendar year SIA spent \$0 at Google/Alphabet, Meta, and Tiktok.

In the 2025 calendar year, how much did the Social Investment Agency (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.

I can confirm that during the 2025 calendar year SIA had expenses with NZME and Stuff Limited for its physical papers and also has licences for the Select Committee News. SIA has a shared services agreement with the Ministry of Social Development, which includes the use of their library and information management systems. This also includes online licenses to other media companies. SIA does not have the ability to differentiate media costs from other library and information management system costs.

A breakdown of that spending at each of those companies and what the spending was for.

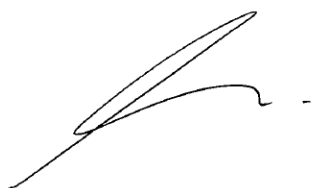
Vendor	Purpose	Amount (excl gst)
Stuff Limited	Physical newspaper – the Post	\$735.85
NZME Holdings	Physical newspaper – the New Zealand Herald	\$892.23
Select Committee News	News about Select Committees	\$3,000.00
Total		\$4,628.08

If you wish to discuss any aspect of your request or this response, or if you require any further assistance, please contact info@sia.govt.nz

As part of our commitment to transparency, we proactively release our responses to information requests where possible. This response, with your personal details removed, may be published on our website shortly.

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.

Yours sincerely



Luana Scowcroft
Manager – Engagement, Ministerials, and Communications
Social Investment Agency