

## Stephen Day

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**From:** Stephen Day  
**Sent:** Tuesday, 17 February 2026 10:49 am  
**To:** [REDACTED]  
**Subject:** [REDACTED] OIA re: media spend

Kia ora [REDACTED]

I refer to your official information request dated 16 February 2026.  
A table outlining our spending in the categories you requested during the calendar year 2025 is below:

|               |          |
|---------------|----------|
| Facebook/Meta | 696.68   |
| Reddit        | 356.65   |
| Google        | 34.99    |
| Timaru Herald | 64.20    |
| Total         | 1,152.52 |

I have also included spending on Reddit because that seemed relevant to your query.

- Facebook/Meta spending was to promote either our website, our mapping system, or events we organised. It was all on either Facebook or Instagram (I can't easily break it down, as we bought the ads to show across both platforms)
- Reddit spending was to promote our mapping system
- Google spending was for photo storage
- The Timaru Herald was to promote the opening of a newly gazetted walkway.

Feel free to call me if you want more info or background. My number is below.

You have the right to seek an investigation and review by the Ombudsman of this official information request. Information on how to make a complaint is available at [www.ombudsman.parliament.nz](http://www.ombudsman.parliament.nz) or by freephone on 0800 802 602.

Please note that it is our policy to release our responses to official information requests where possible. Our response to your request will be published shortly at <https://www.herengaanuku.govt.nz/our-work/about/disclosure/official-information-act-responses>, with your personal information removed.

Nāku noa, nā

Stephen



**Outdoor Access  
Commission**  
Herenga ā Nuku Aotearoa

**Stephen Day**

Kaiwhakahaere Whakapā | Communications Manager  
Outdoor Access Commission  
+64 278158552

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**From:** [REDACTED]  
**Sent:** Tuesday, 17 February 2026 10:22 am  
**To:** Stephen Day <[stephen.day@herengaanuku.govt.nz](mailto:stephen.day@herengaanuku.govt.nz)>  
**Subject:** Re: [REDACTED] OIA re: media spend

Awesome. Thanks Stephen!

On Tue, Feb 17, 2026 at 10:15 AM Stephen Day <[stephen.day@herengaanuku.govt.nz](mailto:stephen.day@herengaanuku.govt.nz)> wrote:

Tēnā koe [REDACTED]

Thanks for your email. We have just received your request, and I will try to get those figures for you today or tomorrow.

Nā

Stephen



**Outdoor Access  
Commission**  
Herenga ā Nuku Aotearoa

**Stephen Day**

Kaiwhakahaere Whakapā | Communications Manager  
Outdoor Access Commission  
+64 278158552

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**From:** info <[info@herengaanuku.govt.nz](mailto:info@herengaanuku.govt.nz)>  
**Sent:** Tuesday, 17 February 2026 10:10 am  
**To:** Stephen Day <[stephen.day@herengaanuku.govt.nz](mailto:stephen.day@herengaanuku.govt.nz)>  
**Subject:** FW: [REDACTED] re: media spend

Assuming this may be most relevant to you? Please let me know if not



**Outdoor Access  
Commission**  
Herenga ā Nuku Aotearoa

**Lili Nicholl**

Corporate Services Assistant  
Outdoor Access Commission  
0272520149

*I work part-time and variable hours, and will respond to enquiries as soon as possible.*

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**From:** [REDACTED]  
**Sent:** Monday, 16 February 2026 4:35 pm  
**To:** info <[info@herengaanuku.govt.nz](mailto:info@herengaanuku.govt.nz)>  
**Subject:** [REDACTED] OIA re: media spend

To whom it may concern,

I am requesting the following information under the Official Information Act:

- In the 2025 calendar year, how much did the Outdoor Access Commission - Herenga ā Nuku Aotearoa (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 Outdoor Access Commission - Herenga ā Nuku Aotearoa (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.

Kind regards,

[Redacted]

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[Redacted]

[Redacted]

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[Redacted]

