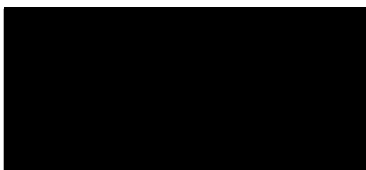




25 February 2019



Dear [REDACTED]

**Re: OIA request – advertising spending**

Thank you for your Official Information Act request received 30 January 2019 seeking details of advertising spending by Waitemata District Health Board (DHB) over the last five financial years, including the 2018/19 year-to-date.

On 5 February, you confirmed via email that your request included the costs of recruitment advertising. This response, therefore, covers recruitment spending, which accounts for the majority of Waitemata DHB's annual advertising costs.

Caution is advised in comparing Waitemata DHB data with information provided by other DHBs unless recruitment spending has been included. Even then, contextual information such as the size of a DHB's population and workforce plus the scale of services provided needs to be considered. Relevant information for Waitemata DHB is provided below.

Waitemata DHB serves the largest resident population of any district health board in New Zealand, currently standing at more than 630,000 people. We employ more than 7,500 staff and provide services from more than 80 locations across the Waitemata district and beyond.

In addition to providing care for our own resident population, Waitemata DHB is the Northern Region provider of forensic psychiatry services and child rehabilitation services. We are also the metro Auckland provider of community alcohol and drug services and community child dental services.

The DHB takes a conservative approach to paid advertising and generally only does so where this is necessary to enable recruitment or to ensure the eligible population is aware of the services we offer and how to access them.

Waitemata DHB has completed your online questionnaire as requested but is also providing this written response with appropriate contextual information to further assist your understanding.

Responses to your questions are provided below.

- *Please provide the total amount of spending on advertising in the past five financial years, by year, including financial year 2018/19 to date.*

Waitemata DHB's annual advertising spend represents well under 0.1% of total spending of around \$1.6 billion per year. The figures provided below include expenses for telephone listings, public notification of Board meetings and recruitment advertising to attract suitable candidates to apply for vacant positions. Waitemata DHB advertised more than 2,000 positions last year alone.

The spending also covers health promotion activity, including public education and awareness-raising for health programmes such as the national BreastScreen Aotearoa programme and our district's ongoing bowel screening programme.

**Waitemata DHB total annual advertising spending:**

Year	Amount
2014/15	\$431,951
2015/16	\$576,660
2016/17	\$575,469
2017/18	\$516,740
2018/19 YTD*	\$452,561

\*As at 31 January 2019

*For each year, please break this down into how much of each annual spend was used in each of the following categories:*

1. Facebook and Facebook-owned properties (Instagram, WhatsApp)

Up to October 2018, Waitemata DHB's spending on Facebook advertising was limited to recruitment purposes. Since then, the DHB has boosted selected Facebook posts at a total cost of \$244. This is included in the 2018/19 year-to-date figure below.

**Waitemata DHB annual Facebook advertising spending:**

Year	Amount
2014/15	\$12,315
2015/16	\$9,270
2016/17	\$14,337.50
2017/18	\$12,500
2018/19 YTD*	\$7,157

\*As at 31 January 2019

2. Social media influencers

Waitemata DHB has not spent any funds on social media influencers.

3. Other social media (e.g. Snapchat)

There has been no advertising activity via other social media channels.

4. Search engine marketing (broken down by which search engine was used e.g. Google, Bing, Yahoo! etc)

Details of Waitemata DHB's Recruitment team Google Ads spending is provided below.

**Waitemata DHB Google Ads spending:**

Year	Amount
2014/15	\$36,540
2015/16	\$33,495
2016/17	\$50,610
2017/18	\$19,000
2018/19 YTD*	\$11,062.50

\*As at 31 January 2019

5. Other online advertising

The amounts provided below reflect the costs of other online advertising by Waitemata DHB's Recruitment team. Further online advertising costs may exist within individual service budgets but these are not recorded as standalone items.

**Waitemata DHB other online advertising spending:**

Year	Amount
2014/15	\$131,123.74
2015/16	\$148,691.75
2016/17	\$128,992.50
2017/18	\$114,260.16
2018/19 YTD*	\$64,901.69

\*As at 31 January 2019

6. Television

Waitemata DHB has not spent any funds on television advertising.

7. Radio, including podcasts

Waitemata DHB hosted the national bowel screening pilot, the success of which ultimately resulted in a decision to extend the programme nationally. Advertising on ethnic radio stations was necessary to alert the target population to the existence of the pilot and to encourage those people to participate in this potentially life-saving programme. These costs are reflected below. Radio advertising up to the 2018/19 year was funded out of revenue for the Waitemata DHB screening programme.

From July 2018 when Counties Manukau DHB joined the programme, there was a need to increase the number of stations and frequency of radio advertising, which is reflected in the

increased costs for the 2018/19 year-to-date. The 2018/19 costs are being funded under a regional services contract as more than one DHB is benefiting.

**Waitemata DHB radio advertising spending:**

Year	Amount
2014/15	\$30,422
2015/16	\$30,422
2016/17	\$30,422
2017/18	\$30,422
2018/19 YTD*	\$59,205

*\*As at 31 January 2019*

*8. Outdoor (e.g. billboards, buses)*

The DHB's Recruitment team has spent the following amounts on billboard and bus advertising combined as part of their strategy to attract quality candidates to vacant roles:

**Waitemata DHB billboard and bus advertising spending:**

Year	Amount
2014/15	\$6,859
2015/16	\$14,591.10
2016/17	\$9,671
2017/18	\$10,254
2018/19 YTD*	\$0

*\*As at 31 January 2019*

I trust that this information meets your requirements. Waitemata DHB, like other agencies across the state sector, supports the open disclosure of information to assist the public's understanding of how we are delivering publicly-funded healthcare.

This includes the proactive publication of anonymised Official Information Act responses on our website from 10 working days after they have been released. If you feel that there are good reasons why your response should not be made publicly available, we will be happy to consider this.

Yours sincerely



**Matt Rogers**  
Director of Communications  
Waitemata District Health Board