



22 September 2023

Dear 

Re: Official Information Act Request – Campaign Spend

Thank you for your email on Tuesday 29 August 2023, in which you request information under the Official Information Act 1982. You requested:

“...all details for EECA spending with TVNZ, Stuff, and The Spin Off (or with agencies contracted to or on behalf of requested entities), broken down by campaign, amount spent (internal costs and external spend to be included separately and not in a spend total) media agency, and authoriser (person and/or group) since Jan 1, 2020.”

EECA exists in legislation to encourage, promote, and support energy efficiency, energy conservation, and the use of renewable sources of energy. We have a long history in approaching this, in part, through the use of public engagement campaigns and advertising.

Please refer to the attached PDF document, Appendix One, for a breakdown of the campaign spending you have requested. Note that the table in Appendix One refers to external spend only. Internal costs are funded through baseline appropriations.

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.

Please note that it is our policy to proactively release our responses to official information requests where possible. Our response to your request will be published shortly at <https://www.eeca.govt.nz/about/news-and-corporate/official-information/> with your personal information removed.

Yours sincerely,

A handwritten signature in blue ink, appearing to be 'MP', with a long horizontal stroke extending to the right.

Dr Marcos Pelenur
EECA Chief Executive

Appendix 1. Table on EECA’s Campaign Spending (**External**), 1 January 2020 through 29 August 2023.

CAMPAIGN	TVNZ ADVERTISING	STUFF ADVERTISING	THE SPINOFF ADVERTISING	MEDIA AGENCY	AUTHORISER
Gen Less ‘Say No to Wasted Energy’ 2020	\$406,198	\$11,480	-	OMD	GM Marketing & Communications, EECA
Gen Less Business EV’s 2020	\$21,490	\$9,677	-	OMD	GM Marketing & Communications, EECA
Gen Less ‘Say No to Wasted Energy’ 2021	\$832,738	-	-	OMD	Chief Executive, EECA
Gen Less ‘Mode Shift’ 2021	-	\$3,654	-	OMD	GM Marketing & Communications, EECA
Warmer Kiwi Homes 2021	-	\$5,481	-	OMD	GM Marketing & Communications, EECA
Gen Less ‘Business Leaders’ 2023	\$237,976	\$22,834	\$1,850	MBM	GM Marketing & Communications, EECA
One Climate Special	\$310,655	-	-	MBM	GM Marketing & Communications, EECA
Gen Less EV Barriers	\$32,448	-	-	MBM	GM Marketing & Communications, EECA
Gen Less Right Side 2021 & 2022	\$1,223,427	\$417,377	-	MBM	Chief Executive, EECA
Gen Less ‘A to B Car Free’	\$43,105	-	-	MBM	GM Marketing & Communications, EECA
Gen Less Mode Shift	\$10,081	-	-	MBM	GM Marketing & Communications, EECA
Warmer Kiwi Homes 2023	\$15,003	\$27,241	-	MBM	GM Marketing & Communications, EECA
Winter Energy Savings 2023	\$444,956	-	-	MBM	GM Marketing & Communications, EECA